



News Release

For Immediate Release
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VNA Philly Receives Grant for 2020 Census Outreach

Thanks to a \$25,000 grant from the Independence Foundation, VNA Philadelphia will be kicking off their “2020 Census Outreach: You Matter, Be Counted” project in January. The purpose of “2020 Census Outreach” is to educate VNA Philadelphia patients about the value and importance of completing the census and being counted.

Estimates show that every person not counted in the census amounts to roughly \$2,093 in lost federal funding. With 35% of the 1.2 million Pennsylvania households at high risk for an undercount located in Philadelphia, VNA Philadelphia has a unique opportunity for census outreach and education. VNA Philadelphia's “2020 Census Outreach: You Matter, Be Counted” project will be instrumental in helping Pennsylvania achieve a more accurate and reliable count of its residents.

The 2020 Census is the first to offer the option to respond online. Concerned about an “internet access gap,” VNA staff will combat this by utilizing the electronic devices, such as smart phones, with which all of the VNA Philadelphia clinicians are equipped. The goal of “2020 Census Outreach: You Matter, Be Counted” includes targeting marginalized and isolated patients in the communities VNA Philadelphia serves.

VNA Philadelphia’s “2020 Census Outreach: You Matter, Be Counted” project will launch in January 2020.

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VNA Philadelphia is the oldest and one of the largest non-profit home health and hospice providers in the region and one of the most innovative in the nation. Founded in 1886, VNA Philadelphia is headquartered in the East Falls section of the city. VNA Philadelphia is Medicare Certified, licensed by the State of Pennsylvania, and Accredited by the Community Health Accreditation Program (CHAP).

To find out more about the VNA, contact us at 215-473-0772 or visit www.vnaphilly.org.