

Supporting Families in the 2020 Census

The 2020 Census has arrived and we need your help to help make sure all babies, children, and families are counted!

What You Need to Know:



It's Important

The Census data are used to help allocate over \$800 billion in federal funds each year (Count All Kids). Unfortunately, the population in our state that is most likely to be missed in the Census is the same group that is most likely to be living in poverty and experiencing high levels of toxic stress—our young children.

The 2010 Census missed over 2.2 million 0-5 year olds.

Black and Hispanic children were missed 2x as often as white children. (CDF-Ohio)

An undercount of infants, toddlers, and kids means underfunding for child-focused programs—such as local schools, child care, preschool, children's health insurance, and more—and has serious, lasting consequences for children, families, and communities. The Census only happens every ten years. If we don't count young children today, our community will have less funding for services they need over the next decade—most of their childhood.



It's Safe

The Census Bureau is required by law to keep all responses confidential. The information you provide on the Census will never be shared with immigration or law enforcement agencies. There is no question about citizenship included on the Census survey.



It's Easy

By April 1st, each household received a postcard in the mail with a unique Census ID and instructions on how to complete the Census by using the mail-in paper questionnaire, phone survey (844-330-2020), or online form (my2020census.gov). If families do not receive a postcard, they should still respond by phone or online without an ID **BY SEPTEMBER 30TH**. The Census only takes 10-minutes to complete.

Timeline for U.S. Census:

SEPTEMBER 30



Final deadline to complete the Census.

**MARCH
12**



Online Census portal opens.

**MARCH 26 - 3
APRIL**



Families receive a reminder postcard.

**MARCH
12-20**



Families receive an invitation to respond online. (Some also receive paper questionnaire.)

**APRIL
8-16**



Families receive a reminder letter and paper questionnaire.

**MARCH
16-24**



Families receive a reminder letter if they haven't responded yet.

**APRIL
20-27**



Families receive a final reminder postcard before the Census staff follows up in person.

Supporting Families in the 2020 Census

As a trusted partner to families, you have a great opportunity to support a more complete count of young children in your community.

How You Can Help :



Promote Census-focused activities for young children

Whether children are home with parents or in a child care program, there are lots of fun ways to learn about and celebrate the decennial Census. Check out some of these fun activities young children can do with parents and caregivers!

[Learn More Here](#)



Elevate the Census via website & social media

Get the word out! Share information, resources, and helpful guides on social media and through your website. Early childhood organizations will also be sharing 2020 Census info—feel free to share their messages!

[Download Sample Posts](#)



Share information with parents in your program

Make sure all children in your program are counted by encouraging families to fill out the Census and share tips to make the survey quick and easy.

[Download Sample Messages](#)

Additional resources at PRE4CLE.org/Census

This toolkit was created with support from



Support the 2020 Census with Preschool Classroom Activities

Every 10 years, everyone living in the United States gets counted in the census—once and in the right place. The next decennial census is just around the corner in 2020.



It's Important

Accurate answers determine how much federal money will go into programs that benefit ALL children in the region for the next 10 years.



It's Safe

Your responses are kept confidential and cannot be shared with anyone, even law enforcement. All responses are encrypted in computers to keep your answers private.



It's Easy

Answer questions honestly about you and your household. Respond online, by phone or by mail. You will receive your invitation by April 1st.

Making Sure ALL Children Are Counted

Entertain and educate young children with a storybook, song, and interactive activities that involve counting and learning about their community. These resources, available in both English and Spanish, explain the 2020 Census and introduce children to the concept of data and the importance of numbers in a fun and simple way.

Newborn babies and children under 5 have often been missed in previous decennial counts. Not counting every child has consequences that can impact their lives for the next 10 years. As an educator, you can help them be counted in many ways, including using these activities in your classroom!



Using Statistics in Schools (SIS) resources in your classroom during the 2019-2020

school year will support efforts to make sure EVERY child is counted in the 2020 Census. This count impacts the federal funds that communities receive for special education, classroom technology, teacher training, after-school programs, school lunch assistance, and more.

