



**Why Are Young Children
Missed In The Census?**

Counting Young Children: What Works

- Adults are usually missed because they don't return the form
 - Census Bureau targets low response areas
 - Messaging around returning the form
- Young children are usually missed when they are left off the form
 - Developing maps showing where kids are often left off
 - Conducting message research
 - Developing outreach tools to persuade families to count children

Hard To Count Areas for Young Children

Factors closely associated with net undercount

- Many children of color,
- Many linguistically isolated households,
- Many grandparent householders, or
- Many children not related to the householder

Count All Kids Message Research on Young Children Preliminary Findings

What makes them uninterested:

- Don't understand how data is used
 - Assume any funding decisions using the data are political
- Think government already has the data
- Privacy
- Busy
- Fear (too many people in home, immigrant status)

Count All Kids Message Research on Young Children Preliminary Findings

What messages worked

- Community services
 - School, child care, housing, transportation
- Only Census data can be used for funding decisions
- Formula
- Effect lasts for a decade
 - Most of their childhood

Potential Outreach Partners

- Pediatricians
- Early Intervention Service Providers
- Child care providers and Pre-K sites
- Home Visiting Programs
- Family Resource Centers and Family Guidance Centers
- Libraries
- Schools
- Faith communities
- Business
- State agencies
- WIC

Resources

- Count All Kids, <https://countallkids.org/>
- National Census advocacy campaign, www.censuscounts.org
- Hard to Count map <https://www.censushardtocomap2020.us/>
- Count All Kids video https://www.youtube.com/watch?v=p6E_nkodhVw
(soon in Spanish)
- Census Outreach Materials
<https://2020census.gov/en/partners/outreach-materials.html>
- Census Public Service Announcements, Scripts, Flyers
- https://2020census.gov/en/partners/psa-toolkit.html?utm_campaign=20191126mapios1ccdtanl&utm_medium=email&utm_source=govdelivery

How Can You Help?

1. Make yourself or your organization available to answer questions or help families fill out the online form.
2. Help families access safe places with strong internet connections, like public libraries, if they do not have access to internet or do not feel comfortable responding in their home.
3. Hang posters and make flyers and other resources available to families and child care providers in your community or region that explain to parents that they should count their young children.
4. Ask us to send a speaker to your state conference or regional training of people that work with young children, or to offer targeted webinars to your networks.
Email: Census@countalkids.org
5. Download and distribute outreach materials to families and child care providers.
<https://2020census.gov/en/partners/outreach-materials.html>