

#CountAllKids: Resources for the 2020 Census



**Council on Children
and Families**

Agenda

- Welcome
- What is the census?
- Why Counting Children is Important
 - Resources
 - Ideas for you
- Q & A

Census – What is it?

WHY GET COUNTED?



PROGRAM FUNDING

SNAP, School Lunch Program,
WIC, Child Care, Head Start



OUR DEMOCRACY

Number of seats in Congress,
Electoral Votes, Redistricting



COMMUNITY DEVELOPMENT

Jobs, Planning, Resources,
Transportation

Census – Children



**BASED ON CENSUS DATA,
NEW YORK RECEIVES
\$10.5 BILLION IN FEDERAL
FUNDS FOR KIDS.**

**We must #CountAllKids
or risk shortchanging
communities.**


THE ANNIE E. CASEY
FOUNDATION

Why the Census is Important for Kids

- Stronger **political representation**.
- More **federal funding** for programs that affect social determinants of health: i.e. Medicaid, CHIP, foster care, child care.
- Better **distribution of funds to where needed most**: i.e. low-income schools, special education, WIC.
- More **reliable planning** for school districts, medical facilities.

Why Kids Aren't Counted

- Confusion whether they should be counted
- Confusion about why government needs to know about young children.
- Split time between two households
- Temporary resident
- No custody
- Fear of landlord

How You Can Help

- Help families understand the importance of participating in the census.
- Work with families to make sure they include everyone in the household when they count their family in the census.
- Share resources to educate families on the importance of the census to their lives.

From: National Association for the Education of Young Children (NAEYC) <https://www.naeyc.org/resources/blog/making-sure-every-young-child-counts>

FOR IMMEDIATE RELEASE: SATURDAY, FEBRUARY 22, 2020



Every Kid Counts: Census Bureau Partners With Pediatricians and Child Advocates in Effort to Count Every Child in 2020 Census

FEBRUARY 22, 2020

RELEASE NUMBER CB20-CN.15

SUBSCRIBE



Federation of Pediatric Organizations Announces Every Child Counts Day at Cleveland Event

FEB. 22, 2020 – Today, the U.S. Census Bureau hosted an event to highlight efforts to ensure all young children are counted in the 2020 Census. Children under five years old are among population groups historically undercounted in the census. The Census Bureau is making a concerted effort to address this issue by creating community partnerships, educational programs, awareness campaigns and operational innovations with the goal of raising awareness of the importance of counting young children.

During a news conference in Cleveland, Ohio, the [Federation of Pediatric](#)

~~Organizations (FPO) a 2020 Census partner, announced that March 25, 2020 is~~

GET YOUR COMMUNITY READY FOR THE 2020 CENSUS AND SHAPE YOUR FUTURE!

WHO GETS COUNTED?

COUNT EVERY LIVING PERSON IN NEW YORK STATE

- All children biological, in joint custody, in care of grandparents & other family, foster care & New Yorks at home or hospital
- Citizens & Non-citizens
- Extended family members
- People with no permanent housing
- Young parents

NOT SURE?

COUNT THEM WHERE THEY LIVE AND SLEEP MOST OF THE TIME

COUNT THEM WHERE THEY ARE LIVING/ LIVED ON APRIL 1, 2020

WHEN WILL THE COUNT BEGIN?

NOV-DEC 2019	JAN-MAR 2020	APRIL 1, 2020	MAY-SEP 2020	OCT-NOV 2020	DEC 2020
Invitation with census ID sent to each NY address	Reminder sent to each NY address	Reminder printed to each NY address	Reminder letter and paper census sent out	Reminder printed to each NY address	Census take: Visit homes that haven't responded

RESPOND USING THE CENSUS ID OR YOUR ADDRESS

HOW DO WE GET COUNTED?

ONLINE, BY PHONE OR TTY

RESPOND IN 13 LANGUAGES
Arabic, Chinese, English, French, Italian, Czech, Japanese, Korean, Polish, Portuguese, Russian, Spanish, Tagalog, Vietnamese

BY PAPER

RESPOND IN 3 LANGUAGES
English, Spanish

WHY GET COUNTED?

BOSAM FUNDING

SNAP, School Lunch Program, WIC, Child Care, Head Start

OUR DEMOCRACY

Number of seats in Congress, Election, Vote, Redistricting

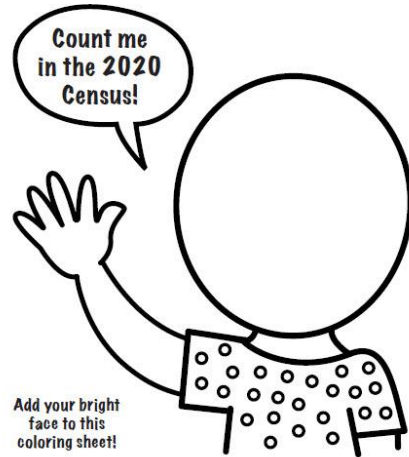
COMMUNITY DEVELOPMENT

Jobs, Planning, Resources, Transportation

For more information & resources, visit BIT.LY/NYCENSUS2020

NEW YORK KIDS COUNTY
BY APPOINTED OR VOLUNTEERED PERSONNEL

I COUNT!



