



State of California – Government Operations Agency
California Complete Count-Census 2020
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GAVIN NEWSOM, Governor
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FINAL REPORT

General Information

Date of report	August 30, 2020
Organization / Entity	First 5 Association of California
Responsible Person / Title	Melissa Stafford Jones, Executive Director
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Narrative Report

- 1) List your goal(s) and objectives as it appears in your strategic and implementation plan. What and how did you revise the objectives due to COVID-19 and the US Census Bureau's operational adjustments?

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- (1) Build the capacity of First 5s, Head Starts, WICs, and their partners to effectively head up a tailored Census 2020 All Kids Count Campaign in their county that results in all children ages 0-5 being counted in the 2020 Census.
- (2) Increase the knowledge of parents and caregivers about the importance of the census to make sure all their children are counted.
- (3) Increase the capacity of the CCC contractors to effectively outreach to their 0-5 population through the coordination of the 0-5 press and social media kit.

The First 5 Association accomplished each of these three objectives. Please see the attached Social Media Metrics report from GMMB.

As it became clear that the COVID-19 pandemic would disrupt all our Census outreach plans, First 5s across CA retooled their efforts, to blend their Census outreach efforts with new emergency supplies distribution. We are so proud of the ingenuity shown by staff in every corner of the state, and believe that this flexibility is the hallmark of the First 5 approach.

Beginning in March, the First 5 team began planning for remote and socially-distanced Census outreach across the state. We began by conducting webinars with all our First 5 county commissions as well as with our two state association partners – the Head Start Association and the CA WIC Association. We developed detailed lists of community partners (our “trusted messenger” partners) that were still providing any in-person supports and discussed ways of increasing our social media outreach efforts to reach parents who were sheltered-in-place. We also brainstormed ways that First 5s could connect with community-based organizations serving families impacted by COVID-19. These early conversations with our partners about the need to move all efforts into a pandemic mode were very fruitful and highlighted the commitment to Census outreach across our network.

Among the key assets we were able to leverage were:

- Increased use of social media and email newsletters by First 5s to reach parents with COVID-19 information;
- Phone outreach to home visiting clients by First 5s and Head Start
- First 5 partnerships with food banks, libraries, and school lunch programs who were providing drive-up service for impacted families

At the same time, there were a number of First 5s who were unable to continue their Census efforts, given the demands on staff during the shelter-in-place period. Bay Area counties in particular were challenged during this period. As a result, the First 5 Census team reached out to other statewide Census grantees to explore ways of leveraging their social media and other efforts to reach families, specifically in these counties where First 5s were less able to continue their own local Census efforts. The First 5 team participated in regional Census calls to offer First 5 support and Census materials (t-shirts, books, bags, banners) to regional and county partners. These new ACBO partnerships were extremely valuable for connecting with families in counties, particularly in the Central Valley, Central Coast, Bay Area, and Northern sections of the state.

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Now, as First 5 counties are working to support children and families returning to school – online or in-person – we expect that Census 2020 information will continue to flow to families across CA.

- 2) Reflecting on your own operations and outreach strategies throughout the campaign, please provide a response with specific examples for the following questions. Please also indicate which timeframe you are referring to in your response (i.e., education, NRFU period).

Contracted partner's operations

What worked well operationally?

In general, the effort to build a broad base of partners across the state benefitted the operations work in all periods of the Census effort. Each of the three Associations – First 5, Head Start, and WIC – brought different strengths and assets which we all could leverage. For example, the Head Start Association had significantly more parent followers on its Facebook page in many counties, than the corresponding First 5. In addition, both the Head Start and WIC associations had more on-the-ground outreach workers join the training webinars during the education phase than joined the First 5 webinar. As a result, these two Associations were able to rapidly deploy Census materials during the training phase. On the other hand, the First 5 Association had fewer **direct** connections to on-the-ground trusted messengers, but a deeper investment in the Census infrastructure. Funding from two foundations – Heising Simons Foundation and the S. D. Bechtel Jr. – provided the resources for the Association to create a wholly-dedicated Census team, including a Census Director, Census Coordinator, two regional coordinators (one in the Central Valley and one in the Bay Area), as well as a bilingual Training Coordinator. This funding was also deployed early in the Census education period to develop county-specific 0-5 HTC maps which were used to create the county-level strategic plans. These non-CCC resources were critical, and allowed the Association to spend the CCC funding on outreach efforts.

What hindered the operations?

Throughout the Census effort, the Association Census team adapted to a number of staffing changes, both at the Association and within the Census team. However, the size of the team, the commitment of the team to a successful Census effort, and the continued support from First 5 county commissions across the state allowed us to keep the work moving.

Contracted partner's outreach

What outreach tactics worked well?

The most effective outreach tactic was the commitment to partnership, leveraging the strengths of Census partners at every scale – from local to statewide. As a result, we were able to tailor our technical assistance and support to those counties that needed more. For example, in Ventura, San Joaquin, Santa Clara, Alameda and San Diego, the First 5s were well connected to the county Complete Count efforts, while in other counties, especially in the rural north and eastern Sacramento region,

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the First 5 Census team played a much more hand-on role, connecting the First 5 county commissions to the regional Census infrastructure and routinely providing updates (such as response rate data) that supported their local efforts.

The investment in social media and the creation of a social media toolkit site that was open to all was another highly effective outreach strategy. Support from the Heising-Simons Foundation supported the development of the toolkit which built on national and CA messaging, but were tailored for young families.

Finally, as the opportunities for in-person outreach were dramatically reduced, we continued to rely on the parts of the network most able to engage – either virtually or in-person. Having invested in communications collateral – flyers, posters, t-shirts, stickers, bag, and books – we were well prepared to support efforts even as many operations had to cancel large in-person events for parents and community members. The collateral became an even more important calling card for 0-5 Census efforts, and provided entrée to communities and organizations that we might otherwise not have been able to engage.

What hindered the outreach?

COVID-19 was clearly the major impediment to our outreach efforts, as described above.

- 3) Describe challenges and changes occurring outside or within your organization / agency that had an impact on the outreach work. Describe how you responded to these changes to work toward achieving a complete count.

As is probably the case statewide, COVID-19 affected every aspect of Census outreach and engagement efforts. As our partners and local agencies sent staff home and reduced (or eliminated) in-person activities, we focused our efforts on continuing to motivate First 5s wherever possible, and connect them to the fantastic network of CA Complete Counts efforts and resources. As described in response to the next section, providing data to on-the-ground partners became a much more important aspect of the First 5 Association's role than originally anticipated.

- 4) For county and ACBO partners, what was the county (or region's) 2010 response rate and what was the 2020 response rate? If the response rate met and exceeded the 2010 response rate, what contributed to that? If it did not meet the 2010 response rate, what were some of the challenges for that? For other partners, please note what data you used and how you used data for your strategies.

Overall, access to the state's regularly updated Response Rate map was perhaps the most important tool for motivating First 5 county commissions and their on-the-ground partners throughout the Census effort. While some of our counties were in communication with county or ACBO partners, many of them were not directly receiving the response rate data updates. As a result, the First 5 team spent significant time providing localized response rate data to specific counties, and in a number of cases, held Census response rate data webinars for First 5s and their

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county partners, or for groups of counties in a particular region. Our sense was that there was limited access at agency level to use the response rate data in meaningful ways without this additional level of translation from the First 5 Census Team.

We also used the Response Rate data from the Population Research Bureau, which provided 0-5 specific response rate data for the state's largest counties. This data was particularly useful for targeting outreach as the number of First 5 staff and grantees available for Census outreach started to drop.

Finally, we were grateful that the CCC team was willing to provide GIS mapping of elementary schools in the high target areas. This additional layer was used to both plan and execute a back to school strategy in key counties. We also used these maps to determine where to send our communications collateral as we wrapped up statewide efforts.

- 5) Please describe the process and results of your partnership coordination and how it educated and motivated the hard-to-count populations to complete the Census questionnaire.

The First 5 Association was well poised to roll out a networked Census outreach, given our structure with 58 county agencies supporting the effort. Our partnership included the 58 county First 5s, two additional statewide associations (CA WIC and CA Head Start), and dozens of local WIC and Head Start agencies. Collectively, these partners serve the highest risk, most isolated, and hard-to-count (HTC) 0-5 families in the state.

Our most important partnership work was the coordination with the 58 county commissions. Across the state, 47 of 58 commissions worked closely with the Association to host Census events and distribute Census collateral. The following tables show the quantity of materials distributed by the First 5 Association in each region as well as the self-reported totals of materials distributed by each county.

Note that totals do not include large counties – such as Los Angeles and Orange – that self-financed their Census collateral. Each county also received shipments of First 5 Census posters, stickers, and flyers which are not included here.

	We Count Books	Census Totes	Activity Sheets
Bay Area	29,000	20,000	45,000
Central Valley	15,500	20,000	35,000
Sacramento Region	23,000	12,000	28,000
Southern CA	96,000	NA	NA
Northern CA	6,500	8,000	12,000
Total	170,000	60,000	120,000

County	Impressions	County	Total Impressions
Alameda	11,480	Nevada	600
Amador	100*	San Bernardino	499,860
Calaveras	10,435	San Diego	5,000
Contra Costa	5,183	San Francisco	2,500
El Dorado	2,400	San Joaquin	10,255
Fresno	5,380*	Santa Barbara	14,961
Glenn	50*	Santa Clara	19,545
Humboldt	120*	Santa Cruz	1,000
Kern	18,411	Sierra	100
Lake	800	Solano	21,180
Lassen	400*	Stanislaus	1,000*
Madera	3,500*	Sutter	11,816
Marin	3,500*	Ventura	3,750
Monterey	4,513	Yolo	3,575
Napa	1,000*	Yuba	1,000

*Estimated based on collateral delivered to First 5 commission by First 5 Association. Total NOT entered into SWORD.

Outreach Highlights – The following highlights were provided by First 5 commissions.

