



Everyone Counts in 2020...including Kids!

Association of Pediatric Program Directors Conference
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The 2020 Census Will Shape America for the Next Ten Years

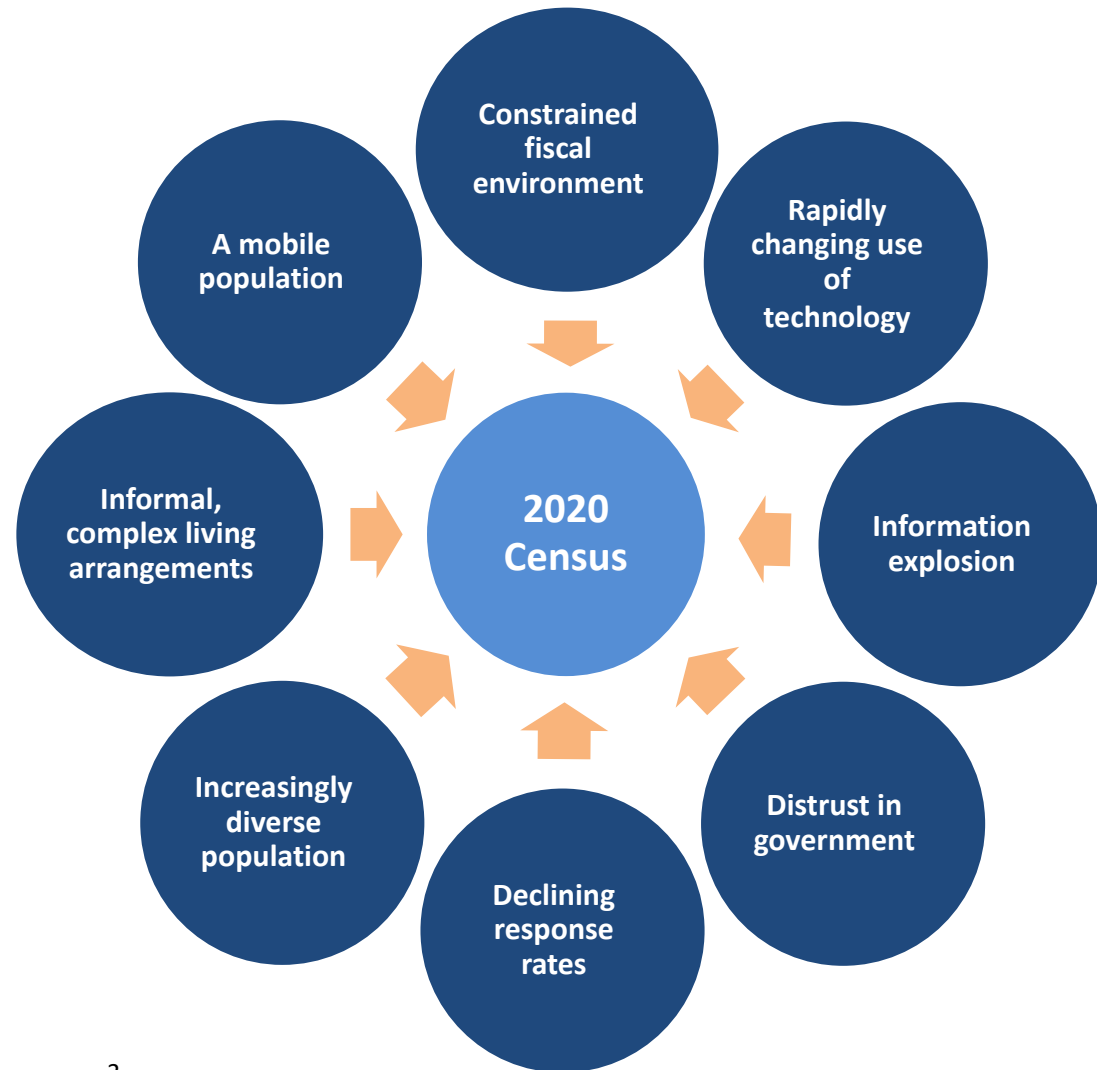


- The U.S. Constitution directs a census to be conducted every ten years to determine state representation in the U.S. Congress.
- Federal funding, currently more than \$675 billion every year, is allocated based on the census, affecting transportation, housing, education, **healthcare**, and many more vital services delivered to the American people.
- **These outcomes affect every person and every child in the United States and the count must be accurate.**

Achieving an Accurate 2020 Census Is Challenging

The Census will be conducted during 2020 in an environment that is more challenging than ever before.

