

# 2020 Census Young Child Undercount Communications Toolkit

Toolkit for Associations



Arkansas Advocates for Children and Families



# Email Blasts

## Email August:

Title: 2020 is an Important Year for the Littlest Arkansans

As Arkansas's 3- and 4-year-olds are headed back to pre-k, and babies are coming in for their check-ups and shots, it is a good time to start considering a big challenge that will be facing our littlest Arkansans next year. Each year, Arkansas receives nearly [\\$10 billion in federal funds](#) guided, in whole or in part, by Census data. Critical programs for children under 5, like the Children's Health Insurance Program, Head Start, and the Child Care and Development Block Grant, all rely on Census numbers to determine how much money the state receives. But children under 5 have been historically undercounted in the Census.

A [new study](#) by the Urban Institute found that the undercount of young children (ages 0-5) could be as high as 6.3% next year. That is about 1.3 million children. For each person not counted in Arkansas, the state could lose \$33,000 over a decade. That means less money for important programs that infants and toddlers rely on.

Find out more about the young child undercount [here](#). And stay tuned for more information on how you can help.

## Email October:

Title: Missing Children in the Census

Next year, we will need your help in raising awareness with parents and guardians about the importance and purpose of the Census, to make sure they include all children living in their household in their Census questionnaire.

A fair and accurate count is critical to the well-being of Arkansas's kids. Arkansas receives nearly [\\$10 billion in federal funds](#) each year for important programs like the Children's Health Insurance Program, Head Start, and the Child Care and Development Block Grant. Just a 1% undercount of people in the state could result in \$1 billion in lost funding over the next decade.

But children under 5 have been historically undercounted in the Census. This is often not because their households fail to complete the Census entirely. Most of the children under 5 who are not counted reside in households that do complete the Census. Learn why young kids are undercounted [here](#).

Wherever a child is living on April 1st is where they should be counted, even if it is a temporary living situation, like living with a grandparent for three months.

Next year, we will provide you with resources, such flyers you can share, to help raise awareness with parents and guardians to include children residing with them in their Census questionnaire.

Sign up at [arkansasimpact.org/arkansas-counts](https://arkansasimpact.org/arkansas-counts)  
to spread the word about the Census



ARcensus2020

## Email December:

Title: Getting Ready for 2020

As we head into the holiday season, we know that you only have one thing on your mind — the 2020 Census! Actually, we know you have a lot on your plate as the year winds down, so we will be brief.

- 22% of Arkansas's children under 5 live in hard-to-count Census tracts.
- An undercount of young children could mean we will receive fewer federal funds than we need for healthcare, education and other programs the littlest Arkansans rely on.
- When we start the new year, we will send you talking points, flyers and social media messages you can use to let the parents and guardians you work with know: when they complete the Census, they should include all children residing in their household, even if it is a temporary living situation.



# Social Media

## Facebook

- Did you know that an accurate 2020 Census count will affect your community? That 22% of Arkansas's kids under 5 are at risk of being missed in the count? That you can help? Sign up here!  
<https://bit.ly/2w43JTI> #CountAllKids
- Arkansas received around \$174.5 million in federal funds for the Children's Health Insurance Program in 2016. If we under count the number of children in Arkansas in the #2020Census, we risk not having enough funds for ARKids health insurance in the future.  
<https://tmsnrt.rs/2K8U4Eo> #CountAllKids
- This is a really important read on how the Census misses millions of kids and explores potential reasons why. <https://yhoo.it/2K8nSRo>  
#Census2020 #CountAllKids
- The Census is used to determine how much money Arkansas gets for schools, roads, health care and other important programs. It also decides the number of representatives we send to Congress. Say #CountMeIn. Watch this video <https://bit.ly/2HNb3eg> and then show your support by signing the pledge: [censuscounts.org](https://censuscounts.org). #CountAllKids
- Children under age 5 have been undercounted in the U.S. Census for decades. And when we don't count kids, we're destined to underserve them. Read the @KIDSCOUNT Data Book to learn how we can count all kids in the #2020Census #CountAllKids <https://bit.ly/2CZd98s>
- Critical programs for kids are funded based on Census data. But children under 5 are at risk of being undercounted next year #CountAllKids  
<https://bit.ly/335EzmS>



