



Count All Kids Initiative Applauds Census Bureau's Young Children Kick Off

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WASHINGTON, D.C., February 22 — Leaders of the [Count All Kids](#) initiative are delighted to join the Census Bureau in promoting the importance of counting every baby and young child in the 2020 Census.

For the last 40 years the number of young children missed in the decennial census has grown steadily, with two million missed in the 2010 census. Demographer Dr. William O'Hare, adviser to the Count All Kids initiative, points out "Children under five are by far the largest of any age group missed in the census, and young black and Hispanic children are missed at more than twice the rate of young white children."

In 2020, this number could go even higher. In a survey by the Partnership for America's Children and Count All Kids, 10 percent of 800 families making less than \$50,000 per year said they would not count their babies, toddlers, or preschoolers. Another 8 percent were uncertain about whether to count them. "These numbers mean that we could miss twice as many young children in 2020," said Deborah Stein, co-leader of the Count All Kids initiative. "We must keep working to reverse the negative trend."

The leaders of the Count All Kids initiative applaud the Census Bureau's efforts to raise awareness with the Young Children Festival today in Cleveland.

Count All Kids is led jointly by Coalition on Human Needs, First Focus on Children, Partnership for America's Children, and ZERO TO THREE. The initiative brings together advocacy organizations and child serving organizations dedicated to ensuring that every young child in the country gets counted in the 2020 Census. Census figures will determine how more than \$1.5 trillion in federal funding is spent every year. Child-focused programs which use census data to distribute money include:

- health insurance programs such as Medicaid and the Children’s Health Insurance Program (CHIP)
- education programs such as Title I funding to schools in low-income communities and IDEA special education funding for children with disabilities
- programs that keep children safe, such as foster care
- programs that help pay for quality child care so children can learn while their parents work

Leaders of Count All Kids partner organizations said:

“Overlooking and undercounting young children has serious consequences for their rapidly growing brains. The population most likely to be missed in the Census is the same group of children most likely to live in poverty, experience homelessness, and live in stress. These babies can’t afford to be missed as funding is allocated in programs like child care, home visiting, and WIC that help them thrive. ”

— Patricia Cole, Senior Director of Federal Policy, [ZERO TO THREE](#)

“The 2010 undercount collectively costs states more than a half billion dollars every year in funding for the Children’s Health Insurance Program (CHIP), Medicaid, foster care, adoption and child care services. When we lose those funds, families have a much steeper climb out of poverty.”

— Cara Baldari, Vice President, Family Economics, [First Focus on Children](#)

“It is so important that for the first time ever, the Census Bureau, national and local nonprofits, and communications leaders such as Sesame Workshop are working together to help make sure that families know they should count all the young children living at their address, even newborn babies. Our research shows that families will particularly pay attention to posters and other materials they see in the offices of child care centers, Head Start programs, pediatricians and other people they trust. ”

— Deborah Weinstein, Executive Director, Coalition on Human Needs

“Our Count All Kids research shows that we need to educate families that they are supposed to include their babies and young children in the Census. It also shows that we need to get the word out for grandparents to count grandchildren that are living with them, for foster parents to count their foster children, and for people to count any young child living in their house, even temporarily, if they have no other permanent home. We are thrilled that the Census Bureau is including these important messages in their ad campaign and materials for its partners and in their staff trainings.

— Deborah Stein, Network Director, Partnership for America’s Children

“New research the Population Reference Bureau just released, which I helped conduct, shows that census tracts where many young children are at high risk of being missed are often different than census tracts where adults are likely to be missed. People working to count young children can find out which census tracts are at high risk or very high risk of missing many children, and why, by checking out <https://www.censushardtcountmaps2020.us/> . We hope this new tool will help census advocates focus their work more effectively, and help them use strategies that will best reach the families in each census tract. “

___ Dr. William O’Hare, demographer and advisor to Count All Kids

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The Count All Kids initiative, led by a committee of national, state and local children’s organizations and allies, is conducting a public education campaign to persuade families with young children to include their children when they respond to the census.