



CENSUS 2020

Ensuring the Count of CA's Young Children

FIRST  **5**
ASSOCIATION OF CALIFORNIA

Trainer: Ana Lugo, 0-5 Statewide Census Trainer

First 5 Association

Nonprofit membership organization that advocates for and works with the California's 58 First 5 county commissions to build strong, effective, and sustainable systems serving California's youngest children.

The Association is leading a campaign to inform and motivate Californians to count all young children in the 2020 Census, so families have the support they need for the next decade.



Our network has three branches:

First 5 California,
First 5 Association,
and the 58 county
commissions.



Understanding the stories of historically underserved communities



The pillars for our trainings



Diversity



Equity



Belonging

Evolution of Race on the Census

1790: Free white males, free white females, all other free persons, slaves.

1820: Free white males, free white females, free colored males and females, slaves.

1850: White, Black, Mulatto, Black slaves, Mulatto Slaves

1860: White, Black, Mulatto, Black slaves, Mulatto Slaves, Indian

1870: White, Black, Mulatto, Indian, Chinese

1930: White, Negro, Other, Indian, Chinese, Japanese, Filipino, Korean, Hindu, Mexican

... Spanish, Hispanic, Latino Origin and subsequent question on race added.

2020: questions will continue to be separated despite research showing that this lessens the accuracy of the data.

U.S. Constitution

Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers, which shall be determined by **adding to the whole Number of free Persons, including those bound to Service for a Term of Years, and excluding Indians not taxed, three fifths of all other Persons.** The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct. The Number of Representatives shall not exceed one for every thirty Thousand, but each State shall have at Least one Representative; and until such enumeration shall be made, the State of New Hampshire shall be entitled to chuse three, Massachusetts eight, Rhode-Island and Providence Plantations one, Connecticut five, New-York six, New Jersey four, Pennsylvania eight, Delaware one, Maryland six, Virginia ten, North Carolina five, South Carolina five, and Georgia three.

