



Count All Kids Social Media Toolkit

Grandparents Day, Sunday, September 8, 2019

Grandparents Day is Sunday, September 8. This holiday is a great opportunity to raise grandparents' awareness that they should include in their Census form the young children living in their household. Many young children living with their grandparents were not counted in the 2010 Census. In preparation for Grandparents Day, Count All Kids has released a [blog](#) and developed this social media toolkit. Specific state data is provided at the bottom of this toolkit.

In 2010, the Decennial Census missed over two million young children under age five. Census data is used to allocate over \$800 billion a year in federal funding, by formula, to states and communities. When we miss young children in the Census, their states and communities lose funding for 10 years for the programs that help children thrive, like schools, child care, children's health insurance, housing, and public transportation. Ten years is most of their childhood.

The next Decennial Census will start in March 2020. We need to count all young children to help them thrive. We know most young children are missed when they are left off the Census form in a household that is counted.

Young children are more likely to be left off the Census form if they are living in the household of a grandparent. Over 2 million young children live in their grandparents' homes, so making sure grandparents know to include these children in their Census form can help improve the count of young children.

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Happy Grandparents Day!

Graphic:



Twitter, Facebook, and Instagram:

- Happy Grandparents Day! Grandparents are very important in the lives of young children. Many children live with their grandparents. In honor of this day, we will be sharing information about grandparents counting children in the #2020Census! #CountAllKids
- Happy Grandparents Day! Click here → <https://bit.ly/2IEzVuK> to learn how grandparents can help their grandchildren thrive by counting them in the #2020Census#CountAllKids
- Happy Grandparents Day! Over 2 million young children live in their grandparents' households in the US. Grandparents need to make sure they #CountAllKids in the #2020Census
- Happy Grandparents Day! In [state], [number] children under age 5 live in their grandparents' household. Next spring, grandparents need to make sure they count these kids when they fill out the #2020Census #CountAllKids
- Happy Grandparents Day! In [state] [one out of X] children under age 5 live in their grandparents' household. Next spring, grandparents need to make sure they count these kids when they fill out the #2020Census #CountAllKids

Grandparents, count those young kids!

Graphic:



Twitter:

- It's Grandparents Day! Does your grandchild live with you in your home? Then remember to include your grandchild when you fill out the Census form this spring! #CountAllKids #2020Census
- Grandparents, it's your day! When you complete your #2020Census form, remember that counting young children who live with you benefits kids by increasing funding for schools for the next decade – most of their childhood! #CountAllKids
- Grandparents, it's your day! When you fill out your #2020Census form, be sure to count your grandchildren and any other young child living with you! #CountAllKids
- Happy Grandparents Day! Grandparents, if a young child lives and sleeps in your household most of the time, you should count them in the #2020Census form that you fill out. If you are unsure, count the young child if they are with you on April 1, 2020. #CountAllKids
- Grandparents, even if a child is living in your household temporarily, they should be counted in your #2020Census form if they have no other permanent home. #CountAllKids
- Happy Grandparents Day! If a grandchild is living with a grandparent temporarily and has nowhere else to live at the time, they should be included in their grandparent's Census form! #CountAllKids #2020Census



- Grandparents, do your grandchildren’s parents know that they should #CountAllKids, even babies and toddlers, in the #2020Census?
- Grandparents, let the parents of your grandkids know that they need to #CountAllKids in the #2020Census, even babies and toddlers, because it increases their communities’ funding for child care and schools

Facebook:

It’s Grandparents Day! This holiday is a great time to acknowledge the many grandparents whose grandchildren live with them most of the time. Nationally, 2.25 million children under age 5 live in a grandparent’s household. These grandparents are giving their grandchildren love and a home; they have our respect and admiration.

There is something more that these grandparents can do for their grandchildren – it’s quick, easy, and will make a difference for a decade. They can make sure they count their grandchildren in the 2020 Census next spring.

