



Resources Supporting Communities

Counting Young Children in the 2020 Census

Counting everyone once, only once, and in the right place

An estimated 5 percent of kids under the age of 5 weren't counted in the 2010 Census. That's about 1 million young children, the highest of any age group.

We need your help closing this gap in the 2020 Census. Here's what our research tells us about why young children are missed and what you can do to help make sure they are counted.



Common situations where young children aren't counted

How you can help?



The **child splits time between two homes.**

The child lives or stays with **another family or with another relative such as a grandparent.**

- Emphasize that the census counts **everyone where they live** and sleep most of the time, even if the living arrangement is temporary or the parents of the child do not live there.
- If the child truly spends equal amounts of time between two homes, count them where they stayed on **Census Day, April 1**. Coordinate with the other parent or caregiver, if possible, so the child is not counted at both homes.
- If it's not clear where the child lives or sleeps most of the time, count them where they stayed on Census Day, April 1.



The child lives in a **lower income household.**

- Explain to service providers and families that responding to the census helps determine **\$675 billion in local funding** for programs such as food stamps (also called the Supplemental Nutritional Assistance Program or SNAP), the National School Lunch Program, and the Children's Health Insurance Program (CHIP). When children are missed in the census, these programs miss out on funding that is based on the number of children counted.



The child lives in a household with **young parents or a young, single mom.**

- Explain that filling out the census yourself, on your own schedule, is easier than having to respond when a census worker knocks on your door. Remind these households that the form should **only take about 10 minutes** to fill out and can be done online or over the phone, in addition to mailing it back.
- Encourage moms with young children to ask other household members to count them and their children on the form if others live in the household.



The child is a **newborn.**

- Emphasize that parents should **include babies** on census forms, even if they are still in the hospital on April 1.
- **Encourage facilities** providing services to newborns to remind parents about the importance of counting their children on the census form.
- Highlight the fact that the census form only takes about 10 minutes to complete, and parents can **fill it out online or over the phone in addition to paper** at a time that works best for them.

Common situations where young children aren't counted

How you can help?



The child lives in a household that is **large, multigenerational, or includes extended or multiple families.**

- Remind the person filling out the form to count all children, including nonrelatives and children with no other place to live, even if they are only living at the address temporarily on April 1.
- Spread the word that the census **counts all people living or staying** at an address, not just the person or family who owns or rents the property.



The child lives in a household that **rents or recently moved.**

- Encourage renters and recent movers to complete their census forms **online or over the phone**, right away. That way they don't need to worry about paper forms getting lost in the move.
- **Focus efforts** on multiunit buildings that are likely to have renters.



The child lives in a household where they're **not supposed to be**, for one reason or another.

- Please explain to those that have children living in places where they aren't allowed (for example, grandparents in a seniors-only residence that have a grandchild living with them, a family with more people, including children, than the lease allows) that they should include the children because the **Census Bureau does not share information** so it can't be used against them.
- Emphasize the Census Bureau's legal commitment to keep census **responses confidential.**
- Explain that the Census Bureau **will never share information** with immigration enforcement agencies like Immigration and Customs Enforcement (ICE), law enforcement agencies like the police or Federal Bureau of Investigation (FBI), or allow this information to be used to determine eligibility for government benefits.



The child lives in a **non-English or limited-English speaking** household.

- **Conduct outreach** and create resources in non-English languages that highlight the importance of counting young children.
- **Encourage non-English speakers to self-respond** to the census and let them know that for the 2020 Census, the online form and telephone line will be available in 13 languages, including English. Language guides will be available in 59 languages other than English.



The child lives in a household of **recent immigrants or foreign-born adults.**

- Work with community members to conduct outreach in neighborhoods with recent immigrants. **Focus efforts** on the **community's gathering places** like local grocery stores, places of worship, and small restaurants.
- Emphasize the **Census Bureau's legal commitment** to keep census responses confidential. Explain that the Census Bureau will never share information with immigration enforcement agencies like Immigration and Customs Enforcement (ICE), law enforcement agencies like the police or Federal Bureau of Investigation (FBI), or allow this information to be used to determine eligibility for government benefits.

Early Childhood Virtual Resource Fair

Name of Resource Program and/or Group:

Excel By 5, Inc.



Contact Information:

Person: Eileen Beazley

Phone: 601.918.3672

E-Mail: ebeazley@excelby5.com

Services Provided to Early Childhood

Excel By 5 is designed to support communities to work collaboratively by connecting all citizens, agencies, businesses, and education entities to maximize their roles to support their youngest citizens to enter kindergarten happy, healthy, and ready for life-long success.

