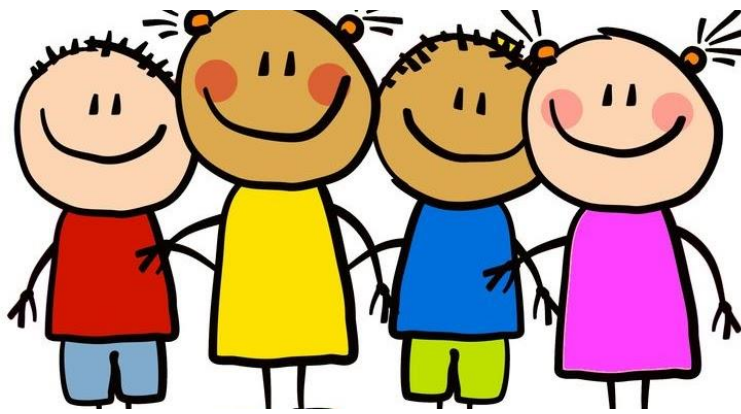


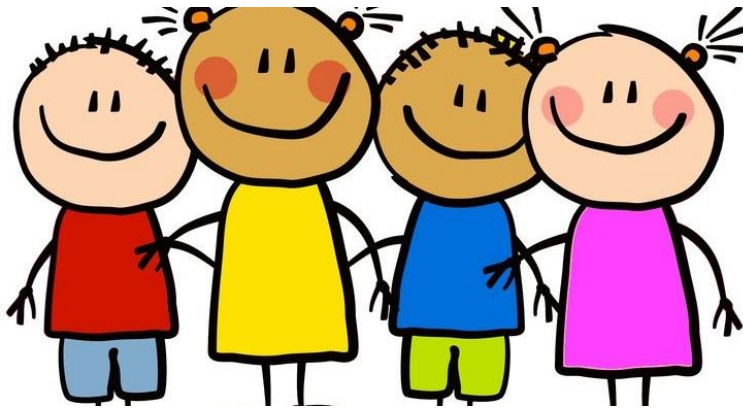
# Reaching Contra Costa's Young Children for the 2020 Census

*Presentation to 2020 Census Complete Count  
Committee April 15, 2019*



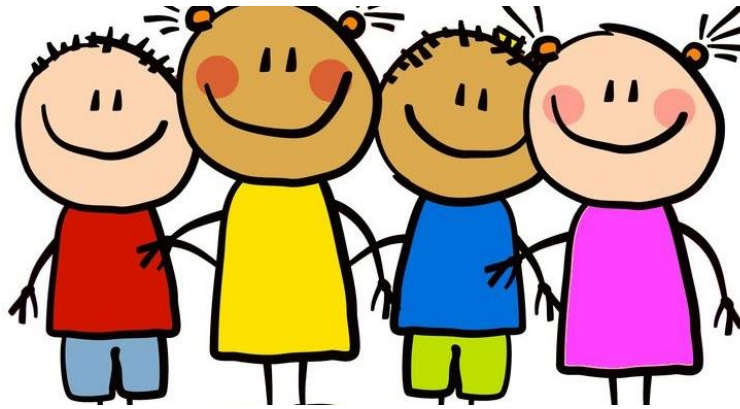
## WHAT DO WE KNOW?

- 65,500 children in Contra Costa County under age 5 (2017)
- California had highest rate of an undercount of young children in the entire country in the 2010 census (1 million)
- Children of color had higher rates of an undercount than white children
- Undercount of young children impacts funding for Head Start, SNAP/CalFresh, CHIP/health insurance, Child Care Block Grant as well as impacts data needed for building housing, schools, shopping centers, etc.



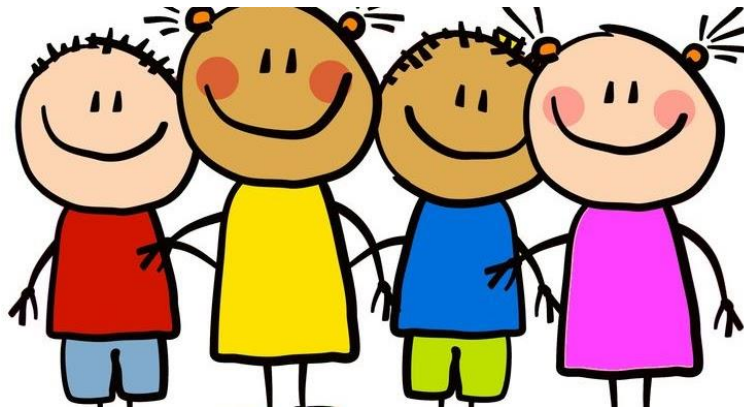
## WHAT DO WE KNOW?

- First 5 served 8,882 children in 2018 in their various programs
- 2,500 children were served in Head Start programs
- Over 5,000 children were served by CoCoKids, the county's child care resource and referral agency
- 142 child care sites served by the County Office of Education/Child Care Local Planning Council



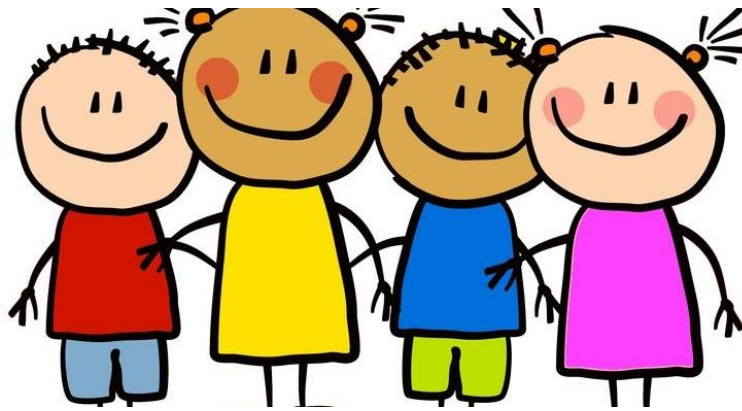
## WHY ARE KIDS HARD TO COUNT?

