

# Counting Young Children in the 2020 Census: Count All Kids

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PARTNERSHIP  
FOR AMERICA'S  
**CHILDREN**  
Connecting, strengthening, and inspiring  
state and local child advocates





# 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

# Funding

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](http://www.CountAllKids.org)
- Follow us on Facebook and on Twitter at @countalkids
- <https://www.aecf.org/resources/2018-kids-count-data-book/>
- <https://www.census.gov/library/visualizations/2018/comm/counting-children-2020.html>
- <https://www.census.gov/programs-surveys/decennial-census/2020-census/research-testing/undercount-of-young-children.html>