

# Count All Kids Toolkit

*Resources For Complete Count  
Committees And Advocates To  
Make Sure You Count All Kids In  
Your Community*

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## Count All Kids Campaign

We understand that because young children are often missed for different reasons than adults, we need a different strategy for counting young children.

The Count All Kids Campaign is a public outreach effort to working with advocates, state and local policy makers, complete count committees, service providers, and others to persuade families with young children to fill out the census questionnaire and make sure they include all their children.

## Outreach Timeline

**Mid-March** | The Census Bureau will send the first mailings to households

**March 2 - 6** | Statistics in Schools week

**March 18** | Count All Kids Day

**March 25** | Federation of Pediatric Organizations will have Every Child Counts Day

**April 1** | Official Census Day—temporary residents should be counted where they are on April 1

**Early May-July** | Enumerators will go to household that did not respond; families can still respond

## Making Sure Kids Count – And Are Counted: Preparing for the 2020 Census

The 2020 census is rapidly approaching. But [experts warn](#) that the census could miss millions of young children. This would have a devastating impact on our communities and on our children, and it is a scenario we must avoid. To help ensure an accurate count, Count All Kids has developed a number of materials with state and local activists like you in mind.

We know that in 2010, the last Decennial Census, more than two million children between birth and age four, or one out of every ten children, were missed in the count – more by far than were missed in any other age group. The number of young children missed in the Decennial Census has been increasing steadily for 40 years, even as the number of adults counted has been growing more accurate. The problem is worst in larger counties, and for children of color.

Who specifically is likely to be missed? [New research](#) shows that many young children are likely to be missed in communities with one or more of these factors:

1. Percent of Children Under age 18 living in a female-headed household with no spouse present
2. Percent of Children under age 18 who are in immigrant families (child is foreign-born or at least one parent if foreign-born)
3. Percent of adults ages 18-24 with less than a high school diploma, Ged or alternative
4. Percent of persons living in renter-occupied households
5. Percent of households that are linguistically isolated (no one ages 14+ speaks English "very well")
6. Percent of children under age 6 living with a grandparent householder.

The consequences of an undercount are serious. The census data is used to allocate one and a half trillion dollars every year, by formula. Put in human terms, lost dollars mean overcrowded classrooms, underfunded services, hungrier children, inadequate health care -- big problems for most communities, and particularly for our poor and near-poor children. Our kids lose when vital community resources dwindle. These resources are critical to the success of all children. Counting children helps them thrive. If we get it wrong in 2020, today's preschoolers will lose needed resources for a decade--the majority of their childhood.

And the amount of dollars lost would be staggering. We now know that following the 2010 Census, so many young children were missed that states collectively [lost over half a billion dollars a year](#) in funding from just five programs: Medicaid, CHIP, foster care, adoption assistance and child care. On average, school districts lost [\\$1695 per year](#) for every child they missed. And that is just the tip of the iceberg: more than 300 federal programs use census data to determine how federal funds are allocated to state and local governments. These programs cover necessities such as schools, child care, children's health insurance, roads and highways, school meals programs, housing assistance, and a variety of other areas.

There are other consequences too. New schools may not be built because of a lack of accurate data. Businesses may choose not to open grocery stores in underserved areas. Families and communities will not gain their fair share of political representation in elected bodies ranging all the way from school boards to Congress.

***And here's something really important:*** we've learned that young children are missed in the Census for different reasons than adults. This is key: In many households where children were not counted, someone filled out the form; they just did not include some or all of the children living there. That

means we need different messages to encourage people to include all the children in their household. To make the count as accurate as possible for your community, you must reach households with young children to tell them why counting all the kids matters.

We can help! Count All Kids has developed a [toolkit](#) to help you prepare for the 2020 Census. This “living” toolkit includes the attached fact sheets and list of resources; it soon will expand to include posters, flyers and social media content. In the meantime, we urge you and everyone in your network to visit [www.CountAllKids.org](http://www.CountAllKids.org) and sign up for the campaign to receive helpful resources as they become available. In addition to the fact sheets in this toolkit and other items currently under development, we have or will be sharing state and local data as it becomes available, a children’s update to the [Hard to Count map](#), which is designed to help states and communities locate the areas with the most children at risk of being missed, model materials from other states, and blogs on key topics.

Our efforts to make sure all kids are counted begin with messaging. Because the Census misses young children for different reasons than adults, our messaging must be different when it comes to encouraging families to fill out the forms accurately. Thus, we have conducted focus groups and polling to provide tested messages that are successful in persuading people to count all children. This is information you need for an accurate count that will help your community.

An accurate 2020 Census is not only [mandated by our U.S. Constitution](#) – it is critical to the health and future of our nation. Billions of dollars are at stake – dollars that fund the essential services kids and families and communities need to thrive. Because every kid counts, we must ensure that every kid is counted.

## Fact Sheet: Young Children Are Severely Undercounted by the U.S. Census. Why?

**Introduction:** In the 2020 U.S. census, young children (ages 0 to 4) are more likely to be missed than any other age group, Census Bureau research shows. More than one in 10 young children were not correctly counted in the 2010 census, and the net undercount rate for young children (taking into account both the children missed and those double-counted) was nearly 5 percent. Since the 1980 census the count of young children has been getting worse even as the count of adults has been improving. We know how many children were missing because we can compare the final number of young children that the 2010 census counted with the April 1, 2010 population estimate of young children. (Those estimates are derived from birth and death records and estimates of immigration). But we need the 2020 census to be right because only the 2020 census data can be used for redistricting and for allocating federal funds.

