Webinar on Engaging K-12 Students and Teachers
Asian Americans Advancing Justice
Monthly Webinar Series

Previous Webinars:
Visit our new census website for our resources, partner resources, press releases, latest news, social media, and more!

www.CountUsIn2020.org
Statistics in Schools (SIS)

- **Resources for Every Grade**
- **Census Take Home Flyer**
  - Translation of this flyer into Asian languages is in process
- **Partner and Ambassador Tools**
- **Check out more at** [census.gov/schools](http://census.gov/schools)

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### 2020 Resources

New activities designed specifically for the 2019-2020 school year spotlight the 2020 Census and the importance of making sure everyone is counted, especially children. The decennial count impacts the federal funds that communities receive for special education, classroom technology, teacher training, after-school programs, school lunch assistance, and more.

Use activities for pre-K through 12th grade today to help your students, school, and community.

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**K-12 Activities**  **Pre-K Materials**  **ELL/Adult ESL**
Agenda

• NALEO Education Fund
• Partnership for America’s Children
• National Education Association
• Q&A
Lizette Escobedo

Director of the National Census Program
NALEO Educational Fund
Webinar on Engaging K-12 Students and Teachers on the 2020 Census

December 2019

Lizette Escobedo
Director of National Census Program
NALEO Educational Fund
lescobedo@naleo.org
2020 Census: Undercount of Children

Households with children age seventeen and younger

- 53 percent of survey respondents stated that they have one or more children age seventeen and younger in the household
- Among respondents with children age seventeen and younger in the home, 11 percent said they would not count them or do not know if they would

Households with children age four and younger

- 24 percent of survey respondents stated that they have one or more children age four and younger in the household
- Among respondents with children age 4 and younger in the home, 15 percent said they would not count them or do not know if they would

More research is needed to assess these attitudes toward excluding children in the household from the Census
Focus group participants had a generally positive view of the Census; but when they saw version of actual questionnaire, hesitation, fear, lack of confidence arose.

Survey respondents overwhelmingly expressed a preference to complete the Census by mail on a paper form (75 percent).

Messages about Census participation being “Convenient, Safe and Required” showed the most positive response in the survey.

Messages about the role of Census data in providing funding for local schools and community programs were the most effective in the focus groups.

“Family Members” were the most trusted messengers.

Nurses, doctors, health providers, Latino community organizations were also highly trusted as messengers.

People who speak for “the children” or “the schools” – such as teachers -were especially trusted and convincing.
The ¡Hágase Contar! Census 2020 Campaign is a national effort led and developed by NALEO Educational Fund.

The campaign is focused on regions with significant Hard-To-Count (HTC) Latino communities. Nationally, the ¡Hágase Contar! Census 2020 campaign will provide partners with a number of resources, including:

- “Train-the-trainer” curriculum & training opportunities;
- State of the Census 2020 briefings;
- Campaign material, stakeholder toolkits, and promotional information;
- Public awareness events and informational panels;
- Digital and traditional media efforts;
- Questionnaire Information & Assistance Centers
- National bilingual hotline – 877-EL-CENSO (877-352-3676);
- Informational Website: hagasecontar.org
The ¡Házme Contar! Campaign, is a sub-campaign focused on achieving a full count of very young Latino children (ages 0-5).

The ¡Házme Contar! campaign will feature a number of resources, including:

- Comprehensive toolkit, sample curriculum, informational material, template presentation for educators and parents;
- Template resolutions for school boards; and
- Earned media opportunities and digital media efforts.

We look forward to working with you and local and national media partners to ensure a full count of our kids!
Fully trained bilingual staff and trusted messengers ready to answer all census related questions, including:

- Census outreach events in your community
- How and where to apply for Census jobs
- Up to date information on Census operations
- Flagging major issues and rapid response referrals
- Self response methods and non response follow up
- Basic information on questionnaire and who should be included

877-EL-CENSO (877-352-3676)

Bilingual Census Information Hotline
Monday – Friday: 8:30 a.m. – 8:30 p.m. ET
Digital Assets and Resources
Back to School Resources for Parents and Educators

If you are a Parent Leader or part of a Parent Group, Download our presentation and train other parents in your community to become Census advocates.

If you are an educator or teacher, Download our presentation and train parents and other leaders on your campus to become Census advocates.