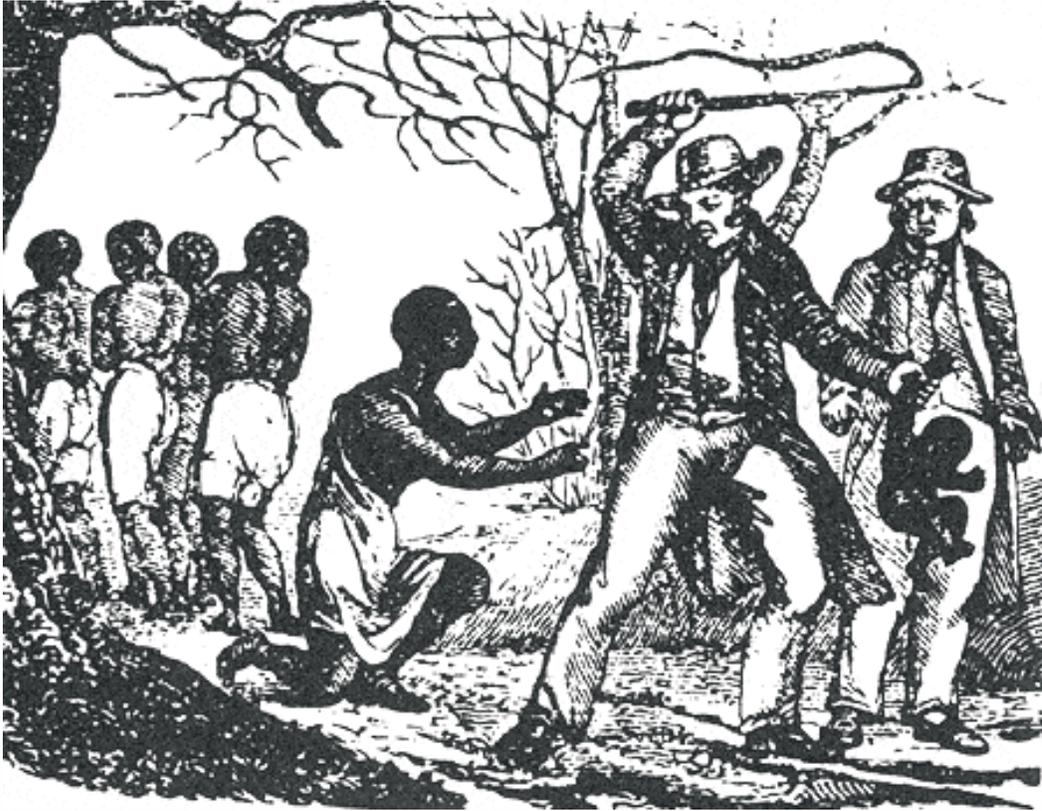
Article 1, Section 2

Mass Killings of Native Americans

Native American communities were decimated through dispossession, mass killings, violence, cultural genocide... and keeping them from counting on the Census.



Slavery In America



“In August of 1619, a ship appeared on this horizon, near Point Comfort, a coastal port in the British colony of Virginia. It carried more than 20 enslaved Africans, who were sold to the colonists. America was not yet America, but this was the moment it began. No aspect of the country that would be formed here has been untouched by the 250 years of slavery that followed. On the 400th anniversary of this fateful moment, it is finally time to tell our story truthfully.”

FIRST  **5**
ASSOCIATION OF CALIFORNIA

Segregation



HIP! HURRAH!

CHINESE EXCLUDED

The
Democratic Chinese Exclusion Bill

Has Been Signed by

OUR DEMOCRATIC PRESIDENT

Hip! Hurrah! The White Man is on Top. Let every DEMOCRAT and all other GOOD Citizens turn out and Ratify this

DEMOCRATIC MEASURE



Japanese Internment Camps



TODAY - Concentration Camps

Understanding Our Biases



FIRST  **5**
ASSOCIATION OF CALIFORNIA

Source:

**Getting our children and families counted is
critical for our communities**

What is the Census?

The 2020 Census counts the population in all 50 states, the District of Columbia, and five U.S. territories (Puerto Rico, American Samoa, the Commonwealth of the Northern Mariana Islands, Guam, and the U.S. Virgin Islands).

The Basics

Administered every ten years by the U.S. Census Bureau, but statewide efforts are coordinated through The California Complete Count – Census 2020 Office

Legally mandated for all residents under Title 13 of the U.S. Code

- Technically, individuals who refuse to participate or willfully provide false information can be penalized with fines up to \$5,000, but in practice, many residents do not participate and face no consequences.

So, why participate in the census?

- Allocation of federal dollars
- Congressional reapportionment
- Political redistricting

The imperative for counting our “*Hard to Count*” communities

2020 Census: Counting Everyone Once, Only Once, and in the Right Place
A Look at the Hard-to-Count Populations*

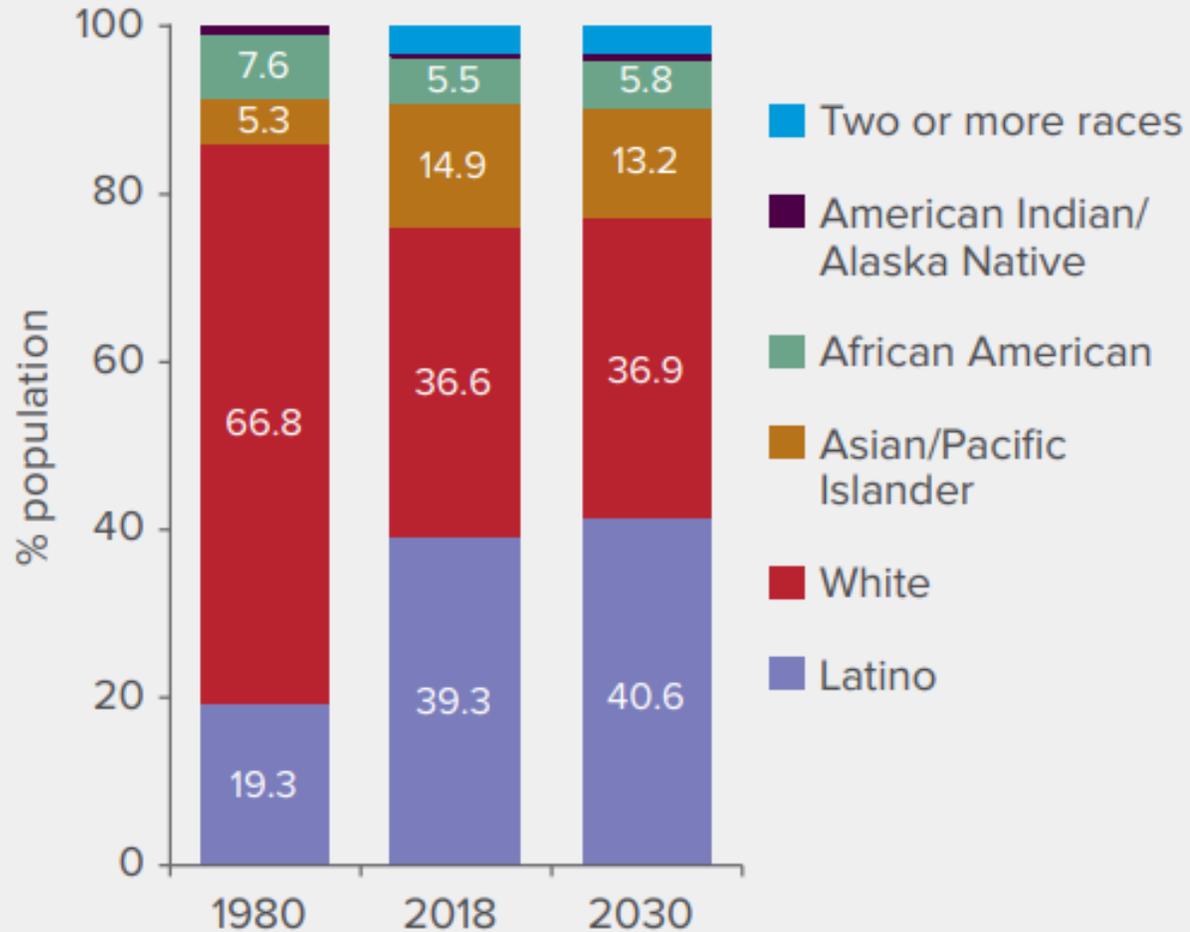
- Young children
- Highly mobile persons
- Racial and ethnic minorities
- Non-English speakers
- Low income persons
- Persons experiencing homelessness
- Undocumented immigrants
- Persons who distrust the government
- LGBTQ persons
- Persons with mental or physical disabilities
- Persons who do not live in traditional housing

These are individuals and families who have long suffered the consequences of systemic and societal disenfranchisement.

These individuals/families are also the majority in our state.

FIRST  **5**
ASSOCIATION OF CALIFORNIA

LATINOS ARE CALIFORNIA'S LARGEST ETHNIC GROUP



SOURCES: 1980 Census; 2016 American Community Survey; and California Department of Finance projections.

Together, these groups are the majority.

Why are children being missed?

Missed kids:

- 16% living in an address that wasn't included in the census
- 16% the only person missing in a housing unit that was "enumerated" (counted)
- 68% missed along with some other members of a household

Much more likely to be missed when the person filling out the form isn't their biological or adopted parent

Homes with diverse make ups such as:

- Multi-generation
- Extended families
- Multi-family

Other reasons...

Some respondents may not want to report their child to the government: Don't trust government

- 1.8 million children age 0-4 (6.4 million age 0 to 17) are living with at least one undocumented parent.
- Some young children are living with a grandparent in restricted housing unit

