#CountAllKids: Resources for the 2020 Census
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.
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

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 (FPOC) – 2020 Census partners announced that March 25, 2020, is Every Child Counts Day. The day marks an important milestone in the Census Bureau’s outreach efforts to ensure children are counted and helps to remind families of the importance of counting children in the 2020 Census.

The FPOC, which represents pediatricians nationwide, has been working closely with the Census Bureau to ensure that families understand the importance of counting their children in the 2020 Census. The group’s efforts include distributing information to pediatricians and their patients, and promoting the importance of counting children through social media and other channels.

The Census Bureau has been working to increase outreach efforts to ensure that all children are counted in the 2020 Census. The agency has been partners with community organizations, faith-based groups, and other groups to reach families and ensure that everyone is counted.

The Census Bureau is committed to ensuring that all children are counted in the 2020 Census. The agency has been working to increase outreach efforts to ensure that all families understand the importance of counting their children. The Census Bureau has been working with community organizations, faith-based groups, and other groups to reach families and ensure that everyone is counted.

For more information about the Census Bureau’s outreach efforts to ensure that all children are counted in the 2020 Census, visit www.census.gov.

For more information about the Federation of Pediatric Organizations (FPOC), visit www.federationofpediatricorganizations.org.
I COUNT!

Count me in the 2020 Census!

Add your bright face to this coloring sheet!

Census - Resources
<table>
<thead>
<tr>
<th>Everybody Counts!</th>
<th>Include all infants, toddlers and children living at your address in the 2020 Census form.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>What / Why</strong></td>
<td>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.</td>
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<tr>
<td><strong>Who</strong></td>
<td>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.</td>
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<tr>
<td><strong>When</strong></td>
<td>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.</td>
</tr>
<tr>
<td><strong>How</strong></td>
<td>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.</td>
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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

Resources – Children Specific


https://www.census.gov/programs-surveys/sis/2020census/2020-resources/pre-k.html
Children Specific Toolkits

2020 Census: Counting Young Children


NYS Resources

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

https://newyorkcounts2020.org/
NYS Resources – Children Specific


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

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)