Polarized society
Distrust of government
Presidential Primaries
Citizenship question
Fear of retribution



Counting Kids Is Also Challenging

An estimated **5 percent** of kids under the age of 5 were missed in the 2010 Census. That's about 1 million young children, the highest of any age group.

Some of the factors that contribute to young children not being counted in the census:

- The child is a newborn
- The child splits time between two homes
- The child lives or stays with another family or another relative such as a grandparent
- The child lives in a lower income household
- The child lives in a household with young parents or a young, single mom
- The child lives in a non-English or limited-English speaking household

While These Challenges are Big, They Are Not New To The Census

Convincing the American people to participate has always been a challenge.
Motivating response is based on three simple truths that have not changed.

The Census is **Important**

The Census is **Easy**

The Census is **Safe**

How Do We Motivate People to Answer the Census?

An Integrated Partnership and Communications Campaign

- Built on prior decades of success using paid advertising and engaging partner organizations
- More than 1,500 professional partnership specialists partnering with 300,000 national and local organizations
- Many campaign components, including heightened social media engagement, digital advertising, Statistics in Schools, and partnerships at the local and national levels.

Campaign Theme

Shape Your Future: Start Here

4 Campaign Phases in 2020

Awareness launches in January

Motivation kicks off in March

Reminder starts in May

Thank You closes the campaign in August

Multiple Channels

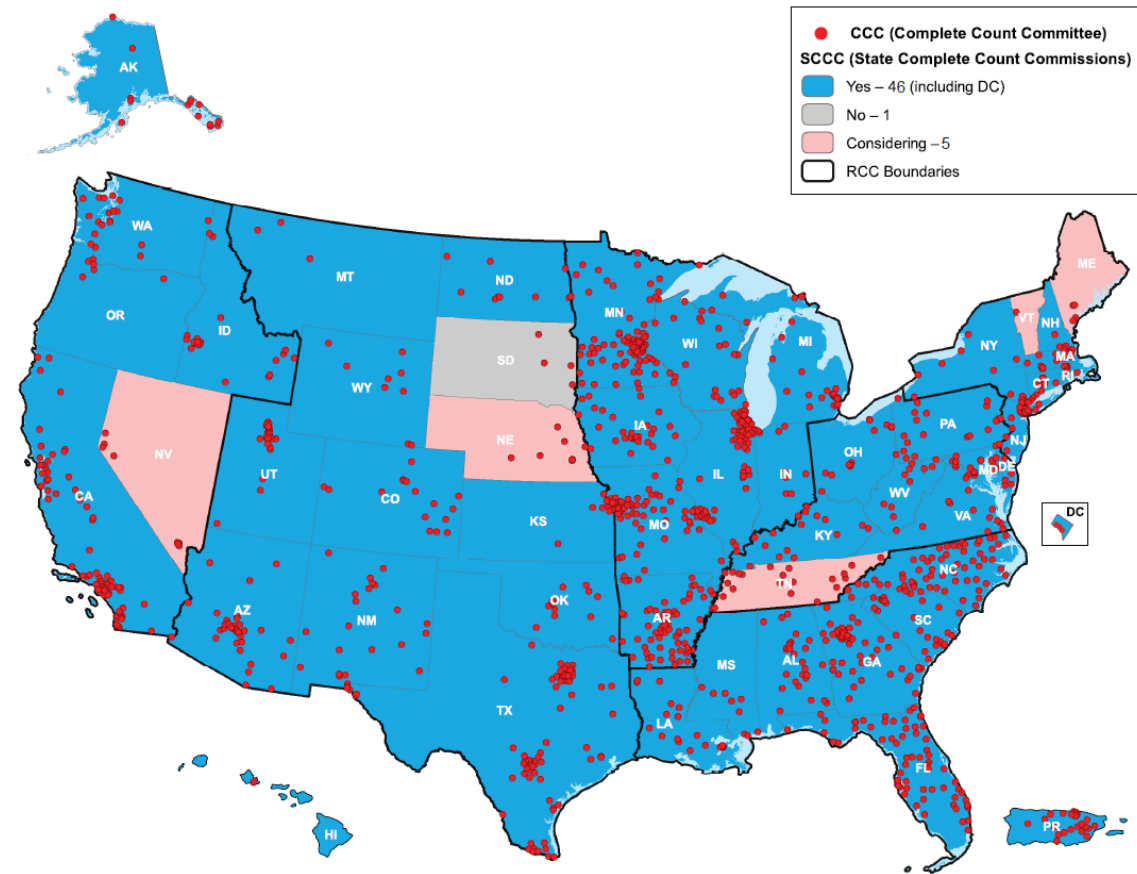
Print, radio, TV, digital, out-of-home

Many Languages

English and 12 non-English languages

Enlisting More than 300,000 Trusted Voice Partners Nationwide to Focus on Hard to Count Populations