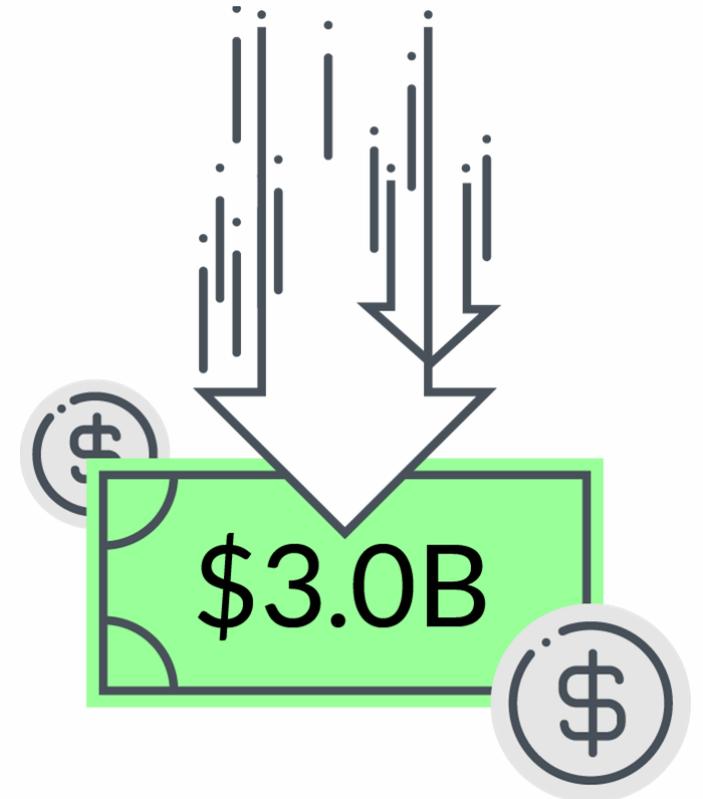
Some respondents think the Census Bureau does not want children included in the Census

15 percent of people in a NALEO study said they would not include their young child or didn't know if they would.

How much could we lose?

- The California Department of Finance estimated that the 2010 census failed to count 1.5 million state residents.
- For every resident not counted in the 2010 census, California lost more than \$2,000* in federal funding.
- An undercount could cost California more than \$1.5B across all Federal programs.

* Calculated by dividing the total federal dollars that California receives by the total population of the state. Programs like Head Start would result in an average loss of \$15,000/yr for 10 years per undercounted eligible child.



What's At Stake for Kids In California

SCHIP	\$2B	TANF	\$3.7B
Special Ed	\$1.3B	Section 8	\$3.5B
Head Start	\$1.2B	SNAP	\$7.2B
CCDBG	\$303M	Medicaid	\$55.5B

[COUNTING FOR DOLLARS 2020: CALIFORNIA](#)

Allocation of Funds from 55 Large Federal Spending Programs
Guided by Data Derived from the 2010 Census (Fiscal Year 2016)

Being counted helps young children thrive

Stronger political representation: federal, state, county and school Board districts

More funding for key kids programs: more complete Census data can increase funding for some programs (Medicaid, CHIP, foster care, CCDBG mandatory share)—average in 37 states is \$1200 lost per year per uncounted person

More equitable distribution of funds: When total funding is capped, Census data often determines who gets it (Title 1, Special Ed, CCDBG appropriations, Head Start expansion funds)

Better planning: school size, health facilities, private enterprise

Better information on child well being: Census data provides 10 of 16 indicators used in yearly KIDS COUNT report

Stronger advocacy

Diverse Living Experiences

Folks have diverse living experiences and here are some we have questions about.

- [Folks experiencing homelessness](#)
 - The Census Bureau also has special processes in place for counting people who may be experiencing homelessness.
 - Transitory locations include campgrounds, RV parks, marinas, hotels, motels, racetracks, circuses, and carnivals.
- [Students in college](#)
- [Folks in nursing homes](#)
- [Military](#)
 - Military personnel who are temporarily deployed overseas should be counted at their usual home address in the United States.

Census 2020 Timeline



January 21: The U.S. Census Bureau starts counting the population in remote Alaska. The count officially begins in the rural Alaskan village of Toksook Bay.

March 12 - 20: Households will begin receiving official Census Bureau mail with detailed information on how to respond to the 2020 Census online, by phone, or by mail.

March 30 - April 1: The Census Bureau will count people who are experiencing

homelessness over these three days. As part of this process, the Census Bureau counts people in shelters, at soup kitchens and mobile food vans, on the streets, and at non-sheltered, outdoor locations such as tent encampments.

