

## Early Childhood Census Toolkit

### Language for e-mail or newsletter:

#### We need your help to make sure every kid counts in the 2020 Census!

With so much left to do in 2019, it might seem odd to start thinking about the 2020 Census now. But making sure every kid counts in the 2020 Census is one of the most important things we can do for our kids and our communities. People working with young children have a vital role to play.

The census is supposed to count every person living in the United States, but it often fails to count young children. Young kids under 5 are the age group **most likely** to be missed by the census. The 2010 Census undercounted young children in the United States by one million kids.

When kids aren't counted in the census, it hurts our communities and reduces funding for important programs that help our kids and families. Colorado's 2020 Census data will be used to allocate billions of dollars in federal funding for programs like child care assistance, Head Start, foster care and WIC. In one year alone, Colorado received *\$2 billion in federal funding for kids' programs* based on our census population counts. If young kids aren't counted in 2020, our communities won't receive their fair share of this funding for the next decade.

**Families will be able to respond to the 2020 Census beginning in March 2020. Child care providers and others working with young children are trusted messengers that can help them understand how important census participation is.** Here are some things you can do now to help make sure every child in your community counts in 2020:

- **Talk to parents and families about the importance of counting all children in their household in the census.** Let them know that funding for child care assistance, Head Start, Medicaid and other programs relies on counting kids in the census. See the next page for links to resources you can use to educate yourself and the families you serve about the census.
- **Use social media to spread the word about the census.** See the sample social media posts on [pages 5 through 8](#) in this toolkit for post ideas. You can also follow and re-post census material from:
  - The [U.S. Census Bureau](#): @uscensusbureau on Twitter and Instagram and facebook.com/USCensusBureau on Facebook
  - [Count All Kids](#): @CountAllKids on Twitter and facebook.com/CountAllKids on Facebook
- **Use the Census Bureau's [Statistics in Schools](#) early childhood materials in English or Spanish.** Find classroom activity ideas, a 2020 Census coloring book and even a 2020 Census song!
- **Send census information home with kids or hang 2020 Census flyers where parents will see them.** See the [next page](#) for links to materials you can use.
- Let families know the information they provide through the census is safe and **cannot be shared with anyone, including other federal government agencies.** Any current or former Census Bureau employee that releases individual data can go to prison for five years or pay a fine of \$250,000.

Stay tuned for more ways YOU can help make sure every kid counts leading up to the census in the springtime.

# EVERYONE COUNTS

Census 2020

## Links to Helpful Resources

Below are links to promotional materials to encourage participation in the census among the families you serve, as well as several resources you can use to help answer common questions families have about the 2020 Census. Together, we can make sure every Colorado kid counts in 2020!

### Materials specific to children and families:

Shape our children's future.  
Start with the 2020 Census.



What is the census and when does it happen?  
Every 10 years, everyone living in the United States is asked to complete a short survey about their household. This year, the 2020 Census is a questionnaire that asks a few brief questions like the age, sex, race, ethnicity, and housing status. The results determine census totals in March of 2020 and respond to a family, city, and community.

#### [Frequently Asked Questions about the 2020 Census](#)

Use this FAQ from the U.S. Census Bureau to find answers to basic questions about the 2020 Census, including why young children are likely to be missed in the census and how personal information is kept confidential.



Shape our children's future.  
Start with the 2020 Census.

Today is the beginning of the census day and little ones need all of the support they can get during these early years.

Responding to the 2020 Census is an easy, safe, and important way to help provide resources for children and their communities for the next 10 years.

#### [Two-page overview of the census for providers and/or families](#)

Print and share this flyer about the census with the families you serve. It includes helpful information about how to make sure children are counted in the right place. Find instructions for how kids should be counted when their parents split custody or when children are staying in a household temporarily.



#### ["Everyone Counts!" Census Story and Activity Book \(English version\)](#)

#### ["Todos Contamos!" Census Story and Activity Book \(Spanish version\)](#)

This playful, activity-filled book explains the 2020 Census and the importance of counting everyone.



