

Doctors to Provide Census Education to Immigrants

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Somos—a physician-led network of more than 2,500 providers—said Tuesday that it has been awarded a \$125,000 grant to conduct outreach to immigrant communities in the city to ensure a fair and accurate census.

The money is from the New York City Complete Count Fund, which was organized by the Research Foundation of the City University of New York and the City Council. Somos plans to educate patients about what's at stake in the 2020 census, including Medicaid and Supplemental Nutrition Assistance Program funding as well as representation at the local, state and federal levels.

Somos plans to invest in digital platforms to reach potential respondents, particularly those residing in the immigrant and hard-to-reach communities in which its physicians practice.

Somos physicians understand the culture and language of the communities they serve, the organization said, making them good partners to "carry the message that the census is safe and secure."

Dr. Ramon Tallaj, founder and chairman of Somos, said in a statement that it is important that all New Yorkers are counted "to ensure the resources and funds we need and deserve are allocated accordingly."

The Complete Count Fund is the first of its kind in the city. It is investing \$19 million in community-based organizations to encourage New Yorkers to respond to the upcoming census. —Jennifer Henderson