

2020 Census Young Child Undercount Communications Toolkit

Toolkit for Census Partners



Partners,

As you know, the 2020 Census is upon us! We are participating in several in-person and social media awareness campaigns that are part of national efforts to count all children. We invite you to be a part of these efforts.

Wednesday, March 18, 2020: Count All Kids! Designated by the Annie E. Casey Foundation & KIDS COUNT Network

Wednesday, March 25, 2020: Every Child Counts! Designated by the Federation of Pediatric Organizations

This communications toolkit provides easy to use resources for you and your colleagues who would like to participate and help us make sure all Ohio children and babies are counted. The toolkit includes:

- Sample email to send to families and kinship care providers
- Social media posts, including images, hashtags, and sample messages for Twitter, Facebook, and Instagram
- Activities that can be downloaded, printed, and shared for children to get them excited and involved in being counted.
- Links to additional resources in multiple languages that you may want to share with service providers who work directly with individuals for whom English is a second language.

Thank you for your partnership!

Children's Defense Fund - Ohio

Scheduled Events

Below is a listing of events planned for March 18th & 25th and we encourage you and your colleagues to get involved and participate. Don't have time to attend an event or host one? We have you covered - using our own personal social networks through Facebook and Twitter is a great way to build awareness.

March 18, 2020: Count All Kids Day!

- CDF-Ohio will be hosting a Facebook Live event with area librarians about how they are using story time and other activities focused on young children and families to talk about the Census. Further, they will describe how their library system is prepared to support individuals complete their census forms.
- Please use the hashtag #CountAllKids #CountOhioBabies #2020Census

March 25, 2020: Every Child Counts Day!

- Twitter Chat hosted by Groundwork Ohio, Pre4CLE, Ohio Chapter of the American Academy of Pediatrics, and the Children's Defense Fund-Ohio from 1:00-2:00PM using the hashtag #EveryChildCounts #KidsCountOH

April 1, 2020: Official Census Day

Sample Email

If you are a direct service provider and would like to send an email or some type of message via newsletter or other form to families about the 2020 Census, below is a sample message you can use.

Dear family,

If you haven't already, you will soon get an official 2020 Census letter in the mail. Responding to the Census is important. Here's why:

1. You and your family matter! Being counted brings resources to your community, like education funding and school lunches.
2. It's easy! It takes about 10-15 minutes and you can mail it in, complete it online, or on the phone.
3. It's totally confidential. Your personal information is never shared. It's the law.

You should count everyone - babies, children, seniors - everyone who lives with you, whether or not they are family, and regardless of their legal status. Remember to Count Ohio Kids!

For more information contact: 1-844-468-2020 or visit 2020census.gov

Social Media

If you are an active social media user, consider using the following messages, hashtags, and posts on March 18th & March 25th to build awareness about the 2020 Census and the importance of counting babies.

Twitter:

1. The Census determines federal funding for programs that Ohio babies and young children need in order to thrive - like WIC, SNAP, and Head Start. Make sure all young children in your household are counted to ensure their healthy early development. #CountOhioBabies
2. What is the cost of undercounting young children in the 2020 Census? We know that Ohio communities lost \$26,187,084 for 5 major federal programs every year since 2010 for the young children it did not count. We can't let that happen in 2020. Let's #CountAllKids!
3. April 1 is #CensusDay! Your baby is counting on YOU for an accurate census count that will ensure the services & programs they need are adequately funded for the first decade of their lives. #CountOhioBabies #2020Census
4. Young children and babies are historically undercounted in the Census more than any other age group, but we can reverse this trend in 2020 by making sure we count all children born on or before April 1, 2020 at the place where they live or stay most of the time. #CountOhioBabies

Facebook

1. Let's count all babies and children to ensure their communities thrive for the next 10 years and beyond. The 2020 Census will determine federal funds that fuel more than 300 programs, including programs for schools, child care, health care (Medicaid and CHIP), the Special Supplemental Nutrition Program for Women, Infants and Children and more. An undercount would leave programs underfunded — and unable to meet the needs of kids, families and communities across the nation. #CountOhioBabies #CountAllKids
2. Babies and toddlers in particular are at high risk of being missed in the #2020Census. Respond — online, by phone or by mail — for everyone living at your address, especially young children under 5 years old who represent the most undercounted age group. Our children are counting on us to make sure they count on April 1st. #CountAllKids
3. The Census happens once every 10 years, so if you don't count your two year-old that means your community will be underfunded for most of their childhood. **Uncounted kids mean underserved communities.** We need to build a solid foundation for all young children by making sure they are all counted on #CensusDay on April 1st. #CountAllKids

4. Filling out the census is a secure and confidential process, and it's easy to do! It only takes 10 minutes! Not sure about who's included? Count everyone at your address on April 1st, including foster children, people who may be staying with you on a temporary basis who have no permanent address, roommates with no relation to you, and all young children residing in your household. #CountOhioKids #CountOhioBabies

Example of stickers to use in your social media postings in English and Spanish



Images

If you are an active social media user, consider using the following images using hashtags and tagging your 2020 Census partners on March 18 & March 25 to build awareness about the 2020 Census and the importance of counting babies.