Young children are more likely to be missed in a census if:

- They live with single parents.
- They live with young parents between the ages of 18-29 who don't have a high school education.
- They are not the biological or adopted child of the householder.
- They live in complex households with their grandparents, other relatives, or friends.
- They live in large households.
- They live in families that do not speak English or their families include immigrants.
- They live in poor families.
- Their families rent rather than own their home.

In the past, many have assumed that children have been undercounted because parents or guardians or other family members did not return the U.S. Census form. Research now shows that, in many cases, census forms were filled out and returned, but the person filling out the form left the young child off.

Recent polling, commissioned by the Partnership for America's Children and conducted by Lake Research Partners, illuminates this confusion. The polling, which surveyed 800 families with young children with incomes under \$50,000, measured respondents' attitudes about the census and understanding of the census guidelines as well as use of census data. It found:

- Many people don't understand that young children are supposed to be included. Almost one in five parents said they would leave their own young child off: 10% said they would leave them off and another 8% said they were uncertain whether they would include them.
- Even more young children are likely to be missed if *they split their time between households*. Only 25 percent said they would include "a family member and their young child who stays in the household some days but not all the time" when filling out the Census form. Nearly half (47 percent) said they would not include the family member and young child; 28 percent were unsure.
- Young children are also more likely to be missed if *they are not the child of the person filling out the form*. While 71 percent said they would include "a family member and their young child who stays in the household all of the time," that still leaves 14 percent who said they would not

include; 15 percent were unsure. If the child is not related to the person filling out the form at all, the chances that they will be counted drop even more.

- Young children are also very likely to be missed if *they are temporary residents* in the household, even if they have no other permanent home. Only 47 percent said they would include these children.

The survey also asked why people would leave their young children off. Reasons included:

- Confusion about whether they are supposed to count them
- Confusion about why the government needs to know about young children
- Another adult has custody, or the child is not the child of the householder
- The household is overcrowded, and the person is afraid that the landlord will find out how many people are in the home
- The family doesn't contribute to household expenses.

**Conclusion:** There is a demonstrated need, now backed by public opinion research, to educate the public about including all young children on Census forms.

## Fact Sheet: Specific Strategies to Count Young Children

It's essential to have strategies for counting young children. Since so many children are left off the form, if we just focus on getting adults to fill out the census, we could count every adult in the community and still miss many children.

Count All Kids offers this strategy for counting young children:

- Figure out where young children in your community are most at risk of being missed, and why young children might be missed in each area.
- Use outreach tools that have the right messages to persuade families that it's important to count their young children.
- Use outreach tools that will help address the reasons why children might be missed. For example, in areas with many adults who do not have high school degrees or who have problems with English, realize that they may be intimidated by government forms. Share the phone line numbers and tell them they can respond by phone.
- Many people are afraid to respond to the Census, so have trusted voices from the community reach out to families.

This toolkit has **several tools** that can help you follow this strategy and ensure that more children are counted. **More tools** are coming soon.

- **Where are children likely to be missed?** The CUNY census website has information by census tract on whether the tract has a very high risk of undercount, a high risk of undercount, or a low risk of undercount. The website can be access [here](#).
- **Why are children likely to be missed in each area?** For each census tract, the website also shows five factors, such as how many adults do not have high school degrees. A recording showing how to use the website is [here](#), along with a fact sheet with examples. In addition, the Population Reference Bureau (PRB) has calculated eight demographic risk factors for each of 29 racial and ethnic subgroups, so that you can further target your outreach. For example, if certain populations are at risk of being missed because they have a lot of people living in poverty, you might conduct outreach at organizations that serve low income families, while for populations where many children are in the care of grandparents, you might conduct outreach through senior citizen centers, grand families programs, and other programs that support seniors and caregiving grandparents. You can find fact sheets or hard-to-count profiles on each of the 29 groups for the US [here](#), for California [here](#), and for New Jersey (coming shortly).
- **What messages persuade parents to count their children?** We know from the message research we've conducted that certain messages make it more likely that parents or others will fill out the census form and include the children living in their households. Here are three examples of messages that work to persuade parents to count their children, and two examples of messages that make it much more likely they will fill out the census:
  - Counting your young children in the census means your local schools will get more funding for your children: that's one of the most persuasive messages, with 82 percent of those surveyed saying it's important.

- The census happens only once every ten years, so if we don't count a two year-old, your community will have less funding for education, childcare, and other services children need for a decade, most of their childhood.
  - Census data will help local government plan for the future and determine where \$1.5 trillion a year in federal funding goes, including medical services, WIC, childcare, public schools, public transit, and low-income housing.
  - Knowing "you can fill out the census on your own schedule and that it only takes about 10 minutes to complete" makes people much more likely to fill out the census and include everyone living in the household.
  - Highlighting the privacy guarantee makes a majority of parents or others more likely to fill out the form. It's important to say what the privacy guarantee is: Any current or former Census employee that releases individual data can go to prison for up to 5 years or pay a fine of up to \$250,000.
- **Where can you get resources that include these messages?** Count All Kids and many partner organizations are developing promotional materials that will help you spread the word about the need to count all children. There are already many resources focused on counting children available on the Count All Kids [google drive](#). Sign up for the campaign at [www.countallkids.org](http://www.countallkids.org) and we'll provide you with more resources as they are developed, including downloadable posters, flyers, brochures, TV and radio PSAs, and social media. National partners that are creating these materials include organizations focusing on particular populations such as Latinx, Asian Americans, African-Americans, and tribes; organizations that serve families with children such as child care programs, Headstart, libraries and pediatricians; and communications industry leaders such as Sesame Workshop, Univision, and Nickelodeon. Many of these resources include the specific messages that you need for your community.
  - **You are the trusted voices!** Please download our resources and use them with your communities.