- Here's how you can help raise awareness about 2020 Census and the young child undercount while its still 2019:
  1. Sign-up for emails from Arkansas Counts.  
<http://arkansasimpact.org/arkansas-counts/>
  2. Tell your colleagues about the young child undercount and the importance of Census data in funding critical programs.
  3. Ask your city or county government if they have a local Complete Count Committee to coordinate Census outreach efforts in your community. And if they don't, ask them to consider forming one.
  4. Make a plan to share information with parents and guardians starting in 2020. You can check out Arkansas Advocates for Children and Families website for resources, like flyers and talking points you can use, near the end of 2019.

## Twitter

- Did you know that an accurate 2020 Census count will affect your community? That 22% of Arkansas's kids under 5 are at risk of being missed in the count? That you can help? #CountAllKids Sign up here! <https://bit.ly/2w43JTI>
- "...the 2010 miscount of children resulted in a loss of half a billion dollars in allocations to Medicaid, Community Housing Improvement Program, foster care, adoption assistance and childcare combined." #CountAllKids <https://yhoo.it/2K8nSRo>
- Making sure we #CountAllKids in the #2020Census is an important step in ending child poverty in Arkansas. Find out why & how you can help: <https://bit.ly/2IB7bLz> #CountAllKids



- Learn why young children are historically missed in the Census and how you can help count all kids in 2020. <https://bit.ly/2CzC1m3> #2020Census #CountAllKids
- The Census is used to determine how much \$ Arkansas gets for schools, roads, health care & other important programs. Say #CountMeIn #CountAllKids Watch this video <https://bit.ly/2HNb3eg>
- Why is the Census important? Communities use the data to assess the well-being of families and develop smarter policies. <https://bit.ly/2CzC1m3> #CountAllKids #2020Census
- Completing the census form ensures that neighborhood schools, health centers, programs & other vital parts of our communities are adequately funded. Say #CountMeIn by signing the @CensusCounts pledge to advocate for a fair and accurate count: <http://censuscounts.org> . #2020Census
- Children under age 5 have been undercounted in the U.S. Census for decades. And when we don't count kids, we're destined to underserve them. Watch this video to learn why we must count all kids in the #2020Census #CountAllKids : <https://bit.ly/2q94CHy>
- The 2020 Census is fast approaching. Did you know children under 5 are a hard-to-count population? #CountAllKids <https://bit.ly/335EzmS>
- Did you know? Wherever a child is living on April 1st 2020, is where they should be counted on the Census — even if it is a temporary living situation. #CountAllKids
- Need a reason to care about the Census? How about nearly 10 billion reasons? <https://bit.ly/2Mm8AsI> #CountAllKids
- Just a 1% undercount of Arkansans in the 2020 Census could result in \$1 billion in lost funding for our state. #CountAllKids