Below are some examples of images developed by the Annie E. Casey Foundation for social media posting. Please visit this site for the downloadable high-resolution versions:

<https://aecf.app.box.com/s/96oxjenso61atfyl7pfsdhs7016gatk>



Fact Sheets

Below is list of various state and national partners and links to communications toolkits that may meet your specific needs in terms of messaging, audience, and languages. Please feel free to share and use them.

Do Foster Children Count? Factsheet and Sample Letter for county agencies, foster parents, and kinship care providers: <https://cdfohio.org/wp-content/uploads/sites/6/2020/03/Do-Foster-Children-Count-in-the-2020-Census-Final-1-Page-1.pdf>

Count All Kids Communications Toolkit: <https://countallkids.org/wp-content/uploads/2020/02/Count-All-Kids-ENGLISH-SOME-SPANISH-Full-Toolkit.pdf>

We have created one for Ohio. A snapshot is below, a print version is attached.



COUNT OHIO BABIES

WHAT IS THE CENSUS?

Every 10 years, the census aims to get a national headcount of every person living in the United States - including newborn babies and young children regardless of citizenship. This simple questionnaire asks a few basic questions - like the age, sex, and number of people who live or stay in your home - and it only takes 10 minutes to fill out online, over the phone, or in paper form. Responding to the census is safe, confidential, and incredibly important - especially for our young children!

WHY IS COUNTING YOUNG CHILDREN IMPORTANT?

In 2010, young children ages 0-4 were more likely to be missed in the census than any other age group. The 2020 Census will help determine the amount of federal funding given to communities for essential services, like public schools, food assistance, Head Start, and more. It also helps determine where that more than \$300 billion goes. Knowing how many children there are and where they live is essential to getting those services to them and their families for the next 10 years of their lives.

21,714 CHILDREN AGES 0-5

The number of young children who were uncounted in Ohio in 2010. This represents a loss of \$26.187,084 every year in funding from just 5 of the federal programs children & families need in order to thrive.

HOUSEHOLDS WITH YOUNG CHILDREN SHOULD FILL OUT THE CENSUS FORM BECAUSE

-  Counting your children in the Census means your local schools will get more funding for your child's education over the next 10 years
-  The Census determines funding received from the federal government, including our schools, child care, housing, public transportation, and medical care
-  The Census happens once every 10 years, so if you don't count a two-year-old, your community will have less funding for most of their childhood
-  Completing the 2020 Census form plays a key role in ensuring accurate representation in our local, statewide, and national elections

COUNT ALL INFANTS, NEWBORNS, AND YOUNG CHILDREN WHERE THEY SLEEP MOST OF THE TIME.

The census counts all children born on or before April 1, 2020 at the place where they live or stay most of the time. This includes babies still in the hospital. Count them where they will be living.

IF A YOUNG CHILD DOESN'T HAVE A PLACE WHERE THEY USUALLY LIVE OR SLEEP, COUNT THEM WHERE THEY ARE STAYING ON APRIL 1, 2020.

This includes children and families experiencing homelessness and anyone whose living arrangement may be at multiple places for short periods of time or even temporary, such as foster children. Count young children where they will be staying on April 1, 2020.

COUNT EVERYONE, INCLUDING YOUNG CHILDREN, REGARDLESS OF CITIZENSHIP STATUS.

All people count, and the census is a count of all people living in our communities. The Census Bureau is required by law to keep census responses confidential, and information will never be shared with immigration or law enforcement.

COUNT YOUNG CHILDREN WHERE THEY USUALLY SLEEP EVEN IF THEY ARE NOT RELATED TO THE PERSON COMPLETING THE CENSUS FORM.

Some respondents are uncomfortable providing information for individuals who are not part of their immediate family, but all people residing at an address must be counted, which includes housemates or roommates and their children.