- Alameda – We Count books, flyers, coloring sheets, and other collateral distributed to community partners across the county – including state preschools, family resource centers, and health centers.
- Calaveras – First 5 Calaveras distributed We Count bags and activity sheets to every preschool, Head Start, and Early Head Start program in the county. In addition, they distributed We Count books and “shelter-in-place kits” to every Little Library.
- Contra Costa – Two parent advocacy groups—the East County Regional Group and the Central County Regional Group, both sponsored by First 5 Contra Costa—hosted Census Family Fair events focused on a complete count of all children to secure needed federal funding and accurate representation for children and families across Contra Costa. Throughout March, daily Facebook posts and 12 personalized videos promoting Census awareness were shared by First 5 Center staff
- El Dorado – First 5 El Dorado focused efforts on Census events at the county's 5 library-based library Community Hubs. Head Start home visitors and teaching staff deliver census backpack, book and fact sheets to each family through door drops.
- Kern – First 5 distributed Census kits to families via the county's 12 family resource centers. Kern also worked with districts on back-to-school Census

- efforts with Ready Set Back 2 School events and backpack giveaways with We Count Books and activity sheets.
- Lake – Because of COVID-19, the county's Food-Bank Drive Thru pick-ups each week became central locations to get information about the Census widely out into the community. Lake County's Healthy Start Director handed out We Count! books in both English and Spanish and encouraged families to complete the 2020 Census.
 - Monterey – The City of Salinas celebrated Dia de Los Ninos and distributed a bag of toys and Census materials encouraging people to count children 0-5. Seaside celebrated Easter by delivering Easter Bags to families with Census materials that included materials for children 0-5. The county also produced "Together We Count" fotonovela in English and Spanish to increase Census 2020 awareness. <https://bit.ly/2yBMq1j>
 - Nevada – First 5 Nevada distributed the We Count book via the county library's Summer Reading Program. All participating children received a copy. The Tahoe Truckee School Readiness program led the way to reaching families with young children during the time of distance learning. They stuffed bags with census books, crayons, bubbles, activity sheets and distributed to over 300 families.
 - Sacramento – First 5 Sacramento partnered with Board of Supervisors member Phil Serna to include Census 2020 materials in emergency supplies distribution. They also created a Census / COVID-19 video that aired on their social media channels.
 - San Bernardino – First 5 San Bernardino placed Census 2020 billboards on I-15 to reach commuters. In addition, First 5 presented on the importance of Census at a wide variety of county events, including: YMCA Annual Christmas Parade, MLK Day Parade and Extravaganza, CASA Walk Against Human Trafficking, Black Family Parent Summit, Special Parent Education Summit, and VITA DAY
 - San Francisco – Several key Family Resource Centers located in the Mission, Chinatown, the Bayview, and Tenderloin neighborhoods were able to take the lead and work with the City's office of Immigrant Affairs to outreach for the Census. The combined effort and additional resources/supports provided by the Association was a big lift in getting information out. With COVID effecting our ability to outreach, the FRCs were able to codify a plan and reach each corner of the City (virtually). It showed a great deal of innovation and was amazing to see how the value of the Census was conveyed to the community at-large. FRCs will continue to post flyers and engage in conversation over the importance and need of an accurate count.
 - San Joaquin – Census outreach kits were assembled and distributed to 200 child care providers still providing services. Kits featured various census materials and other resources. Due to COVID-19 service restrictions, kits were distributed to parents "door dash" style. Census materials were also distributed to low income housing residents with high concentration of Southeast Asian families in partnership with Asian Pacific Self-Development and Residential Association (APSARA).
 - Santa Barbara – First 5 Santa Barbara delivered Census 2020 kits to every Head Start program in the county and to each of the county's State

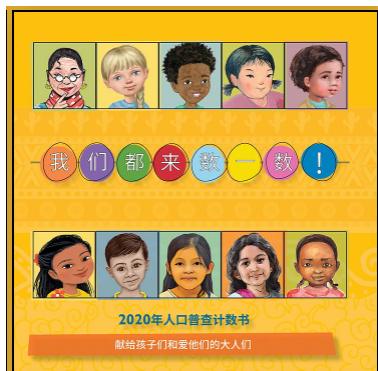
Preschool programs. They posted Census 2020 messages regularly via their social media channels.

- Santa Clara – Utilizing their Potter the Otter accounts, Census messaging was boosted via posts, video, and advertising across Instagram, Twitter, and Facebook. We included "Completing the Census" as one of the ways to complete our digital Potter Bingo card. This also included targeted advertising in HTC tracts and low response tracts. In partnership with SOMOS Mayfair, the commission provided collateral in the form of Census bags, bracelets, and books to over 850 families in East Side San Jose, a key HTC areas. Throughout the outreach period, the commission conducted a texting campaign to Head Start/Early Head Start families
- Sierra – Census 2020 book bags were distributed to two childcare centers and delivered directly to homes in further outlying communities
- Siskiyou – First 5 Siskiyou made Census 2020 a priority by ensuring that outreach to every community, even remote rural and tribal communities, was supported. First 5 Siskiyou leveraged their family support infrastructure to include Census materials in emergency food distribution bags at each of their five Community Resource Centers.
- Solano – The Solano Census Day Living Room Festival was a 4-hour event that included elected leaders and local agency representatives. This event was very successful and reached all of the 7 cities with a diverse audience. The Emmanuel Arms Community Food Bank included Census 2020 at their weekly food distributions. They also partnered with the Solano Office of Education to provide census outreach materials to be included in backpacks along with other materials for kids and adults from many different agencies.
- Sutter – First 5 Sutter County worked with their elementary schools to include Census materials in food and school supplies distribution. The commission hosted a Census 2020 booth at pickup sites to distribute materials to primarily families with children 0-5 at both elementary school sites and preschool programs.
- Ventura – First 5 Ventura partnered with FOOD Share to distribute Census bags, activity sheets, and palm cards at their Pop-up food pantries to families with young children. They also provided Todos Contamos Census books for inclusion with food bags that were distributed to farm workers on ranches in Ojai and Oxnard.
- Yolo – The commission distributed We Count books, flyers, coloring sheets, distributed to families across the county in collaboration with school lunch pickup.

Uniting this partnership through education and outreach phases required regular phone calls for the lead partners (Association, Head Start, and WIC staff), and use of the three association's newsletters to provide regular updates to members across the state. We believe this partnership provides a platform for future efforts to reach families in communities that experience difficulties in accessing needed services. The ability of each of the three associations in motivating both their local members and families through direct engagement and social media outreach was clearly magnified by the combined and coordinated planning and rollout.

Beyond the three lead partners, we extended our Census network by connecting with philanthropic leaders committed to the Census effort. Our first Census funding was provided by the Heising Simons Foundation, and as indicated earlier, this funding supported early planning and the social media effort. Through this connection, we were invited early in 2019 to join the Grantmakers Concerned with Immigrant and Refugees Census group. Through this engagement, we connected with new funders (e.g. S. D. Bechtel, Jr.) and, just as importantly, an opportunity to advocate for the needs of the early childhood communities across California. The funding from Bechtel allowed us to expand the Census team at the Association and augment the social media campaign with the extensive collateral effort, including banners, posters, flyers, and t-shirts.

One of our first efforts to extend our reach was the connection with Simply Put Media, whose We Count book aimed to educate the early childhood community and families of young children about the importance of Census 2020. Through our support, the book was made available in 13 languages, based on the needs of families in California. As shown below, 170,000 books were distributed. In addition, we created and printed We Count activity sheets that were distributed to hundreds of partners. These sheets were among the most requested items, especially once preschools and Head Starts largely closed for COVID, and programs sought ways to keep families engaged with distance learning supports.



Through the First 5 Network, we were also able to leverage the resources of First 5 California, our sister state agency, which incorporated Census messaging into their statewide Talk, Read, Sing campaign in several key ways:

- A Census spot with Mario Lopez, a Talk, Read, Sing ambassador.
- Census 0-5 social media posts featuring the Talk, Read, Sing birds.
- Co-branding the We Count Books with the Talk, Read, Sing birds.
- Scheduling the First 5 Express bilingual activity van in coordination with local First 5 Census events. These events were planned from late February through the end of May, in conjunction with local events including county fairs, health and resource fairs, library fairs, and Census Day kickoff events. While many of these events were subsequently cancelled due to the COVID-19 shelter-in-place, the intention to partner in this way was instrumental in local

efforts to building county plans that include 0-5 messaging. A complete list of these events is included as Attachment A.



Finally, First 5 sought out and pursued partnerships that could amplify our own efforts, including:

- The First Partner reading the We Count book in English and Spanish for a Dia de los Niños Celebration.
- Co-sponsorship of Oakland's Black Joy Parade and staffing of a Census 2020 table with Census collateral and Census 2020 onesies.
- Co-sponsorship of and collateral for California Native Vote's Census Day with Humboldt Head Start.
- Co-branding a package of COVID-19 / Census 2020 materials for small businesses, including "Yes, We're Open" banners, Census 2020 paper bags, and Census 2020 flyers for businesses across California.

Celebración de Día de los Libros HORA de CUENTOS

con la Primera Pareja
Jennifer Siebel Newsom
Leyendo "Nosotros Contamos"

Un evento en Facebook Live
el jueves, 30 de abril entre las 10am-10:30am
Para participar, visite [Facebook.com/First5association](https://www.facebook.com/First5association)



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- 6) Please provide a list of key partners and describe their contributions of how they made a difference in your outreach efforts.

First 5 County Commissions – The First 5 county agencies were the key ground troops for the Census outreach. Where these commissions were able to dedicate staff to the Census effort, and keep these staff engaged even after the COVID-19 pandemic unfolded, First 5 became a part of the Census effort, not just by providing a 0-5 lens, but in building a Census infrastructure across their county.

Head Start Association – The First 5 Association subcontracted with the Head Start Association to provide training to Head Start agencies across the state, and to use their own social media channels to push out Census messages. Overall, this connection to Head Start agencies in hard-to-count communities was critical, and was reinforced by county commissions, who distributed Census collateral to local Head Start programs.

The Head Start Association was an extremely nimble or dedicated Census partner, and the most able (of the all our partners) to stay engaged even after COVID-19 descended. Before March, Head Start provided high-impact training to Head Start directors and teachers at two conferences – in December and January. These trainings provided an opportunity to train up on key Census 2020 messages and get feedback about on-the-ground tactics. Because many Head Start programs stayed open after March, they were able to deploy staff, push out Census messages, and, importantly, report back about on-the-ground challenges, needs, and opportunities. In addition, Head Start teachers and program staff included Census 2020 information on all their check-in calls with families throughout the spring,

WIC Association – The First 5 Association subcontracted with the WIC Association to provide training to WIC agencies across the state, staff QAKs at key WIC sites, and to use their own social media channels to push out Census messages. WIC Association faced the greatest challenge in carrying out its planned efforts once their programs shifted to virtual efforts, because they had planned so much of their work to be QAC/QAK related. The WIC team deployed phone banking strategies in many of their agencies and was able to continue to connect with WIC families about Census 2020 through their weekly phone calls with parents.

CA Complete Counts Team

The First 5 Association relied heavily on the infrastructure of the CA Complete Counts Team. The Association coordinated with Regional Program Managers to identify counties where First 5s support would be useful, and participated in many of the Regional calls throughout the outreach period. We also benefitted greatly from regular communication with our Sectors Outreach Manager, to make sure that our efforts were aligned with state goals, especially as COVID-19 required adjustments to our outreach strategies.