Help us spread the word about the importance of a full Latino count in Census 2020 for our children and families. Download our social media guide in English and Spanish for sample posts and graphics.

To learn more about our ¡Hazme Contar! efforts to count all children, Download our factsheet in English and Spanish.

Back to School Kits

HagaseContar.org | #HazmeContar
Resources for Elected Officials & School Board Members

Complete Count Committee Guide for Elected Officials

Template Resolution in Support of Census 2020

THEREFORE, [jurisdiction] resolves to form a Complete Count Committee composed of individuals and organizations from diverse sectors to work collaboratively on a campaign to mobilize [jurisdiction’s] residents to be counted in Census 2020.

THEREFORE, [jurisdiction] resolves that the Complete Count Committee include individuals and organizations from the [jurisdiction’s] government; community and faith-based organizations; the media; education; business; labor; philanthropic institutions; and other individuals or organizations that work with or are familiar with hard-to-count residents.

THEREFORE, [jurisdiction] resolves that the members of the Complete Count Committee shall represent the full geographic, gender, racial, ethnic and age diversity of the [jurisdiction].

THEREFORE, [jurisdiction] resolves to establish an [Inter-Agency/Inter-Departmental] Working Group with representatives of each of the [jurisdiction’s] agencies/departments, which will meet on a regular basis to develop and implement strategies for each [agency/department] to conduct Census 2020 outreach and mobilization.

THEREFORE, [jurisdiction] resolves that the [City Manager/Chief Executive Officer/Chief Administrative Officer/Superintendent of Schools], prepare, and deliver to this body by [date], a report which sets forth [jurisdiction’s] plan to mobilize its residents to participate in Census 2020. The plan shall include an assessment of the resources and any legal authority needed to establish:

- the Complete Count Committee set forth in this resolution;
- the [Inter-Agency/Inter-Departmental] Working group set forth in this resolution;
- Census Questionnaire Assistance Centers at [jurisdiction] facilities: the plan shall address the ability of such facilities to make computer technology available for residents to complete their Census 2020 questionnaires.

The plan shall also assess the feasibility of the [jurisdiction] establishing a grant program for community-based or faith-based organizations to conduct Census 2020 mobilization activities, and shall present a recommendation regarding such a program.

Template Resolution in Support of an Accurate 2020 Census

Local outreach, assistance and promotion

THEREFORE, [jurisdiction] resolves to allocate funds in the coming budget for outreach services and materials as needed to ensure a complete count of residents during Census 2020.

THEREFORE, [jurisdiction] resolves that [name of agency and its representatives] shall develop and conduct a media and communications campaign to promote Census 2020 participation.

THEREFORE, [jurisdiction] resolves that the [name of agency and its representatives] shall identify potential partners to assist in reaching underserved communities.

THEREFORE, [jurisdiction] resolves that the [name of agency and its representatives] shall prepare and present a report to this body by [date] summarizing its efforts and outcomes to date.
Swag: Increasing Visibility & Awareness
Buttons

Informational Postcards

Bilingual Pledge Cards
COUNT ALL CHILDREN IN CENSUS 2020!

1-877-EL-CENSO / HAGASECONTAR.ORG

¡Ya viene el Censo 2020!
HAGA SU PARTE. HÁGASE CONTAR.

1-877-EL-CENSO / HAGASECONTAR.ORG

Rally Signs

Census 2020 is coming!

To your part. Get counted.

1-877-EL-CENSO / HAGASECONTAR.ORG

Adult & Children’s T-shirts
Hagasecontar.org/resources: Informational Resources for Stakeholders

Census 2020
Make yourself count in March of 2020

What is the census?
The census is a self-portrait of the nation. The U.S. Constitution requires the federal government to count everyone living in the country every 10 years. The tally must include people of all races, and ethnic groups; all citizens and non-citizens; adults and children. Every household is asked to self-respond and complete a census form (either online, by mail, or by phone) by April 1, 2020. Participating in the census is our right and responsibility.

Why does the census matter?
Census data shape the future of our community and future generations. Census data determine our political power, representation in congress, and funding for education, transportation, healthcare, and much more.

