

# 2020 Census: Counting Young Children Talking Points

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## Counting Young Children in the 2020 Census

An accurate count of all children is critical for families, educators, and their communities. 2020 Census responses will drive decisions that impact the well-being of young children for the next 10 years. You can help shape the future for our children by making sure all young children in your home and community are counted in the 2020 Census.

### Start by counting every child in your home.

- Children under the age of 5, including babies, are among the most likely to be missed in the 2020 Census count.
- It's important for every child to be counted in the 2020 Census because the 2020 Census will help determine how much money communities receive for the critical resources that children and families will depend on for the next 10 years—basically, an entire childhood!
- The more children there are, the greater the need for programs such as health insurance, hospitals, child care, food assistance, SNAP/WIC schools, and early childhood development. Support for those programs is impacted when babies and young children are not counted.
- Children at risk of being missed in the census tend to live in multigenerational or extended family housing, homes with limited English, or with foster families or families that have recently moved or do not have a permanent home.

### Partners and stakeholders can help ensure children are counted.

- Homes with young children rely on organizations such as pediatricians, child care centers, libraries, and community centers for resources that support children's health and well-being.
- As a trusted voice in the community, you can help children get counted by educating the families and communities you serve about why it is important to include babies and young children on the census.
- Some ways to ensure every child is counted is to host or join a Complete Count Committee (CCC) focused on the undercount of young children, or commit to becoming a 2020 Census Ambassador.

### Background:

- Though the 2010 Census was an overall success, children under the age of 5 were not counted at higher rates than any other age group.
- In the 2010 Census, nearly 1 million children under the age of 5 were not counted—making them one of the largest groups of undercounted people in the nation.

- There are a variety of reasons some groups of people are undercounted; however, we still do not know why children 0 to 4 were undercounted *more* than other age groups.
  - There is no single reason why young children are often missed in the census, so there is no single solution.
  - Research shows that the more complex the household, the greater the risk that the young children staying there won't be included in the census response.
  - Examples of complex living situations include children living with large or extended families, multiple families under one roof, only one parent/guardian, foster families, grandparents, families that speak limited or no English, and non-related individuals.
  - Confusion, fear, and misunderstanding of who should be counted at an address contribute to the undercount. (For example, children living in an age-restricted apartment or children living where there are more people staying than the lease allows.)

### **March 25-“Every Child Counts Day”**

- A FOPO-designated day of activation and mobilization
- “Every Child Counts” references the pins American Academy of Pediatrics handed out at their national conference
- FOPO decided to have a day of action encouraging pediatricians, pediatric researchers, networks etc. to engage their communities on the importance of the 2020 Census and counting young children
- Activities will vary based on organization- Social media content, blog posts, co-authored pieces, provide content/information in waiting rooms, share coloring pages for young children, etc.