As mentioned previously, the data team at CCC was instrumental in making our outreach efforts possible. As a statewide organization, we were managing a large number of outreach sites, with multiple local partners, and having consistent statewide data was incredibly helpful for continuing to motivate on-the-ground partners.

The Regional Calls and Statewide calls were more useful for us early in the outreach effort, when we needed connections on the ground, particularly in counties where the First 5 agency needed local Census contacts. We were also able to use these calls to identify places where we could deploy collateral or leverage local events.

Finally, the leadership of CCC provided clear and consistent support to our efforts, and made every attempt to connect our 0-5 strategy to other statewide partners and regional teams. The leadership team was always accessible, even as they were responding to COVID-19 or changes at the Federal level.

Additional Statewide Partners

Perhaps the most fruitful unplanned aspect of our Census efforts was the work with other statewide partners. As we got to know these additional contracted partners – on phone calls, at the Census meetings in Sacramento, and through direct introductions from our CCC contacts – we realized that our 0-5 focused messaging could be adapted for use by these other partners. Working with NALEO, My Black Counts, Asian Americans Advancing Justice, CA Native Vote, and Ready Nation, we developed new and co-branded collateral that could be used by their on-the-ground partners. Some of the specific events have been described above.

- 7) Please describe how you provided accessible and in-language outreach activities, including how you ensured equal and meaningful access to limited English proficient individuals and people with disabilities?

First 5's long experience working with limited English proficient households helped frame our strategy as a whole, focusing on training trusted messengers in our hard-to-count communities who could "speak Census" with families whose own experience of public systems was limited.

Our own social media campaign was available in Spanish and Mandarin, with some materials also available in Korean and Vietnamese. The We Count books were printed in 13 languages.

Our strategy did not include a focus on people with disabilities, but we did co-present with DREDF on multiple occasions and feel that our materials and outreach were adaptable as needed.

- 8) Please share a story(s) of how your work has made a difference to Census 2020 and the impact on the community. Please include images and quotes, so we are able to understand the narrative behind the numbers.

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As a statewide organization, our goal was to support roll out in communities across California. In many ways, we were a behind-the-scenes Census partner, making it possible for our partner agencies to include Census in everything they were already doing. With the need for social distanced Census strategies beginning in March, many of our planned activities were canceled. However, the willingness of First 5s to continue Census outreach both before and during the pandemic has been inspiring. In nearly every county, our First 5 agencies connected Census outreach to family-friendly activities.

- 9) Please add any suggestions for the 2030 Census efforts, including timelines.

As mentioned previously, the partnership of the First 5, WIC, and Head Start Associations to support Census outreach allowed us to broaden our reach and leverage staff capacities across these organizations. We would encourage the state to consider supporting these cross-agency partnerships as county plans are developed, bringing in other state associations to collaborate on planning, education, and outreach efforts.

Attachments

- 10) Please confirm that you have submitted the following which will help us better understand the full breadth of the Census work and achievements.
 - a) SwORD uploads of completed activities – complete and submitted
 - b) Updated list of subcontractors – complete and submitted
 - c) Evaluations or analytical reports, if any
 - Please see the attached reports:
 - F5AC Census Digital Metrics Report - GMMB
 - F5AC Census Partnership Evaluation – VIVA Social Impact
 - d) Sample products* - All social media materials have been provided and uploaded to the Partners Resource Portal.

* communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles; trainings; and other graphics (a digital copy is sufficient, the original copy is not required)

Submission

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Please submit your final report and attachments no later than November 16, 2020 to: outreach@census.ca.gov with a copy to the RPM/contract manager. Please include your organization name in the subject line.

Attachment A



First 5 Express Tour Schedule - LEG TWO

February 29, 2020 - May 30, 2020

***Events and/or dates are subject to change; any county commission impacted by a date change will be contacted directly**

Day	Event Date	County	Tour Type	Event Name
Saturday	2/29/2020	Contra Costa	Main	Local Event - TBD
Sunday	3/1/2020	El Dorado	Main	Census Event - El Dorado Library
Monday	3/2/2020	Sacramento	Main	Local Event - TBD
Tuesday	3/3/2020	Day Off	Main	
Wednesday	3/4/2020	Alameda	Main	Literacy Awareness
Thursday	3/5/2020	Alameda	Main	Literacy Awareness
Friday	3/6/2020	Napa	Main	Local Event - TBD
Saturday	3/7/2020	Napa	Main	Local Event - TBD
Sunday	3/8/2020	Day Off	Main	
Monday	3/9/2020	Santa Clara	Main	Local Event - TBD
Tuesday	3/10/2020	San Benito	Main	Local Event - TBD
Wednesday	3/11/2020	Day Off	Main	
Thursday	3/12/2020	Tulare	Main	Preschool Resource Fair
Friday	3/13/2020	Travel Day	Main	
Saturday	3/14/2020	Alameda	Main	Census Family Day
Sunday	3/15/2020	Day Off	Main	
Monday	3/16/2020	Madera	Main	Local Event - TBD
Tuesday	3/17/2020	Madera	Main	Local Event - TBD
Wednesday	3/18/2020	Monterey	Main	Tri-County Coalition Kick-off
Thursday	3/19/2020	Day Off	Main	
Friday	3/20/2020	Fresno	Main	Local Event - TBD
Saturday	3/21/2020	Fresno	Main	Local Event - TBD
Sunday	3/22/2020	Day Off	Main	
Monday	3/23/2020	Travel Day	Main	

Tuesday	3/24/2020	Imperial	Main	First 5 Imperial Health and Resource Fair
Wednesday	3/25/2020	Day Off	Main	
Thursday	3/26/2020	Riverside	Main	Local Event - TBD
Friday	3/27/2020	San Bernardino	Main	Local Event - TBD
Saturday	3/28/2020	Tulare	Main	CASA Superhero Carnival and 1k/5k Run/Walk
Sunday	3/29/2020	Day Off	Main	
Sunday	3/29/2020	Sonoma	Mini	Cesar Chavez Festival
Monday	3/30/2020	Inyo	Main	Local Event - TBD
Monday	3/30/2020	Travel Day	Mini	
Tuesday	3/31/2020	Travel Day	Main	
Tuesday	3/31/2020	Mono	Mini	Health & Safety Fair
Wednesday	4/1/2020	Santa Cruz	Main	Census Day Party
Wednesday	4/1/2020	Mono	Mini	Health & Safety Fair
Thursday	4/2/2020	Day Off	Main	
Thursday	4/2/2020	Day Off	Mini	
Friday	4/3/2020	Santa Barbara	Main	Local Event - TBD
Friday	4/3/2020	Alameda	Mini	Census Day at the Library
Saturday	4/4/2020	San Luis Obispo	Main	Children's Day in the Plaza
Saturday	4/4/2020	Calaveras	Mini	Calaveras Children's Fair
Sunday	4/5/2020	Day Off	Main	
Sunday	4/5/2020	Day Off	Mini	
Monday	4/6/2020	Travel Day	Main	
Monday	4/6/2020	Travel Day	Mini	
Tuesday	4/7/2020	Yuba	Main	Local Event - TBD
Tuesday	4/7/2020	Del Norte	Mini	Local Event - TBD
Wednesday	4/8/2020	Day Off	Main	
Wednesday	4/8/2020	Del Norte	Mini	Local Event - TBD
Thursday	4/9/2020	Mendocino	Main	Local Event - TBD
Thursday	4/9/2020	Day Off	Mini	
Friday	4/10/2020	Mendocino	Main	Local Event - TBD
Friday	4/10/2020	Humboldt	Mini	Local Event - TBD
Saturday	4/11/2020	Day Off	Main	
Saturday	4/11/2020	Humboldt	Mini	Local Event - TBD
Sunday	4/12/2020	Sonoma	Main	Local Event - TBD
Sunday	4/12/2020	Day Off	Mini	
Monday	4/13/2020	Sonoma	Main	Local Event - TBD
Monday	4/13/2020	Trinity	Mini	Local Event - TBD
Tuesday	4/14/2020	Day Off	Main	
Tuesday	4/14/2020	Trinity	Mini	Local Event - TBD
Wednesday	4/15/2020	Marin	Main	Marin Health Hub
Wednesday	4/15/2020	Day Off	Mini	
Thursday	4/16/2020	Marin	Main	Marin Health Hub 2
Thursday	4/16/2020	Colusa	Mini	Local Event - TBD

Friday	4/17/2020	Marin	Main	First 5 Marin's Week of the Young Child Celebration
Friday	4/17/2020	Colusa	Mini	Local Event - TBD
Saturday	4/18/2020	Yuba	Main	Yuba Sutter Children's Fair
Saturday	4/18/2020	Lake	Mini	Children's Advocacy Day
Sunday	4/19/2020	Day Off	Main	
Sunday	4/19/2020	Day Off	Mini	
Monday	4/20/2020	Sutter	Main	Yuba Sutter Children's Fair
Monday	4/20/2020	Amador	Mini	Local Event - TBD
Tuesday	4/21/2020	Sacramento	Main	First 5 Adovocacy Day
Tuesday	4/21/2020	Solano	Mini	Local Event - TBD
Wednesday	4/22/2020	Sacramento	Main	Local Event - TBD
Wednesday	4/22/2020	Glenn	Mini	Local Event - TBD
Thursday	4/23/2020	San Francisco	Main	Local Event - TBD
Thursday	4/23/2020	Day Off	Mini	
Friday	4/24/2020	Day Off	Main	
Friday	4/24/2020	Tehama	Mini	Local Event - TBD
Saturday	4/25/2020	Alameda	Main	Family Resource Fair (Census Event)
Saturday	4/25/2020	Tehama	Mini	Children's Fair
Sunday	4/26/2020	Santa Cruz	Main	Earthy Day/Day of the Child
Sunday	4/26/2020	Day Off	Mini	
Monday	4/27/2020	Travel Day	Main	
Monday	4/27/2020	Travel Day	Mini	
Tuesday	4/28/2020	Yuba	Main	Local Event - TBD
Tuesday	4/28/2020	Modoc	Mini	Local Event - TBD
Wednesday	4/29/2020	Day Off	Main	
Wednesday	4/29/2020	Modoc	Mini	Local Event - TBD
Thursday	4/30/2020	Sierra	Main	Local Event - TBD
Thursday	4/30/2020	Day Off	Mini	
Friday	5/1/2020	Sierra	Main	Local Event - TBD
Friday	5/1/2020	Lassen	Mini	Local Event - TBD
Saturday	5/2/2020	El Dorado	Main	Kids Expo
Saturday	5/2/2020	Lassen	Mini	Lassen County Children's Fair
Sunday	5/3/2020	Day Off	Main	
Sunday	5/3/2020	Day Off	Mini	
Monday	5/4/2020	Placer	Main	Local Event - TBD
Monday	5/4/2020	Travel Day	Mini	
Tuesday	5/5/2020	Placer	Main	Local Event - TBD
Tuesday	5/5/2020	Shasta	Mini	Local Event - TBD
Wednesday	5/6/2020	Day Off	Main	
Wednesday	5/6/2020	Shasta	Mini	Local Event - TBD
Thursday	5/7/2020	Tuolumne	Main	Local Event - TBD
Thursday	5/7/2020	Day Off	Mini	
Friday	5/8/2020	Tuolumne	Main	Local Event - TBD
Friday	5/8/2020	Siskiyou	Mini	Local Event - TBD