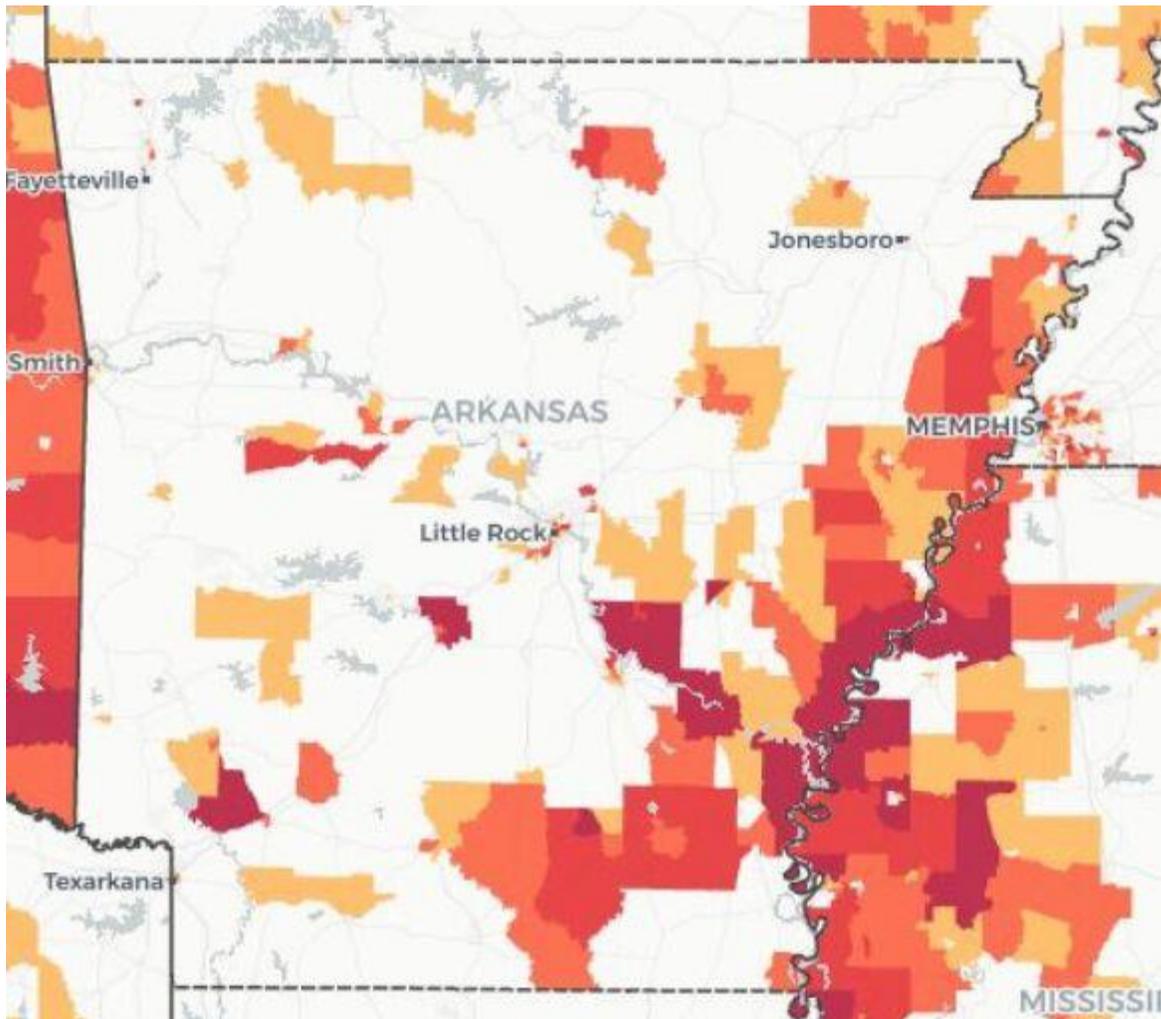
# Images



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## Arkansas Hard-to-Count Map

<https://www.censushardtcountmaps2020.us/>

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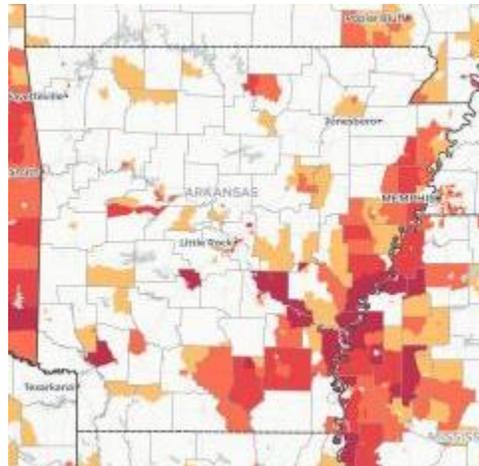
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# The 2020 Census Matters for Arkansas

Arkansas receives nearly \$10 billion in federal funding every year that is distributed based, in whole or in part, by Census data for programs like the Children's Health Insurance Program, Head Start, and the Child Care and Development Block Grant.

**22% of kids under 5 in Arkansas live in Hard to Count Neighborhoods**



Just a 1% of undercount of Arkansans could result in a loss of \$1 billion in federal funds for Arkansas over a decade.

Next year, let's make sure we #CountAllKids

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