## Fact Sheet: Arguments That Resonate in Explaining Why Households with Young Children Should Fill Out the Census Form

Recent polling, commissioned by the Partnership for America's Children and conducted by Lake Research Partners, measured parents' attitudes about the Census and specifically tested messages about why it is important to fill out the Census form and count children. While Count All Kids is creating materials for you to use, these messages may help you in talking to the press, making presentations to families and service providers, and designing your own materials if you choose to do so.

The polling found nine highly persuasive messages:

Parents found these messages very important or important reasons to count their children. Your outreach should always include one of these messages: we particularly recommend the top five, since four out of five parents found they were important and three out of five found them very important.

- "Counting your children in the Census means your local schools will get more funding for your children" – 65 percent of respondents said this was very important.
- "The Census helps local government plan for the future and determines the level of funding programs and services young children receive from the federal government, including our schools, child care, housing, public transportation, and medical care" -- 62 percent very important, 82 percent from "a little" to "very" important.
- "The Census happens once every ten years, so if we don't count a two-year-old, your community will have less funding for education, child care, and other services they need for 10 years, most of their childhood" – 61 percent very important.
- "Census data will help local government plan for the future and determine where more than \$800 billion a year in federal funding goes, including medical services, WIC, child care, funding for public schools, public transit, low-income housing, and special and adult education" – 59 percent very important.
- "Community leaders will use the data to analyze the emerging needs of their neighborhoods, to plan for the future, and to locate new schools, recreational areas, hospitals, and fire departments" – 58 percent very important.
- "Filling out the Census helps communities combat overcrowded emergency rooms and school classrooms" – 58 percent very important.
- "Completing the 2020 Census form plays a key role in ensuring accurate representation in our local, statewide, and national elections" – 49 percent very important.

These two messages, while not specifically about children, made parents of children more likely to fill out the form. They are supplemental messages that you would use in addition to one of the messages above.

- "You can fill out the census yourself, on your own schedule, and it only takes about 10 minutes to complete" —76 percent of respondents said this made them more likely to fill out the census.

- “The Census Bureau has one of the strongest privacy guarantees in the federal government. If a Census Bureau employee reveals personal data collected in the census, that person can spend up to 5 years in jail or pay a fine as large as \$250,000”—62 percent said this made them more likely to fill out the census.

Pointing out that their community will get more funding for schools and other services if the Census has an accurate count of children makes people more likely to fill out the form. It is also effective to remind people that an undercount of children in their community will deny a fair share of resources for ten years – most of the childhood of the area’s young children. Points about lost resources are somewhat more persuasive than emphasizing accurate representation in elections.

In addition, we conducted six focus groups to test creative materials. Some of the lessons we learned from those include:

- Posters and flyers and videos in child care centers and doctors offices are the best way to reach parents of young children (the one exception is Spanish speaking parents, who wanted to see information during travel, such as buses and subways and bill boards, perhaps because they are less likely to use child care centers).
- It is important to mention babies as well as young children, or count everyone from birth on. For a number of people the term children or young children does not necessarily include babies.
- Phrases like Count All Kids, which tell them what you want them to do, are more effective than All Kids Count, which could be about topics such as foster kids.
- It is helpful to include the Census Bureau logo and website (live links are good) and phone number, so that they can check exactly what they are supposed to do. You are the trusted voice that convinces them this is important, but they want to hear from the Census Bureau exactly what to do.
- Posters should show happy children, and families with many different family structures including two parent families, of different races and ethnicities.

## Children and the 2020 Census: What Service Providers Need to Know and How They Can Help

- Service providers, such as teachers, child care providers, doctors and nurses, and others are vital partners in promoting a complete count of young children in the 2020 Census. Children under age 5 were missed at a higher rate than any other age group in the 2010 Census, with more than 2 million children estimated to have been missed. Because parents visit your services frequently, you can offer easily available flyers, posters and perhaps even video displays to make sure they understand how to fill out the form and why it matters. Our focus groups showed that *families thought the most effective way for them to learn about the census was posters and flyers in the offices of child care providers, doctors, and other services.*
- Following the 2010 Census, so many young children were missed that 36 states collectively lost more than \$500 million a year in funding from just five programs: Medicaid, children's health, foster care, adoption assistance and foster care.
- Counting children helps them thrive because lost dollars mean overcrowded classrooms, underfunded services, hungrier children, inadequate health care – big problems for most communities, and particularly for our poor and near-poor children. Our kids lose when failure to count them means schools, Medicaid, and other vital services lose out on funding. If we get it wrong in 2020, today's preschoolers will lose needed resources for a decade – the majority of their childhood.
- Children are not counted for a variety of reasons. Many Parents are uncertain when children should be counted; research shows that parents often fill out and return the census forms, but mistakenly leave children living with them off of the forms because they do not know they should be counted. Count All Kids research found that a large number of parents do not understand that young children are supposed to be included in the Census. Also, young children are at a higher risk of being missed if:
  - they live with single parents;
  - They have young parents ( or young parents age 18-34) and are particularly at risk if their young parents have less than a high school education;
  - they are not the biological or adopted child of the householder;
  - they live with their grandparents, aunts and uncles, or other family members;
  - they live in poor families;
  - they live in families that do not speak English well;
  - their families rent rather than own their own homes.
- Service providers – teachers, child care providers, community centers, doctors and nurses and others – are among the most trusted messengers when it comes to providing parents with vital information they need to correctly respond to their 2020 Census questionnaire.
- Service providers can
  - display posters or exhibits. CountAllKids.org and its national partners have downloadable resources [here](#) and more are coming; the Census Bureau offers free downloadable outreach materials [here](#); Sesame Workshop has videos, posters, flyers and more [here](#)

- use social media and newsletters to spread the word about how important it is for young children to be counted in the census
  - send flyers, brochures, and other materials home with families; and
  - provide computers and Internet access for adults to complete their Census questionnaire online in waiting rooms or other common areas.
- It is completely legal for service providers to provide assistance to parents who ask for help to complete their Census form accurately; in fact, they are helping these parents fulfill a civic duty as well as helping ensure that their communities receive funding for medical services, WIC, child care, local schools, public transit, low-income housing, and special and adult education. Make sure you tell them you are not census employees, and help them enter their census information directly into the Census Bureau website—do not collect their data to enter it later. You can get more information about ways to help them complete the census [here](#).
- Service providers should sign up for the Count All Kids campaign at [www.countallkids.org](http://www.countallkids.org). They will then learn when they can get downloadable posters, flyers, brochures, TV and radio PSAs, and social media in multiple languages, as these materials become available. We know you're busy, so you can count on ready-to-use materials. Displaying them for the people you serve will help your community get the resources you need.

## Additional Resources: The Census Bureau's Statistics in Schools Program Can Help With Census Outreach

**Introduction:** *Statistics in Schools* (SIS) is a U.S. Census Bureau program that uses Census statistics to create classroom materials for grades pre-K through 12. Teachers and subject matter experts nationwide helped develop each SIS resource to make sure it is valuable and engaging. The SIS program is available year-round and includes more than 200 activities and resources for a variety of subjects, including materials specific to the 2020 Census. You can download a two-page fact sheet about the *Statistics in Schools* program at [www.census.gov/schools](http://www.census.gov/schools)

- **Why the *Statistics in Schools* program is important:** The SIS program is a key way to reach families and encourage them to participate in the 2020 Census for a variety of reasons. K-12 students learning why the Census is important will carry that message back to their parents, who will be more likely to fill out the form and count all their children, including those too young to be in school. Teenage moms attending classes might learn about the Census and its importance for the first time. Finally, particularly in households with limited English-reading skills, a child learning from *Statistics in Schools* may serve as interpreter to help parents fill out the forms – he or she might be the only one in the household who speaks English. In 2010, one in three children and their families were exposed to *Statistics in Schools*.
- ***Statistics in Schools* timeline:**
  - 2019 materials went live at the end of August.
  - Sept. 17: This was Constitution Day. This was an opportunity to teach about the Census and its place in the U.S. Constitution. You can view related materials [here](#).
  - Late September: All superintendents received a kit from the U.S. Census Bureau with resources they can use in classrooms that will help educate children and parents about the 2020 Census.
  - December/January: Every school principal received a kit from the U.S. Census including large wall maps with kid-friendly data.
  - March 2-6, 2020: *Statistics in Schools* week – schools across the nation teach about the importance of the 2020 Census. Resources for this week are [here](#). At the bottom is an educator roadmap and principal flyer. The most important item is the flyer that should be sent home to parents on the last day.

## Count All Kids: Resources to Help You Prepare for the 2020 Census

**Introduction:** The Count All Kids Committee is collecting and developing materials and other resources to help state and local advocates improve the count of young children in the 2020 Census. This includes working with their state or local Complete Count Committees to pay special attention to reaching families with young children. Here are some of the resources we've already collected as well as key links – more will be coming:

- Sign up [here](#) for new resources for Census advocates. Resources will include updates to this toolkit, posters, flyers, social media tools, model materials from the states, and more.
- Here you can find the [Hard to Count map](#), which is designed to help states and communities locate the areas with the most people at risk of being missed. The map has information about areas where children are most likely to be missed (at high risk of an undercount), which may be in different census tracts than where adults are most likely to be missed. You can find a webinar about how to use this data, and a fact sheet explaining how to use it, [here](#).
- This [blog](#) explains how to use additional demographic data to design your outreach campaign to reach different racial and ethnic subgroups most effectively.
- Expert commentary from Census advocates, including [this blog](#) on the under-counting of young children and how state and local child advocates can help; and [this blog](#) on how much money states lost from the undercount of young children in the 2010 Census (to dive even deeper, go [here](#), and to see how much money your state lost, go [here](#).)
- The U.S. Census Bureau has developed a section on its website that examines the issue of undercounting young children. You can view it [here](#).
- Go [here](#) to learn exactly what you can do to help people fill out the census form.
- Go [here](#) to find the phone lines in 13 different languages that people can call to fill out the census or get questions answered.
- Go [here](#) to see the videos in 59 languages that you can use to help people fill out the form, and [here](#) to see the written language guides. Go [here](#) to see a two minute video explaining about the census in 26 Asian languages.
- Go [here](#) to learn how your nonprofit organization can meet up with Census Partnership Specialists. These specialists are Census employees who can help you ensure that your clients and community get counted. They can help connect you with the tools and resources you need to conduct effective Census outreach.
- Go [here](#) to be briefed on an easy-to-understand glossary of terms relating to the 2020 Census.
- Go [here](#) for an explanation of why local and state nonprofits are a key resource in the fight for a fair and accurate 2020 Census.
- Go [here](#) to learn more about state and local 2020 Census Complete Count Committees.

