



Count All Kids!

Census 2020 Presentation For Educators



Video: Census 101 [VIEW IN YOUTUBE](#)



Importance of Counting All Children

- The census consistently undercounts children younger than age 5 at a much higher rate than any other age group.
- The 2010 Census failed to count almost one million children ages 0-4.
- The net undercount rate for young Latino children was 7.1 percent, compared to 4.3 percent for non-Latinos.
- Approximately 400,000 young Latino children age 0 to 4 were left uncounted by the 2010 Census.
- Five states—California, Texas, Florida, Arizona, and New York—accounted for 72 percent of the national net undercount of young Latinos.
- The undercount of young children means less federal funding for key federal assistance programs.



Why does an undercount happen?

- Latinos are more likely than non-Latinos to live in hard-to-count places: for example, areas with multi-unit buildings and a high proportion of renters.
- Latinos are more likely than non-Latinos to live in hard-to-count families and households, such as multigenerational and highly mobile families, and households with complex relationships.
- Latino adults are more likely than non-Latino adults to believe that young children do not need to be reported on the census form.

Undercount of very young Latino children is concentrated in a few states:

State	Net Undercount	Share of Net Undercount
California	-113,000	29%
Texas	-75,000	19%
Florida	-44,000	11%
Arizona	-32,000	8%
New York	-21,000	5%
Georgia	-21,000	5%
Illinois	-12,000	3%
North Carolina	-9,000	2%
New Jersey	-9,000	2%
Colorado	-8,000	2%
Total for 10 States	-344,000	88%*
United States	-391,000	

**Total share is greater than sum of individual states because of rounding.*

The undercount of young Latino children is concentrated in just a few large counties:

County (State)	Net Undercount
Los Angeles (CA)	47,000
Maricopa (AZ)	27,000
Miami-Dade (FL)	18,000
Dallas (TX)	17,000
Orange (CA)	15,000
San Diego (CA)	12,000
Cook (IL)	11,000
Harris (TX)	9,000
Kings/New York (NY)	6,000
Riverside (CA)	6,000
Clark (NV)	6,000
Broward (FL)	6,000

Implications of an Undercount of Latino Children

- The undercount of Latino children reduces potential federal funding for state programs serving low-income families.
- Four federal assistance **programs—Head Start; the Special Supplemental Program for Women, Infants, and Children (WIC); the Child Care and Development Block Grant; and the Maternal and Child Health Services Block Grant**—distribute \$20 billion annually to states and localities based, at least in part, on census counts of the population under age 5.
- Yet 62 percent of young Latino children—more than 11 million boys and girls—currently live in or near poverty

Impact of Undercount on Educators

- A complete count helps ensure that a state gets the amount of federal program monies its schools need.
- Census data determine Title 1 funds to help improve the quality of underperforming schools. Title 1 funding creates additional teacher and support staff jobs.
- This additional funding and additional staffing mean greater student access to additional academic support services for improved academic achievement.

An undercount means less funds for educators.

- Census data determine funds for services that support special education students. These services include specially trained staff like psychologists, one-to-one teacher assistants, and resources for teachers.
- Census data determine funding which also helps second language learners. The school can buy bilingual instructional materials that children can access to learn new content while they are learning the English language.
- Census data determines funds for Supplemental Nutritional Assistance Programs and Child Nutrition Programs like the National School Lunch Program and School Breakfast Program.
- Census data also affect the Child and Adult Care Food Program used by childcare providers and food stamps program (known as SNAP).

An accurate Census 2020: Direct and indirect impact on schools.

- It impacts the amount of revenue that districts receive
- It avoids classroom overcrowding
- It impacts the number of teachers that can be hired at a given school
- It impacts teacher's access to instructional materials and training
- It impacts teacher's access to a safe school site
- It impacts the district's ability to hire highly qualified and its ability to offer competitive salaries to prospective new hires.

Let's close the undercount Gap!

Much of the undercount is concentrated in a few states, and within those states, particular counties. Five states — **California**, Texas, Florida, Arizona, and New York—account for almost three-quarters (72 percent) of the net undercount.



