

CALIFORNIA STUDENTS Count CENSUS 2020 ✓

How Does Participation in the Census Impact Your School and Community?



Over 210,000 young children in California were missed from the last decennial census. This time around, we need

the 2020 Census to reflect an accurate count to make sure our students and their communities have the resources they need to thrive for the next ten years. Each year, California receives roughly \$115 billion in public funding for important community services like schools, health care, child care and much more.

A complete count helps to:

- ▶ Ensure that a state gets the amount of federal program funding a school needs per student.
- ▶ Determine funds to support schools that are underperforming and can use additional support, as well as schools that are doing really well to ensure they can keep it up.
- ▶ Determine funds for services that support special education students including specially trained staff like psychologists, one-to-one teacher assistants, and resources for teachers.

Knowing how many children live in a community is the foundation of many important community decisions.

An accurate count can help determine if your community has any of the following needs:

- ▶ If a new school needs to be built.
- ▶ If a new library needs to be opened.
- ▶ If a hospital needs to be opened or made more accessible.
- ▶ If a Head Start for pre-K children should be expanded.



Newborns and toddlers are often left off of the census because parents don't realize they need to be counted, but what if there are more kids

born in your community today than ten years ago? Your community may need a new school, but we won't know unless ALL kids are counted!

An accurate census count will set up current and future students with resources for the next decade - which could be the whole of their childhood.

KEY DATES:

JANUARY/FEBRUARY

- ▶ You can help build awareness about the 2020 Census through outreach events and education campaigns.

MARCH

- ▶ Census Bureau sends materials to most households with information about how to respond online, including their unique household ID.
- ▶ The self-response phase of Census 2020 begins!
- ▶ You can encourage and motivate families to complete the ten minute survey online.

APRIL

- ▶ Census Awareness Week takes place March 23 - April 9, 2020.
- ▶ April 1st is National Census Day! By this date, most homes will have received an invitation to participate in the 2020 Census.
- ▶ When responding to the census, families will note where they live as of April 1, 2020.

MAY

- ▶ Census officials, or *enumerators*, will begin door-to-door outreach to try to collect missing responses.



Los Angeles County
Office of Education



www.allinforhealth.org/KidsCountCensus2020

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School Resources Affected by Census Data



\$1.7 Billion
Title I Grants



\$1.2 Billion
Head Start Programs



\$1.3 Billion
Education Grants

\$3.6 Billion
Federal Pell Grants



\$1.1 Billion
Special Supplemental Nutrition Program for Women, Infants, and Children

\$2.3 Billion
Child Care and Development Block Grant



\$503 Million
School Breakfast Program

Source: Counting for Dollars 2020

It is crucial we help our communities understand the importance of the census. As a trusted messenger for your students and their families, we're counting on YOU to help encourage them to be counted!

Five Ways YOU Can Help!

- 1 GET INFORMED** about how the 2020 Census impacts you and your school.
- 2 SPREAD THE WORD** to parents, teachers, and your community about the importance of the 2020 Census. — Visit 2020census.gov/educators for curriculum tips to integrate the importance of the census.
- 3 LEARN** about how to complete the new questionnaire and the timeline to help explain logistics to families.
- 4 PLEDGE** to make sure all students in your school community get counted and encourage parents and colleagues to pledge that they will be counted. — Visit allinforhealth.org/kidscountcensus2020 to make your pledge!
- 5 HOST** a census training, presentation or event to help parents stay informed. — Offices of Education across California have funds to conduct outreach for the 2020 Census. Check out: census.ca.gov/resource/school — Partners like us at ALL IN are here to help! Email allinforhealth@childrenspartnership.org to request a census presentation or event.

Resources:

To access resources to help you with 2020 Census outreach visit:

- ▶ www.allinforhealth.org/kidscountcensus2020
- ▶ www.first5association.org/census-2020-resources
- ▶ www.hagasecontar.org
- ▶ www.lacoe.edu/home/census
- ▶ www.census.gov/schools
- ▶ www.wecountla.org
- ▶ www.countallkids.org

