Louisiana Count All Kids
Champion’s Toolkit

Learn how to empower your community to make sure that every child gets counted in the 2020 census.

Agenda for CHILDREN
...a voice for Louisiana’s children and families
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Louisiana Count All Kids Champion’s Toolkit

Learn how to empower your community so that every child gets counted in the 2020 census.

Why does the census matter for young children, their families, and the programs that serve them?

The U.S. Constitution requires a complete count of every resident of the U.S. every ten years. Census data is used to decide everything from where new schools will go to how much funding our community receives for programs like Head Start and SNAP. While our country has been getting better at counting adults, we have actually gotten worse at counting young children with every census since 1980. The 2010 census missed about two million young children, 12,000 of whom were Louisiana residents. Louisiana lost out on over $16 million each year from the top five child-serving federal programs due to the 2010 undercount. Because over 300 federal programs use census data to allocate funds and make decisions, the total amount lost was likely much higher. In human terms, an inaccurate census means longer Head Start waitlists, under-resourced schools and more hungry children. As a state that is ranked 49th in overall child well-being, we simply cannot afford to leave that kind of money on the table for our kids.

Focusing specifically on the young child undercount is important because young children tend to get missed by the census for different reasons than adults. In most cases, children who were missed by the census in 2010 lived in households that completed the census, but did not include all children living in the house in their response. That means it is incredibly important that we get the word out about why we must count all kids. It’s equally important that community members have easily accessible information about who to include in their census response because children are often left off when their living situations are more complex (such as when they are living with grandparents, in foster care or when they are living with another family.)

Research from the national Count All Kids campaign shows that children are more likely to get missed when:

✓ They live with single parents.
✓ They live with young parents ages 18-29 who don’t have a high school education.
✓ They are not the biological or adopted child of the householder.
✓ They live in complex households with their grandparents, other relatives, or friends.
✓ They live in large households.
✓ They live in families that do not speak English or their families include immigrants.
✓ They live in poor families.
✓ Their families rent rather than own their home.

About this toolkit

Agenda for Children created this toolkit to make it easier for programs and people that care about children to get the word out about the 2020 census. It includes background information and easy, actionable ways for schools, centers and other stakeholders to get involved.
How can the early childhood community help make sure that every child is counted in 2020?

1. Learn about the census and the young child undercount

Useful resources from the Census Bureau include:

- [Overview of the Census](#)
- [Sample census questionnaire](#) – it’s important that families know that the census only asks ten questions and that it will not include any questions about someone’s citizenship, income or social security numbers
- [How the Census will invite everyone to respond](#) – this is the first census to offer an online response option, but households can also respond through a paper form or through the phone
- [Census two-pager](#) for outreach partners on counting young children
- [Census two-pager](#) for families on counting young children
- [One-page graphic](#) on why children get missed by the census (and how to prevent it)

Other helpful resources include:

- The national [Count All Kids Campaign](#) has lots of data and resources on the young child undercount, and a wonderful [toolkit](#) that summarizes national resources, research on why children are missed by the census, which messages are most effective in getting families to respond to the census, and detailed FAQs on where children should be counted by the census.
- [Agenda for Children](#) created a two-page [overview of the young child undercount](#) in Louisiana that provides information about how many children were missed in the last census, as well as opportunities and challenges we face in the 2020 census.
- George Washington University’s Institute for Public Policy’s [Counting for Dollars 2020 Project](#) provides a [Louisiana-specific two-pager](#) on exactly which major federal programs use census data for fund allocation and eligibility, as well as the value of those dollars for our state. It found that in FY2016, Louisiana received $14,470,446,489 through 55 federal spending programs guided by data derived from the 2010 Census.
- The Annie E. Casey Foundation’s [2018 KIDS COUNT Data Book](#) made the case for working strategically to make sure that every child gets counted in 2020.
- Learn which communities are at highest risk of being missed by the census
  - [Data for metropolitan areas in Louisiana](#): The Data Center’s [interactive maps](#) show hard to count communities and community assets in Louisiana’s metropolitan areas.
  - [Data for every community in the U.S.](#): The [Census Hard to Count Map](#) includes information about which communities are likely to be “hard to count” and where young children, in particular, face an especially high risk of being missed by the census. It also includes the locations of libraries, as well as information about elected officials and their districts.
2. Raise families’ awareness of the 2020 Census

- Use Statistics in Schools materials (including storybooks and songs) in your classroom and enter Agenda for Children's Census sweepstakes for a chance to win $500 for your school or center!
- On April 1st (Census Day), have every child wear a “Count me!” sticker. Click here to order stickers and become a Count All Kids Census Champion.
- Have a Census poster contest and/or bulletin contest for all of your classrooms.
- Host a Census expert to come speak with your families about the census—why it matters, how it works, and who needs to count whom. Contact the census directly using information available through its web site or contact us.
- Highlight the census and the young child undercount in your newsletter. Page 6 of this toolkit offers some sample text you can customize and use.
- Post an announcement or blog post about the Census on your web site. Page 7 of this toolkit offers some sample text you can customize and use.
- Hang Census posters on your bulletin board, and distribute fliers & postcards about the census at pick-up. Click here to order posters and fliers, and become a Count All Kids Census Champion. You can also download and print materials from a variety of sites, including Sesame Street, the Census Bureau, the Urban League
- Include Census materials in information sent home with children.
- Use social media toolkits to get the word out. Sample posts are included at the end of this toolkit and are available in our Google Drive. Additional social media posts are available from other key partners, including Sesame Street, Count All Kids, Urban League of Louisiana, and the Power Coalition
- Make a shareable graphic about the census the desktop wallpaper for all computers at your program through the end of July.
- Show a short video about the census at a parent meeting or school assembly, and share them on social media.
  - Sesame Street offers Public Service Announcements featuring the Count and other favorites
  - The Census Bureau has several different videos, including several focusing on young children and babies
  - The Census Bureau also features video guides in 59 different languages on how to complete the census
  - NALEO Educational Fund features two short videos on the importance of the Census in English and Spanish
- Share a printable one-page version of these ideas with centers and other programs that work with children and families.
3. Help families complete the census

*Note that it is legal to help families complete their census forms, but you should never complete it on their behalf. The census has a helpful guide for partners that would like to assist with outreach.*

- Host a “Census week” during the week of April 1st to help parents complete the census during drop-off or pick-up.
- Make a computer (or multiple computers) available for families to complete the census on-site, beginning on March 12th and continuing through the summer.
- Post information about where families can go with questions about the census, including hotlines in their native languages. *Hotlines in multiple languages are included on the next page.*

4. Become a “Count All Kids Champion”!

- Take the pledge to become a Count All Kids Champion [here.](#)
Hotlines for Census Questions

Census Bureau
- Call the Census Bureau for answers to any question related to the census: 800-923-8282.
- The Census Bureau is offering Census Questionnaire Assistance phone numbers in 12 different languages. Click here for a list of the phone number for each language.

Hotlines Staffed by National Civil Rights Organizations
In addition to the Census Bureau’s hotline, several national civil rights organizations have set up national hotlines in various languages to answer questions about the upcoming Census – from basic information requests to legal incidents that may require a rapid response. If you have any questions about the Census or have problems getting counted, please call them! You can also email 888COUNT20@lawyerscommittee.org.

The following operating organizations’ 2020 Census hotline numbers and information are as follows:

- **English** (Lawyers’ Committee for Civil Rights Under Law): (888)-COUNT20 or (888)-268-6820
- **Arabic/English** (Arab American Institute): (833) 333-6864; (833)-3DDOUNI (“Count me” in Arabic)
- **Asian Americans Advancing Justice | AAJC**: (844) 2020-API or (844) 202-0274
  The hotline will be available in English, Mandarin (普通話), Cantonese (粵東話), Korean (한국어), Vietnamese (tiếng Việt), Tagalog, Urdu (اردو), Hindi (हिंदी), and Bengali/Bangla (বাংলা).
- **Spanish/English** (NALEO Educational Fund): (877)-EL-CENSO or (877)-352-3676

Timeline for Census Outreach

<table>
<thead>
<tr>
<th>Date</th>
<th>Census Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 10-20</td>
<td>Households will receive an invitation to respond online to the 2020 census. Some households will also receive paper questionnaires.</td>
</tr>
<tr>
<td>March 18</td>
<td>Count all kids day! Sign up to be a Count All Kids Champion at <a href="http://www.agendafortchildren.org/censuschampion">www.agendafortchildren.org/censuschampion</a> to learn more.</td>
</tr>
<tr>
<td>April 1</td>
<td>Census Day – if someone does not have a permanent residence or splits their time between multiple residences, they should be counted wherever they live on April 1.</td>
</tr>
<tr>
<td>April 8-16</td>
<td>The Census Bureau sends reminder letters and paper questionnaires.</td>
</tr>
<tr>
<td>May – July</td>
<td>The Census Bureau sends enumerators to households that did not respond.</td>
</tr>
</tbody>
</table>
Sample Email for Schools and Centers to Send to Families

Customize this sample email and make it your own!

Did you know that 2020 is a very important year for kids in Louisiana? Every 10 years, the U.S. Census Bureau takes a census of every child and adult living in the United States, and 2020 is a census year. Young children are more likely to get missed by the census than any other age group, so we’re working to get the word out about the census. Census data determines how much money our community gets for things like schools, Head Start, LaCHIP and SNAP. Kids in Louisiana missed out on over $16 million each year over the past decade because the last census missed over 12,000 young children in our state. Just think about that—if a three year old gets missed by the census this year, we won’t be able to correct that mistake until she is in high school!

Here at ABC School, we have pledged to become Count All Kids Champions. This week, our kids will learn about the census by participating in special counting activities, reading a census storybook and singing along to the “Everybody Counts” song! We’re also making a computer available for parents who would like to complete the census here.

Be sure that you and your kids get counted this census! Every household will get an invitation in the mail to take the census between March 12 and March 20th. You can use that information to go online and complete the census in less than ten minutes. You can also call the census to respond over the phone, or request a paper form. It’s quick and completely confidential! The Census Bureau takes your privacy so seriously that any current or former Census staffer who violates privacy laws will face up to five years in prison and/or a $250,000 fine.

If you are not the head of household, be sure to let whoever completes the census in your home know that everyone who is living in their home should be counted, including you and your kids.

- Children should be counted wherever they live and sleep most of the time. That means they should be counted even if they aren’t the child of the head of household, if their parent is not on the lease, or if the head of household is not allowed to have children living there (such as in a retirement community).
- Temporary living situations: If someone is between permanent living situations, they should be counted wherever they lived on April 1, 2020.
- Shared custody: If parents have shared 50/50 custody, the child should be counted wherever they plan to stay on April 1st.
- Citizenship: The census counts every person in the country, regardless of their immigration status. The 2020 census will not ask about citizenship status. Immigrant children and children of immigrants should be counted by the census.

Sample Newsletter Blurb or Blog Post for Schools and Centers

*Customize this template and make it your own!*

**Here at ABC School, we have pledged to become Count All Kids Champions. We will be ENGAGING IN X, Y Z activities to raise awareness of the 2020 census.**

Be sure that you and your kids get counted this census! Every household will get an invitation in the mail to take the census between March 12 and March 20th. You can use that information to go online and complete the census in less than ten minutes. You can also call the census to respond over the phone, or request a paper form. It’s quick and completely confidential! The Census Bureau takes your privacy so seriously that any current or former Census staffer who violates privacy laws will face up to five years in prison and/or a $250,000 fine.

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- **Children should be counted wherever they live and sleep most of the time.** That means they should be counted even if they aren’t the child of the head of household, if their parent is not on the lease, or if the head of household is not allowed to have children living there (such as in a retirement community).

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Learn more at [https://2020census.gov](https://2020census.gov).
Sample Social Media Posts (Agenda for Children)

Visit our Google Drive to download all of these graphics!
https://drive.google.com/drive/folders/1n6w8szUihqP7Bvx9gdcnPdUaeNChlOHZ?usp=sharing

**Facebook:** When kids get missed by the census, our local schools, Head Starts and health clinics don’t get the resources they need. Learn what you can do to make sure every kid gets counted at
www.agendaforchildren.org/census  #CountAllKids

**Twitter:** When kids get missed by the census, our communities don’t get the resources they need. #CountAllKids
Learn more at https://bit.ly/2TBHUGx