#### [Statistics in Schools early childhood materials \(English versions\)](#)

#### [Statistics in Schools early childhood materials \(Spanish versions\)](#)

The Statistics in Schools program provides free activities, lessons and resources to use with preschool-aged children.



Statistics in Schools: Making a  
Difference in 2020 and Beyond

As we continue education every day, you work to ensure that children are prepared for the future. The 2020 Census is your chance to help make sure the Census Bureau does the same for all children in the next 10 years!

How the 2020 Census Impacts young children

This section is a review of every child under the age of 5 in the United States and its territories.

While all children need to be counted, newborn babies and other children age 4 and under are especially important to count. The 2020 Census will affect how billions of dollars in federal funding are distributed, such as how much money goes on

early childhood programs that help children learn and succeed. Count all children and help ensure that these learning and early education resources are used and allocated properly.

#### [Overview of the Statistics in Schools program for providers](#)

This one-page handout provides a quick overview of the Statistics in Schools program and how early childhood educators can use the resources in their classrooms.



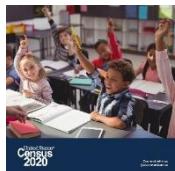
#### [Poster about counting young children \(option 1\)](#)

#### [Poster about counting young children \(option 2\)](#)

Hang these posters in high-traffic areas so that families know that the 2020 Census is just around the corner, and that kids (including newborn babies!) should be counted.

# EVERYONE COUNTS

Census 2020



- Social media toolkit for Colorado early childhood providers ([page 5](#) of this document)  
Use the sample social media posts and images on the following pages to spread the word about the 2020 Census.



- [Counting Young Children handout](#)

Share this handout with families to help them figure out where kids should be counted in different situations (when the child is a newborn, splits time between households, lives in a multigenerational household, etc.)



- [CDE's School and District Leader Toolkit](#)

This toolkit designed for principals and superintendents includes articles for newsletters, flyers to share at school events, census confidentiality information, and FAQs.

## General census information:



- [Census Public Service Announcements](#) (videos, audio and scripts)

Share these short videos on your social media platforms.



- [Census 101](#)

This document describes who uses the census, why it is important and data confidentiality.



- [All 2020 Census outreach materials from the U.S. Census Bureau](#)

Tons of posters, fact sheets and toolkits from the U.S. Census Bureau to help you promote the 2020 Census.



- [Hard to Count Communities Map in Colorado](#)

Use this map of hard-to-count communities in Colorado to determine where to focus census outreach. Click [here](#) for an interactive version of the map with data by county, Congressional district or census tract.

# EVERYONE COUNTS Census 2020



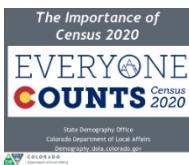
## [How the U.S. Census works](#) (video)

This one-minute video from the National Association of Latino Elected Officials (NALEO) explains how the census is used and why it matters to communities.



## [Counting for Dollars: How the Census Drives Funding to Colorado](#)

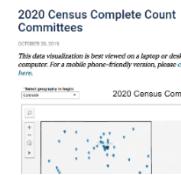
This two-page handout helps stakeholders and community leaders understand which programs receive the \$13 billion in federal funding guided by data derived from the census.



## [PowerPoint slides on the 2020 Census from the Colorado Department of Local Affairs](#) ([long](#) version and [shorter](#) version)

## [Libraries' Guide to the 2020 Census](#)

Libraries play a big part in the lives of families with young children and have a critical role in helping make sure the 2020 Census counts kids. See this guide for ways libraries can help communities ensure an accurate count. *Note: This guide was published in May 2019 and includes an outdated section stating that the 2020 Census may ask a question about respondents' citizenship status. This information is not correct; there will be NO citizenship question on the 2020 Census after the Supreme Court ruled on the issue in June 2019.*



## [List of Complete Count Committees](#)

Local Complete Count Committees help develop strategies to count everyone in their communities. Use this link to find one in your area and find out how you can get involved!

## [National Association of Latino Elected Officials \(NALEO\) Research and Messaging on the 2020 Census and Latinos](#)

See this one-pager on NALEO's findings on census messaging for the Latino population.

## [El Censo 2020](#)

A short Spanish video about the importance Latino participation in the 2020 Census.