Excel By 5 coaches communities by:

- Connecting communities with identified resources to increase access and utilization of services for young children and families specifically in areas of early education and health
- Connecting early education systems (private early education centers, Head Start, In-Home providers, and local public and private K-12 school systems)
- Providing frequent networking opportunities within the State Excel by 5 community network to provide cross community collaboration work sessions.

Is there a cost for your services or program?

Yes No

Website Link: www.excelby5.com

Other links for your services:

Early Childhood Virtual Resource Fair

Name of Resource Program and/or Group:

The Child Health and Development Project,
Mississippi Thrive!



Contact Information:

Person: Callie Poole

Phone: 907-209-4043

E-Mail: callie.poole@ssrc.msstate.edu

Services Provided to Early Childhood

The Mississippi Thrive project team is working with families, healthcare providers and early childhood professionals to foster positive caregiver and child interactions, enhance attention to developmental milestones and strengthen children's brain architecture.

We connect child care professionals with FREE resources with information on the following:

- Brain development in young children
- Developmental milestones
- Family engagement
- Talking with parents about developmental concerns
- Resource maps and links to services and supports to share with children and families
- Connections to training and professional development opportunities through state agencies and others. Training module topics include: Brain Building; Vroom; Serve & Return Interactions; Responding to Young Children's Challenging Behavior; Implicit Bias and Early Childhood Developmental Health; and Social Emotional Support of Children during Challenging Times.
- Classroom activities that support the development of important skills
- Connections to developmental screening tools
- Educational materials

Is there a cost for your services or program?

Yes No

Website Link: MississippiThrive.com

Other links for your services:

Early Childhood Virtual Resource Fair

Name of Resource Program and/or Group:

Save the Children Early Steps to School Success Program



Contact Information:

Person: Shenika King or Yolanda Minor

Phone: 662-302-1856 or 601-334-7122

E-Mail: sking@savethechildren.org or yminor@savethechildren.org

Services Provided to Early Childhood

Early Steps to School Success provides early childhood education services to pregnant women and children birth to five years of age, education services to their parents, and ongoing staff training to the community. The program is designed to assist children with the skills and knowledge to successfully support their child's development.

Program Activities

Regular home visits from a trained early childhood educator
Parent/child education groups in school and community settings
Child play groups and storybook hours
A book bag lending program for children 0-5 years old
Transition to school activities for children 3-5 years old
Community referrals and follow-up

Is there a cost for your services or program?

Yes No

Website Link: www.savechildren.org

Other links for your services: <https://www.savethechildren.org/us/what-we-do/emergency-response/coronavirus-outbreak/resources/weekly-schedules-at-home-learning-grades-pre-k-6#youngchildren>

Early Childhood Virtual Resource Fair

Name of Resource Program and/or Group:

United Way of Northeast Mississippi



United Way
of Northeast Mississippi

Contact Information:

Person: Robin McKinney

Phone: 662-841-9133

E-Mail: robin@unitedwaynems.org

Services Provided to Early Childhood

Each United Way across Mississippi offers different programs and resources for their community. The best way to find out exactly what is available in your community is to contact your nearest United Way. You can find all United Ways in Mississippi at <https://www.unitedway.org/local/united-states/mississippi>

Most United Ways partner with other nonprofit organizations to provide a wide variety of programs related to health, education, and financial stability. Many of these programs would be wonderful resources for your families. These programs include critical assistance such as food pantries, shelters, rent and utility assistance, clothing, and similar needs. United Ways also fund programs for academic enrichment, such as 4-H, Boys & Girls Clubs, Boy Scouts, and Girl Scouts, as well as other after-school or summer programs and clubs.

Early childhood is an especially important focus for many United Ways right now. In Northeast Mississippi, we support the Early Childhood Coalition serving Lee County (and some surrounding areas), which is a part of both Excel By 5 and the Mississippi Campaign for Grade-Level Reading. Many of our sister United Ways are involved in both of those programs. United Way Worldwide also has a Born Learning program, focused on early childhood, so we have those resources to share with families and childcare providers.

2-1-1 is a statewide hotline that you can share with your families if they are in need of assistance or resources. 2-1-1 operators can connect callers with programs and organizations across the state.

United Ways exist to be resources in our communities, and we highly encourage you to call us if there is any way we can help!

Is there a cost for your services or program?

Yes

No

Website Link: unitedwaynems.org or unitedway.org

Other links for your services: