

U.S. Census Bureau Counting Young Children: Partner Toolkit

February 13, 2020

Overview

This toolkit offers resources that organizations partnering with the U.S. Census Bureau on the February 22 Counting Young Children event can use to promote the event and to convey the importance of counting young children to their audiences. There are materials for partners who will be at the event and materials for those who are unable to attend.

This toolkit provides:

1. Details on the event.
2. A promotional flyer for the event.
3. Sharable social media posts to promote the event in advance and on the day of the event. There are posts tailored for partners attending the event and posts tailored for those unable to attend.
4. Content that can be used in newsletters and emails.
5. Content that be included in online calendars.
6. Links to important materials on the Census Bureau website about counting young children.
7. Information about the 2020 Census.

1. Event Details

On Saturday, February 22, the U.S. Census Bureau will be hosting an event to highlight the importance of an accurate and complete count of young children. The event, also designed to showcase the wide variety of organizations partnering with the Census Bureau, will be held at the Great Lakes Science Center in Cleveland, Ohio. The event will begin with a press conference at 9 a.m. EST This will be followed by a family festival from 10 a.m. to 1 p.m. on the promenade and first floor, with activities geared to young children. The Science Center has generously offered to provide free admission to families attending the Census Bureau event.

There will be Census Bureau check-in tables at the main entrance on the first floor, and at the garage level. Event attendees must check in at one of the census tables and then proceed to the event-specific booths and activities. After they have visited the census event, they will be permitted to explore the Science Center. Event attendees may remain at the Science Center until it closes at 5 p.m.

Helpful links for more information include:

- Link to register for the in-person event: <https://www.eventbrite.com/e/escape-winter-free-activities-and-entertainment-at-the-great-lakes-science-tickets-91842494373>
- Link to register for the press conference: <https://www.eventbrite.com/e/2020-census-counting-young-children-event-tickets-91472736417>
- Link to media advisory about the event: <https://www.census.gov/newsroom/press-releases/2020/census-bureau-hosts-family-festival-with-pediatricians.html>

2. Promotional Flyer

The event flyer can be printed, emailed, and otherwise widely distributed. Please do not edit this document. (For the flyer, please see the attached zip folder titled "CYC Event Assets.")

3. Shareable Social Media

You are encouraged to stay up to date on the 2020 Census by following the Census Bureau on social media using @USCensusBureau. This handle can be found on Facebook, Twitter, Instagram, YouTube, and LinkedIn. When promoting the event on social media, you may use the content provided here or your own. Be sure to tag the U.S. Census Bureau in any posts. (For full files, please see the attached zip folder titled "CYC Event Assets.")

Asset 1 – For partners who are unable to attend the event at Great Lakes Science Center

Recommended copy: If a baby or young child lives in your household as of April 1, count them on your #2020Census. We are proud to partner with @USCensusBureau to ensure a complete and accurate count of all young children. Learn more at 2020CENSUS.GOV.

Copy option 2: We are proud to partner with @USCensusBureau to ensure a complete and accurate count of all young children on the #2020Census. Come to the @greatlakessciencecenter on 2/22 from 10am-1pm for a family friendly Counting Young Children event hosted by the U.S. Census Bureau.

We're proud to support
a complete count
of young children on the
2020 Census!

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Asset 2 – For partners who are participating in the event at Great Lakes Science Center or want to promote it locally

Recommended Copy:

If posting before the event: Have young kids? Come see us 2/22 at the @USCensusBureau Counting Young Children event at @greatlakessciencecenter. Check in at the #2020Census table for free admission, activities, entertainment, and more!

If posting before the event option 2: We are proud to partner with @USCensusBureau to ensure a complete and accurate count of all young children on the #2020Census. Come to the @greatlakessciencecenter on 2/22 for a Counting Young Children event hosted by the U.S. Census Bureau.

If posting the day of the event: We're at @greatlakessciencecenter today until 1pm to support a special #2020Census Counting Young Children event. Come out for free activities, entertainment and more. Can't come in person? Follow @USCensusBureau for live coverage.



4. Newsletter and Email Content

The following emails can be used by both local and national partners. The first email is for local partners to invite their audiences to the event. The second email is for national partners looking to promote the event to their broader audiences who may or may not be local to the Cleveland area.

Email Content for Local Partners

[Subject:] Join us and the Census Bureau at the Great Lakes Science Center!

On Saturday, February 22, 2020, the U.S. Census Bureau is hosting an event celebrating counting young children in the 2020 Census. Bring your family to the Great Lakes Science Center in Cleveland to join us for free kids activities and live entertainment. It's a great way to escape the cold, take your family on a free outing, and learn about counting young children in the 2020 Census.