## [La IMPORTANCIA del Censo 2020!](#)

A longer Spanish video that busts some common myths about the census.





## 2020 Census Social Media Posts

**General Posts.** Share in any order between now and February. To save an image, right-click and select “save as picture.”

**Post (with below graphic):** What does the #2020Census have to do with kids? A lot! Census data are used to allocate billions of dollars in federal funding to our state and local communities, and they help community leaders plan where Colorado needs new schools, hospitals and child care centers. Census questionnaires go out in March of 2020. Make sure we #CountAllKids in Colorado by filling out yours!

**Twitter version (with below graphic):** The #2020Census has a lot to do with kids. Results drive billions of \$\$\$ in federal funding to our communities. Help Colorado leaders make good decisions about new schools, hospitals and child care centers. #CountAllKids in #Colorado by filling out your survey!



**Post (with below graphic):** Did you know that Colorado receives more than \$2 BILLION in federal funds for kids each year? Our state's census population counts are used to distribute federal funding for programs like Head Start, WIC and the child care assistance program. Participating in the #2020Census helps ensure Colorado kids can receive the resources they need for the next decade. Make sure to fill out your #2020Census form and #CountAllKids living in your household in spring 2020!

**Twitter version (with below graphic):** \$2 BILLION in federal funds spent in Colorado each year is on the line. #Colorado can best support Head Start, WIC and child care assistance by making sure we #CountAllKids in the #2020Census.

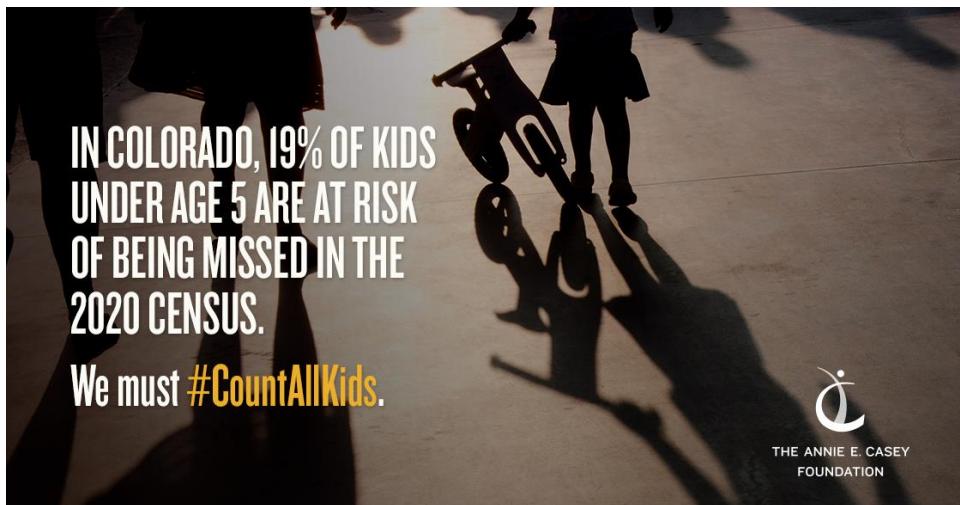


# EVERYONE COUNTS

Census 2020

**Post (with below graphic):** The #2020Census is less than six months away, and Colorado's youngest kids are at high risk of being undercounted. When we don't #CountAllKids in the census, Colorado doesn't receive its fair share of funding for important programs like Head Start, special education, health insurance programs and more. Make sure Colorado kids count in 2020 by filling out your census form and counting every child in your household!

**Twitter version (with below graphic):** Less than 6 months until we need to #CountAllKids in the #2020Census. If we don't, Colorado won't receive its fair share of funding for Head Start, special ed, health insurance and more. Make a plan to fill out your census form and count every child in your household.



**Post (no graphic):** The #2020Census is just around the corner, and we want to make sure that every Colorado kid is counted! Curious about how your family's census data are protected? The Census Bureau is prohibited by federal law from sharing your data with anyone. Visit [bit.ly/34tG91S](https://bit.ly/34tG91S) for more information on census confidentiality protections.