- American Indian and Alaska Native (AIAN) leaders
- Foreign born and non-English speaking communities
- Renters in rural and urban areas
- Children under 5
- LGBTQ outreach
- Faith-based leader engagement
- State, tribal, and local governments
- Complete Count Committees in every state and locality
- Community leaders, non-profits, and social service organizations can mobilize their constituents
- Partnerships with national NGOs and Fortune 500 companies
- Statistics in Schools materials for teacher and students
- Census on Campus outreach

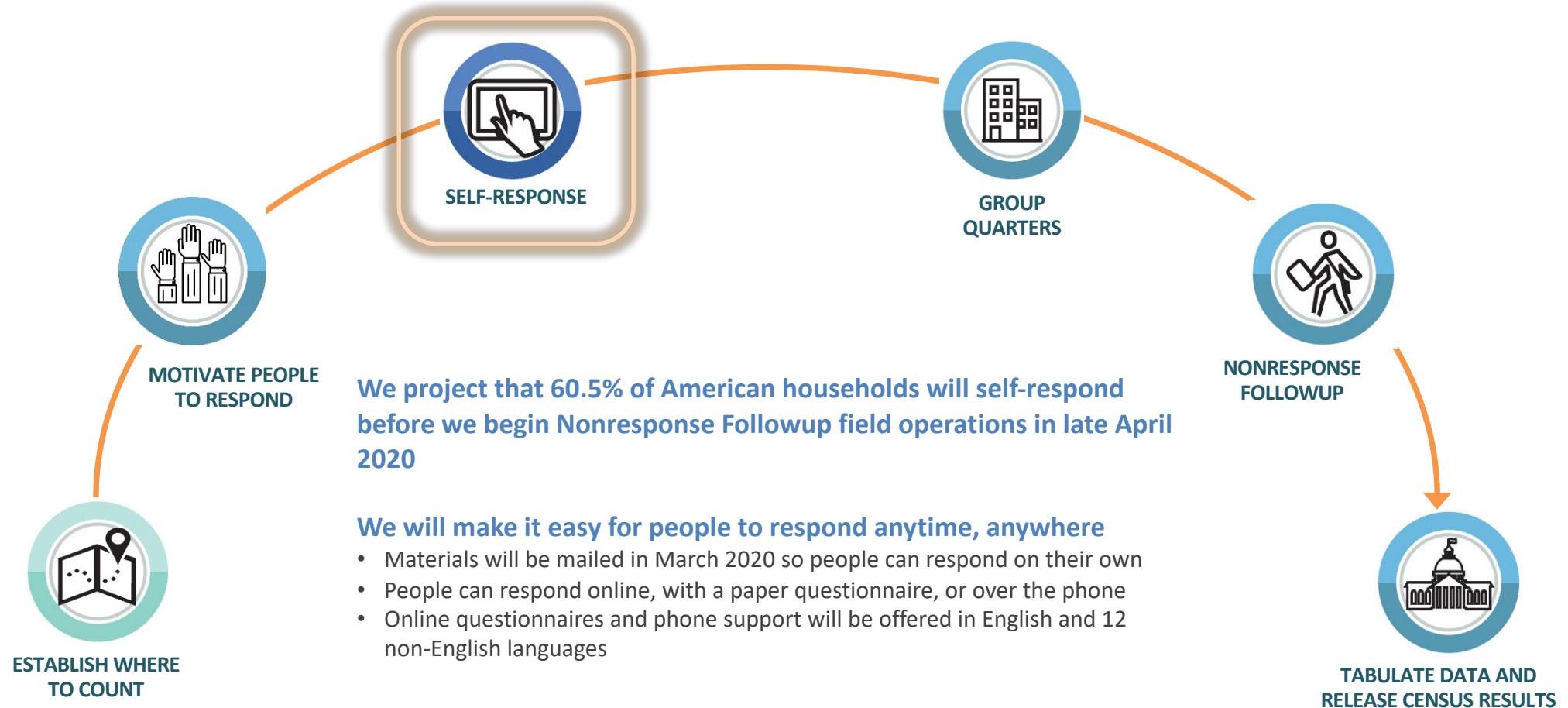


46 state-level Complete Count Commissions and more than 1,500 local Complete Count Committees as of March 20, 2019