April 1: Census Day is observed nationwide. By this date, every home will receive an invitation to participate in the 2020 Census. Once the invitation arrives, you should respond for your home in one of three ways: online, by phone, or by mail. When you respond to the census, you'll tell the Census Bureau where you live as of April 1, 2020.

April: Census takers will begin visiting college students who live on campus, people living in senior centers, and others who live among large groups of people. Census takers also begin conducting quality check interviews to help ensure an accurate count.

May - July: Census takers will begin visiting homes that haven't responded to the 2020 Census to help make sure everyone is counted.

December: The Census Bureau will deliver apportionment counts to the President and Congress as required by law.

Building Our Toolbox

Building blocks for authentic conversations



Having authentic conversations with every family will be the catalyst for getting a more accurate count of our children in the 2020 census.

Questions we can ask families

What has your experience been with the census?

Do you know how you will be filling out the census?

Do you have any concerns around being able and/or having the time to fill out the census?

How may I support you in making sure you are able to fill out the Census?

Do you need access to a computer or phone to fill out the census?

May I give you some more information about the Census?

First 5's communications strategy will be available in every HTC community, in multiple languages, to connect families and communities in ways that 0-5 families appreciate



Our Kids Count

In our community, we believe every person counts. And we believe every person should get their fair share — especially little kids.

A big way our community gets money for child and family programs is by participating in the U.S. Census. The state and federal government uses census information to fund programs like child care, free and low-cost school lunches, and Medi-Cal.

Here are just a few reasons why your participation in the census matters:



When you and your kids are part of the census count, the community receives its fair share of money for important programs like Medi-Cal, WIC, Head Start, the National School Lunch Program, CHIP, and child care.



California receives more than \$115 billion every year based on census data. We must count everyone so we don't lose these resources.



The number of people California has in Congress is based on the census count.

About one million kids under age 5 in the United States were not counted in the last census.

Please be counted so your community gets the funding and services it deserves.

For information and assistance, call NALEO Educational Fund's toll-free bilingual hotline: 1-877-EL-CENSO (352-3676)

Common Questions about the Census



Are my answers confidential? YES. By law, your response to the census CANNOT BE SHARED with anyone outside the census. This includes ICE (Immigration), police, CPS (Child Protective Services), the IRS, the FBI, your landlord, or anyone else. No one can use your census answers to reduce your benefits, evict you, deport you, fine you, or take your children.

Will there be a question on the census asking if I am a citizen? NO.

Can I skip questions? The best way to avoid a phone call or visit from a census worker is to complete all the questions truthfully. And please make sure everyone in your household is counted — every adult, child, and baby.

How can I complete the census? You have options. You can fill out the census on a computer (at home or at a library), over the phone, or on paper. For help on how to respond using a paper census form, call 1-877-352-3676.

What if my child is a baby — do I list him or her on the census? YES. Please list your baby no matter how old — even if you are still in the hospital!

I am pregnant — how should I fill out the census? Every child born on or before April 1, 2020 should be counted.

I have kids living with me who aren't mine — do I list them? YES. You should count every child who is living at your address, even if only temporarily, on April 1, 2020.

I have more people living with me than my landlord knows. I shouldn't list them, should I? Everyone must be listed, according to the U.S. Constitution. The census will not report your answers to your landlord or anyone else. Please make sure all people living in your household, or property, on April 1st, 2020 are counted.

I am not in the country legally. Should I take the census? YES. By law, the census cannot report your answers to any immigration authorities, law enforcement, or people in charge of government benefits. Everyone living in the U.S. at the time of the census should be counted, no matter their citizenship or immigration status.

My child doesn't live with me all the time — do I list him or her? It depends. Whomever your child lives with most of the time should count your child. If time is split evenly, the adult who has the child on April 1, 2020 should count the child.

How long does it take? About 10 minutes.

Your answers to the census are 100% confidential and are not shared with anyone. Please fill out your census form in 2020!



Census 2020: Making Sure Young Children are Counted

Census 2020 is ramping up, and we need to make sure everyone in our community is counted — especially young children. In the last census (2010), about five percent of children under age five weren't counted — approximately one million kids nationwide. California had the highest rate of undercount for young children in the entire country.