Saturday	5/9/2020	Inyo	Main	Family Fun Day
Saturday	5/9/2020	Siskiyou	Mini	Local Event - TBD
Sunday	5/10/2020	Day Off	Main	
Sunday	5/10/2020	Travel Day	Mini	
Monday	5/11/2020	Kern	Main	Local Event - TBD
Monday	5/11/2020	Travel Day	Mini	
Tuesday	5/12/2020	Kern	Main	Local Event - TBD
Wednesday	5/13/2020	Day Off	Main	
Thursday	5/14/2020	Kings	Main	Local Event - TBD
Friday	5/15/2020	Kings	Main	Local Event - TBD
Saturday	5/16/2020	San Luis Obispo	Main	Sierra Vista Birth & Baby Fair
Sunday	5/17/2020	Day Off	Main	
Monday	5/18/2020	San Diego	Main	Local Event - TBD
Tuesday	5/19/2020	San Diego	Main	Local Event - TBD
Wednesday	5/20/2020	Day Off	Main	
Thursday	5/21/2020	Orange	Main	Local Event - TBD
Friday	5/22/2020	Orange	Main	Local Event - TBD
Saturday	5/23/2020	Ventura	Main	Local Event - TBD
Sunday	5/24/2020	Day Off	Main	
Monday	5/25/2020	Riverside	Main	Local Event - TBD
Tuesday	5/26/2020	Riverside	Main	Local Event - TBD
Wednesday	5/27/2020	Day Off	Main	
Thursday	5/28/2020	San Bernardino	Main	Local Event - TBD
Friday	5/29/2020	San Bernardino	Main	Local Event - TBD
Saturday	5/30/2020	San Bernardino	Main	Local Event - TBD

To: Jess Berthold and Kendra Devejian, First 5 Association of California
From: GMMB
Re: First 5 Association's All Kids Count Campaign – Final Report (Revised)
Date: June 25, 2020

Introduction

It has been a pleasure to support your team at the First 5 Association of California in the 2020 Census campaign to **educate and motivate parents/caregivers of children age 0-5** (including heads of household if not a lead caregiver) **to include all children in the 2020 Census.**

The following final report outlines the digital metrics obtained from your social media platforms and the social press kit platform. (The timeframe of when we captured the following metrics is December 2019 to June 2020.) Based on the results we have compiled, the All Kids Count campaign was a success. In the document, we also share takeaways for you to consider when planning future campaigns that have a similar goal.

We look forward to reviewing these findings in more detail. Please reach out to Katie Schofield (katie.schofield@gmmb.com; 703.969.5127) with any questions in the meantime. Thank you.

Social Media Metrics

We reviewed the following to measure the performance of the campaign's social posts:

- Impressions – the total number of times a post was displayed
- Engagement – the total number of times someone interacted with the post (through liking, sharing, commenting, clicking, etc.)

Overall Performance

The All Kids Count campaign received **more than 130,000 impressions and 1,700 engagement across the three social platforms** from December 2019 to June 2020.



@first5association

Impressions: 33,580

Engagement: 581

- Likes: 345
- Shares: 229
- Comments: 7



@First5Assoc

Impressions: 77,938

Engagement: 662

- Likes: 370
- Retweets: 289
- Reply: 3



@first5association

Impressions: 21,814

Engagement: 518

- Likes: 507
- Comments: 11

These impression demonstrate commissions' use of the following hashtags, which secured the following impressions within the state of California:

- #2020Census: 40,470
- #CaliforniaForAll: 20,612
- #HagaseContar: 1,794

Audience Growth

- Facebook: +863 followers
- Twitter: +284 followers
- Instagram: +484 followers

Your social accounts also had **an audience growth of more than 1,600 followers across platforms** since the campaign started.

Video Performance

We created an English- and Spanish-language video for the campaign to raise awareness among the priority audience and encouraged commissions to share the video through social media channels and in medical and social service offices/waiting rooms. However, due to the COVID-19 pandemic, the majority of use was via social media. There were a total of 353 views and 21 engagements (retweets and likes) across platforms.

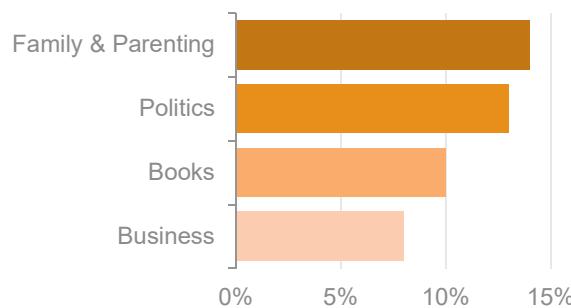


Social Media Demographics

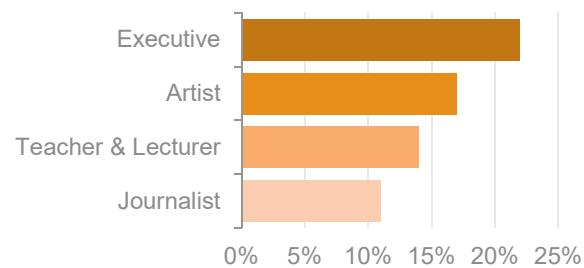
In terms of audience, the majority of users sharing content and interacting with the hashtags are female (53%), with the remaining 47% being male.

The top interests for these users are Family & Parenting, Politics, Books, and Businesses. The top professions of users were executives (22%), followed by artists (17%).

Top Interests Breakdown



Top Professions Breakdown

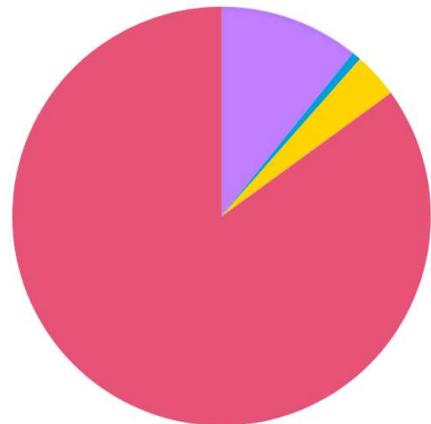


Report continues on the next page.

Social Press Kit Metrics

Since the launch of the social press kit platform, your commissions and partners have been very engaged, with over 6,000 users downloading assets and posting social messages directly from the platform. Here is the total engagement with the platform:

Total Page Views	6,024
Total Asset Downloads	5,509
Total Posts shared on Facebook	703
Total Posts shared on Twitter	43
Total Posts shared on Instagram	227



█ Facebook Posts █ LinkedIn Shares
█ Tweets █ Copied Templates
█ Instagram Posts █ Asset Downloads

Top-Performing English-Language Social Posts

Creative	Name + Copy	Posted Across Platforms
	Awareness Message #1 of 6 <i>If they live at your address, they belong on your Census—even if you're not their parent! Learn more at 2020Census.gov. #2020Census #CaliforniaForAll</i>	132
	Awareness Message #4 of 6 <i>Include all kids living at your address on the Census if they stay with you most days. That can mean your kids, nieces and nephews, your grandkids, and even your friend's kids! Learn more at 2020Census.gov. #2020Census #CaliforniaForAll</i>	81
	Awareness Message #3 of 6 <i>The Census is for everyone living in the U.S. Babies count, too—even if they're still in the hospital! Learn more about who to include on your Census form at 2020Census.gov. #2020Census #CaliforniaForAll</i>	80

Top-Performing Spanish-Language Social Posts

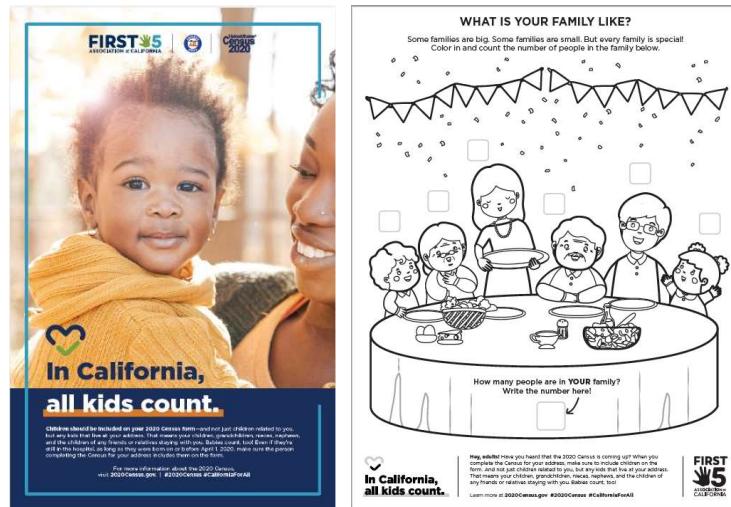
Creative	Name + Copy	Posted Across Platforms
	<p>Awareness Message #1 of 6 <i>Si viven en tu dirección, pertenecen en tu formulario del Censo—¡incluso si no son tus hijos o parientes! Aprende más en 2020Census.gov/es. #2020Census #HagaseContar</i></p>	27
	<p>Pain Points Message #1 of 6 <i>Es ilegal que la Oficina del Censo comparta tus respuestas con tu arrendador o cualquier otra persona. No hay ninguna desventaja en responder honestamente sobre cuántas personas viven en tu dirección. Aprende más en 2020Census.gov/es. #2020Census #HagaseContar</i></p>	25
	<p>Awareness Message #3 of 6 <i>El Censo es para todos los que viven en los Estados Unidos. No te preguntará si eres un ciudadano americano. Recuerda, tu información no será compartida con otras agencias del gobierno como ICE. Aprende más en 2020Census.gov/es. #2020Census #HagaseContar</i></p>	24

Top English-Language Downloads

- Social post template (446)
- Census fact sheets (327)
- Activity sheets (320)
- Message guide (317)
- Print-ready poster (253)

Top Spanish-Language Downloads

- Census fact sheets (72)
- Message guide (60)
- Campaign video (53)
- Print-ready palm card (52)
- Print-ready poster (38)



Key Takeaways for Future Campaigns

After analyzing the usage of the social press kit and the social metrics, we have the following recommendations for future campaigns.

Social Media Recommendations

- Budget permitting, consider using paid media for future campaigns. Boosting content not only exposes your content to audiences beyond Page Likes/Followers, but it can also be optimized to encourage specific actions, like clicking links or engaging with the content.
- Create Facebook and Twitter posts primarily, since these performed well and were frequently used by the social press kit users. We recommend creating fewer Instagram assets, since these were infrequently downloaded from the social press kit and didn't perform as well. We've found in other campaigns that users interact with assets in the Instagram platform primarily and don't click out to external platforms, whereas users click on external links more often in Facebook and Twitter posts.
- Use clickable images on Twitter and Instagram for future campaigns. Clickable images provide an easier user experience and will likely increase the traffic to your URL.

Other Content Recommendations

- Create social post templates, fact sheets, activity sheets, message guides, posters, and palm cards for both English- and Spanish-speaking audiences.
- Create fewer Spanish-language materials, since these were not used as often as the English-language ones. However, it will be important to create Spanish-language materials that encompass core message points.
- Continue to create videos as they extend your engagement with your audiences. In future campaigns, we recommend further promoting video assets with commissions and conducting digital advertising to further your reach.
- Continue to use a platform like social press kit to disseminate resources and social posts. It is user-friendly for administrators and visits and cost efficient.
- Depending on the future realities with quarantines, allot a portion of your budget to print materials for commissions, since many expressed that they didn't have the budget to print them.

###



2020 Census Network Approach and Key Learnings

Research and report by VIVA Social Impact Partners

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Introduction

After the 2010 Census, it was estimated that there was an undercount of over 200,000 children ages 0-5 in California.¹ This undercount significantly impacted funding and resource distribution to critical organizations serving young children and their families.

A key goal for the 2020 Census was to ensure that this undercount did not happen again. To support efforts toward this goal, the First 5 Association of California (F5AC) partnered with the California Head Start Association (Head Start California – HSC) and the California WIC Association (WIC), to provide a unique, grassroots, trusted messenger approach to 2020 Census outreach targeting the 0-5 family population in California. Given the positioning of these three organizations in the state and local communities, as well as the breadth of their networks, the aim was to achieve an accurate count by reaching hard-to-count (HTC) families and under-represented populations throughout the state to spread awareness and information about the census and promote census completion.



The First 5 Association of California served a critical role, leveraging its 58 local First 5 County Commissions, as well as new and existing partnerships with administrative community-based organizations (ACBOs) and Census Sector Lead organizations throughout the state, as well as with the California Complete Counts committee. F5AC employed tactics to support capacity building and relationship building, as well as provide training sessions and communications materials that spread information and awareness about the census to promote action among HTC populations.

Learning Objectives and Research Approach

Although the First 5 Association of California is experienced in convening its statewide First 5 County Commission members, F5AC was new to its 2020 Census role, in which it built a statewide network across different associations and sector types to promote civic engagement.

In the spirit of continued learning and growth, the First 5 Association of California enlisted the support of VIVA Social Impact Partners (VIVA) to capture feedback from census partners. This feedback was collected via interviews during the 2020 Census work in order to provide the First 5 Association of California the opportunity to implement change in real time. The feedback will also be leveraged for F5AC's future census work and other network-building and/or civic engagement efforts.

1. [2020 Census: Will All of California's Children Be Counted?](#), Public Policy Institute of California. April 10, 2019

VIVA Social Impact Partners conducted 11 interviews in February and March 2020, in which VIVA spoke with 12 executive directors and staff members from California Complete Counts, Administrative Community Based Organization (ACBO), Sector Lead, and First 5 County Commission partners.

The complete list of interviewees is as follows:

- **Head Start California** - Christopher Maricle, Executive Director
- **California WIC Association** - Karen Farley, Executive Director
- **California Complete Count Census 2020** - Ditas Katague, Director
- **California Complete Count Census 2020** - Marcy Kaplan, Sectors Outreach Director
- **First 5 Los Angeles** - Alba Bautista, Strategic Partnerships Manager
- **First 5 Alameda** - Erika Kuempel, Communications Specialist
- **First 5 Madera** - Diane Sandoval, Special Projects Manager
- **Asian Americans Advancing Justice** - June Lim, Demographic Research Program Director
- **California Primary Care Association** - Rebecca Pleitez, Deputy Director of Government Relations and Civic Engagement
- **NALEO Educational Fund** - Ely Flores, Director of Civic Engagement
- **United Way San Diego County, Count Me 2020** - Michele Silverthorn, Coalition Project Manager
- **Consultant to F5 Association of California** - Ana Lugo, 2020 0-5 Statewide Census Trainer

Summary of Key Findings

The following report dives into detailed findings across a number of interview topics. Those detailed findings were synthesized into five key findings:

1. Partners who had not previously worked with F5AC could not clearly define what the organization does. However, even if they weren't directly familiar with F5AC's work, partners' initial perspectives were that F5AC is a leader in the 0-5 space. Those perspectives were confirmed through the 2020 Census work.



2. Partners appreciated census materials and trainings led by F5AC, especially because F5AC's leadership in these areas provided partners with more bandwidth to focus on other areas of their work. However, partners still struggled with the time required for material management and distribution, and some felt that the quality of trainings and some materials could be improved.
3. Communication, speed, and flexibility/nimbleness are critical areas for a successful census campaign, and partners mostly felt the F5AC excelled in these areas. Some opportunity for improvement remains regarding clarity of roles and communications, including effectiveness in communicating changing timelines and updates.
4. Partners value the relationships formed through 2020 Census work, both with F5AC and with other organizations with whom F5AC connected them. Partners want these relationships to last, and recognize the importance of expanding relationships from individuals to their organizations.
5. Partners enjoyed working with F5AC and are excited to continue working with F5AC on future census efforts as well as non-census initiatives. Partners view F5AC as a convener and believe F5AC is well positioned to continue serving as civic engagement lead and a hub for organizations supporting the 0-5 population, thanks to both its expertise in 0-5 and its extensive network of trusted messengers.

Interview Findings

Census Partner Context

The majority of organizations with whom F5AC partnered for the 2020 Census are experienced at networking. They are heavily involved in relationship building and collaborate with other organizations, locally and across the state, depending on the partner.

"We really rely on the network we have within and outside of our communities."

- "We are definitely a collaborative entity within our county. We partner closely with counterpart agencies, social services, healthcare services, R&R agencies, and various childcare providers throughout the county. We are involved in some way with anyone touching kids ages 0-5 in our county."
- "[Networking/relationship-building] has been the goal of the organization since its inception. We really rely on the network we have within and outside of our communities. That has been the foundation of a lot of our work, especially related to the civic engagement work that we do."

The majority of organizations (outside of local First 5 County Commissions) did not have previous experience working with F5AC. In some cases, local First 5 County Commissions had run programs for ACBO's or Sector Lead partners, but these partners had not worked with the First 5 Association of California directly.

- “We haven’t really worked with them. We have been on meetings and task forces where we were all members, but I can’t recall a project where we worked side-by-side with them.”
- “I was not familiar with [the First 5 Association of California] before. Just in general, I knew that First 5s focus on 0-5 engagement across the state.”
- “I am most familiar with the local First 5 County Commission.”

Incoming Perception of the First 5 Association of California

Given partners’ minimal past direct interaction with the First 5 Association of California, when asked their perceptions of F5AC’s focus areas and strengths before working with them on the Census, many partners were not sure how to answer, but thought that advocacy may be a focus area.

- “I am not sure. My primary take on their focus was legislative. I didn’t know what else they might be doing outside of advocacy.”
- “Initially it was not too clear to me, to be honest. With more experience with the organization, I knew there was a large focus mainly through our public policy work as we led advocacy efforts at the state and federal level. This is my impression — it has been a slow build.”

Partners who were able to speak to F5AC’s focus areas and strengths mentioned that they perceived the First 5 network as well-respected, well-connected, and having a strong brand name.

- “They are probably the single largest, most recognizable brand in the early childhood space. Part of that is a testament to the First 5 Association of California and part is a testament to their members in the First 5 network. It is a great brand with great work and a great track record. No one else has that.”

“They are probably the single largest, most recognizable brand in the early childhood space.”

- “When I think of First 5, there is something to be said about the name. It carries a lot of weight.”

The First 5 Association of California was also known for its position as a convener of local First 5 County Commissions and of other important organizations throughout the state.

- “What I do know of F5AC is that they are a convener — to me, it seems they are a convener of all state First 5s to try to get everyone hearing the same message, get on the same page, and have lessons learned from something one county is working on that another county wanted to start (sharing best practices).”

Many partners perceived F5AC as providing access to trusted messengers in the 0-5 space.

- “Making connections to local partners was really great. [The First 5 Association of California] knows who is on the ground and the work they are doing. They are definitely there brokering relationships. I don’t know that F5AC is the specific trusted partner; they are higher up and brokering relationships with trusted partners on the ground, working in the communities.”
- “First 5 County Commissions and the partners they serve, these are all trusted messengers. In the 0-5 community, whether it is Head Start and teachers or parents, or WIC and case workers, or a health network and medical staff, the First 5 Association of California reaches them through First 5 County Commissions. They definitely provide access to a network of trusted messengers across California.”

“They definitely provide access to a network of trusted messengers across California.”



Partners perceived that local First 5 County Commissions are key trusted messengers with whom the First 5 Association of California works.

- “[The local First 5 County Commission] played the role of external facilitator and resource as a trusted messenger. They are a trusted messenger within the network, and to our leadership. [The First 5 Association of California] was able to help us (at least me) build a case for it. This was a big shift as well, that they were willing to play that role.”
- “From personal experience and also when I think of First 5, the name naturally lends itself to make people assume they work in that space and would be the best trusted messengers for parents of children ages 0-5.”

However, some partners were unsure about the extent to which F5AC is a trusted messenger or provides access to trusted messengers, mostly driven by the partners' lack of insight into how F5AC and local First 5 County Commission network work together and with their communities.

“I am not sure how they stay directly connected to the network on the ground.”

- “Since the First 5 County Commissions have been moving away from direct services, I am not sure how they stay directly connected to the network on the ground. I can't explain their network, as they shifted their model from direct services, but that doesn't change that the First 5 Association of California has all those connections to the County Commissions, and that is extensive.”
- “I don't know. I don't know to what extent they have that network of trusted messengers. I think the local First 5s might be better positioned to do that; I am not sure if the First 5 Association of California is positioned to do that.”

Census Materials

The First 5 Association of California led the creation of a number of materials and resources to distribute to partners to support their work spreading information about the census and promoting census response.

Overall, partners had positive feedback for the materials and appreciated F5AC's work and role in creating them.

- “[The First 5 Association of California] has done a great job putting together their resources and interfacing with the census people on resources given to the various organizations who are going to do census work. They have let us know what is coming and what can be used.”

- “I think that everything that is available is appropriate for what the work is. [Our partners] can access resources, go to trainings, see newsletters with information. The First 5 Association of California has provided what is needed. I don’t think there is anything else that our partners need that we have not received.”

Partners most appreciated that the materials were in multiple languages and that they were flexible and enabled customization for local communities.

- “[The First 5 Association of California’s] work in coordinating collateral development was huge. There is a lot of collateral out there in a lot of languages. They have given us a number of tools so that we can reach out to communities in different languages, and that has been the biggest help.”
- “Once they developed it, they said take it and run with it, and change it as needed for your communities. They provided collaboration and structure, with the degree of freedom we needed to work with our communities. This was a perfect balance.”

“They provided collaboration and structure, with the degree of freedom we needed to work with our communities.”

When considering specific materials, interviewed partners most appreciated the social media toolkit, fact sheet, template for census strategy, and website.

- “The double-sided fact sheet for parents. We have used it ourselves a lot. It is easy for us to use, it is easily digestible by the reader — parents and anyone like that — [and] we feel it is easy for us to use. It doesn’t overburden the reader, and it is easy for us to share that information.”
- “The template for what a census strategy could look like was very helpful — this was a new way for us to work. As a funder, we know how to pool funds, but outside of financial resources — how to strategize how we are targeting certain areas and using data and maps to help us do that, and how we are identifying partners — this was a new way for us to work and build consensus. Everyone sent their responses to the template, and I was able to go through and pressure test what outputs and outcomes could be expected from different activities. It helped us work together across the organization.”

Some partners commented on aspects of specific materials that could be improved. Materials are listed below in alphabetical order.

- Activity Sheets

- “Some of the activity sheets weren’t 0-5 focused. If you are looking at kids 0-5, they can’t do a maze puzzle yet. The activity sheets needed to be more 123, ABC. They were an older activity sheet than our little ones could use. Some of the collateral was overaged for our kids.”

- Bookmarks

- “The bookmarks are cute, but light on substance.”

- Posters

- “The posters are beautiful, just harder to ship out — bigger and bulkier. Not sure if there is a way to get around that. They are bigger and require more space and special handling.”

- Privacy Web Camera Covers

- “The privacy camera covers/little laptop camera covers are not helpful. Those were actually criticized by our Complete Count Committee because one of the main messages that we are trying to get out, especially with the census being completely online, is that it is private and safe and is going to maintain your confidentiality, but then it is a mixed message to be handing out privacy covers which makes people question privacy. I really haven’t been using these as much because of that issue.”

- We Count Book

- “For the books, the people who came to the training reviewed the book and said it was really wordy. What they liked were the picture and the 1-2 sentences they could read to the children in story time and give to families to read to their kids; but the edges of the pages were too wordy.”

- “Some people feel their populations are not represented in the book. They still use it, but they don’t feel it will be as effective. A huge point of sensitivity is lack of representation for the Native American population in the We Count book.”

- Website

- “Just accessing the web resource page is really text heavy — having images or clickables would be really helpful rather than all the text. Accessibility on that page could be improved (especially when looking on mobile).”



There were some comments about additional materials that would be helpful.

- “Maybe more swag. Fact sheets are one thing, but many times, different goodies and items attract a lot of people, and you can convey messages through that. Many times, fact sheets can get thrown away, but a tote bag about the census will not, and it’s a constant reminder that people have.”

When considering messaging on materials, it was suggested that F5AC consider what other efforts it could partner with for joint messaging.

- “What they also may be doing is combine outreach around the census with earned income tax credit and young child tax credit. We have been co-packaging materials because we are trying to reach the same people with those materials.”

A major pain point for many partners was the time and staff needed to manage the materials.

- “The challenge for us has been keeping up with creating and distributing materials. Keeping enough materials on hand and using staff time and resources. It is an extra thing that isn’t part of our daily work in a non-census year. It really is a time intensive effort.”

“The challenge for us has been keeping up with creating and distributing materials... It really is a time intensive effort.”

Census Trainings

Overall, partners appreciated that the First 5 Association of California was holding trainings, because it took this responsibility off the partners' own plates.

- “Just the fact that they are providing [trainings] is great. In my role, it has been hard because originally we were going to do our own training, but when it came to time and capacity, the ability to share trainings with other organizations has been really great.”

“The ability to share trainings with other organizations has been really great.”

However, partners felt that training content could be improved to be more focused on what attendees needed to do and be more specific to the local communities in which the trainings were held.

- “The content was too general — the first slides were about the history of the census and why census came about. We understand it is important to know the history, but what the audience wanted to know was, “1) What do my families need to know? 2) How can I express the importance of the census to them so they will understand? 3) How is this going to impact them specifically and how do I relay this to them?” There was a slide from the 2010 census that showed different orgs and how they were impacted by how low the count was. Then again, we still needed to make it more specific to our county. We talked about how back in 2010, organizations and funding started to be cut from different groups, and we talked about how Head Start was affected. We talked about that and made it real — when it became real, you could see a light bulb go on when people remembered that time — positions cut, preschool slots were cut, because there was no funding. They remembered all that.”

There was also a perception that training facilitators could be more effective.

- “The facilitator was okay, but was really new and green. It didn’t make for a great first session of census training.”

There was the perception that by integrating campaign messaging — especially surrounding cultural awareness — between trainings and the distributed materials/resources/swag, the messaging would have been stronger.

- “I think that an area for improvement is really making sure that throughout the campaign, the message was similar throughout all materials and marketing and press toolkit so that there was one unified message. I believe that the training was kept in isolation from the rest of the campaign. Some of the feedback related to messaging and materials was in response to lack of cultural awareness in some of the language used. There was a huge opportunity missed to ensure that the entire campaign reflected cultural responsiveness and competence.”



Relationship Building

Overall, most partners agreed that new relationships have been formed through the census work with the First 5 Association of California.

- “I have made all kinds of different connections, because this work is based on connections through the population and demographics we are working in. I know a lot more people now than I did before. The First 5 Association of California helped with relationships with local First 5s. The First 5 Association of California has definitely created relationships, and not just with 0-5 partners.”
- “The First 5 Association of California has been helpful to us in certain regions where we want to build local collaboration and partnerships and build presentations. For example, we did a training, and the First 5 Association of California was helpful in engaging local organizations and making introductions for us. This has definitely been helpful in terms of building local capacity in those areas. They also made introductions to local First 5 County Commissions where we may not have had past relationships.”

Partners that formed new relationships were hopeful that these relationships would last.

- “Yes these relationships will continue, because that is an intentional goal that I have, and I think [the First 5 Association of California] does too. The relationships we are creating among the partners is not as important as the census work, but it is right behind in terms of importance. We recognized early on that the things we are doing now, we can bring the same level of focus, joy, and collaboration to whatever the next thing is. My goal is to not only be successful in the census, but to create a strong collaborative experience so that we continue to work together, because we should.”

“My goal is to not only be successful in the census, but to create a strong collaborative experience so that we continue to work together, because we should.”

However, in order for relationships to last, they will need to expand outside of specific individuals and into other parts of the partner organizations. This is especially true for organizations who hired staff only for the duration of census work.

- “There were connections made in doing this, but hopefully it is not a connection to the person, but to the organization. The challenge would be that if the people who we connected with and we are working with end up leaving [their organizations]. We would want those people to keep us connected to the organization, and not just the person. That would be the tricky or the difficult part. It is too early to say if this will happen; this probably won’t happen until the census is over.”

Capacity Building

Partners had mixed responses regarding whether or not they felt the First 5 Association of California supported capacity building within their organizations.

- Partners who thought that the First 5 Association of California supported capacity building mentioned strategic frameworks, information sharing, and collaboration as areas in which F5AC helped them grow.

- “I think we will keep using these sorts of strategic frameworks (census strategy template) in the future; that is how we have been talking about it internally. We have built infrastructure and a way to support civic engagement efforts in the future. There could be conversations about what that means for our other investments. I think there could be a continuation based on learnings from our work in the census.”

“We have built infrastructure and a way to support civic engagement efforts in the future.”

- Partners who did not think that the F5AC supported capacity building mostly thought of F5AC as a resource for materials.
 - “We have worked with them more for the resources. We have worked with our Complete Count Committee for trainings in the area, not as much with the First 5 Association of California. We did rely on webinars and briefs and presentations by F5AC for our internal informational purposes.”
- Partners who did not feel that F5AC’s census-related work increased their capacity expressed interest in working with F5AC in this area.
 - “The First 5 Association of California hasn’t helped in this area. This could potentially be an area they could help in, I just don’t know. But we would definitely be open to that.”

Overall Strengths and Areas for Improvement

Partners cited a number of areas of strength that they saw from the First 5 Association of California during their census work. Strengths are listed below in alphabetical order.

Accessibility

- “Whenever I need to talk to Kendra, I shoot her a text and she calls, we talk, and we move forward. I think the First 5 Association of California is accessible and responsive.”

- “They do a great job communicating and responding.”

Collaboration

- “The First 5 Association of California is willing to collaborate and to support local efforts. The ease with which we can trust each other’s strengths is a positive thing and makes it easy for us to work together. For both parties, it is a mutually beneficial relationship.”

Commitment

- “I just want to highlight the dedication that they have to the work. They don’t see this as just the work for this campaign and that this effort will end. They are really looking at long-term partnerships that they are building. They see this effort as a huge capacity-building initiative and to develop partnerships that are going to benefit all communities they serve across the state.”

“They see this effort as a huge capacity-building initiative and to develop partnerships that are going to benefit all communities they serve across the state.”

Connections

- “[The First 5 Association of California] has a huge network that reaches every single county in the state. This is key because it isn’t always easy to find partners for all demographics with true statewide reach. [...] They have statewide reach across their network and they also have reach across all demographics that the state is focused on targeting through census efforts. There is always a part of each demographic that reaches the 0-5 population. [F5AC is] really uniquely positioned to use networking and resources in a way that is beneficial to partners across the state.”

Enthusiasm and energy

- “They have a huge degree of enthusiasm and they bring energy and joy. They are a great partner to work with because they are smart and fun to be with and forward thinking.”

- “When engaging with the First 5 Association of California, what I like most is their energy. This is probably from Kendra. Maybe it is just how they hire. The energy from Kendra and wanting to be helpful and supportive and just knowing what they were doing from really early on.”



Expertise

- “They know the counties, are familiar with each of them, and know what each of the needs are and what they should be working on in terms of connecting and collaborating with everyone. They have a good take on what needs to be done.”
- “I do think that we definitely look to F5AC around content going out to parents and understanding from their experience what works for parents. That has been a learning experience for us.”

Fiscal responsibility

- “The First 5 Association of California is a really fantastic organization. They are thinking strategically about how they are using the dollars. They are fiscally conservative in how they are utilizing dollars that are limited to really stretch them as much as they can.”

Flexibility

- “They provided a framework for us to think more critically about how we come to our own strategies. They didn’t come from a place of one size fits all. They came from a place of ‘given our county’s resources, how do we target areas with existing grantees that also have hard to count populations?’”

“They provided a framework for us to think more critically about how we come to our own strategies.”

Great staffing

- “They hire great staff. I have been super impressed with the quality of the staff. We just like working together. The best investment an organization can make is having a great team. I trust them—they are good professionals and good people. That is the most important part.”
- “I think the staff they have hired for this project. [Kendra and Mercedes] are super competent and organized. They came with experience, which was really helpful.”
- “When I first talked to [Kendra], I knew she was just ahead of the game and knew so much. It was really refreshing and great. She is a great face for this work with the First 5 Association of California. If tomorrow, someone said we have a new project related to the 0-5 population, knowing that Kendra has access to partners and people on the ground, she is definitely who I would go to. There is just something about Kendra’s personality where you know, “If I want to get something done, I go to Kendra.”

Nimbleness

- “One thing that is great about the First 5 Association of California is that they actually move pretty fast — ‘Let’s go do this and get it out the door.’ If we need to re-group, we do so. They don’t let perfection slow them down, and I think this is the right way to go. As we roll out this census work, new information keeps happening. The First 5 Association of California is very nimble and tries to move quickly, and I think that is great.”

“The First 5 Association of California is very nimble and tries to move quickly, and I think that is great.”

Organization

- “Even before the census, the First 5 Association of California is organized. They have a good grasp of what it means to run a statewide association.”

Proactiveness

- “Because 0-5 crosses every demographic the state is targeting in our efforts, [the First 5 Association of California] has really been proactive in sharing materials they have developed or best practices and really leveraging all of their resources and network to engage them on census as well.”



In terms of specific parts of the relationship that worked well for partners, in-person meetings were regarded as effective and important, especially in the beginning of the relationship.

- “Originally, we had in-person meetings. Those were great. We didn’t need to continue them. Those helped us get to know each other individually, work through our agendas, and stay on time.”
- “Having Kendra come in person for a meeting kind of changed how the organizations worked together. We worked together on an agenda where I wanted her to share what other counties are doing and other strategic plans. She facilitated a conversation with everybody and had us really think how the work each of us are doing could contribute to the census and have everyone think about how our work can work together.”

While many partners did not have any areas of improvement to remark on, there are several areas for improvement that some partners suggested based on their census work with F5AC. Areas for improvement are listed below in alphabetical order.

Communication - changes to timelines

- “Keeping track of changes to the plan in a way that we could all track would be helpful. Managing the moving parts. Maybe that means more regular check ins, better document management system, [...] it is already kind of moving fast, so giving the degree of clarity we all need to do the work would help.”

“Giving the degree of clarity we all need to do the work would help.”

- “Sometimes we get responses and it is easy to communicate, and sometimes we don’t. We sent the First 5 Association of California a request [for We Count books] and they said we would receive them by the end of January. Now it is February and we haven’t heard back, and we want to be sure that books are distributed at upcoming events. So I had to reach out for an update on the timeline. The timeline shifted, but they had not told us. It often feels like we have to be following up and tracking on both ends so that things aren’t falling through the cracks.”

Communication - format and scheduling

- “Regularly scheduled communication. We started thinking we would have this, then we hit the ground running. We may have sacrificed regular communication for speed of implementation — but this is a balancing act.”
- “The main way information has been disseminated is through webinars and the internet. I appreciate that it makes sense to do this centrally. But I find that often for these phone calls — especially with important updates — there could be additional effort to see what dates make sense for people. I just wonder how many people actually attend or can attend these calls, because I often can’t. I find out about them the day they are happening, which is too late. It would be helpful if we could figure out other ways to communicate information outside the internet, especially with point people at each First 5 County Commission. How could we all create a more dynamic workgroup where updates are being shared?”

Diversity, equity, and inclusion

- “There was a huge opportunity missed to ensure that the entire campaign reflected cultural responsiveness and competence. I think First 5 Association has some major reckoning in terms of working with diverse backgrounds and the type of education needed by the First 5 Network to better work with cultural differences in a very real way.”

“There was a huge opportunity missed to ensure that the entire campaign reflected cultural responsiveness and competence.”

Role clarity

- “If the expectation is that the First 5 Association of California is playing a certain role, I would want them to solidify that further. I understand their role, but I am not sure about capacity on their end. It has been organic, and it has worked, but it would be helpful if there was more communication up front about where they are looking for us to lead and where they can lead based on their priorities. For the future, managing expectations would be helpful with processes.”

“It has been organic, and it has worked, but it would be helpful if there was more communication up front about where they are looking for us to lead and where they can lead based on their priorities.”

Starting earlier (with materials, staffing, and communication)

- “At first it was definitely difficult to get answers. It seems like Kendra had a lot on her plate and was also responding to inquiries — all of that seemed like it was overload and they weren’t able to accommodate that type of stuff. But I think they staffed up in recognition of that. Seems there was a delay in getting funds. I understand why it seems slow and disjointed and took a while to get going. There is a lot of valuable information learned for next time about how to staff for a more efficient rollout.”
- “One of the things could have been in regards to just having all these census materials and items created well in advance, having the trainers relay the information to the community, and having [the trainers] well-verses in the census earlier on before the census came out. It was a little slow coming. With the census, I understand it had started in late 2018/early 2019; if we would have had more time for outreach, I think it would have been more helpful if these items were created early on instead of a few months before the census actually happened. But the material they did create was great.”

Future Opportunities

Census partners interviewed all believed that it makes sense for the First 5 Association of California to play a role in civic engagement/networking. The most commonly cited reasons that F5AC would be a good fit for this role are its connections to partners throughout the state and its expertise and positioning to support children and families of children ages 0-5.

Connection to partners throughout the state

- “It is definitely aligned with their role with the state and counties — being that bridge between state census outreach efforts and NALEO (National Association of Latino Elected Officials) and other state and national entities that are doing census outreach too. It makes sense for the First 5 Association of California to be that branch for all the counties, and then the counties to be the resource for all 0-5 organizations in their counties.”
- “I think it is great because we really do need that one organization to take a lead role and to coordinate efforts so we are all relaying the same message. Although our counties are different and we may not be utilizing the same materials and relaying the message in the same way, if the message is good, we can relay it in a way that works for our county, as well as any materials that were created.”

**“We really do
need that one
organization to
take a lead role.”**

Expertise in ages 0-5

- “It is a perfectly natural space for [the First 5 Association of California] to be in. I am delighted that they want to be in this space. I think they *should* be in this space. I am delighted to be in this space with them. If we can influence parents of 0-5, we can create a lot of social change. This is the best way forward for all of us — to not only make sure our communities thrive, but to contribute to the solution to all the problems we face. This is something we can and should do, and the First 5 Association of California sees the value of this. We all believe in collective impact.”



Census Partners all believed that the First 5 Association of California should lead future Census-related efforts. The most commonly cited reason for why F5AC should lead Census-related efforts was because of its position as a hub/convener of organizations throughout the state.

- “They are well-positioned in that they have existing relationships with every First 5 County Commission. The effort it would take for [individual First 5 County Commissions to reach out to each other] would be a bigger level of effort than for the First 5 Association of California to make those connections and share them across the network. Having that statewide purview is unique, and it makes sense for them to lead these efforts in future census. They also have a good relationship with the state; it would make sense for them to keep doing census.”
- “They can be the hub of what the other counties can pull from. If everybody is pulling from something, we may not be sounding off the same message. The First 5 Association of California can coordinate that one single thing we need to promote. If we are all promoting the same language and tagline, it is going to be louder, versus us coming up with our own ideas. As an association, they have more validity and pull when working with the census bureau in general.”

Census partners are interested in partnering with the First 5 Association of California outside of the census. Partners are excited to maintain momentum and build on relationships formed with F5AC’s staff.

- “I immediately saw that we liked working together — we each have strengths and we knew we were stronger together. We said, ‘This needs to continue. After the census, we need to keep working together.’ We know the census is important, but I know that the census is the means by which we build this network that we can continue using moving forward. I am super excited about that.”
- “I really appreciate the energy and the support. It is a good impression. I would definitely go to [the First 5 Association of California] for future 0-5 needs when working in certain communities. They are definitely a dependable organization to go to for work with the 0-5 population. The First 5 Association of California is who you go to if you need to access 0-5...and they do a good job at it!”

“We know the census is important, but I know that the census is the means by which we build this network that we can continue using moving forward. I am super excited about that.”

When asked to provide ideas for future network-building work that the First 5 Association of California would be a good fit to lead, partners most frequently suggested that F5AC could be impactful at addressing issues that touch the 0-5 population, such as immigration, subsidized care, and homelessness. There was also mention of general support for civic engagement and advocacy efforts.

- “Working with the First 5 Association of California has opened my eyes to what else they are doing and what else we can do. I think that parents of children ages 0-5 have a vested interest in a wide range of social issues. I think we can use that network to bring more power to whatever topics we want to address — access to healthcare, food access. There is a lot of potential that we could do, we just need to decide what we want to do. If we focus, I think we could do a lot.”
- “I would say that the First 5 Association of California’s role should be for any issues that impact our work across countries and geographies. This is what has worked so well for the census.”

“I think we can use that network to bring more power to whatever topics we want to address.... There is a lot of potential that we could do, we just need to decide what we want to do.”

When asked more broadly how the First 5 Association of California could support partners in their work going forward, most partners want F5AC to continue their current approach to creating materials/resources and collaborating/convening with local organizations.

- “It would be really similar to what they are doing. Reach out to understand local structure, create materials, and make sure local partners can come together to learn.”
- “It would look like what they are doing now. Creating collateral, creating resources, training leaders across the state, collaborating with external stakeholders, promoting materials that other partners have developed.”