- The 2020 census could undercount 1 million kids and there are many reasons:
  - ❑ Confusion over whether certain kids should be counted (e.g., kids who have split custody, newborns, kids living in a household who aren't related to the parents, kids living with grandparents)
  - ❑ Lack of parents' participation due to fear of data being shared — especially in immigrant communities



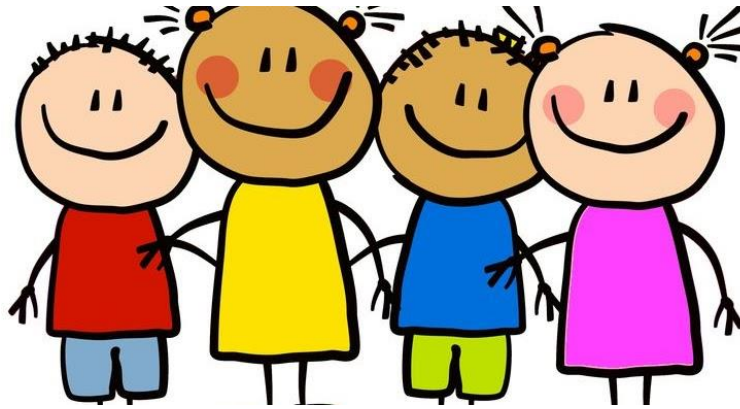
## WHY ARE KIDS HARD TO COUNT?

- English not the parent's first language and uncertainty of where to get help
- A belief it will take too long, and won't benefit the person taking it
- Lack of access to the internet/unfamiliarity with computers



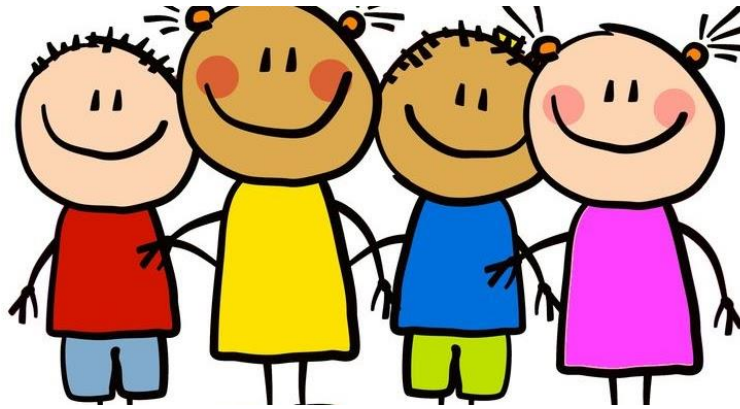
## WHO SHOULD BE COUNTED?

- Any child living in a household, even if only temporarily on April 1, 2020
- Pregnant women if their due date is on or after April 1, 2020
- Babies count, even if the mom and baby are still in the hospital!
- Children who live with a parent most of the time or, if the time is evenly split, the adult who has the child on April 1, 2020 should count the child



## OPPORTUNITIES

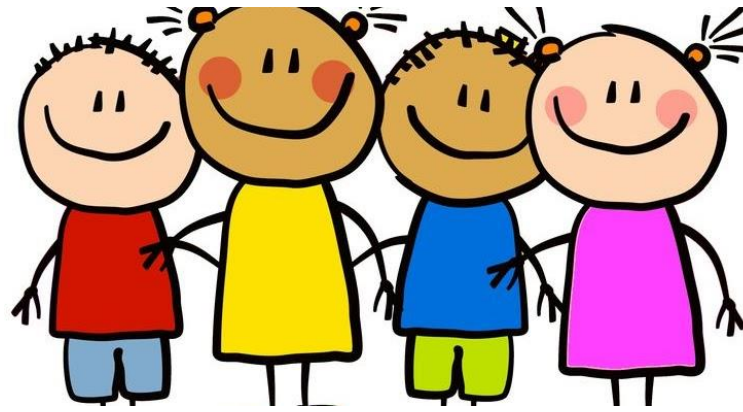
- Messaging: Everyone counts, everyone belongs (Hagase Contar: Make yourself count!)
- First 5 Association providing support to First 5's throughout the state with technical assistance, webinars, fact sheets, media ideas, flyers, and swag
- Opportunity to connect with new and trusted messengers: pediatricians, nurses, teachers, health providers, home visitors, family members



## OPPORTUNITIES

- First 5, Head Start, CoCoKids and County Office of Education/Child Care Local Planning Council attended a day-long training sponsored by First 5 Association and will continue to meet to strategize (and we invited Health Services/WIC to join us)
- Sesame Street is signing on to help with “Count Dracula!”
- Young kids are on the radar of the Contra Costa Complete Count Committee!





LAST BUT NOT LEAST, WHERE ARE THE KIDS?