How Partners Actively Participate in the 2020 Census

- Partner organizations actively support an accurate 2020 Census count of all people living in the United States. <https://2020census.gov>
- Partners form or join Complete Count Committees in their area and use the Census Bureau's Response Outreach Area Mapper to inform their strategy to reach every resident in their community. <https://www.census.gov/roam>
- Partners spread the word about more than 500,000 temporary census jobs that peak in the spring of 2020. <https://2020census.gov/jobs>
- Partners urge everyone in their sphere of influence to self-respond to the census in late March and April 2020.
 1. The Census is Important
 2. The Census is Easy
 3. The Census is Safe

People Can Respond in Four Ways – Online, Phone, Paper, or with a Census Taker (Enumerator)



When Will Households Receive Census Letters and Questionnaires?

Self-Response

- Two-panel design: Internet First (invitation letter on first contact) and Internet Choice (questionnaire on first contact)
- Internet First panel is divided into four cohorts to best distribute calls to Census Questionnaire Assistance
- Internet Choice panel is in a single cohort, mailed on the same schedule as Internet First, Cohort 2

MARCH							APRIL						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7				1	2	3	4
8	9	10	11	12	13	14	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18
22	23	24	25	26	27	28	19	20	21	22	23	24	25
29	30	31					26	27	28	29	30		

Dates in the table below are in-home dates.

Panel	Cohort	Mailing 1 <i>Letter (Internet First) or Letter + Questionnaire (Internet Choice)</i>	Mailing 2 <i>Letter</i>	Mailing 3* <i>Postcard</i>	Mailing 4* <i>Letter + Questionnaire</i>	Mailing 5* <i>"It's not too late" Postcard</i>
Internet First	1	March 12, 2020	March 16, 2020	March 26, 2020	April 8, 2020	April 20, 2020
	2	March 13, 2020	March 17, 2020	March 27, 2020	April 9, 2020	April 20, 2020
	3	March 19, 2020	March 23, 2020	April 2, 2020	April 15, 2020	April 27, 2020
	4	March 20, 2020	March 24, 2020	April 3, 2020	April 16, 2020	April 27, 2020
Internet Choice	N/A	March 13, 2020	March 17, 2020	March 27, 2020	April 9, 2020	April 20, 2020

What Languages Can People Answer the Census In?

Internet and Phone Response Options Advertising Campaign

- English
- Español
- 中文
- Tiếng Việt
- 한국어
- Русский
- الْعَرَبِيَّة
- Filipino
- Polski
- Français
- Kreyòl ayisyen
- Português
- 日本語

Field Enumeration Instrument and Forms, Paper Questionnaires and Mailing Materials

- English
- Español

Video and Print Language Guides, Glossaries, Language Identification Cards

- 59 non-English languages
- Language guides include American Sign Language, Braille, and Large Print

What to Expect During the Next 24 Months

1. **Address Canvassing** – 50,000 field employees – August/September 2019
2. **Peak Recruitment Drive** – 2.5 million applicants – October 2019 through March 2020
3. **Nation's first enumeration in rural Alaska** – begins January 21, 2020
4. **Letters, questionnaires, and reminder postcards to households** – March 12 through April 27, 2020
5. **Census Day – April 1, 2020**
6. **Peak Field Operations** – 500,000 employees – March through July 2020
 1. **Update Leave** – March 2020
 2. **Group Quarters Enumeration** – April 2020
 3. **Nonresponse Followup** – May through July 2020
7. **State-level apportionment counts** delivered to President no later than December 31, 2020
8. **Redistricting data** delivered to states no later than April 1, 2021

How Can Pediatricians Help?

Pediatricians are **trusted voices** in your communities. We need your help in conveying the importance of counting young children to parents and caregivers to ensure an accurate and complete count.

1. Explain to service providers, caregivers, and families that responding to the census helps determine more than **\$675 billion** in federal funding used at the local level for programs such as food stamps (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.
2. Urge parents and caregivers with young children to be sure they include all young children living in their household during the census.

How Can Pediatricians Help?

3. Emphasize that parents and/or caregivers should include babies on census forms, even if they are still in the hospital on **April 1, 2020**.
4. Encourage facilities providing services to newborns to remind parents and/or caregivers about the importance of counting their children on the census form.
5. 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.

In Closing, I Invite You to Be an Active Partner Throughout the 2020 Census. Together, We Can Make a Difference.

Timothy P. Olson

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United States Department of Commerce
U.S. Census Bureau

More information on the 2020 Census can be found at:

<http://www.census.gov/2020Census>