Preschool Classroom Resources and Activities

PRINTABLE TAKE-HOME FLYER FOR FAMILIES



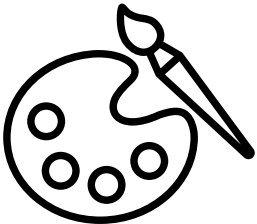
Send this to adults in preschoolers' homes to explain how and why to count all children who live with them for the 2020 Census.

VOLANTE DE PREESCOLAR PARA MAESTRO

Motive a los maestros a usar los recursos de Estadísticas en las Escuelas del 2020 para apoyar el conteo de los niños pequeños en el Censo del 2020.

United States[®]
**Census
2020**

2020census.gov

	English	Español/Spanish
	2020 EVERYONE COUNTS SONG & ACTIVITIES A catchy tune and fun lyrics help young children understand the census and why everyone count in their own special way.	CANCIÓN DEL 2020: “¡TODOS CUENTAN!” Una canción divertida y fácil de recordar ayuda a los niños pequeños a entender qué es el censo y por qué todos cuentan de una manera especial.
	2020 ‘EVERYONE COUNTS!’ STORY AND ACTIVITY BOOK This playful, activity-filled book explains the 2020 Census and the importance of counting everyone.	LIBRO DE CUENTOS Y ACTIVIDADES DEL 2020: “¡TODOS CUENTAN!” Este libro divertido y lleno de actividades explica el Censo del 2020 y la importancia de contar a todos.
$2 \times 2 = 4$	I COUNT, YOU COUNT! Early Math Skills Activity: It introduces the children to the idea that knowing how many students are in the class helps us figure out how many things we need (such as how many tables and chairs). Afterward, the worksheet expands the idea of counting to the students’ community and neighbors, and highlights the message that everyone in the classroom needs to be counted in the 2020 Census.	¡YO CUENTO, TÚ CUENTAS! La hoja de trabajo para alumnos de preescolar se enfoca en contar. Le presenta a los niños la idea de que al saber cuántos alumnos hay en la clase nos ayuda a identificar cuántas cosas necesitamos (como cuántas mesas y sillas). Posteriormente, la hoja de trabajo amplía la idea de contar a la comunidad de los alumnos y a sus vecinos, y destaca el mensaje de que todos en el salón de clases deben ser contados en el Censo del 2020.
	DIVERSITY: EVERYONE IS SPECIAL! Art Project: Students continue their exploration of counting by looking at the differences among students in their classroom, including differences in their families and living arrangements at home. Students can count the number of siblings they have, how old they are, and how many languages besides English are spoken at home.	LA DIVERSIDAD: ¡TODOS SOMOS ESPECIALES! Los alumnos continuarán su exploración en cómo contar al observar las diferencias entre los alumnos en el salón de clases, incluyendo las diferencias entre sus familias y cómo viven en casa. Los alumnos pueden contar cuántos hermano(a)s tienen, cuántos años tienen y cuántos idiomas, además del inglés, hablan en casa.

For more information about the Census, visit 2020Census.gov or call 844-330-2020.
For more Statistics in Schools activities, visit census.gov/programs-surveys/sis.html

2020 Census Social Media Content

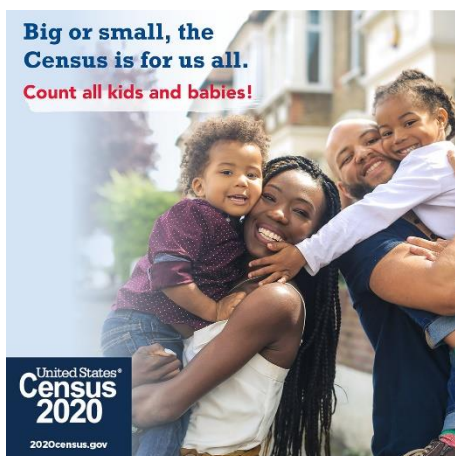
Copy the below text and paste it onto your social media platforms. You can also save the accompanying image and add it to your post! If you have trouble saving the photo from this document, a link to the image is also included.

