Peer Learning Update
First 5’s 0-5 Effort

• Three core partners: 58 First 5 commissions, Head Start California, CA WIC Association

• Four funders: First 5, Heising Simons Foundation, J.D. Bechtel Jr. Foundation, CA Complete Counts

• Approach
  • Training of trusted messengers (home visitors, preschool staff)
  • Community events coordinated with First 5 CA (Talk, Read, Sing campaign)
  • We Count book distribution
  • QACs at WIC sites statewide
Social Media and Printables
https://thesocialpresskit.com/first5-2020census
COVID-19 Adaptations

- Social media efforts continue and expand
- Head Start agencies including Census in their calls with families - not PDI
- First 5s and Head Starts adding Census materials into pickup at food pantries and school lunch distributions
- Promoting and distributing lawn signs and banners
- Exploring texting partnerships – Ready 4 K
Count everyone living at your address on your Census form — kids & babies too.

Fill out your Census today at: my2020census.gov

In California, all kids count.
New Challenges

• First 5s and Head Starts fully engaged in pandemic response – both direct services work and budget planning

• Some agencies may not be available after June 1st

• Current materials designed to be shared with families as activities, may not have enough information as is
Looking Ahead – Back to School

• Can we leverage the existing back-to-school efforts of First 5s and Head Starts for a late July-August Census 2020 push?
• First 5s, United Ways, Rotary Groups, and others support kindergarten backpack programs
• Exploring adapting current materials for a school-themed Census push
• Looking for partners across the state to co-brand and support this effort