- The 2020 Census will determine how much $400 billion in federal government resources will be distributed each year for the next decade to states and localities.
- Census data are used to determine where schools, roads, hospitals, child care centers, senior centers and other services should be built.
- Key federal programs rely on data and allocations derived from the census, including:
  - Medicaid
  - Supplemental Nutrition Assistance Program (SNAP)
  - Medicare Part B
  - Highway Planning and Construction
  - Title I Grants
  - Special Education Grants (IDEA)
  - State Children’s Health Insurance Program (CHIP)
- Census data are also used for apportionment of Congressional seats and redistricting at all levels of government. It determines who represents you.
- Census data are indispensable for monitoring discrimination and the enforcement of a broad range of civil rights laws.

Key Dates

**APRIL 2019**
- Launch of NALEO Educational Fund Census 2020 public awareness campaign
- Launch of Hágase Contar sub-campaign to ensure all kids are counted

**JUNE 2019 – AUGUST 2019**
- Final decision to remove Citizenship Question from Census
- Census field test by U.S. Census Bureau to 496,000 households

**AUGUST 2019 – ON**
- In-field address canvassing. Recruitment of volunteers to conduct in-person canvassing by U.S. Census Bureau of temporary staff

**JANUARY 2020**
- The first enumeration begins in remote areas of Alaska

**MARCH – APRIL 2020**
- Self-response phase of Census 2020
- (Internet, mail, and phone survey waves of staggered mail)
- March 29 – April 4, 2020: National Waves of Action

**APRIL 1, 2020 – National Census Day!**
- April 30, 2020 – Self response to decrease chances of enumerator visit

**MAY – JULY 2020**
- Primary non response follow up operation (to households that did not self respond)

**DECEMBER 31, 2020**
The *¡Hágase Contar!* Census 2020 Campaign and NALEO Educational Fund Target HTC Geographies / Existing & Current TA Regions

<table>
<thead>
<tr>
<th>State</th>
<th>Percent HTC of Total Latino Pop.</th>
<th>2010 Undercount (0-5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arizona</td>
<td>44.34%</td>
<td>31,818</td>
</tr>
<tr>
<td>California</td>
<td>34.55%</td>
<td>113,210</td>
</tr>
<tr>
<td>Florida</td>
<td>15.96%</td>
<td>44,299</td>
</tr>
<tr>
<td>New Jersey</td>
<td>40.62%</td>
<td>8,520</td>
</tr>
<tr>
<td>New York</td>
<td>54.14%</td>
<td>21,435</td>
</tr>
<tr>
<td>North Carolina</td>
<td>17.47%</td>
<td>9,434</td>
</tr>
<tr>
<td>Texas</td>
<td>33.32%</td>
<td>74,785</td>
</tr>
</tbody>
</table>

NALEO Educational Fund Field Presence

NALEO Educational Fund Technical Assistance
January - February
- Launch of Train-the-Trainer program
- Women’s March
- January 20: MLK Day
- February: Black History Month
- February 17: President’s Day

March - April (Self Response)
Launch: QAC’s
- March 2: Read Across America Day
- March 3: Super Tuesday
- March 12 - 20: The Census is Here! (1st mailing)
- March 29th: Census Sunday
- March 31: Cesar Chavez Day
- March 29 – April 4th: Census Week of Action
- April 1: Census Day

- April 8 – 16: Reminder Letter and Paper Questionnaire
- April 20 – 27: Final Mailing Reminder
- April 30: Last Day to Self-Respond to avoid enumerator & Día del Niño

May – July (Non Response Follow Up)
Door to Door Enumeration is Here!
- May 7: National Teachers Day
- June: Immigrant Heritage Month
- July 4: Independence Day
Other Ways to Get Involved

Visit hagasecontar.org/resources and download:
✓ Our bilingual communications toolkit
✓ Various factsheets, infographics, and state by state Census impact information
✓ Template resolutions

Visit hazmecontar.org and download:
✓ Factsheet on undercount of young Latino children and other useful resources

Distribute information about census jobs: https://2020census.gov/jobs

Participate in your local CCC and reach out to your Partnership Specialist.