Children of color had higher rates of undercount than white children. Experts estimate that about 6.5 percent of young African-American and Latino children were overlooked by the 2010 Census, which is roughly twice the rate of young non-Latino white children.

The census count determines how much federal funding each state receives. An undercount in 2020 could cost California more than \$3 billion in federally funded federal programs, including those affecting young children, such as Medicaid, Head Start, and the Supplemental Nutrition Assistance Program (food stamps).

Amount of federal funding the state receives annually for programs that affect kids



An undercount in our county and state could mean fewer seats in the U.S. House of Representatives and electoral college, which are based on population.

What causes undercounting? Some of the more common reasons that young children are undercounted include:

- Lack of parents' participation due to fear of data being shared — especially in immigrant communities
- Confusion over whether certain kids should be counted (e.g., kids who have split custody, newborns, kids living in a household who aren't related to the parents)
- Lack of participation in the census due to a belief it will take too long, and won't benefit the person taking it

Certain changes for the 2020 census could make the undercount worse, including:

- Collection will be mostly digital, and some low-income communities lack access to the internet
- Though there will be no citizenship question on the 2020 census, uncertainty around this has heightened fears of data being reported to immigration authorities
- Fewer resources for outreach than in 2010

First 5 Association Census Social Press Kit

(Available at thesocialpresskit.com/first5-2020census - English screenshot below)

Message Guide

Earned Media Materials

Sample Newsletter Articles

Elevator Speech

Palm Card (Print-Ready)

Bookmark (Print-Ready)

Poster (Print-Ready)

Poster

Logos

Social Posts Template

Campaign Style Guide

Radio Readers

Social Media Editorial Calendar (Updated 2/4)