Almost one-third of the estimated total nationwide net **undercount of young Latino children** is accounted for by California alone.



Within California, almost three-quarters of the undercounted young Latino children live in the **five most populous counties**: Los Angeles, San Diego, Orange, Riverside, and San Bernardino.



Video: Leo's Story [VIEW IN YOUTUBE](#)



Video: La historia de Leo [VER EN YOUTUBE](#)



Messaging

- Focus group participants had a **generally positive view** of the Census; but when they saw version of actual questionnaire, hesitation, fear, lack of confidence arose.
- Survey respondents overwhelmingly expressed a preference to complete the Census by mail on a paper form (75 percent).
- Messages about Census participation being **“Convenient, Safe and Required”** showed the most positive response in the survey.
- Messages about the role of Census data in **providing funding for local schools and community programs** were the most effective in the focus groups.

Messengers

- **“Family Members”** were the most trusted messengers.
- Nurses, doctors, health providers, Latino community organizations were also highly trusted as messengers.
- People who speak for “the children” or “the schools” – such as **teachers** -were especially trusted and convincing



Trusted Vehicles for Information Dissemination

- School site Parent meetings: ELAC, CEAC, School Site Council, PTSA Mtgs., parent/Teacher Conferences, Back-to-School Night, & flyers home.
- Care Giver Parent trainings & HS/EHS Parent Policy Council Mtgs.
- Union leadership training



Important Information About the Census

- The Census happens every 10 years in the United States.
- It is a family household questionnaire
- It is a federal mandate that all persons living in the U.S. be included on the census
- You shall be truthful and respond to all questions.
- It asks information about everyone living in your home. It includes children ages 0-5 years, foster, adopted, grandchildren, newborns, and everyone under your roof. They must be counted and included on the Census form.
- You can respond and submit it online, use your phone, or return the paper form via mail.
- Failure to fill out and submit your form via online, phone, or by mail may trigger an enumerator to visit your home to collect the information.

How can educators help?

- ✓ Get informed regarding the importance and impact of the 2020 Census.
- ✓ Become knowledgeable about how the Census 2020 operations work and how it will count every household.
- ✓ Share your expertise about the direct impact on educators and students.
- ✓ Go to the NALEO Educational Fund's **hagasecontar.org** website and sign up to receive more information. Promote our national bilingual informational hotline 877-EL-CENSO / 877-352-3676
- ✓ Share NALEO Educational Fund *iHázme Contar!* census content on your social media accounts by follow us on Twitter: @NALEO / Facebook: [/@naleo.org](https://www.facebook.com/naleo.org)
- ✓ Get involved by telling your friends about the 2020 Census.
- ✓ Make sure all students in your class get Counted!
- ✓ Share the importance of counting all kids in both [English](#) and [Spanish](#)



Key Census 2020 Dates



2019

January – September 2019

U.S. Census Bureau will open 248 area Census offices.

April 23, 2019

U.S. Supreme Court will hear case on citizenship question.

June 2019

Decision from U.S. Supreme Court on citizenship question case is expected.

June – August 2019

Census Test by U.S. Census Bureau to evaluate effect of Citizenship question on self-response rates (*preliminary results expected in October*).

September 2019 and On

Recruitment and hiring by U.S. Census Bureau of temporary Census field staff.

2020

January 2020

The first enumeration begins in remote areas of Alaska, before the spring thaw.

March – April 2020

Self Response phase of Census 2020 (*internet, mail, and phone; four waves of staggered mail*).

April 1, 2020

National Census Day

May – July 2020

Primary non-response follow-up operation (*to households that did not self-respond*).

December 31, 2020

Census Bureau delivers final apportionment count to White House



The *iHazme Contar!* Campaign, is a sub-campaign focused on achieving a full count of very young Latino children (ages 0-5).

The *iHazme Contar!* campaign will include working with local and national partners, educators, school board members, childcare providers, and parent leader groups to ensure they have the tools, information, and resources needed to inform their community on the importance of counting all children in the household – including young children.

