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## **AS NEW YORK CITY GEARS UP FOR 2020 CENSUS, SOMOS LAUNCHES OUTREACH EFFORTS FOLLOWING NYC COMPLETE COUNT FUND GRANT**

*SOMOS To Invest \$125,000 Grant For Multilingual Census Education  
to Hundreds of Primary Care Practices Across The City*

*Grassroots Campaign To Reach More Than 700,000 New Yorkers In  
Underserved Communities*

**New York, NY** – Today, SOMOS – a non-profit, physician-led network of over 2,500 health care providers primarily serving immigrant communities in New York City – joined with Mayor Bill de Blasio, Deputy Mayor Phillip Thompson, President of the NAACP New York State Conference Hazel N. Dukes, Councilmembers Carlina Rivera and Carlos Menchaca, and representatives from the NYC Complete Count Fund at the NYU Kimmel Center to unveil and launch the beginnings of its outreach efforts and communications strategy for the 2020 census.

SOMOS was awarded a \$125,000 grant from the [New York City Complete Count Fund](#) – organized by The Research Foundation of the City University of New York and the New York City Council – to conduct vital outreach to immigrant communities in New York City to ensure a fair and accurate census that counts every voice, regardless of status. SOMOS announced it would invest in digital platforms to reach audiences, specifically those in immigrant and hard-to-reach communities.

SOMOS providers understand the culture and language of the communities they serve, making them the best partners to carry the message that the census is safe and secure. SOMOS will work to educate patients and their families about what’s at stake, which includes Medicaid funding, SNAP, funding to public schools, and representation in the local, state and federal levels.

Dr. Ramon Tallaj, founder and chairman of SOMOS issued the following statement:

“As healthcare providers and doctors who are immigrants or descendants of immigrants ourselves, we are trusted members of the community and thus, have a

role to play in getting the word out about the upcoming census,” said **Dr. Ramon Tallaj**. “It is vital that all New Yorkers, specifically those in underserved, immigrant communities and regardless of status, are properly counted to ensure the resources and funds we need and deserve are allocated accordingly. Now more than ever, it’s imperative to work together across the community with elected officials, non-profits, community-based organizations, and federal agencies to make sure this is the most successful census possible.”

The NYC Complete Count Fund program is the first-of-its-kind in the city and represents an investment of \$19 million in community-based organizations to mobilize New Yorkers to self-respond to the 2020 census. In partnership with several key partners, including RF CUNY, the City Council, and many other citywide partners, New York City’s census campaign is being coordinated by NYC Census 2020, an office created by Mayor de Blasio earlier this year specifically focused on achieving a complete and accurate count in the 2020 Census.

For more information, find the official release announcement [here](#).

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**About SOMOS:**

SOMOS is a non-profit, physician-led network of over 2,500 health care providers serving over 700,000 Medicaid beneficiaries in New York City. Launched in 2015 by its Chairman Dr. Ramon Tallaj, SOMOS is the largest and only physician-led performance provider system participating in the New York State Delivery System Reform Incentive Payment Program (DSRIP). The SOMOS network includes providers delivering culturally competent care to patients in some of New York City’s most vulnerable populations, particularly Latino, Asian, African-American and immigrant communities throughout the Bronx, Brooklyn, Manhattan and Queens.