

NAEYC 2020 Public Forum

It's the Ballgame, Part II: The 2020 Census

Sunday, February 23rd, 2020

Overview

The Constitution requires an accurate count of the nation's population—a census—every ten years. Unfortunately, the 2010 census missed more than 10 percent of young children, about 2.2 million children, age four or younger. Count All Kids research shows that 10 % of parents would not count their young child and another 8 % are uncertain. Unless we act, we might miss even more young children in 2020.

When we miss young children in the census it has serious consequences for them, their families, their communities, and our nation – consequences that last for most of their childhood.

Consequences include:

- Less representation for their communities in Congress, state legislatures, and on school boards;
- Less federal funding for children's programs, including health care and education;
- Inadequate data and planning information for policymakers, researchers, business leaders, and advocates; and
- Distorted data in all Census Bureau surveys for the next decade.

The Count All Kids initiative is working to make sure that every young child is counted in 2020.

The census is a children's issue. It's really that simple.

Count All Kids Campaign

We understand that because young children are often missed for different reasons than adults, we need a different strategy for counting young children.

The Count All Kids Campaign is a public outreach effort to working with advocates, state and local policy makers, complete count committees, service providers, and others to persuade families with young children to fill out the census questionnaire and make sure they include all their children.

Why does the census miss young children?

In 2010, many young children were missed because they lived in households that left the young child off their Census questionnaire. A Count All Kids survey of families with young children making less than \$50,000 a year showed that 10% of the parents were not planning to count their young child in the 2020 Census and 8% were uncertain whether they would. Our survey showed that many parents are confused about whether they are supposed to count their young

children, many people think that if the children are not in school the government doesn't need to know about them, and many people are uncertain how to count children who live with them part time or are temporary household residents. When young children are missed in the Census, communities do not get their fair share of government resources for things like schools, hospitals, childcare, and health clinics.

Children are more likely to be missed in a census if: they are children of color; they live in families that do not speak English or their family includes immigrants; they are not the child of the householder (the person filling out the form); they live with their grandparents or family members other than parents; they live in poor families; or, their families rent rather than own their home.

Outreach Timeline

The 2020 census will start mid-March, 2020 with mailings to households, and families can respond on-line, by phone, or on paper. Count All Kids will coordinate a Count All Kids Day March 18. The official Census Day is April 1, 2020, and Count All Kids is planning a special effort to make sure that children who are temporary household residents on April 1, with no permanent home elsewhere, are counted. While census takers will start knocking on doors in early May to reach families that haven't responded, families can continue to respond until the end of July 2020, and the Count All Kids initiative will continue through then.

January-February | First Stage Awareness: Bureau will launch its' national ad campaign

March-April | Second Stage: Spreading awareness

Mid-March | The Census Bureau will send the first mailings to households

March 2 - 6 | Statistics in Schools week

March 18 | Count All Kids Day

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

Early May-July | Enumerators will go to household that did not respond; families can still respond

Resources

- CountAllKids.org
 - Google drive:
<https://drive.google.com/drive/u/4/folders/1uQkyTdED4I2acYSj0DtfsGuM4PxPNmVc>
 - Social Toolkit: coming soon
- Hard to Count Map: <https://www.censushardtocountmaps2020.us/>
- Census Bureau: <https://2020census.gov/en/partners/outreach-materials.html>
- Sesame Workshop: www.Sesameworkshop.org/2020Census
- Statistics in Schools: <https://www.census.gov/programs-surveys/sis/2020census/2020-resources.html>
- Census Counts: <https://censuscounts.org/resources/>