The *iHazme Contar!* campaign will feature a number of resources, including :

- Comprehensive toolkit, sample curriculum, informational material, template presentation for educators and parents;
- Template resolutions for school boards; and
- Earned media opportunities and digital media efforts.

We look forward to working with you and local and national media partners to ensure a full count of our kids!

You can get involved by:



Visiting hagasecontar.org/resources

Available for download: Bilingual communications toolkit, Bilingual citizenship question toolkit and template resolutions

Visiting hagasecontar.org/hazmecontar

Available for download: Factsheet on undercount of young Latino children

Distributing information about census jobs: <https://2020census.gov/jobs>

[Contacting a NALEO Educational Fund Regional Census Manager](#)

for closer coordination and distribution of material and information

Other ways to get involved:



JOIN OUR CAMPAIGN

- ✓ <https://hagasecontar.org/pledge>
- ✓ Text "CENSUS" to 97779
- ✓ Text "CENSO" to 97779

Partner on key dates and national days of action.

PROMOTE

- ✓ Bilingual national hotline
877-EL CENSO
- ✓ hagasecontar.org website

Participate in your local CCC or reach out to Census partnership specialists.

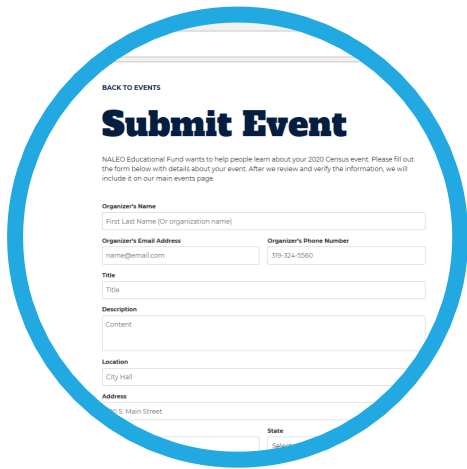
FORTHCOMING

- ✓ Train-the-trainer curriculum and training opportunities – host a training in your community!



HAGASECONTAR.ORG

Bilingual Information and Resources



Partner Event Entries



Campaign Commitment Form



Downloadable Partner Resources



Direct Cell Connection to National Bilingual Hotline

¡Infórmese sobre el
Censo 2020 y las maneras
en que usted y su familia
pueden ser contados!



Llame a nuestra línea gratuita
bilingüe del censo:

877-EL-CENSO

Lunes a viernes de
8:30 a.m. - 8:30 p.m. ET



877-EL-CENSO *(877-352-3676)*

Bilingual Census Information Hotline

Monday – Friday: 8:30 a.m. – 8:30 p.m. ET

**Fully trained bilingual staff and trusted
messengers ready to answer all census related
questions, including:**

- Information about Summer 2019 test
- Census outreach events in your community
- How and where to apply for Census jobs
- Up to date information on Census operations and CQ
- Flagging major issues and rapid response referrals
- Self response methods and non response follow up
- Basic information on questionnaire and who should be included

Key Campaign Peak Dates

Opportunities for Message Amplification



2019

**Visibility, Information Dissemination,
Train the Trainer**

August - September

- August: Back to School
- August 4 – 10: National Health Center Week
- September 2: Labor Day
- September 17: Citizenship Day
- September 15 – October 15: Hispanic Heritage Month

October - November

- October 7: Child Health Day
- November: National Caregivers Month

2020

**Information Dissemination, Train the Trainers, Community
Assistance Efforts and Events**

January - February

- Women's March
- January 20: MLK Day
- February: Black History Month
- February 17: President's Day

March - April (*Self Response*)

- March 2: Read Across America Day
- March 3: Super Tuesday
- March 31: Cesar Chavez Day
- April 1: Census Day
- April 30: *Día del Niño*

May – July (*Non Response Follow Up*)

- May 1: May Day
- May 7: National Teachers Day
- June: Immigrant Heritage Month
- July 4: Independence Day

Thank you.