- At [www.countallkids.org/news](http://www.countallkids.org/news) there are many blogs with creative ideas for helping get out the count of young children, such as census parties at child care centers, activities in children's hospitals, outreach at VITA sites, and more.
- Here is a partial list of potential community partners you can reach out to:
  - Pediatricians and pediatric care providers
  - Children's hospitals and maternity wards
  - Early Intervention Service Providers
  - Child care providers and Pre-K/headstart sites
  - Home Visiting Programs
  - Family Resource Centers and Family Guidance Centers
  - Libraries
  - Schools and PTAs
  - Teachers' unions
  - Faith communities
  - Businesses
  - State agencies serving needy families
  - WIC

## 8 Simple Rules to Help You Count Young Children in the 2020 Census in the Right Place

- 1 Count all infants, newborns, and young children where they live and sleep most of the time.** The census counts all children born on or before April 1, 2020 at the place where they live or stay most of the time. This includes babies still in the hospital. Count them where they will be living. Some people think that the census only counts adults; but counting young children is very important for the country and for your community to plan for their future.
- 2 If a young child does not have a place where they usually live or sleep, count them where they were staying on April 1, 2020.** This includes children and families experiencing homelessness who may be staying somewhere for just a few days or weeks. It also includes people who stay at multiple places for short periods of time with no place of their own.
- 3 If a child's living arrangement is temporary, count them where they were living on April 1, 2020.** This includes children who, on April 1<sup>st</sup>, were staying temporarily with a grandparent or another relative. This also includes foster children. If a child stays more often at another address, count them there. If a child splits time equally between two homes, count them where they were on April 1<sup>st</sup>.
- 4 Count young children where they usually live and sleep even if they are not related to the person completing the census.** Some respondents are uncomfortable providing information for individuals who aren't part of their immediate family. It is very important to count all people living at an address, including housemates or roommates and their children. Count young children even if their parents do not live with them.
- 5 Count young children even if they are living in places where they aren't allowed.** This includes children staying in a seniors-only residence with a grandparent and families with more people, including children, than the lease allows. The Census Bureau will never share this information so it cannot be used against these households. Census responses are confidential.
- 6 Count young children and their families who only recently moved into an address.** If someone starts a new lease or moves into a new home on (or before) April 1<sup>st</sup>, they should be counted there, not at their March address. If they move in mid-April or May, they should be counted at their April 1<sup>st</sup> address.
- 7 Count the full set of people and families living at an address, not only those who may own or rent the property.** Count all members of multiple families who are living together including parents, grandparents, siblings, cousins, nephews and nieces. If two or more families (related or not) live together to split the rent, be sure to count them all when completing the census.
- 8 Count everyone, including young children, regardless of citizenship status.** The 2020 Census needs to count everyone – including recent immigrants and non-citizens. The Census Bureau is required by law to keep census responses confidential. The information provided to the Census Bureau will never be shared with immigration enforcement or law enforcement agencies.



## 8 Reglas Sencillas para Ayudarle a Contar a los Niños Pequeños en el Censo 2020 en el Lugar Correcto

- 1 Cuente a todos los bebés, a los recién nacidos y a los niños pequeños en donde viven y duermen la mayoría del tiempo.** El censo cuenta a todos los niños nacidos en o antes del 1ro de abril de 2020 en el lugar en donde viven o donde pasan la mayoría del tiempo. Esto incluye a los bebés que se encuentran todavía en el hospital. Cuéntelos en donde estarán viviendo. Algunas personas piensan que el censo solo cuenta a los adultos; pero contar a los niños pequeños es muy importante para que el país y su comunidad planeen su futuro.
- 2 Si un niño pequeño no tiene un lugar en donde vive o duerme usualmente, cuéntelo en el lugar en donde se esté alojando el 1 de abril de 2020.** Esto incluye a niños y familias que están atravesando la indigencia y que pudieran estar alojando en algún lugar durante unos cuantos días o semanas. También incluye a personas que se alojan en múltiples lugares durante períodos cortos de tiempo sin tener un lugar propio.
- 3 Si la situación de vivienda de un niño es temporal, cuéntelo en donde esté viviendo el 1ro de abril de 2020.** Esto incluye a niños que, el 1ro de abril, se estén alojando temporalmente con un abuelo o algún otro pariente. Si un niño se aloja por más tiempo en otra dirección, cuéntelo ahí. Si un niño divide su tiempo por igual entre dos casas, cuéntelo en donde se encuentre el 1ro de abril.
- 4 Cuente a los niños en donde viven y duermen usualmente, incluso si no tienen parentesco con la persona que está llenando el censo.** Algunas personas se sienten incómodos proporcionando información de individuos que no forman parte de su familia inmediata. Es muy importante contar a todas las personas que están viviendo en esa dirección, incluyendo a compañeros de casa o compañeros de cuarto y a sus hijos. Cuente a todos los niños incluso si sus padres no viven con ellos.
- 5 Cuente a los niños pequeños incluso si están viviendo en lugares donde no les está permitido estar.** Esto incluye a niños que se están quedando en residencias para adultos mayores solamente con un abuelo/a y familias con más personas, incluyendo niños, que las que permite el contrato de arrendamiento. La Oficina del Censo nunca compartirá esta información, así que no puede ser utilizada en contra de estos hogares. Las respuestas del Censo son confidenciales.
- 6 Cuente a los niños pequeños y a sus familias que se mudaron recientemente a una dirección.** Si alguien comienza un nuevo contrato de arrendamiento o se muda a un nuevo hogar en (o antes) del 1ro de abril, debe ser contado ahí, no en la dirección donde se encontraba en marzo. Si se mudan a mediados de abril o en mayo, deben ser contados en la dirección donde se encontraban el 1ro de abril.
- 7 Cuente al conjunto completo de personas y familias viviendo en una dirección, no solamente a aquellos que pudieran ser dueños o estar rentando la propiedad.** Cuente a todos los miembros de familias múltiples que están viviendo juntas, incluyendo a los padres, abuelos, hermanos, primos, sobrinos y sobrinas. Si dos o más familias (con o sin parentesco) viven juntas para dividirse la renta, asegúrese de contarlos a todos cuando llene el censo.
- 8 Cuente a todos, incluyendo a los niños pequeños, independientemente de su estatus migratorio.** El Censo 2020 necesita contar a todos – incluyendo a inmigrantes recientes y a aquellos que no son ciudadanos. La Oficina del Censo está obligada por ley a mantener la confidencialidad de las respuestas del censo. La información proporcionada a la Oficina del Censo nunca será compartida con las agencias de inmigración o de policía.