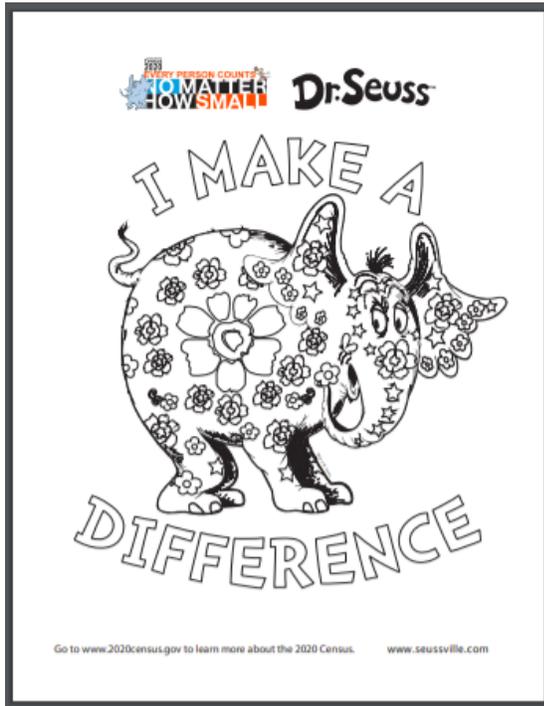
TWEET YOUR COMMITMENT TO MAKING SURE YOUR BABY IS COUNTED!

#COUNTOHIOBABIES WWW.OHIOCENSUS.ORG @CENSUSOHIO

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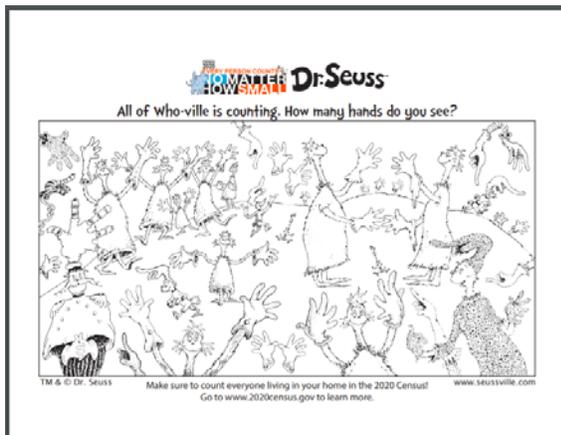
Other Resources

Below is list of fun resources from the U.S. Census Bureau and other national partners that educate children about the importance of the census to them and their families.



Download the "I Make A Difference" Coloring Book from www.seussville.com

<https://drive.google.com/drive/u/0/folders/1shQxpA0hqPOwvhBTmKR-Q88OZovUp02Y>



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

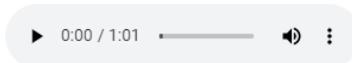


2020 "Everyone Counts!" Song

English



A catchy tune and fun lyrics help young children understand the census and why everyone counts in their own special way.



The Children's Defense Fund Leave No Child Behind® mission is to ensure every child a *Healthy Start*, a *Head Start*, a *Fair Start*, a *Safe Start* and a *Moral Start* in life and successful passage to adulthood with the help of caring families and communities.

Children's Defense Fund was founded in 1973 and is a private, nonprofit organization supported by individual donations, foundation, corporate and government grants. CDF provides a strong, effective and independent voice for all the children of America who cannot vote, lobby or speak for themselves. We pay particular attention to the needs of poor children, children of color and those with disabilities. CDF educates the nation about the needs of children and encourages preventive investments before they get sick, drop out of school, get into trouble or suffer family breakdown.

Children's Defense Fund-Ohio

395 E. Broad Street, Suite 330
Columbus, OH 43215
614.221.2244

Contact: Kim Eckhart, Project Manager KIDS COUNT
keckhart@childrensdefense.org
www.cdfohio.org



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Counting your children in the Census means your local schools will get more funding for your child's education over the next 10 years



The Census determines funding received from the federal government, including our schools, child care, housing, public transportation, and medical care



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WWW.OHIOCENSUS.ORG

@CENSUSOHIO

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Do Foster Children Count in the 2020 Census?

The answer is YES!

Understanding how to report foster children in the census can be confusing for foster parents and kinship care providers. Many complex households face the same dilemma of not knowing who to count in their household which has led to the undercount of young children nationwide.

27,000

Ohio children were in foster care at some point in 2018



35,000

Ohio children under the age of 5 were not counted in the 2010 census

150,000

Ohio children live with someone other than their parents

4%



or **108,00** children in Kinship Care

1%



or **27,196** children in Foster/Substitute Care

4%



or **110,000** children in the care of Grandparents

Percentage of Ohio children living in complex households

FAQs:

Who should fill out the census?

One person should fill out the census for every home that has its own physical address.

Who should be counted?

Babies and children of all ages should be counted in the home where they live and sleep most of the time, even if their parents do not live there.

What if time spent at two homes is evenly divided?

Count where the child will be staying on April 1, 2020.

What if the child does not have a permanent residence?

Count where the child will be staying on April 1, 2020- even if it's only temporary

When in doubt, go ahead and answer the Census questions for everyone who lives and sleeps most of the time at your address!

For more information, visit www.ohiocensus.org