

March 18 is Count All Kids Day

Subhead: [%%] [state/locality name] children at risk

Contact: State/Local official, phone number, email

CITY, STATE, March 17 — Census materials have begun arriving at homes throughout the country, and advocates are sending a simple message: count all babies, toddlers and young children.

The [Count All Kids](#) campaign has designated Wednesday, March 18 as national “Count All Kids Day.” Child care centers, pediatricians, schools, PTAs, teacher unions, diaper banks, social service agencies and other direct service providers around the country will share “Count All Kids” messaging materials with their clients starting that day and going forward until the Census is complete in July. Posters, flyers, and social media resources can be found [at this link](#) and are available for use to any and all providers, media and other outlets that wish to disseminate them. [Sesame Street](#) and [Nickelodeon](#) have joined in the campaign and are also offering public service announcements and other materials.

[CUSTOM PARAGRAPH: In [Your state/locality name here] [%%] of young children are considered at very high risk of being missed in the 2020 census. If those children are not counted in the 2020 Census, the state/locality could miss out on its full share of federal funding for programs that support children and their families over the next ten years.

Note: Use the [Census Bureau’s Hard-to-Count map](#) to see how many children in your state/locality are considered hard-to-count. For guidance on using the map, please go [here](#). Also consider adding a quote from a state/local leader about the importance of counting all children in the state/locality.

“Even a newborn still in the hospital needs to be captured in these numbers,” says Deborah Stein, Network Director for Partnership for America’s Children and co-leader of Count All Kids. “Counting all kids lets the federal government know how much we need to spend on children’s health care, child care, education and other resources as the children grow over the next ten years.”

Census figures will determine how the government spends \$800 billion in federal funding. The 2010 Census missed more than two million children under 5, costing states \$550 million per year in lost federal funding for the Children’s Health Insurance Program (CHIP), Medicaid, foster care, adoption and child care services. On average schools lost \$1,695 per year for every school-aged child missed. The number of young children missed could double in 2020, according to the Partnership for America’s Children, based on survey results that found 10% of 800 families making less than \$50,000 per year said they would not count their babies, toddlers or pre-schoolers. Another 8 percent were uncertain about whether to count them.

So when do I count kids?:

- The general rule is: Count children in the home where they live and sleep most of the time, even if their parents do not live there.
- If you've just had a baby, and your baby is still in the hospital on Census Day (April 1, 2020), then count your baby at the home where he or she will live and sleep most of the time.
- If children spend time in more than one home, count them where they stay most often. If their time is evenly divided, or if you do not know where they stay most often, count them where they are staying on April 1, 2020.
- If a friend's or family member's child is staying with you (with or without the parent), and the child does not have a permanent place to live, count the child if he or she is staying with you on April 1, 2020 — even if it's only temporary.

For more information, visit [2020Census.gov](https://2020census.gov).

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