American Libraries Association Tip Sheet on Working with Libraries for a Full Count – Download

Join our campaign:
✓ Text “NALEOMEMBER” to 97779
✓ Text “KIDSCOUNT” to 97779
✓ Text “CENSUS” to 97779
✓ Text “CENSO” to 97779

Partner on key dates and national days of action and print and distribute Census awareness swag and materials

Promote:
✓ Bilingual national hotline 877-EL CENSO
✓ hagasecontar.org website

Distribute accurate and up to date information on Census by:
✓ Participating in a training webinar
✓ Host or participate in a Train the Trainer series

Use our Back to School tools
Thank you

Lizette Escobedo
lescobedo@naleo.org
Twitter: @NALEO

naleo.org | hagasecontar.org
Deborah Stein

Network Director
Partnership for America’s Children
• Network of **52** multi-issue, independent, nonprofit, nonpartisan, state and local child advocacy organizations in **41 states**

• The Partnership co-leads the **Count All Kids Initiative** with Coalition on Human Needs, First Focus, and Zero to Three.
• Initiative and advocacy coalition working to count young children in the census
• Works nationally with the Census Bureau to improve the count of young children
• Supports over 70 national organizations and organizations in all 50 states with information and strategies to bolster the count of young children
In a nutshell…

• The number of young children missed in the census is large, growing, and hurts young children.

• Young children are missed even when adults are counted; we need different strategies to count young children.

• Count All Kids is providing resources that can improve the count of young children.
Being counted helps young children thrive

• Stronger **political representation** for their communities
• More **federal funding** from key kids programs like Medicaid, CHIP, foster care, child care, Title 1 schools, special education, WIC, and many more
• More **reliable planning** for schools, governments and businesses like grocery stores that serve children
Missing kids hurts their communities

- Large undercounts in 2010 mean that states are losing over a half billion dollars a year from just 5 programs.
- Communities that miss large populations may be disqualified from federal grants such as lead poisoning prevention.
THE UNDERCOUNT OF YOUNG KIDS IS LARGE AND GROWING
1 in 10 children 0-4 were missed in the 2010 census. That’s more than 2 million uncounted children.
Since 1980, more young children have been missed every decade while the coverage of adults has improved.
Young children had by far the highest net undercount of any age group in the 2010 census.
Black and Hispanic children are missed at more than two times the rate of white children. We have no data on other races and ethnicities.
CHILDREN MOST AT RISK OF BEING MISSED

- Children who are not the child of the householder
- Hispanic or racial minorities
- Linguistically isolated homes
- Children living with a single mother
- Children living in renter-occupied housing and multiunit buildings
- Very young children (months old)
- Children in poor households
WHY ARE CHILDREN MISSED?
• Young children are more likely to live in hard-to-count households

• Many young children are left off the census form
COUNTING ALL KIDS: A STRATEGY
• **Identify** populations of hard to count children
• Conduct **message research**
• Develop **outreach tools** to persuade families to count children
• **Disseminate** knowledge, tools, and resources
WHERE ARE KIDS AT RISK OF BEING MISSED

- In early January the Hard To Count map will have data on high, medium, and low risk young child census tracts
- https://www.censushardtocountmaps2020.us/
MESSAGE RESEARCH: FOCUS GROUPS AND SURVEYS
COUNT ALL KIDS MESSAGING RESEARCH ON FAMILIES WITH YOUNG CHILDREN

- Lake Research conducted:
  - **11 focus groups** with families and 2 with providers
  - **Online survey with** 800 parents with children under 5 nationwide who make less than $50K a year.
MANY WILL LEAVE KIDS OFF

- Nearly one-in-five parents would not include their children under 5 on the census (10%) or are not sure if they would (8%)
- The most frequent reasons were confusion about whether they should be counted at all, or confusion about why the government needs to know about the young children.
- Other reasons include part-time or temporary residence in the home
CONVENIENCE
Knowing it takes 10 minutes to complete makes parents much more likely to fill out the census (76% more likely, 53% much more likely).

PRIVACY
Highlighting the privacy guarantee makes a majority of parents more likely to fill out the form (62%). Penalty is up to five years or $250,000 fine.
TOP STATEMENTS ABOUT COUNTING CHILDREN

Highlight the link between the census and local school funding, how the census helps local governments plan for the future, and the impact a miscount could have on a two-year-old’s childhood.