For free admission, arrive at the Great Lakes Science Center between 10 a.m. and 1 p.m., and look for the Census Bureau check-in desk. From there, you'll get to take part in activities with your kids, meet some of their favorite characters, and have free access to the entire science center.

For those of you who can't attend the event, we want you to know the importance of counting everyone in your household in the 2020 Census, including your children. Did you know that children under 5 are the most likely to be missed in the census count, which informs funding for community programs such as schools, child care, housing, food assistance, and more?

See the attached flyer for more details, and [click here](#) to register to attend the event. To register for the press conference via webcast, [click here](#). Hope to see you there!

[Note to partners: Attach the promotional flyer to this email.]

Email Content for National Partners

[Subject:] Help us count ALL children in the 2020 Census

According to the U.S. Census Bureau, about 1 million children under the age of 5 were missed in the last decennial census. Young children are at risk of being missed in the 2020 Census, too, especially those in complex living arrangements—for example, children who reside with large, extended families or multiple families under one roof. We are partnering with the Census Bureau to help make sure **all** children—regardless of age—are counted in the 2020 Census.

Results of the 2020 Census will impact the federal funds that communities receive for the next 10 years for services that benefit children, including Head Start, special education, after-school programs, school lunch assistance, children’s health insurance, child care, and housing support.

As a partner of the Census Bureau, we want to encourage you to help us make sure all young children are counted—and counted in the right place—in 2020. You can help us spread the word by:

- Sharing this [preschool take-home flyer](#), [K-12 take-home flyer](#), and [fact sheet](#) with parents and other adults who live with children to help them understand *why* and *how* to count every child.
- Sharing pre-K resources that the Statistics in Schools program created to promote the 2020 Census, like a [story and activity book](#), [animated videos](#), and [classroom activities](#).

The time to act is now: The 2020 Census begins in March. The Census Bureau is hosting a [public event](#) at the Great Lakes Science Center in Cleveland, Ohio, on Feb. 22 to bring national attention to its efforts to improve the count of young children. To register for the event press conference via webcast, [click here](#).

5. Calendar Content

The content below is being used to promote the Counting Young Children event to audiences in the Cleveland area through online calendars and Eventbrite. We encourage you to include this content in calendars relevant to your stakeholders.

Escape winter with free activities and entertainment geared to young children. Visit the Great Lakes Science Center on Saturday, February 22, from 10 a.m. to 1 p.m. for the U.S. Census Bureau’s Counting Young Children event. To gain free admission, check in at the Census Bureau desk, pick up a voucher for

\$5 parking, and then enjoy free kids activities and live entertainment while learning about the census. When you're done, you can explore the Great Lakes Science Center at no cost.

Did you know that children under 5 are the most likely to be missed in the census? Cleveland needs all children to be counted in the 2020 Census, which will affect funding for community programs such as schools, child care, housing, and food assistance.

For more details, visit [Eventbrite](#).

6. Links to 2020 Census Materials About Counting Young Children

- [Counting Young Children overview with links to additional information.](#)
- [Counting Young Children in the 2020 Census, how and where.](#)
- [Young Children FAQ – English.](#)
- [Shape Our Children's Future. Start With the 2020 Census.](#)
- [Statistics in Schools Pre-K Materials – English and Spanish.](#)
- [Statistics in Schools Pre-K Videos.](#)
- [La importancia de contar a los niños pequeños en el Censo del 2020.](#)
- [Dale forma al futuro de nuestros niños. Empieza con el Censo del 2020.](#)

7. About the 2020 Census

The 2020 Census counts every person living in the United States and its five territories—once, only once, and in the right place—as mandated by the U.S. Constitution. The census is conducted every 10 years by the U.S. Census Bureau. Data collected by the census determines the number of seats each state has in the U.S. House of Representatives and is also used to distribute billions in federal funds to local communities.

A complete and accurate response to the 2020 Census is important because it helps ensure that more than \$675 billion in federal funding is directed to the right places each year to support education, roads, health care, fire and emergency services, and more. Many decisions about how to allocate funding are based on census data. Young children (those under age 5) are historically undercounted in the census.

Information about young children and other hard-to-count populations can be found in the [2020 Census Barriers, Attitudes, and Motivators Study \(CBAMS\)](#). This report describes research

conducted by the Census Bureau in support of the 2020 Census Integrated Partnership and Communications Program. Results allow the Census Bureau to understand and compare barriers, attitudes, and motivators across demographic subgroups such as Asian, Black, Hispanic, White, and, given sufficient sample size, additional groups like income and education levels.