Download this FB/Twitter graphic from https://drive.google.com/open?id=1xh2SqXnpkJOTCjAveERsJwAfOhHjiHG7

**Instagram**

Download this Instagram graphic at https://drive.google.com/open?id=1ZzDBn44ItpXXrwCYmO1YE3KjzwvKhzd
Facebook: If a single baby gets missed in the 2020 census, Louisiana and our local community will miss out on over $13,000 in federal funding for vital services, like LaCHIP and public schools over the next decade. That mistake can’t be corrected until the next census in 2030-by that point, this baby’s childhood will be more than halfway over! Learn what you can do to make sure every kid gets counted at www.agendaforchildren.org/census

Twitter: Missing a baby in the 2020 census is a mistake that will last until 2030-half of their childhood! #CountAllKids https://bit.ly/2TBHUGx

Download this FB/twitter graphic at https://drive.google.com/open?id=1VbENdA8KfloeAFlj7OUjPSUx06cok

Instagram

Download this Instagram graphic at https://drive.google.com/open?id=1tcH34MqYVOOfU8ZO1-79WQ4QdOoDbT
**Facebook:** Louisiana kids deserve a first-class education, but an inaccurate census count can mean that schools and other vital children’s services have to make do with less funding than they deserve. Taking just 10 minutes to complete the census and including EVERYONE at your address can make a world of difference for our schools and other services for kids. Learn how to become a Count All Kids Champion at www.agendaforchildren.org/census

**Twitter:** If you care about funding for schools, you need to care about the 2020 census. Learn more at https://bit.ly/2TBHUGx #CountAllKids

**Instagram**

Download from: https://drive.google.com/open?id=150MlH3qHJnU7ozKvHR89kaFYVWPypqK

**Instagram**

Download this Instagram graphic at https://drive.google.com/open?id=10FL7R7iJ3ym3gB3Nm9-unY85uSpMfke
**Facebook:** The Census Bureau cannot share any individual's personal information with anyone, including other government agencies or landlords. The Census Bureau takes your privacy and data protection so seriously that employees who violate the confidentiality laws face massive fines and serious jail time.

**Twitter:** The census is 100% confidential & is not shared with anyone else. Learn more at [https://bit.ly/2TBHUGx](https://bit.ly/2TBHUGx) #CountAllKids

![Census confidentiality banner](https://drive.google.com/open?id=1IMpnj-hGVCg7Q7A7lqYjfp8XA2U3tNCe)

**Instagram**

![Census confidentiality banner](https://drive.google.com/open?id=1IMpnj-hGVCg7Q7A7lqYjfp8XA2U3tNCe)

Download this Instagram graphic at [https://drive.google.com/open?id=1IMpnj-hGVCg7Q7A7lqYjfp8XA2U3tNCe](https://drive.google.com/open?id=1IMpnj-hGVCg7Q7A7lqYjfp8XA2U3tNCe)
**Facebook:** Agenda for Children is hosting a Statistics in Schools and Centers Sweepstakes for all centers and schools in Louisiana to promote the 2020 census! Enter by March 31st for a chance to win $500 for your center or school. Learn more at www.agendaforchildren.org/census

**Twitter:** School & center teachers can use Census resources to enter to win $500 for their center or school! Learn more at [https://bit.ly/2loXqA4](https://bit.ly/2loXqA4)

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**CALLING ALL TEACHERS!**

Lead your classroom in one of the Census Bureau's Statistics in Schools activities and enter the Louisiana Statistics in Schools & Centers Sweepstakes to win $500 for your school or center!

**Learn more and become a Count All Kids Champion at agendaforchildren.org/census**

Download from [https://drive.google.com/open?id=1SwysRFR6P8XS9gHElVyt_RRlhLJWdC6](https://drive.google.com/open?id=1SwysRFR6P8XS9gHElVyt_RRlhLJWdC6)

**Instagram**

Download this Instagram graphic at [https://drive.google.com/open?id=1yWxmiVjaFaFKZ6GI7g5-w4lbpQCxz5Wo](https://drive.google.com/open?id=1yWxmiVjaFaFKZ6GI7g5-w4lbpQCxz5Wo)
Sample Social Media Posts (other organizations)

- Count All Kids
- Power Coalition
- Sesame Street
- Urban League of Louisiana