March 3rd, 2020

Dear Advocates and Partners:

On March 12, the Census Bureau will send out the first mailings inviting people across the country to go online to fill out the Census. As a part of New York Counts 2020 and Count All Kids, CCC has supported a four part strategy for increasing the number of young children counted in the census. They are:

1. To support you in understanding what the Census is, how communities are counted, and locating the areas with the most children at risk of being missed, and identify why those children are at risk.
2. To provide message research on why families and caregivers leave young children off their census responses and what messages will persuade them to respond so you can be the most effective messenger on the 2020 Census.
3. To share tools and materials for reaching families and supporting them to complete their Census forms in ways that are creative, useful, and engaging.
4. To learn how you can collaborate with Census partners, complete count committees, advocates, libraries, and other community leaders as we Get Out the Count.

As we enter the Get Out the Count period, we have created a digital toolkit where you can access a selection of Census materials, resources, and content geared towards ensuring every young child in your community is counted. Below is a snapshot of some of those resources with a more comprehensive set of resources you can access here.

We hope you may find these resources a valuable addition to your own Census outreach efforts. If you wish to include any additional materials, have questions, request trainings/presentations, or would like to reach out to our campaign team you may contact: Carlos Rosales, Community Outreach & Engagement Associate at crosales@cccnewyork.org.

Sincerely,

The CCC Team
Census Tracts In Your Community at Very High Risk of Missing Children

Using information on data.cccnewyork.org, CCC created profiles for all 59 Community Districts in New York City. These profiles highlight the share of households in each community who may face barriers to participating in the 2020 Census, such as limited English proficiency or lack access to broadband internet, as well as low-income households and households head by a single-parent who are at risk of being undercounted, which contributes to the undercount of young children.

The Population Research Bureau and Dr. Bill O’Hare has also completed research on which factors identify areas where children are at very high risk of being missed. These areas often are in different places than the areas that might miss lots of adults. The PRB/O’Hare data is now available on the hard to count map so that you can identify which census tracts have large numbers of children at very high risk of being missed, and what factors put those children at risk.

On Thursday, February 13, Count All Kids offered a webinar explaining the research and how to locate the data on the CUNY hard to count map. The recording and a companion fact sheet are available here; and additional PRB research is here.

Message Research

The Count All Kids research was initially released in September, 2019; the recording of a webinar is available here. On March 4, Count All Kids will make available a message memo explaining how to incorporate the findings in your outreach. The week of March 9, they will offer a webinar on those findings.

Outreach Tools

Many tools are now available, both specifically about children and more generally about the census. As new ones become available we will send out notices. Here is a description of current and planned resources and when they will be available.

- You can now access a google drive with a selection of child-focused resources here. The google drive also includes content from several key Census partners mentioned here including resources from the Census Bureau, Count All Kids, and New York Counts 2020. Additional links to external Census webpages are at the end of this letter.
- On February 22, Sesame Workshop released PSAs/videos, posters, and fact sheets in English and Spanish using muppets that you can use in your outreach; their materials were created
using our message research. One of the posters is in grayscale for printing on letter sized paper so that it can be printed on any printer. You can find those materials here.

- Additional resources for counting young children in Hispanic and Latino communities are available here.
- Additional resources for Asian American communities are available here.
- Additional resources for Arab American communities are available here.
- The Census Counts Campaign is also making materials from national partners available here: they include resources that are focused on counting other constituencies often missed in the census.
- Count All Kids published a toolkit to help complete count committees and advocates plan their work specifically for counting young children. This includes background information on missing young children in the census, a factsheet and powerpoint to educate providers, two fact sheets on how to count children in many different family situations, a template letter for child welfare agencies to give their foster families to ensure that foster children are counted, and a template letter for organizations that work with homeless people. You can see it here.
- On March 4, Count All Kids will post a set of outreach materials including a poster in English and Spanish, a palm card or flyer in English and Spanish, social media tools and a message memo, for general outreach. Over the next weeks we will translate those resources into a number of additional languages and upload them. We will send out notices as they become available. We anticipate that you will also be able to order printed copies from their fulfillment house, at cost, for delivery about two weeks later.
- Nickelodeon is also producing a PSA, but we don’t have an availability date yet.
- The week of March 9 Count All Kids will offer a webinar that reports on their latest message research and also introduces you to the outreach materials they have developed. They also plan to release a set of materials for April 1, with a special message for counting all children in your home that day if they have no other permanent home.

Key Dates For Engaging Communities

New York Counts 2020 is now hosting a calendar which includes all events, trainings, conferences, etc. You can access it here. Please feel free to share it widely and submit any Census event you are hosting.

Statistics in Schools week is March 2-6. You can find a guide for each day here.
March 12th is the first day that the Census Bureau will mail out invitations to fill out the census online or by phone. Starting March 12, Census Counts will coordinate a set of kickoff activities that will be on that calendar.

On March 18th, Count All Kids is asking everyone to undertake some local activities to highlight the need to count all children. They will undertake some national activities that are still being designed.

On March 25th, the Federation of Pediatric Organizations will have Every Child Counts Day. The pediatric community will encourage the adults they interact with to count every child living in their homes in the 2020 Census.

April 1st is the official reference day to help you understand who to count. Census partners will have special resources to help you reach out to count children who are living somewhere temporarily. You should always count anyone who lives and sleeps at the same address most of the time (even if they are not part of your own household). If someone is in your home on April 1st, you should count them including situations where:

- they split their time evenly between households,
- you don’t know where they spend most of their time, or
- if they have no permanent home

Census partners will continue to publish additional resources and activities as we identify the most important ways to Get Out the Count.

Additional Links to Even More Census Resources

Citizens’ Committee for Children Census Campaign - Every Child Counts! NYC
- CCC’s Community District Profiles
- Organization Home Page: https://www.cccnewyork.org/

- Events Calendar: https://newyorkcounts2020.org/events/

Census 2020 HTC Map - CUNY: https://www.censushardtocountmaps2020.us/


Count All Kids - Partnership for America’s Children: [https://countallkids.org/](https://countallkids.org/)

NYC Census 2020: [https://www1.nyc.gov/site/census/index.page](https://www1.nyc.gov/site/census/index.page)

NYC Library Events
- BPL - [https://www.bklynlibrary.org/census](https://www.bklynlibrary.org/census)
- NYPL - [https://www.nypl.org/census2020](https://www.nypl.org/census2020)
- QPL: [https://www.queenslibrary.org/calendar?searchField=census&category=calendar&fromlink=after_cal&searchFilter=](https://www.queenslibrary.org/calendar?searchField=census&category=calendar&fromlink=after_cal&searchFilter=)


We Count! Children's Book by Simply Put: [https://www.wecountkids.org/](https://www.wecountkids.org/)