# Counting Children in the 2020 Census

## Frequently Asked Questions (FAQS)

### BASIC FAQS

#### **Should you count children?**

Yes, the 2020 Census needs to count everyone, including newborns, babies, and young children. This information is used in formulas that allocate money to states and communities for programs that serve children, including schools, child care, health care, transportation, and housing. When children are missed in the 2020 Census, their states and communities will receive less money for a decade for these programs that help children thrive. That's most of their childhoods.

#### **Where should you count children?**

You should count children of all ages where they live and sleep most of the time. If that can't be determined, count them where they are on April 1, 2020.

#### **Where should you count infants?**

You should count any baby born before or on April 1, 2020 in the census response for the child's parents or guardians at the residence where the child will live and sleep most of the time, even if the child is still in the hospital on April 1.

#### **How should you count children with undocumented parents or guardians?**

The Constitution requires the Census to include every person living in the United States, including citizens, lawfully present immigrants, and undocumented people. Children, and their undocumented parents or guardians, should all be included in the 2020 Census at the place where they live and sleep most of the time. The Census Bureau may not share any information that can be used against you. By law, Census Bureau staff may not share information about individuals or households with anyone public or private, including immigration enforcement agencies, law enforcement agencies, government offices related to eligibility for programs, or landlords. The penalty for sharing information about individual people is very severe. Census Bureau staff who share individual information could go to prison for up to five years and pay a fine of as much as \$250,000.

#### **Where can I find more information about counting young children in the 2020 Census?**

You can find greater detail on where people should be counted at [census.gov](https://www.census.gov). Use either [this](#) or [this](#) link.

## FAQS ABOUT COMPLICATED LIVING ARRANGEMENTS

The questions and answers below clarify where you should count young children who have potentially confusing living arrangements.

### **How should you count...**

#### **... children who split time between households?**

A child who splits time between households should be counted where they live and sleep most of the time. If that cannot be determined, the child should be counted where they are staying on April 1, 2020. If they split their time evenly between two or more places, the households should communicate to make sure the child is counted once and only once.

#### **... foster children?**

A foster child should be included in their foster parent's census response if the child lives and sleeps in that household most of the time, or if they have no other home. If the foster child is also a relative, please give the family relationship on the form rather than describing them as a foster child. If the child is living in a group home or shelter, the Census Bureau will count that child at that residence.

#### **... grandchildren?**

You should count a child who lives and sleeps at their grandparent's home most of the time in the census response of the grandparent. (This is true even if the grandparent is not the legal guardian.)

#### **... stepchildren?**

You should count a stepchild where they live and sleep most of the time. If they split their time evenly between two or more places, the child should be counted where they are staying on April 1, 2020. The households where the child spends time should communicate to make sure the child is counted once and only once.

#### **... a girlfriend's or boyfriend's child?**

You should count the child of a "significant other" where they live and sleep most of the time. If that cannot be determined, the child should be counted where they are staying on April 1, 2020. This is true even if they are only there temporarily, if they have no other place to live.

#### **... nieces, nephews, cousins, and other child relatives?**

You should count children related to the householder where they live and sleep most of the time. If that cannot be determined, the child should be counted where they are staying on April 1, 2020. This is true even if they are only there temporarily, if they have no other place to live.

#### **... children who aren't related to you?**

You should count children where they live and sleep most of the time, even if they are not related to the householder. This is true even if they are only there temporarily, as long as they have no other place to live.

#### **... children if you are a housemate, roommate, roomer, or boarder?**

You should verify that you and your child are included on the census response where you live and sleep most of the time. If this cannot be determined, you should be counted where you are staying on April 1,

2020. Try to talk to the person where you are living to make sure you and your child are included in the census response.