This content, including alternate images sized for different platforms, is also available at pre4cle.org/census

[Access Word Document Version](#)

Sample Post #1:

Remember, when it comes to the #2020Census, everyone counts. Count ALL kids living at your address. This includes any babies (born by April 1st), nieces, nephews, grandchildren, foster children, and people not related to you (like a friend and his/her child) #KidsCountOH



[Download Image Online](#)

Sample Post #2:

Filling out the #2020Census form for your address is safe, convenient & quick. You can respond to the Census online or by phone, in English, Spanish, or 12 other languages. You can even do it on your smartphone! Questions? Call the hotline at 844-330-2020. #KidsCountOH



[Download Image Online](#)

Sample Post #3:

When you count all the children living at your address in the Census, programs in your community—like child care and food assistance—get more of the funding they need. Get more information at [2020Census.gov](https://2020census.gov). #2020Census #KidsCountOH



[Download Image Online](#)

Sample Post #4:

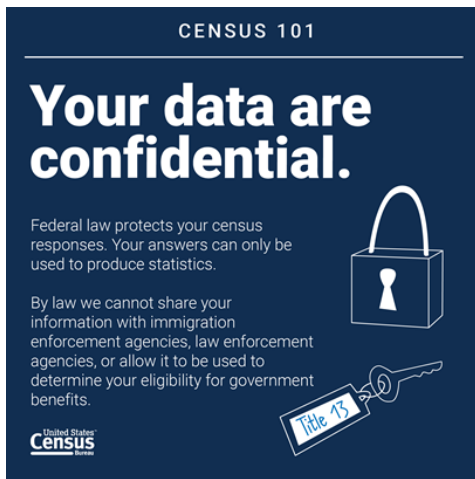
The Census isn't just for adults—count your kids as well! Include any children living at your address on your Census form, from newborns to teenagers. Learn more at [2020Census.gov](https://2020census.gov). #2020Census #KidsCountOH #CountAllKids



[Download Image Online](#)

Sample Post #5:

The Census Bureau can't share your information with anyone—even other government agencies or your landlord. Your information is totally confidential. Learn more at 2020Census.gov. #KidsCountOH #CountAllKids #2020Census



[Download Image Online](#)

Sample Post #6:

The Census is for everyone living in the U.S. It won't ask if you're a citizen, and your information will not be shared with other government agencies. Find out more at 2020Census.gov. #2020Census #KidsCountOH #CountAllKids



[Download Image Online](#)

2020 Census Parent Messages

Newsletter Content

Copy and paste this text to use in a newsletter or e-newsletter. There is a full newsletter story and shorter newsletter blurbs you can use. You can pair it with an image that you can download below.

[Access Word Document Version](#)

Full Story

Big or Small, the Census is for us all. Count all kids and babies!

The Census happens every ten years. The Constitution requires that every person in the United States be counted—adults, children and babies, citizens, immigrants, or visitors. The 2020 Census is getting under way, and everyone's participation is needed—for the good of Cleveland's kids and the region.

The Cleveland area is one of the most undercounted for young children in the nation, second only to Chicago. The 2020 Census count impacts the federal funds that communities receive each year for programs and services that are critical for schools, students and younger children. Undercounting can reduce the federal funding that comes into the District for these critical purposes.

- It's Important: Accurate answers determine how much federal money will go into programs that benefit ALL children in the region for the next 10 years.
- It's Safe: Your responses are kept confidential and cannot be shared with anyone, even law enforcement. All responses are encrypted in computers to keep your answers private.
- It's Easy: Answer questions honestly about you and your household. Respond online, by phone or by mail. You will receive your invitation by April 1st.

How do I complete the Census?

