

# Count Every Child **2020** Census





# ARE YOU READY FOR THE 2020 CENSUS?

*Get prepared!*

**Largest** US  
peacetime  
mobilization &  
operation  
conducted

Count **everyone**  
once, **only once**  
in the **right place**



# Some Changes for 2020



- Respond Online
- Respond via phone
- Fewer canvassers
- Citizenship question may be added



# Need Complete, Accurate Census – What's at Stake

## THE 2020 CENSUS IS IMPORTANT TO NEW YORK

### WHY IS THE CENSUS NEEDED?

Every house, apartment and condo address needs to be included in the US Census process for all New Yorkers to be counted



#### OUR DEMOCRACY

Determines the number of seats in the House of Representatives and electoral votes. Also used for redistricting.



#### PUBLIC POLICY

Determines federal assistance to state and local governments.



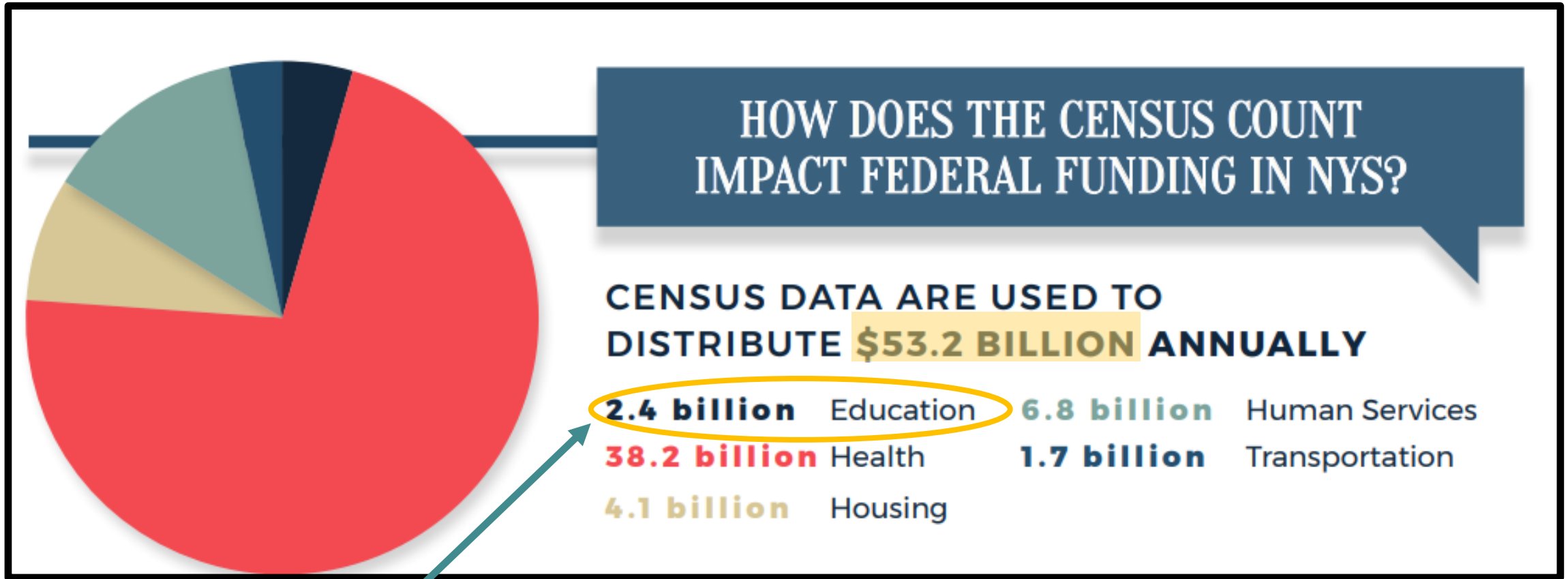
#### OUR ECONOMY

Used to develop business plans and establish new businesses. Helps determine need for and location of community services.

and...



# What's at Stake: NY's Federal Funding based on Census Numbers



*For example:* Title 1 Grants to school districts, National school lunch program, Special education grants (IDEA), Head Start, Early Head Start, Child care and development fund



What  
does it  
means  
for *our*  
children?

Improving Academic  
Achievement of the  
Disadvantaged  
Title 1 ESEA



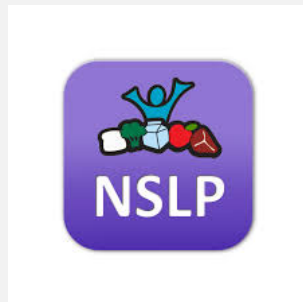
IDEA



Early Head Start



National School Lunch  
Program (NSLP)



Child Care and  
Development Fund  
CCDF



Head Start



# Undercount: Something New?

- **UNDERCOUNT** – lower count of children than observed in other data sources
- Long-standing undercount in decennial censuses
- Demographers documented undercount of children (birth to 5)
- Net undercount of 2010 Census estimated at:
  - 4.6 percent for young children
  - 1 million young children\*

\* Based on comparison of vital statistics & census numbers

# Challenges to Accurate Counts of Children

- |   |   |
|---|---|
| <ul style="list-style-type: none"><li>• Families frequently move</li><li>• English not first language</li><li>• Live with grandparents</li><li>• Live with non-family (in foster care)</li><li>• In multigenerational family</li><li>• Large households</li></ul> | <ul style="list-style-type: none"><li>• Newborns</li><li>• Low income families</li><li>• Immigrant parents</li><li>• Have immigrants in household</li><li>• Younger parents</li><li>• Split between two homes</li><li>• Form completed for some, not all***</li></ul> |
|---|---|

*\*\*\*Some parents noted they intentionally don't report youngest*





# What does it means for *our* children?

- **Informed parents**

- Help parent become more informed about census benefits
- Messages that resonate: children & community

- **Coordinated Outreach (Get Out the Count - GOTC)**

- Citizenship question still in play
  - Unreliable response on any survey
- **Trusted messengers** promoting local benefits
  - Community at-large
  - Segments of community less likely to be counted



## COMMUNITY OUTREACH TOOLKIT

A quickstart guide to tailoring census outreach efforts for the people you serve



United States  
**Census**  
Bureau

# For more information

## Go to:

→ [ccf.ny.gov](https://ccf.ny.gov)

→ Advancing Race Equity

→ Tools

## Contact:

[cate.bohn@ccf.ny.gov](mailto:cate.bohn@ccf.ny.gov)

[mary.demasi@ccf.ny.gov](mailto:mary.demasi@ccf.ny.gov)

**2020 Census - Get Prepared**

Home | Complete Count | Training | LUCA | **Tools**

**Get Out the Count (GOTC) Tools**

[Why Are Children Missed in the Census?](#)

**BE SURE TO count every child 2020 Census**

**Common situations where young children aren't counted**

And ways you can help

**Citizenship Question Nonresponse**

A Demographic Profile of People Who Do Not Answer the American Community Survey Citizenship Question

**COMMUNITY OUTREACH TOOLKIT**

**ADDITIONAL INFO & RESOURCES**

- [Leadership Conference Census Info](#)
- [US Census - 2020 Census](#)
- [Cornell PAD NY Portal](#)
- [NYS Data Center](#)