**... your child if you are living with another individual or family?**

You should verify that you and your child are included on the census response where you live and sleep most of the time, even if you are living with another individual or family not related to you. If you are not sure where you spend the most time, you should be counted where you are staying on April 1, 2020. Talk to the person where you are living to make sure you and your child are included.

**... children living on military bases?**

If the child is living outside of the United States on April 1, the Census Bureau will count them using administrative data. If the child is living on a base in the United States, you should count them where they live and sleep most of the time.

**... children living in your household temporarily?**

If the child has no other place where they live and sleep most of the time, you should count them where they live and sleep on April 1, 2020, even if they are only there temporarily.

**... children living in your household who are temporarily away from home?**

If your child who lives with you is temporarily away from home, for example on vacation or in a hospital, you should include them on your response even if they are not home on April 1, 2020.

**... children living in RV parks, campgrounds, marinas, hotels, and similar temporary residences?**

You should count children at the residence (including RV parks, campgrounds, marinas, hotels, and similar temporary residences) where they live and sleep most of the time. If you do not receive a physical questionnaire or invitation letter to respond to the 2020 Census, you can respond by phone or online.

## FAQS ABOUT GROUP LIVING SITUATIONS

**How will the Census Bureau count children in immigration and customs enforcement (ICE) service processing centers or ICE detention facilities?**

The administrative staff at the facility where these children are sleeping and living on April 1, 2020 will count these children.

**How will the Census Bureau count children living in group facilities?**

The administrative staff at the group facility will count any children living in a group facility or congregate care, such as a group home, a child care institution (including those for children in foster care), or a residential treatment facility. However, you should count a child who is in a hospital temporarily, such as a newborn or someone recovering from an operation, at the place where they live and sleep most of the time.

## FAQS ABOUT RESPONDING TO THE CENSUS: SPECIAL SITUATIONS

### **How should you count yourself and your children if you did not receive a questionnaire or a letter?**

There are multiple ways to respond to the 2020 Census if you do not receive a paper questionnaire or an invitation letter in the mail. The invitation letter and the paper questionnaire include a unique identification (ID) code but you can respond by [phone](#) or [online](#), even if you do not have this ID. You can also respond by phone or online without the ID if you receive a paper questionnaire but prefer the phone or do not have the ID handy when you are ready to complete the form. This is called a “non-ID response”.

### **How should you count yourself and your children if someone in your household submits a response and did not include you or your children?**

If you, or someone else in your household, did not include your child in their response, you can submit a separate response without the ID [online](#) or by [phone](#); this is called a “non-ID response.” You should include the address and as much information as possible about everyone in the household, so that the Census Bureau can compare the two responses from the same address to make sure that everyone is counted and no one is counted twice.

### **Can someone help you complete the census?**

Yes, you can ask anyone you trust to help you with your census response.

### **When will you be asked to respond to the census?**

Beginning March 12, the Census Bureau will send out mailings inviting you to respond to the 2020 Census. Starting in May 2020, if you have not responded, someone from the Census Bureau will come to your house to help you respond. However, you can complete the form [online](#), by [phone](#), or by mail until the end of July. Once you submit your response, the Census Bureau will stop sending people to your home.

The rules in this FAQ can be found [here](#) and some examples are [here](#). In a few of the above cases, we asked Census staff to clarify how certain situations should be handled.

## Tools to Help Count Foster Children and Homeless Children

Children in foster care and homeless children are at particularly high risk of being missed in the 2020 census. We have therefore prepared a fact sheet on counting foster children and a fact sheet on counting homeless children.

The best way to get the foster care fact sheet in the hands of foster parents may be to ask your state child welfare agency to have all its contractors that manage foster families to send their families this fact sheet. Accordingly, we have drafted a letter for you to send your state agency asking them to do this. Alternatively, you could send this request and the fact sheet directly to major service agencies managing foster care caseloads.

Similarly, the best way to make sure that homeless families are counted is probably to get the homeless fact sheet to organizations that serve homeless families. Please consider sharing this letter with your state's agency serving the homeless, with homeless advocates, and [with your state's schools' homeless coordinators.](#)

Your organization's name

(insert logo/letterhead)

Date

Addressee name

Address

Dear (insert name),

Every 10 years our country counts everyone living in the United States. This census of the population will take place in 2020. Everyone is asked to complete a simple questionnaire that asks for basic information about the people who live or stay in their home. Children under the age of five, however, are often missed, and foster children are particularly likely to be missed.

We are writing to ask your assistance in helping us get the best possible count of children in the 2020 Census. Research has found that respondents often neglect to include young children, especially foster children, when they respond to the census. When young children are missed their communities lose critical resources that children and their families depend on for the next 10 years—basically, an entire childhood. Knowing how many children there are and where they live is essential to getting their fair share of funds for services such as foster care and adoption assistance, child care, schools, food assistance, Head Start, housing support, children's health insurance and more.

Some respondents may not understand that children are a critical part of the census. It may not be clear to foster families that they should be including all foster children living or staying with them on April 1<sup>st</sup> on their household's census questionnaire. To help improve the 2020 Census count, we would like you to distribute the attached fact sheet to all foster care parents in your area, reminding them to include their foster children when they respond to the 2020 Census.

If you have questions about counting children in the 2020 Census, visit [2020census.gov](https://2020census.gov) or contact Deborah Stein, Partnership for America's Children, at (202) 290-1816.