Census data is used to allocate over \$800 billion a year in federal funding, by formula, to states and communities. When we miss young children in the Census, their states and communities lose funding for 10 years for the programs that help children thrive like schools, child care, children’s health insurance, housing, and public transportation.

In 2010, the Decennial Census missed over 2 million young children under age 5. The next Census will start in March 2020. We need to count all young children to help them thrive.

We know most young children are missed when they are left off the Census form in a household that is counted. Young children are more likely to be left off the Census form if they are living in the household of a grandparent.

Grandparents, when you fill out your 2020 Census form, remember that counting young children who live with you benefits kids for the next decade – most of their childhood!

You can learn more in our [blog](#).

Instagram:

- Happy Grandparents Day! Grandparents, when you fill out your #2020Census form, remember that counting young children who live with you benefits kids for the next decade – most of their childhood. It means more funding in your community for child care, schools, and children’s health insurance. #CountAllKids www.countallkids.org
- Grandparents, it’s your day! Does your grandchild live with you in your home? Then remember to include your grandchild when you fill out the Census form this spring! #2020Census #CountAllKids www.countallkids.org

Young Children are often left off, especially by grandparents

Graphic:



Twitter:

- It's Grandparents Day! Unfortunately, young children are more likely to be missed in the Census if the person filling out the form is their grandparent. All children should be included in the Census form! #CountAllKids #2020Census
- 4 out of 5 young children who were missed in the 2010 Census were left off their household's forms. Children living in a grandparent's home are more likely to be left off. Remember, all kids should be counted in the household they live in most – including grandparent's homes! #CountAllKids #2020Census
- Happy Grandparents Day! This #2020Census, remember to count grandchildren living with a grandparent! All young children must be counted in the household they live in, but many kids are not counted if they live with a grandparent. #CountAllKids
- Grandparents, it's your day! If your grandkids live with you, remember to include them on your Census form this spring! Programs that help young kids for most of their childhood depend on grandparents including children on the #2020Census form. #CountAllKids



- In the past, grandparents have left children living in their household off Census forms. Federal funding for community services such as schools, child care, housing, and transportation is allocated by formula from Census data, so including young children helps them thrive. #CountAllKids #2020Census

Facebook:

Happy Grandparents Day! This holiday is a great time to acknowledge so many grandparents whose grandchildren live with them most of the time. We know that counting children in each Decennial Census is essential to ensuring that the community programs that help children thrive receive the funding they need. Unfortunately, in the 2010 Census, 4 out of 5 children who were missed were left off of their household's Census form. This happens more often if a young child is living with their grandparents.

Remember, all children should be included in the Census form of the household they live in most – including grandparents' homes! www.countallkids.com #CountAllKids #2020Census

Instagram:

Happy Grandparents Day! Unfortunately, young children are more likely to be missed in the Census if the person filling out the form is their grandparent. Remind grandparents that all children should be included in the Census form! #2020Census #CountAllKids
www.countallkids.org

Opportunity for communities to thrive

Graphic:



Twitter:

- When young children are missed, their states and communities lose funding for children's health insurance, child care, and schools. If they live with you, help your grandkid thrive by including them in your #2020Census form #CountAllKids
- Happy Grandparents Day! Did you know that counting young children in the #2020Census helps increase community funding for children's health insurance, schools, child care, and foster care programs? Remind grandparents to count the children living in their home! #CountAllKids
- It's Grandparents Day! Grandparents, did you know that counting all children in your household helps increase funding for community services that benefit kids? Only #2020Census data can be used for these funding decisions. #CountAllKids
- Happy Grandparents Day! Grandparents, did you know that counting your grandchildren living in your home in #2020Census helps increase your community's funding for schools, special education, and school meals? If your grandkids live with you, make sure they're counted on your Census form! #CountAllKids
- Grandparents, did you know that counting your grandchildren living in your home in #2020Census helps increase your community's funding for Head Start and child care? If



your grandkids live with you, make sure they're counted on your Census form!

