

CENSUS 2020: COUNT ALL KIDS BECAUSE ALL KIDS COUNT

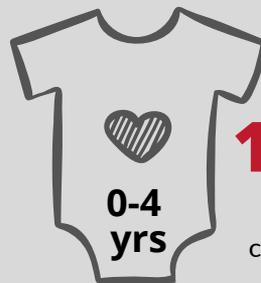


UNDERCOUNT OF YOUNG CHILDREN IN CENSUS



The 2020 Census is a once in 10 year survey that every US household must complete to count every person living in that household. Learn more about the Census at: www.census.gov.

Census 2020 Online Form Opens on March 12, 2020



12.4%

DC children were not counted in the 2010 Census

Young children are the most likely to be missed

\$1K
per year

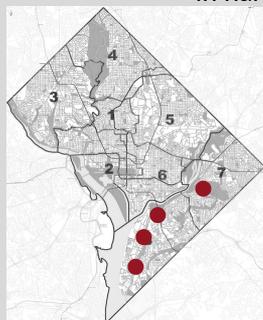
Median loss in federal funds for every person missed across 5 large federal programs



DC will lose \$\$ for programs (schools, healthcare, housing & more) for every child missed

WHAT IS THE ISSUE?

28% of DC's young children live in hard-to-count areas, such as:



Marshall Heights
Wash Highland
Ft. Stanton
Woodland

These neighborhoods have a high % of Black and Latinx children

WHY KIDS?

WHY THIS MATTERS?

MYTHS



about privacy, uses of Census data and more



CONFUSION

about whether to include children on the forms

Educate yourself & others on the facts

Post Census signage at your office; wear Census buttons

Urge parents/caregivers to complete the Census and include all children living in the house

Sign Up to be a Census Champion for Children (census@DCHealthMatters.org)

WHERE IN DC?

WHY THIS HAPPENS?

HOW CAN YOU HELP?

CENSUS TALKING POINTS

1

The Census is a once in 10 year survey that counts every person in the US.

The Census has been conducted since 1790. Completing the Census is required by law. The goal of the Census is to count every single person living in the US.

2

Include all your children on the form; it only takes 10 minutes.

Parents/caregivers sometimes leave young children off the Census. The Census form only has 9 questions and takes ~10 minutes. You can complete the form online using your phone or a computer.

3

DC gets Fed funding for schools & other programs for every child counted.

The Census determines ~1.5 TRILLION in funding annually. When children are missed, DC loses money that is based on the # of children counted.

4

Your Census responses are always private and confidential.

Federal law protects your census responses. They can only be used to produce statistics. Your info cannot be shared w/ immigration or law agencies and can not affect your eligibility for benefits.

COMMON BARRIERS TO COMPLETION

“I don’t think the Census has any impact on our life.”

The Census helps allocate over \$6B every year to DC based on the number of people who live in DC. Every child missed means lost money for important programs that support children for ten years.

“I don’t have time to complete the Census.”

The Census asks 9 short questions about the people living in your home and only takes about 10 minutes to complete. You can complete the Census online (using a computer, tablet, phone), by calling the Census line, or by paper.

“I have trouble completing Census forms.”

The form is available online in 12 different languages.

If you have trouble completing the form online, you can complete the Census by calling: xxx.xxx.xxxx. Phone services are available in multiple languages.

“I don’t feel comfortable sharing my information.”

Your responses cannot be shared with anyone outside of the Census Bureau. There is a fine of up to \$250K and 5 years in prison for anyone violating this law. Your information is safe and secure.