Regards,

[name]

# Count Everyone Living In Your Home In The 2020 Census, Including Foster Children

## What is the 2020 Census?

Every 10 years everyone living in the United States gets counted in the census. In March of 2020 all households across the country will receive an invitation to respond to the 2020 Census. Your response helps make sure that more than \$675 billion in federal funds is directed each year to the right places to support education, health care, firefighting services and more.

## Who is included in the census?

The census counts every person living in the United States regardless of their age or immigration status. When you respond to the census you should include all persons living or staying with you as of April 1, 2020. This includes any foster children living with you, even briefly, as well as infants, children, and newborn babies, grandparents, and persons who aren't related to you. It is important to remember that everyone living in a household, temporarily or permanently, relative or friend, needs to be included in the 2020 Census. When everyone is counted in the census, our communities are accurately funded and represented for the next decade.

## Does the census really count children?

Yes, it is critical to count all children living in the United States. Babies, infants, and the very youngest children are often missed in the census. Some people think the census is only for adults. But census numbers determine which areas qualify for critical resources that these young children and their families need including foster care and adoption assistance, food assistance programs, Head Start, childcare, housing support, public schools, early intervention services for children with special needs, children's health insurance, and more. Knowing how many children there are and where they live is essential to getting those services and programs to them.

## What about foster children?

Research found that a high proportion of young children living with foster families were missed in the 2010 Census. If you have a foster child living with you on April 1, 2020, you should include them on your census form. It is important for foster children to be counted where they were living on April 1, 2020. *If the foster child is also a relative of the person filling out the form, you should identify them as the relative, not as a foster child. For example, if your foster child is your grandchild, identify them as your grandchild.*

## Where can I learn more about the 2020 Census?

You can learn more about the 2020 Census by visiting [2020census.gov](https://2020census.gov).



Organization name  
(insert logo/letterhead)

Date

Addressee name  
Address

Dear (insert name),

Every 10 years our country counts everyone living in the United States. This census of the population will take place in 2020. Everyone is asked to complete a simple questionnaire that asks for basic information about the people who live or stay in their home. Children under the age of five, however, are often missed.

We are writing to ask your assistance in helping us get the best possible count of children in the 2020 Census. Research has found that respondents often neglect to include babies, infants and other young children when they respond to the census. Young children and their parents are more likely to be missed in the census if they do not have a permanent residence. When young children are missed, their communities lose critical resources that children and their families depend on for the next 10 years—basically, an entire childhood. Knowing how many children there are and where they live is essential to getting services such as food assistance, Head Start, childcare, housing support, public schools, children’s health insurance and more.

Some respondents may not understand that children are a critical part of the census. It may not be clear to respondents that they should be including all persons, including children, who are staying only temporarily in the household on that household’s census questionnaire. To help improve the 2020 Census count, we would like you to distribute the attached fact sheet to all organizations serving persons in your area who may be experiencing homelessness or who have been displaced temporarily due to natural disasters or financial hardship. Ask them to share it with homeless and doubled up families. If you have questions about counting children in the 2020 Census, visit [2020census.gov](https://2020census.gov) or contact Deborah Stein, Partnership for America’s Children, at (202) 290-1816.

Regards,

[Name and organization]

# Counting People Without A Permanent Residence In The 2020 Census

## **What is the 2020 Census?**

Every 10 years everyone living in the United States gets counted in the census. In March of 2020 all households across the country will receive an invitation to respond to the 2020 Census. Accurate responses to the census help make sure that more than \$675 billion in federal funds is directed each year to the right places to support education, health care, firefighting services and more.

## **Who is included in the census?**

The census counts every person living in the United States regardless of their age, immigration status, or residential living situation. When households respond to the census they should include all persons living or staying with them as of April 1, 2020. It is important to remember that everyone living in a household, temporarily or permanently, relative or friend, needs to be included in the 2020 Census. When a person or family does not have a permanent place to live and are staying temporarily at a specific address on April 1, 2020, they should be counted there. When everyone is counted in the census, our communities are accurately funded and represented for the next decade.

## **Does the census really count children?**

Yes, it is critical to count all children living in the United States. Babies, infants and the very youngest children are often missed in the census. Some people think the census is only for adults. But census numbers determine which areas qualify for critical resources that children and their families need including food assistance programs, Head Start, childcare, housing support, public schools, early intervention services for children with special needs, children's health insurance, and more. Knowing how many children there are and where they live is essential to getting those services and programs to them.

## **What about persons without a permanent residence?**

It is also very important for the census to count persons without a permanent residence. Census workers count people living in shelters and attempt to count persons experiencing homelessness. Research found that a high proportion of young children living temporarily with another family on April 1, 2010 were missed in the 2010 Census. If you are living temporarily with a household on April 1, 2020 you should remind the person responding to the census to include you and any children living with you in their census count. If you are completing the census and have persons without a permanent residence staying with you temporarily, include them in your response.

## **What if someone filled out the census and left me and my child off?**

You can go online at [www.2020census.gov](http://www.2020census.gov) and fill out a separate form, using the address where you were living (this is called a non-ID response form). Or you can call the census and give the response by phone. You should include the address and as much information as possible about

everyone in the household, so that the Census Bureau can compare the two responses from the same address to make sure that everyone is counted, and no one is counted twice.

**Where can I learn more about the 2020 Census?**

You can learn more about the 2020 Census by visiting [2020census.gov](https://2020census.gov).