It makes little difference if a dollar amount is tied to services and programs; both are strong.
### Top Statements About the Census

Counting your children in the census means your local schools will get more funding for your children  

*The census helps local government plan for the future and determines the level of funding programs and services young children receive from the federal government, including our schools, child care,…*

*Census data will help local government plan for the future and determine where more than $800 billion a year in federal funding goes, including medical services, WIC, child care, funding for public schools,…*

The census happens once every ten years, so if we don't count a two-year-old, your community will have less funding for education, child care, and other services they need for 10 years, most of their…

<table>
<thead>
<tr>
<th>Statement</th>
<th>Important</th>
<th>Not sure</th>
<th>Not Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Counting your children in the census means your local schools will get more funding for your children</td>
<td>82</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td><em>The census helps local government plan for the future and determines the level of funding programs and services young children receive from the federal government, including our schools, child care,…</em></td>
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<td>7</td>
<td>11</td>
</tr>
<tr>
<td><em>Census data will help local government plan for the future and determine where more than $800 billion a year in federal funding goes, including medical services, WIC, child care, funding for public schools,…</em></td>
<td>82</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>The census happens once every ten years, so if we don't count a two-year-old, your community will have less funding for education, child care, and other services they need for 10 years, most of their…</td>
<td>81</td>
<td>11</td>
<td>9</td>
</tr>
</tbody>
</table>
IT HELPS TO:

• Give **examples of what the losses will be if children are not counted**

• Include the values-oriented fact that **missing children for the next ten years is missing them for most of their childhood**

• **Talk about the changes in the past ten years and the benefits of accurately counting children**
ENLIST TRUSTED MESSENGERS

- Family
- Pediatricians
- Childcare providers
- Home visiting staff
- Family resource and guidance centers
- Librarians
- Teachers
- Faith communities
## Use These Social Media

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>81</td>
</tr>
<tr>
<td>YouTube</td>
<td>77</td>
</tr>
<tr>
<td>Instagram</td>
<td>50</td>
</tr>
<tr>
<td>Snapchat</td>
<td>39</td>
</tr>
<tr>
<td>Pinterest</td>
<td>30</td>
</tr>
<tr>
<td>Twitter</td>
<td>23</td>
</tr>
<tr>
<td>Reddit</td>
<td>9</td>
</tr>
</tbody>
</table>
CAMPAIGN TOOLS COMING TO COUNTALLKIDS.ORG

- Posters, flyers in many languages
- Toolkit for Complete Count Committees
- Slide deck and fact sheet for providers
- Fact sheet on who to count
- Resources from national partners like Sesame Workshop
- Targeted tools for foster kids, homeless
- Sign up for campaign at countallkids.org
Eric Lotke

Center for Advocacy

National Education Association
What can Educators do?

- Trusted messengers
- We must offer; people will ask
- Hard-to-Count Communities: School may be primary family connection to English language or government services
- Easy-to Count: Connection to those HTC younger siblings (0-5, pre-K)
Lesson plans
Different grades and subjects
Aligned with Common Core
Statistics in Schools
Week March 2 – 6, 2020
What can Educators do?

**History**
"I Have a Dream" – Learning About Martin Luther King Jr.: Students analyze census data and graphs that demonstrate how lives of African-Americans have changed since civil rights leader Martin Luther King Jr.

**Math**
Fitting a Line to Data: Investigates the relationship between earnings and different levels of educational attainment by creating a scatter plot, adding an approximate line of best fit to the plot, and judging the line’s accuracy.

**Pre-K**
I Count, You Count: 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 tables and chairs).
What Can NEA Do?

- WEB PAGE: NEA.org/census

- ARTICLES: In *NEA Today, Education Votes*
What Can NEA Do?

POSTERS

By Marka 27
What Can NEA Do?

• Posters with four individual constituencies (African American, Hispanics, disability, hijab)

• Group poster representing many diverse constituencies
What Can NEA Do?

- **STICKERS**: For students to wear home
- **FLYERS**: to explain what and why and how to **English, Spanish, Arabic, Mandarin, Vietnamese** …
- **VIDEOS**: … all with the same look and feel, via Marko 27.
What Can Local Affiliates Do?

• Include Census information in articles, emails or meetings

• **Coordinate with community partners.**  
  Yes, please! Reach out to us ... if we haven’t reached out to you

• Coordinate with district administration. Questionnaire Assistance Centers?
What can Educators do?

BACKPACK MAIL!
QUESTIONS?
Upcoming Webinars

**Future Webinars:**
- Census Messaging: Part 2
- Redistricting and Reapportionment
Contact Information

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