



The Constitution requires an accurate count of the nation's population—a census—every ten years. Unfortunately, the 2010 census missed more than 10 percent of young children, about 2.2 million children, age four or younger. Unless we act, we might miss even more young children in 2020. When we miss young children in the census it has serious consequences for them, their families, their communities and our nation – consequences that last for most of their childhood.

Consequences include:

- Less representation for their communities in Congress, state legislatures, and on school boards;
- Less federal funding for children's programs, including health care and education;
- Inadequate data and planning information for policymakers, researchers, business leaders, and advocates; and
- Distorted data in all Census Bureau surveys for the next decade.

Children should matter or *count*, in policy discussions, funding, and planning, at the national, state and local levels. The Count All Kids Committee and the Count All Kids Campaign are working to make sure that every child is counted in 2020. You can help by working in your state or community to ensure that outreach efforts include young children.

The census is a children's issue. It's really that simple.

The Count All Kids Committee and Campaign

The Count All Kids Committee is a group of national, state and local children's organizations and allies working to raise awareness of the importance of counting children in the census among policy makers, the public, advocates and allies, and identify opportunities to improve the count of children, especially young children, in 2020.

The Count All Kids Campaign is a public outreach effort to work with advocates, state and local policy makers, service providers and others to persuade families with young children to fill out the census questionnaire and include their children.

You can learn more and sign up for both the committee and the campaign at www.countallkids.org.

Why does the census miss young children?

In 2010, one in five children were missed because their whole household did not get counted; four in five lived in families that returned the form but didn't include the young child on it.

Children are more likely to be missed in a census if:

- They live in large and complex households;
- They live with single parents or young parents between the ages of 18-29;
- They are not the biological or adopted child of the householder;
- They live with their grandparents or family members other than parents;
- They live in families that do not speak English or their family includes immigrants;
- They live in poor families;
- Their families rent rather than own their home.

Finally, some adults may not realize that young children should be included in the Census.

What are we doing?

The Count All Kids Committee is:

- Working with the Census Bureau to improve plans to count young children;
- Supporting state and local advocates seeking Complete Count Committees that will work to get people to fill out the census questionnaire, with a priority on counting young children;
- Collecting and developing materials to help Complete Count Committees pay special attention to reaching families with young children, including a score that will help target areas where many kids are at risk of being missed;
- Conducting message research to find out why families don't include young children on their forms, and to figure out how to persuade them to do so;
- Developing outreach materials that people working with families with young children can use.

What can you do?

You can join our work by:

- Learning more and signing up for the coalition and campaign at www.countallkids.org;
- Working with other advocates to form Complete Count Committees in states and communities, and making sure they pay special attention to counting young children;
- Downloading and distributing our outreach materials, and sharing our social media tools, when they are ready. We hope to have paper copies available for order as well.