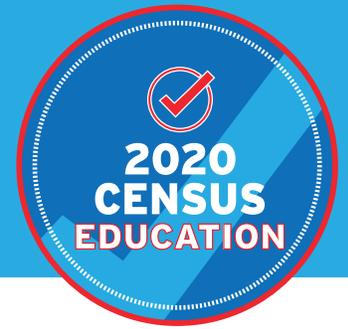


SUNCOAST Weekly Census 2020 Education Network Update



The Patterson Foundation is engaging in the Census 2020 Education project with the hope to more closely align community efforts and knowledge across Charlotte, DeSoto, Manatee, and Sarasota counties. You were identified as a community advocate for achieving a complete count during Census 2020. Please feel free to share this newsletter.

The Final Countdown: 26 Days Remain!

In the final weeks of Census 2020, this weekly update will feature a specific topic and action target to help our community advocates share consistent and fresh messaging as we sprint to a complete count. Each week, we'll highlight a theme, link to content, offer example messaging and a few simple actions to take. It's not over yet!



The Patterson Foundation (@ThePattersonFdn) will be sharing a weekly Top Five to go along with the action plan theme. Feel free to share our posts or post on your own!

Disasters & Census 2020 in 5 Points

1. It's hurricane season once again, if evacuation is necessary how do cities and towns know who needs to evacuate? Census data!
2. When it comes to disaster recovery, FEMA uses Census data for a multitude of things. Among them: how many people need assistance, where are the critical services located?
3. Census data helps communities know where fire stations, hospitals and evacuation routes should be. Inaccurate Census counts mean that your community could be under resourced in times of disaster.
4. Natural disasters aren't the only ones! COVID-19 has impacted every community in the US. Census data helps officials identify high risk areas, deploy resources and help businesses respond and adapt.
5. We know that recovering from the impact of a disaster takes months if not years, make sure your community is ready by taking 5 minutes right now to complete Census 2020!

Week of September 6th Target Topic: Census 2020 and Emergency Response

| THEME | CONTENT ASSETS | EXAMPLE MESSAGE | ACTION |
|------------------------------------|--|---|--|
| Census 2020 and emergency response | How Census Data Help the Nation Respond to Disasters Census Count Critical to Funding, Planning | "Did you know that FEMA depends on Census data when disaster strikes? Complete #Census2020 to ensure your community receives the resources it needs in the worst case scenario" | Check with your neighbors, if you'd ask if they're ready for a hurricane, ask if they've completed the census. If not, offer to help them. |

State of the Stats:

National TOTAL Response: 83.2%
Florida TOTAL Response: 76.4%

Charlotte Self-Response Rate: 62.7%
DeSoto Self-Response Rate: 46.1%
Manatee Self-Response Rate: 57.9%
Sarasota Self-Response Rate: 63.9%

Share

Do you have a resource or idea to share with the community? Send Census 2020 ideas to hsaegerkarnei@thepattersonfoundation.org to be included in a future weekly update.



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