Census Fact Sheets

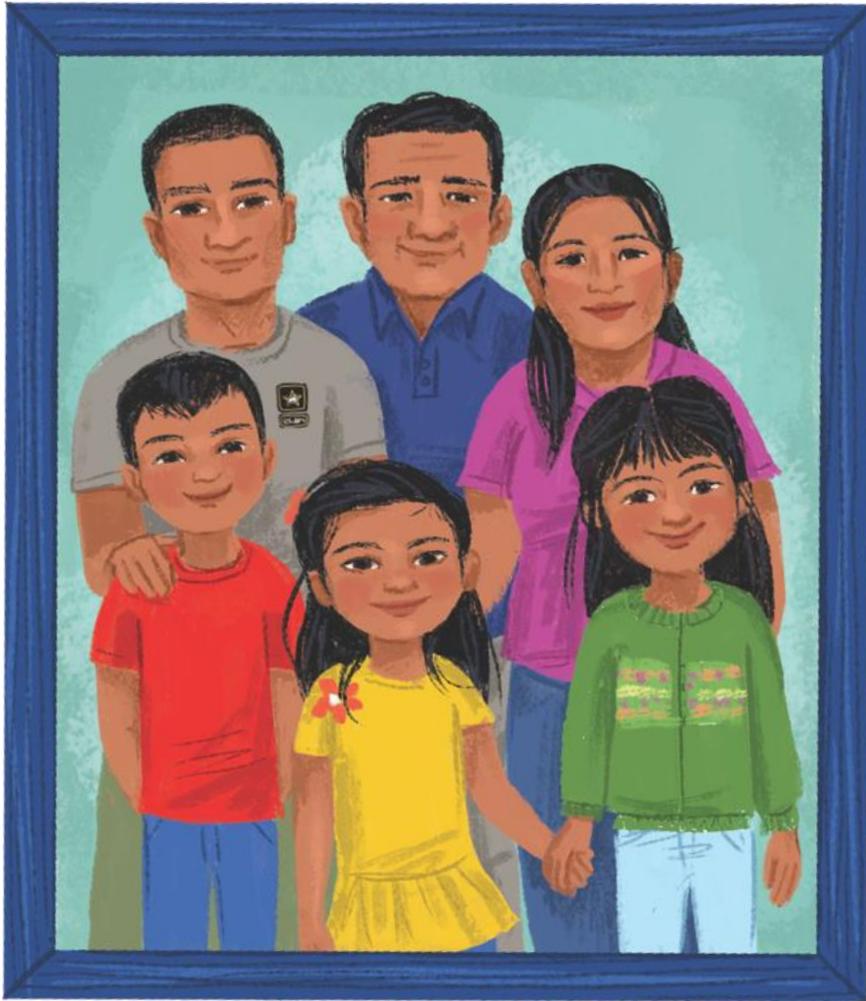
Campaign Video

Activity Sheets For Kids



WE
COUNT!

FIRST  **5**
ASSOCIATION OF CALIFORNIA



Understanding Who Counts

WE COUNT! takes us through different family and household compositions, so that we can explore who in our homes should be counted come April 1, 2020.

Utilizing this book to help families better understand who counts is a great resource!

WE

COUNT!

FIRST  **5**
ASSOCIATION OF CALIFORNIA

Trusted Messenger Program Goal

To provide tools and concrete, evaluated, and easily replicable strategies for the community based providers families already know and trust ... so they can confidently support families' accurate participation in the 2020 census and launch authentic conversations about who counts in America and why.



WE

COUNT!

FIRST  **5**
ASSOCIATION OF CALIFORNIA

Learning Objectives

1. Understand the importance for families and communities of a correct and complete count in the 2020 Census.
1. Listen to families' and open a safe space to have an authentic conversation about their census concerns, instead of telling families what they should do.
1. Practice giving each family a copy of WE COUNT! and open it together to find answers to census questions and concerns.
1. Use WE COUNT! with families to decide how their household should be correctly counted and feel confident to offer support as families complete their form in writing, online or on the phone.
1. Use this training to recruit and train other partners - including non-traditional "trusted messengers" to use the WE COUNT! book to discuss the census with families.



WE

COUNT!

FIRST **5**
ASSOCIATION OF CALIFORNIA

What makes reading special and not stressful for you?

How can you create that environment for families when you share **WE COUNT!** with them?



WE

COUNT!

FIRST  **5**
ASSOCIATION OF CALIFORNIA

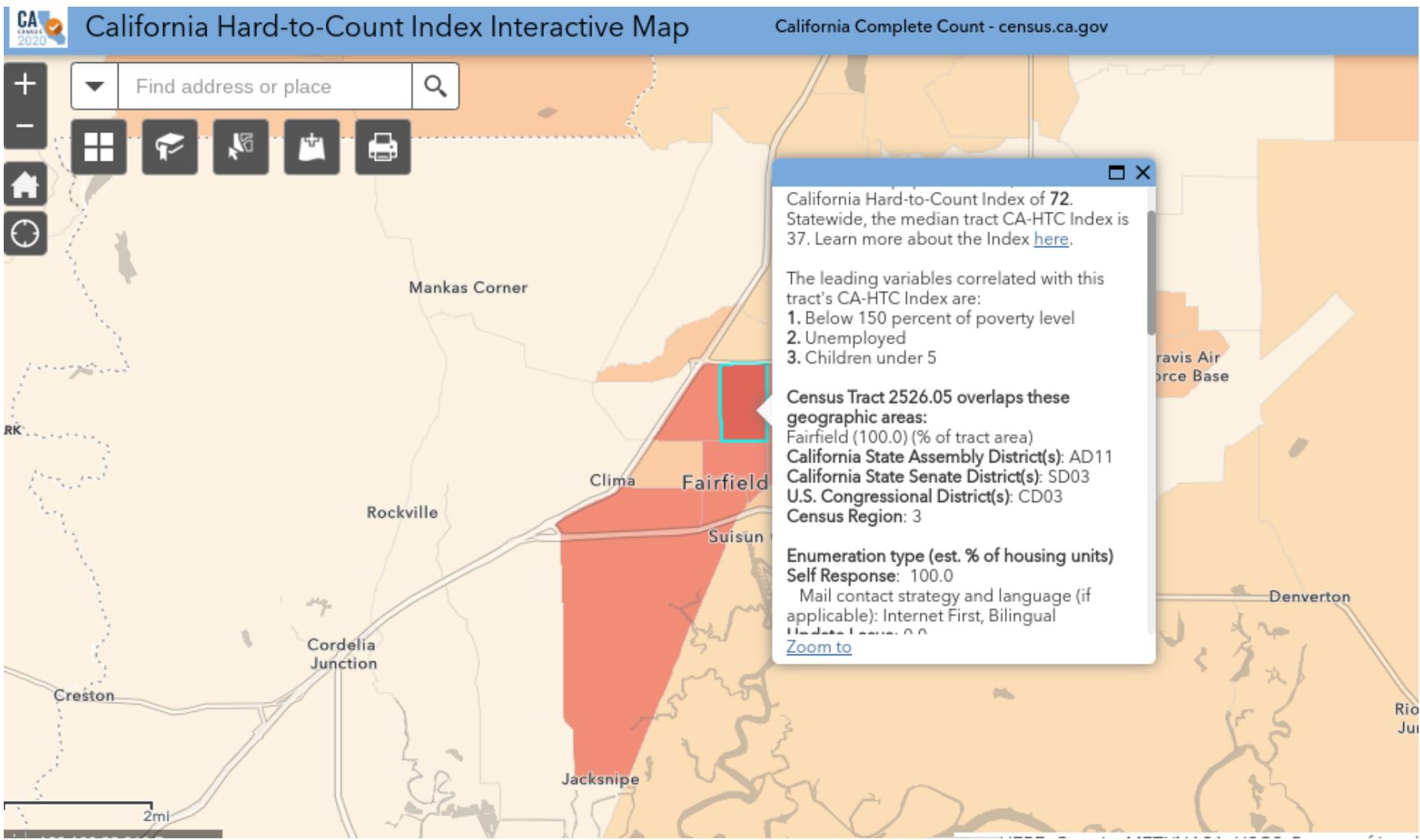
More toolkits!