By April 1, 2020, every home will receive an invitation to participate in the 2020 Census. You will have three options for responding:

- Online: [My2020Census.gov](https://my2020census.gov)
- By phone: 844-330-2020
- By mail

In mid-March, households will begin receiving official Census Bureau mail with detailed information on how to respond to the 2020 Census.

Learn More: 2020census.gov

Blurb 1

April 1st is Census Day! Make sure to count all kids and babies living with you on your Census form. When babies and children are counted, the programs that support them and their families get more of the federal funding they need for the next 10 years. Count your kids, your grandkids, foster kids, and any children staying with you on April first that have no permanent address. Big or small, the Census is for us all. Learn more and get counted at www.2020census.gov or call 844-330-2020. #KidsCountOH

Blurb 2

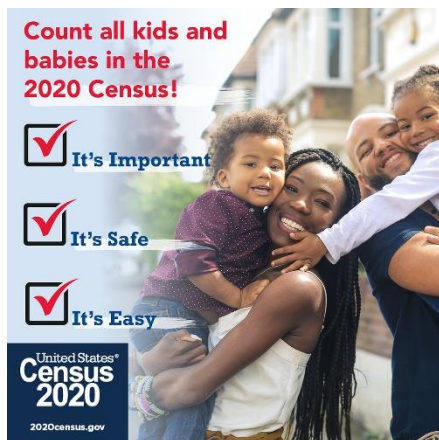
Have you checked your mailbox today? You may have already received a letter with instructions for responding to the 2020 Census. Make sure you respond—and count all kids and babies! And not just children related to you, but any kids living at your address most of the year. When babies and children are counted, the programs that support them and their families get more of the federal funding they need for the next 10 years. Big or small, the Census is for us all. Learn more and get counted at www.2020census.gov or call 844-330-2020. #KidsCountOH

Blurb 3

Census Day is April 1st! The Census is easy, safe and important.

- It's easy; the Census asks you questions about you such as your name and birthday. It typically takes around 10 minutes to complete.
- It's safe; all Census responses are kept confidential and cannot be shared – even with law enforcement.
- It's important; it determines the distribution of billions of dollars in federal funding to local communities like yours.

Learn more and get counted at www.2020census.gov or call 844-330-2020. #KidsCountOH



[Download Square Image Online](#)



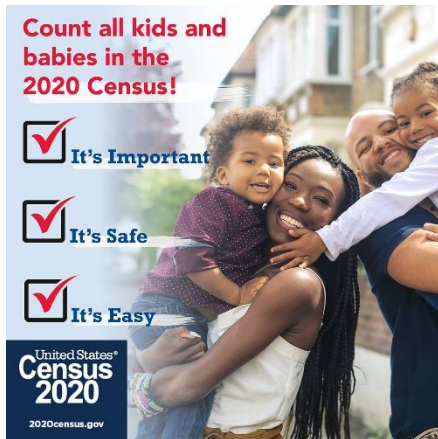
[Download Rectangle Image Online](#)

2020 Census Parent Messages

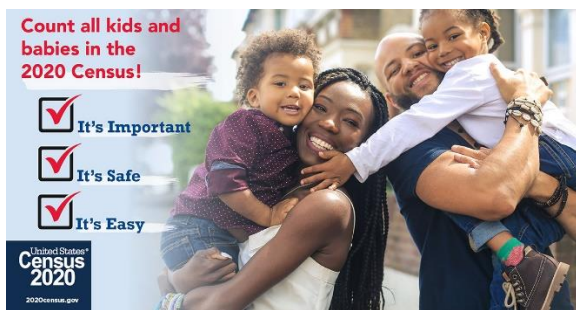
Short Messages

Use this sample short message to send to parents through a text alert, ClassDojo, Tadpole, or a similar program. Copy and paste the message below. You can also download an image to pair with the message.

The 2020 Census is getting under way, and everyone's participation is needed—for the good of Cleveland's kids and the region. The Census is Important, Safe, and Easy and you can complete it online, by phone, or by mail. To learn more, visit 2020Census.gov.



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