**Post (no graphic):** Can one girl in a small town shape the future of the United States? Yes, she can, because every 10 years, the census gives us that power. <https://www.youtube.com/watch?v=LXJz7ZfzAuM&feature=youtu.be>. #2020Census #CountAllKids

**Post (with below graphic):** Who counts in the #2020Census in your household? Everyone! The newborn baby? Yes, she counts! Your daughter and grandkids who are staying with you for a couple of months? Yep, they count, too! Help #CountAllKids in 2020 by including EVERY child living in your home—no matter how little—on your #2020Census questionnaire when the census starts in March.





**Post (with below graphic):** #2020Census questionnaires go out in just a few weeks! Have questions about how to count the kids in your household? Visit [bit.ly/2WJLvDG](https://bit.ly/2WJLvDG) for some helpful guidelines about who counts where. #CountAllKids



**Post (no graphic):** Did you know the online version of the #2020Census questionnaire will be available in 13 languages (including English)? Language guides will also be available in 59 non-English languages to help make sure EVERYONE can be counted in 2020. Fill out your form in March 2020 and help us #CountAllKids in Colorado.

Note: In addition to these posts developed for Colorado, the Census Bureau has also created its own social media content. Click [here](#) for official 2020 Census social media content. Click [here](#) to download 2020 Census graphics.

**Posts to share when families receive their census questionnaires. Share between March 12<sup>th</sup> and mid-April:**

**Post on March 12<sup>th</sup>:** Today's the day. The #2020Census is underway! Keep an eye on your mailbox for a postcard from the U.S. Census Bureau inviting you to complete your census questionnaire online or by phone. Or, if you live in a rural area where you don't receive mail at home, keep your eyes peeled for a paper census form to be dropped off at your home by a #2020Census worker. Be sure to fill out your form and count everyone in your house, including young kids! #CountAllKids

**Twitter version for March 12:** The #2020Census is on! Watch your mailbox for a U.S. Census Bureau postcard with an invite to fill out your census questionnaire online or by phone. Be sure to include every child in your household, including the smallest! #CountAllKids

**Twitter version 2 for March 12:** The #2020Census is on! If you are rural and don't get mail at home, expect to see a paper census form dropped off at your home by a #2020Census worker. Be sure to fill out your form and count everyone in your house, including young kids! #CountAllKids

**Post (no graphic):** Have you received your #2020Census postcard or paper form yet? Help make sure your community receives the federal funds it deserves by completing your census questionnaire today! #CountAllKids



**Post (with below graphic):** Counting to 10? Check. Potty-training? Crushed it. Filling out the #2020Census form? Hmm, not quite yet. Our kids can do a lot, but they rely on their parents and caregivers to count them in the census. Make sure that EVERY child in your household counts in the #2020Census by completing your questionnaire today! #CountAllKids

**Twitter version (with below graphic):** You can make a huge difference in your child's life by ensuring they are counted in your household's census questionnaire! #CountAllKids #Census2020



**Post (no graphic):** Change the baby's diaper, unload the dishwasher, put in a load of laundry, fill out the #2020Census form. With everything you have going on in a day, completing the census questionnaire might not be at the top of the list—but filling out your census form is critically important to making sure Colorado can fund child care, schools and health services for kids for the next 10 years. Ten questions, less than 10 minutes and it's done. Fill out your form today and #CountAllKids!

**Late April:** The deadline to complete your #2020Census form online, via phone or by paper form is just around the corner! Have you and the kids in your home been counted? #CountAllKids

**May-June 2020:** Who's that knocking at the door? If you didn't complete your #2020Census questionnaire yet, it might be a friendly census enumerator who will collect your responses to the census in person. Census workers will have identification, and they're prohibited by federal law from sharing your responses with anyone. They're there to help make sure you and your kids count in 2020! #CountAllKids



*This toolkit was assembled by the Education and Youth subcommittee of Colorado's Complete Count Campaign. For more information, please reach out to Sarah Hughes at [sarah@coloradolkids.org](mailto:sarah@coloradolkids.org) or Rick Winter at [rick@ecclacolorado.org](mailto:rick@ecclacolorado.org).*