I COUNT!

Winter, 2019

Dear Families,

Be sure we get the funds we deserve! In 2020, everyone in New York will be invited to complete the 2020 Census. The census is important because it supports Head Start, child care, the school lunch program, WIC, Medicaid and other programs we use.

Here is how you can help. An invitation will be sent to your address this spring. The letter will include a unique census ID number for your household. This ID number can be used to complete the 2020 Census.

Don't worry if you lose the census ID number. You can still complete the census by using your address.

You can complete the census online, by phone or on paper. Just answer 10 questions about every person in your household. If there are babies, children or people you are not sure should be included, go ahead and answer the questions for **everyone who lives and sleeps most of the time** at your address.

The census is important, it's safe and we are required to complete it. Please complete the census so your family counts and your community get funds it should have.

Thank you!

New York KIDS COUNT



P.S. The US Census is hiring. Learn more at WWW.CENSUS.GOV/JOBS

BE SURE TO count every child

CHENANGO COUNTY

Many programs that support child well-being are linked to the Census

ECONOMIC SECURITY	
18.2%	Children in poverty
22.8%	Children in Supplemental Nutrition Assistance Program (SNAP) year
58.0M	County SNAP benefits

EDUCATION	
226	Children served in Head Start programs
35.6%	Grade 3 students proficient in ELA
20.6%	Students with disabilities
100%	Citizenship required to complete the census, regardless of citizenship status
71%	Participation in 2010 Census

HEALTH	
97.5%	Children ages 0-18 years insured
\$140.2M	County Federal Funding for Medicaid & Children's Health Insurance Program (CHIP)
19.6%	Food insecure children

FAMILY	
0%	Regulated child care programs with non-traditional hours
Yes	County uses Title XX funds for day care
13.5%	Children in complex households

COMMUNITY	
21.8%	Families where household has Bachelor's degree or higher
24.9%	Children under 5 years

For more information, visit BIT.LY/NYCOTC2020

BY NEW YORK STATE COUNCIL ON CHILDREN & FAMILIES

Census - Resources

Everybody Counts!

Include all infants, toddlers and children living at your address in the 2020 Census form.

What / Why

The U.S. Census is our nation's population count and happens once every 10 years.

When you complete the census form, you contribute to an accurate count, which helps determine the amount of money California will receive for early childhood education, schools, healthcare, housing, transportation and other vital programs. The population count also determines the number of seats California has in the House of Representatives.



Who

Our constitution requires everyone living in the U.S. to be counted in the census, regardless of age, race, sex and employment or citizenship status. This includes children ages 0-4, so please include them on your census form!

By law, your answers are kept confidential, are used only for producing statistics, and cannot be used against you in any way. The census form **will not** ask about your immigration status, citizenship status, or your social security number.



When

March 2020: You will be mailed an invitation to complete the census form online, by phone or by mail. Please include everyone living at your address on the form, even if they are not family members.

April 2020: Households that haven't responded will receive a reminder postcard, and some may also receive a paper census form.

May 2020: Census workers will visit households that have not responded to make sure everyone is counted.



How

Completing the census form is fast, simple and convenient. In about 10 minutes, you can complete the form online, by phone, on paper, or by visiting one of the Census Action Kiosks throughout the county. Dial 311 to find a kiosk near you.

The online form will be available in 13 languages, and there will be guides in 60 languages to help you complete the questions.



For bilingual assistance (English and Spanish) with the 2020 Census, call NALEO Educational Fund's toll-free hotline 877-EL-CENSO (877-352-3676).



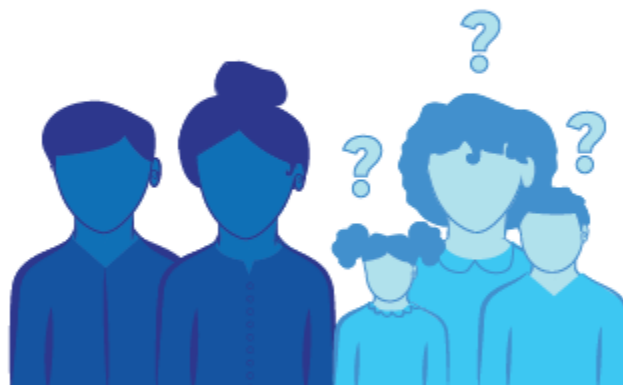


HOUSEHOLD LIVING SCENARIOS: WHO COUNTS WHERE?

Remember: Your household's 2020 Census response should count everyone who lives at your address all or most of the time.

Multi-generational households

Blanca lives with her partner, adult daughter, and two grandchildren, ages 2 and 4. Her adult daughter pays rent and financially supports her own children.



Who should be counted on Blanca's Census?

Blanca should count her partner, adult daughter and her two grandchildren. Even though Blanca's daughter provides support for her own children and pays rent, she and her children are part of Blanca's household and should be included.