#CountAllKids

- Happy Grandparents Day! Counting your grandchildren who live with you means your local schools will get more funding. #2020Census #CountAllKids
- Spread the word! Grandparents counting grandkids who live in their households helps communities plan and ensures they get their fair share of funding for medical services, WIC, child care, schools, public transit, low-income housing, and special ed. #2020Census #CountAllKids

Facebook:

Happy Grandparents Day! This holiday is a great time to acknowledge the many grandparents whose grandchildren live with them most of the time. In the US, over 2 million children under age 5 live in the home of a grandparent. We know that counting children in each Decennial Census ensures community programs get their fair share of funding that helps young children thrive. When grandparents include on their 2020 Census forms all young children who live with them, it increases funding for their communities for Medicaid, the Children's Health Insurance Program, Title I, IDEA special education, child care subsidies, and foster care programs. Only Census data can be used for these funding decisions.

Remind grandparents that the children living in their home should be counted on their 2020 Census form – it will benefit children in their communities for the next ten years! #2020Census #CountAllKids www.countallkids.org

Instagram:

Happy Grandparents Day! When grandparents include on their 2020 Census forms all young children who live with them, it helps communities plan where federal funding goes, including medical services, WIC, child care, public schools, public transit, low-income housing, and special education. #2020Census #CountAllKids www.countallkids.org

Learn more!

Graphic:



Twitter:

- On this Grandparents Day, take time to remind grandparents that counting children living in their home increases their community's funds for schools, child care, housing, and transportation. Learn more at <https://bit.ly/2IEzVuK> #2020Census #CountAllKids
- Happy Grandparents Day! If your grandchildren live in your household, counting them on your 2020 Census form increases funding for community services for kids. That funding can only be allocated based on Census data. Learn more at <https://bit.ly/2IEzVuK> #2020Census #CountAllKids
- Spread the word! When grandparents include on their Census form grandkids who live in their household, it increases funding that benefits children in their community for ten years, most of their childhood. Learn more at <https://bit.ly/2IEzVuK> #2020Census #CountAllKids
- Out of all Black children living in a household that is not their parent's household, 73% live in their grandparent's household. That's where they should be counted: #CountAllKids in the #2020Census



- Out of all American Indian or Alaskan Native children living in a household that is not their parent's household, 73% live in their grandparent's household. That's where they should be counted. #CountAllKids in the #2020Census
- Out of all Hispanic children living in a household that is not their parent's household, 7 out of 10 live in their grandparent's household. That's where they should be counted. #CountAllKids in the #2020Census

Facebook:

Happy Grandparents Day! This holiday is a great time to acknowledge the many grandparents whose grandchildren live with them most of the time. We know that counting children in each Decennial Census is essential to ensuring fair funding for community programs that help young children thrive. Take time to remind grandparents that counting young children, including babies and toddlers, living in their home increases funds for schools, child care, housing, and transportation.

When grandparents include on their Census forms grandkids who live in their households, it helps with funding decisions that benefit children in their communities for 10 years, most of their childhood. Learn more here <https://bit.ly/2IEzVuK> #2020Census #CountAllKids

Instagram:

Happy Grandparents Day! Take the time to remind grandparents that counting children living in their home helps allocate funds for school, child care, housing, and transportation. www.countallkids.com #2020Census #CountAllKids



Number and percent of grandchildren living in their grandparent's household

Graphic:



Twitter:

- Happy Grandparents Day! 2.25 million children live in their grandparents' households. It is important that these children are counted on their grandparent's Census form!
<https://bit.ly/2IEzVuK> #2020Census #CountAllKids
- Grandparents are pretty special. Of all children living in the household of someone other than a parent, 72% live with their grandparents. Counting these kids makes sure that their communities can provide services that help them thrive for the next 10 years!
<https://bit.ly/2IEzVuK> #2020Census #CountAllKids

Facebook:

Happy Grandparents Day! Grandparents are pretty special. 2.25 million children live in their grandparents' households. That's 72% of all children who do not live with a parent. It is important that these children are counted on their grandparents' Census forms during the 2020 Census. We know that counting children in each Decennial Census is essential to communities



receiving funding for programs that help children thrive for the next 10 years! #2020Census
#CountAllKids <https://bit.ly/2IEzVuK>

Instagram:

Happy Grandparents Day! Many children live in their grandparents' households. Counting these kids on their grandparents' 2020 Census forms makes sure that their communities can provide services that help children thrive for the next 10 years! www.countallkids.com #2020Census
#CountAllKids

**States Ranked
by Percent of
Children Age 0-
4 Living with a
Grandparent
Who Is the
Householder**

Table 6. States Ranked by Percent of Children Age 0 to 4 Living with a Grandparent who is the householder:: 2013-17 ACS FROM

	Population age 0 to 4 Living with a Grandparent Householder	Total Population age 0 to 4	Percent of Population age 0 to 4 living with a Grandparent householder
HAWAII	17,795	91,471	19.5
MISSISSIPPI	36,486	190,750	19.1
SOUTH CAROLINA	40,870	289,731	14.1
NEW MEXICO	18,252	130,986	13.9
ALABAMA	40,452	291,551	13.9
LOUISIANA	43,069	310,421	13.9
CALIFORNIA	338,936	2,491,242	13.6
DC	5,816	43,522	13.4
TEXAS	264,653	1,980,866	13.4
WEST VIRGINIA	13,123	100,789	13.0
ARIZONA	56,132	434,307	12.9
GEORGIA	83,865	657,616	12.8
FLORIDA	140,139	1,104,598	12.7
MARYLAND	44,919	366,173	12.3
TENNESSEE	49,089	402,371	12.2
ARKANSAS	22,926	189,816	12.1
Delaware	6,492	55,264	11.7
NEW YORK	136,255	1,175,328	11.6
KENTUCKY	31,674	273,614	11.6
NEVADA	20,920	181,034	11.6
PENNSYLVANIA	78,728	709,501	11.1
NORTH CAROLINA	66,918	603,574	11.1
ILLINOIS	84,804	784,554	10.8
ALASKA	5,506	53,789	10.2
VIRGINIA	52,027	509,883	10.2
MICHIGAN	57,805	570,808	10.1
RHODE ISLAND	5,495	54,717	10.0
MISSOURI	37,189	371,754	10.0
OHIO	68,051	693,741	9.8
INDIANA	40,978	418,095	9.8
NEW HAMPSHIRE	6,307	64,544	9.8
OKLAHOMA	25,734	263,915	9.8
NEW JERSEY	50,847	526,616	9.7
VERMONT	2,750	29,865	9.2
MASSACHUSETTS	32,787	362,161	9.1
OREGON	20,838	232,005	9.0
CONNECTICUT	16,629	185,362	9.0
UTAH	21,532	253,650	8.5
WASHINGTON	37,614	447,349	8.4
MONTANA	5,089	61,089	8.3
SOUTH DAKOTA	4,900	59,928	8.2
COLORADO	27,149	334,256	8.1
KANSAS	15,558	197,341	7.9
IDAHO	8,218	113,585	7.2
WISCONSIN	24,153	335,439	7.2
MAINE	4,476	64,207	7.0
WYOMING	2,588	37,262	6.9
NORTH DAKOTA	3,395	51,952	6.5
IOWA	11,885	196,104	6.1
NEBRASKA	7,582	130,848	5.8
MINNESOTA	19,508	347,812	5.6
U.S.	2,258,903	19,827,156	11.4

Source: Authors analysis of Census Bureau's 2013-2017 American Community Survey Public-Use Microdata Sample (PUMS) file on University of Minnesota IPUMS system

Source: Young Children Living with Grandparents Are More Likely to Be Missed in the Census, Dr. William P. O'Hare