Counting Young Children in the 2020 Census: Count All Kids

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National Efforts to Count All Kids

Count All Kids Committee
Count All Kids Campaign
Counting Young Children: What Works

• Young children are missed for different reasons than adults
• We need to count young children differently than we count adults
• Census assumes 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
  • How do we find them?
  • Why are they left off?
  • What messages work to get them included?
  • How do we get nonparents to count young kids?
Count All Kids Plan

Count All Kids is developing

• A strategy to locate areas where many young children may be missed

• Message research to learn
  • Why families leave their children off
  • What messages work to get families, especially in complex households, to count young children
  • Who families will trust about the census
  • Where they get their news

• Outreach materials to persuade families to count their young children
Count All Kids Committee: National Complete Count Committee For Young Children

- Working with the Census Bureau to make counting young children a priority and improve their strategies
- Coordinating national awareness efforts
- Engaging national networks that work with families of young children
- Supporting efforts to secure funding and oppose the citizenship question
The Decennial Census needs adequate funding

• Underfunded for past several years
  • Eliminated most end-to-end testing, reduced numbers of offices and Census takers

• FY2018 funding significantly better

• FY2019 funding level is being negotiated

• FY2020 funding level also critical, and may be a harder and drawn-out fight
The Citizenship Question

Secretary Ross added a question about citizenship status

- Likely to reduce response rates among families with immigrants; puts nearly 2 million young children at risk of not being counted
- Congress can ban the citizenship question
- Six lawsuits, three trials
  - New York Judge ordered the question off
  - Administration asking the Supreme Court to hear appeal now, skipping appellate court
- Over 75,000 comments, hundreds of thousands of signatures; second opportunity after shutdown
Count All Kids Campaign

Supports state and local advocacy efforts to

• Form Complete Count Committees in states and communities, including priority on counting young children

• Work with Complete Count Committees to keep young children a priority and build effective plans,
  • Target areas with lots of kids who may be missed
  • Use outreach materials specifically for families with young children

• Encourage providers to use our outreach materials with families with young children
Direct Outreach to Families

- Schools
- Child care centers
- Faith communities
- Medical providers (and hospitals)
- Government agencies
- Services such as WIC
- Libraries
- Businesses
- Sesame Street
- ?
Questions?

• Sign up at www.CountAllKids.org
• Follow us on Facebook and on Twitter at @countallkids
• https://www.census.gov/programs-surveys/decennial-census/2020-census/research-testing/undercount-of-young-children.html