Multi-family dwellings

George and his wife and son live in a house that they rent. Another unrelated family lives in the home— a couple with a newborn baby.



Who should be counted on George's Census?

George should report six total individuals on his Census form—himself, his wife, and his son, as well as the other family residing in his home. Though George may be concerned that he will be penalized for additional residents not disclosed on his lease, Census workers are prohibited from sharing personal, identifiable information with other agencies, including municipal code enforcement and landlords.

Resources



Website:

<https://countallkids.org/>

Google Sheet:

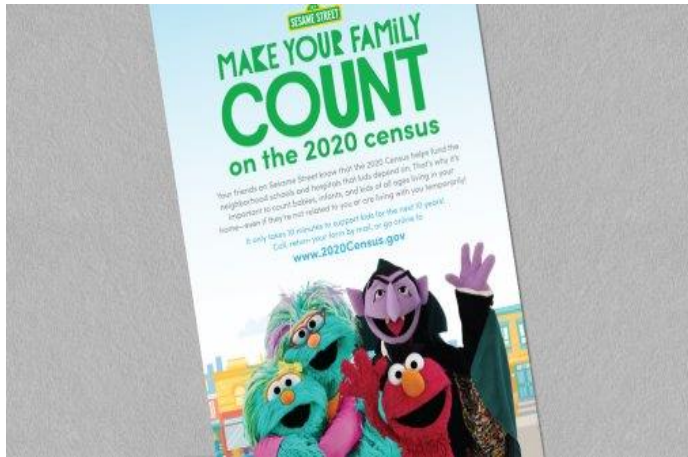
<http://bit.ly/3at0Qhg>



<https://2020census.gov/en.html>

Resources – Children Specific

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<https://www.sesameworkshop.org/press-room/2020-census-form>



Preschool Take-Home Flyer

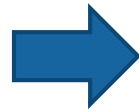


<https://www.census.gov/programs-surveys/sis/2020census/2020-resources/pre-k.html>

Children Specific Toolkits

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2020 Census:
Counting Young
Children



<https://www.census.gov/newsroom/press-kits/2019/2020-count-children.html>



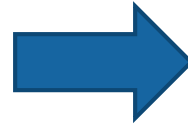
Toolkit



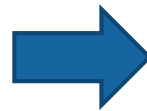
<https://countallkids.org/wp-content/uploads/2020/02/CAK-Toolkit-2.28.pdf>

NYS Resources

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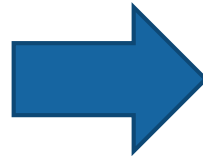
<https://www.ny.gov/programs/2020-census>



<https://newyorkcounts2020.org/>

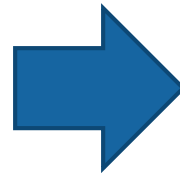
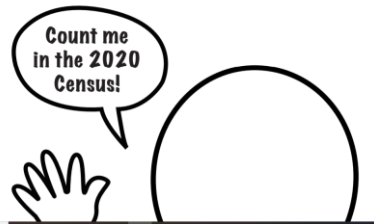
NYS Resources – Children Specific

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<https://www.ccf.ny.gov/council-initiatives/census-2020-get-prepared/gotc-tools/>

I COUNT!



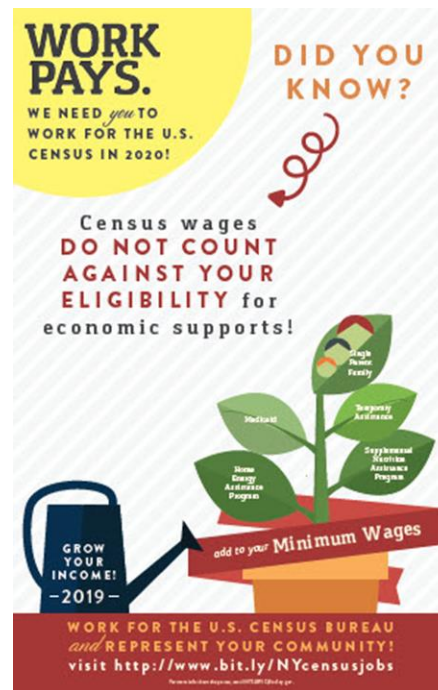
https://www.ccf.ny.gov/files/6615/7471/8394/NYSC_CF_CensusColoringSheet_72519_V2.pdf

Census – Ideas for You

Census Day – April 1 event

Help Parents or Young Adults (18+) apply to work for the Census in NYS

Newsletter/emails to employees and families



Handouts to peers, partners, patients and public

Census event with computer lab or kiosk for people to complete form.

Census posters and flyers in your workplace and to send home to parents

Social Media Campaigns

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March 18 | Count All Kids Day #countallkids

March 25 | Federation of Pediatric
Organizations will have
Every Child Counts Day #everychildcounts

April 1 | Official Census Day
(temporary residents should be counted where they are on
April 1)

Q & A