- [2020 Census Disability Community Toolkit](#)
- [First 5 Toolkit](#)
- [We Count!](#)
- [Asian Americans Advancing Justice's 2020 Census Campaign](#)
- [2020 Census Faith Toolkit](#)
- [Cal nonprofits - 2020 Census toolkit](#)
- [Censoteria - Latino Community Foundation](#)

The Mechanics





Mapping Tools



Source: <https://census.ca.gov/HTC-map/>

2020 Census Sample

Start here OR go online at [url removed] to complete your 2020 Census questionnaire.

Use a blue or black pen.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

The census must also include people without a permanent place to live, so:

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?

Number of people =

2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?

Mark all that apply.

- Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in babysitters
- People staying here temporarily
- No additional people

3. Is this house, apartment, or mobile home — Mark ONE box.

- Owned by you or someone in this household with a mortgage or loan? *Include home equity loans.*
- Owned by you or someone in this household free and clear (without a mortgage or loan)?
- Rented?
- Occupied without payment of rent?

4. What is your telephone number?

We will only contact you if needed for official Census Bureau business.

Telephone Number

- -

[Form number removed]

5. Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing any adult living here as Person 1.

What is Person 1's name? *Print name below.*

First Name

MI

Last Name(s)

6. What is Person 1's sex? Mark ONE box.

Male

Female

7. What is Person 1's age and what is Person 1's date of birth? *For babies less than 1 year old, do not write the age in months. Write 0 as the age.*

Age on April 1, 2020

Print numbers in boxes.

Month

Day

Year of birth

years

Questions?

Contact Info

Kendra Devejian

Census Project Director
kendra@first5association.org

Rachel Wallace

Bay Area Census Regional Coordinator
rachel@first5association.org

Ana Lugo

Census 0-5 Statewide Trainer
ana@first5association.org

Mercedes Carmona

Census Project Coordinator
Mercedes@first5association.org

Guadalupe Ramos

Central Valley Census Regional Coordinator
guadalupe@first5association.org

Sandra Gonzales - Pabon

North East Regional Coordinator
sandra@first5association.org



Thank You!

FIRST  **5**
ASSOCIATION OF CALIFORNIA