



## California Complete Count – Census 2020 First 5 Association of California Children Age 0-5

According to the Census Bureau, an estimated one million children under the age of 5 were not counted in the last decennial census. Young children are also at risk of not being counted in the 2020 Census, especially those with complex living arrangements who divide their time between divorced parents or living with multiple families under one roof. When newborn babies and young children are not included in the census, support for programs such as Head Start, special education, after-school programs, school lunch assistance, children's health insurance, childcare, and housing support are at risk of being under-funded. It is critical to get this count right for the 2020 Census.

The First 5 Association, partnering with the California Head Start Association and the California Women, Infants and Children (WIC) Association, launched the *All Kids Count* Census outreach campaign targeting families with children under the age of 5.

The *All Kids Count* campaign brings together 58 First 5 county commissions, more than 2,000 Head Start sites, and over 500 WIC sites to provide information to the highest risk, most isolated, hard-to-count families in the state in ways that are most respectful of their home language and honor their cultural diversity. Deploying hundreds of trusted partners from these organizations gives community agencies tools and strategies to engage families in genuine conversations about the census.

The [All Kids Count campaign](#) includes a social media toolkit, posters, palm cards, fact sheets, coloring sheets, radio readers, and a short video. The campaign is providing the book, "[We Count!](#)" (available in 15 languages) to statewide partners for distribution at school food distribution sites.

### WEBSITE

<http://first5association.org/census-2020-resources/>

### FUNDING ALLOCATION

\$700,000

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