Additionally, some partners stated that it would be helpful to be able to continue to turn to F5AC as a subject matter expert for the 0-5 population, to complement the broader work that the partner organizations do for larger demographics.

- “We have to focus on a large group. Since we have a partner who can focus on our families with younger children, it helps to make sure that particular subset of our communities are getting taken care of. Specific to the census work, I think that this has been very helpful, but I also think we could use that approach for other work that we do. When we can partner with the First 5 Association of California to focus on [children ages 0-5], it could alleviate our need to feel like we need to reach everybody.”
- “Joining in at planning stages of different projects and events, or initiatives that particularly affect parents. Having the First 5 Association of California be a thought partner would be great. For our particular work, we focus on pathways to citizenship, and I would love to figure out how to pick their brain on how to support the parent conversation and leverage First 5s in that work. I would love to see if that could happen.”

Conclusion

In its approach to reaching the hard-to-count 0-5 population for the 2020 Census, the First 5 Association of California leveraged its 0-5 expertise and network of local county First 5 Commissions, combined with a collaborative, responsive approach to cross-sector network building.

Though there were some areas for improvement, partner feedback was mostly positive, affirming, and enthusiastic. Partners reported that F5AC was able to successfully build a strong network of organizations working to support 0-5 census outreach. Furthermore, partners noted that F5AC effectively filled a need to lead civic engagement for the 0-5 population as related to the census, and that F5AC is well-positioned to continue serving in that role for other issues impacting the 0-5 population. Partners were excited about their work with F5AC for the 2020 Census, and they are looking forward to opportunities to continue building upon the partnership and relationships built through future initiatives.



Research and report by



Contracted Partner Name	Subcontractor Name	Region
First 5 Association	Head Start California	Statewide
First 5 Association	California WIC Association	Statewide
First 5 Association	First 5 Alameda County	3
First 5 Association	First 5 Amador	4
First 5 Association	First 5 Calaveras	4
First 5 Association	First 5 Contra Costa Children and Families Commission	3
First 5 Association	First 5 Del Norte	2
First 5 Association	First 5 El Dorado	1
First 5 Association	First 5 Fresno County	6
First 5 Association	First 5 Glenn County	1
First 5 Association	First 5 Humboldt	2
First 5 Association	First 5 Inyo County	6
First 5 Association	First 5 Kern	6
First 5 Association	First 5 Lake County	2
First 5 Association	Lassen County Children and Families Commission	1
First 5 Association	First 5 Madera County	4
First 5 Association	First 5 Marin	3
First 5 Association	First 5 Modoc	1
First 5 Association	First 5 Mono County	4
First 5 Association	First 5 Monterey County	5
First 5 Association	First 5 Napa County	2
First 5 Association	First 5 Nevada County	1
First 5 Association	First 5 Placer	1
First 5 Association	First 5 Riverside	7
First 5 Association	First 5 Sacramento	1
First 5 Association	First 5 San Benito	3
First 5 Association	First 5 San Bernardino	7

First 5 Association	First 5 Commission of San Diego	10
First 5 Association	First 5 San Francisco	3
First 5 Association	First 5 San Joaquin	4
First 5 Association	First 5 San Luis Obispo	5
First 5 Association	First 5 San Mateo	3
First 5 Association	First 5 Santa Barbara County	5
First 5 Association	First 5 Santa Clara	3
First 5 Association	First 5 Santa Cruz County	5
First 5 Association	First 5 Shasta	1
First 5 Association	First 5 Sierra	1
First 5 Association	First 5 Siskiyou Children and Families Commission	1
First 5 Association	First 5 Solano	3
First 5 Association	First 5 Sonoma County	2
First 5 Association	Stanislaus County Children and Families Commission	4
First 5 Association	Sutter County Children and Families Commission	1
First 5 Association	First 5 Tehama	1
First 5 Association	First 5 Trinity	2
First 5 Association	First 5 Tuolumne County	4
First 5 Association	First 5 Ventura	5
First 5 Association	First 5 Yolo	1
First 5 Association	First 5 Yuba	1

Address	Expected Outcome	Amount
1107 9th Street, Suite 300, Sacramento, CA 95814	Engagement of Head Start	\$ 140,000
3120 Freeboard Dr #101, West Sacramento, CA 95691	Engagement of WIC members	\$ 200,000
1115 Atlantic Ave Alameda, CA 94501	Coordination with local Census	\$ 6,000
975 Broadway Jackson, CA 95642	Events and social media campaign	\$ 1,000
373 West St. Charles San Andreas, CA 95249	Events and social media campaign	\$ 500
1485 Civic Court, Suite 1200 Concord, CA 94520	Coordination with local Census	\$ 6,000
494 Pacific Ave Crescent City, CA 95531	Events and social media campaign	\$ 1,000
2776 Ray Lawyer Drive Placerville, CA 95667	Local Census 2020 education	\$ 7,000
2405 Tulare Street, Suite 200 Fresno, CA 93721	Coordination with local Census	\$ 9,000
1035 West Wood Street Willows, CA 95988	Events and social media campaign	\$ 500
325 Second Street, Ste. 201 Eureka, CA 95501	Local Census 2020 education	\$ 1,500
568 W. Line Street Bishop, CA 93514	Events and social media campaign	\$ 4,000
2724 L Street Bakersfield, CA 93301	Coordination with local Census	\$ 3,000
1950 Parallel Drive Lakeport, CA 95453	Events and social media campaign	\$ 1,500
2995 Johnstonville Road Susanville, CA 96130	Events and social media campaign	\$ 1,000
525 E. Yosemite Avenue Madera, CA 93638	Local Census leadership - community	\$ 7,500
1050 Northgate, Suite 130 San Rafael, CA 94903	Events and social media campaign	\$ 4,000
802 North East St. Room 103 Alturas, CA 96101	Events and social media campaign	\$ 500
365 Sierra Park Road, Bldg. M Mammoth Lakes, CA 93546	Events and social media campaign	\$ 1,000
1125 Baldwin Street Salinas, CA 93906	Coordination with local Census	\$ 6,000
1040 Main Street, Suite 206 Napa, CA 94559	Events and social media campaign	\$ 3,000
112 Nevada City Highway Nevada City, CA 95959	Events and social media campaign	\$ 2,000
365 Nevada St. Auburn, CA 95603	Events and social media campaign	\$ 3,000
585 Technology Court Riverside, CA 92507	Regional coordination and outreach	\$ 18,000
2750 Gateway Oaks Dr., Suite 330 Sacramento, CA 95833	Coordination with local Census	\$ 8,000
351 Tres Pinos Road, Suite 100A Hollister, CA 95023	Events and social media campaign	\$ 1,000
735 E. Carnegie Dr., Suite 150 San Bernardino, CA 92408	Coordination with local Census	\$ 8,000

2750 Womble Road, Suite 201 San Diego, CA 92106	Coordination with local Cer	\$ 10,000
1390 Market Street, Suite 318 San Francisco, CA 94102	Events and social media ca	\$ 4,000
PO Box 201056 Stockton CA 95201	Events and social media ca	\$ 6,000
3220 South Higuera St., Suite 232 San Luis Obispo, CA 93401-6985	Events and social media ca	\$ 6,000
1700 S. El Camino Real, Suite 405 San Mateo, CA 94402-3050	Coordination with local Cer	\$ 4,000
1306 Santa Barbara Street Santa Barbara, CA 93101	Coordination with local Cer	\$ 4,000
4000 Moorpark Avenue, Suite 200 San Jose, CA 95117	Coordination with local Cer	\$ 8,000
4450 Capitola Rd Capitola, CA 95010	Coordination with local Cer	\$ 6,000
393 Park Marina Circle Redding, CA 96001	Events and social media ca	\$ 1,000
701 Main Street Loyalton, CA 96118	Events and social media ca	\$ 550
310 N. Mt. Shasta Blvd. Suite 5 Mt. Shasta, CA 96067	Events and social media ca	\$ 1,500
3375 Sonoma Blvd., Suite 30 Vallejo, CA 94590	Events and social media ca	\$ 4,000
5340 Skylane Blvd. Santa Rosa, CA 95403	Events and social media ca	\$ 4,000
930 15th Street Modesto, CA 95354	Events and social media ca	\$ 3,000
1531-A Butte House Road Yuba City, CA 95993	Events and social media ca	\$ 3,000
332 Pine Street Suite H Red Bluff, CA 96080	Events and social media ca	\$ 1,500
P.O. Box 1362 Weaverville, CA 96093	Events and social media ca	\$ 500
20111 Cedar Rd. North Sonora, CA 95370	Events and social media ca	\$ 1,000
2580 E. Main St, Suite 203 Ventura, CA 93003	Coordination with local Cer	\$ 6,000
502 Mace Blvd. Ste 11 Davis, CA 95618	Events and social media ca	\$ 3,000
1114 Yuba Street, Suite 201 Marysville, CA 95901	Events and social media ca	\$ 3,000

\$ 184,050



Our Kids Count

In our community, we believe every person counts. And we believe every person should get their fair share — especially little kids.

A big way our community gets money for child and family programs is by participating in the U.S. Census. The state and federal government uses census information to fund programs like child care, free and low-cost school lunches, and Medi-Cal.

Here are just a few reasons why your participation in the census matters:



When you and your kids are part of the census count, the community receives its fair share of money for important programs like Medi-Cal, WIC, Head Start, the National School Lunch Program, CHIP, and child care.



California receives more than \$115 billion every year based on census data. We must count everyone so we don't lose these resources.



The number of people California has in Congress is based on the census count.

Here is how it works:

- (1) In March 2020, you will get a census reminder in the mail.
- (2) Complete the census form online, or over the phone.
- (3) Wait to receive a paper form in the mail, if you prefer to respond that way. Please complete by end of April to avoid a home visit from a census official.

About one million kids under age 5 in the United States were not counted in the last census.

Please be counted so your community gets the funding and services it deserves.

For information and assistance, call NALEO Educational Fund's toll-free bilingual hotline:
1-877-EL-CENSO (352-3676)

Common Questions about the Census



Are my answers confidential? **YES.**

By law, your response to the census CANNOT BE SHARED with anyone outside the census. This includes ICE (immigration), police, CPS (Child Protective Services), the IRS, the FBI, your landlord, or anyone else. No one can use your census answers to reduce your benefits, evict you, deport you, fine you, or take your children.

Will there be a question on the census asking if I am a citizen? **NO.**

Can I skip questions? **The best way to avoid a phone call or visit from a census worker is to complete all the questions truthfully.** And please make sure everyone in your household is counted — every adult, child, and baby.

How can I complete the census? **You have options.** You can fill out the census on a computer (at home or at a library), or over the phone. For help on how to respond, call 1-877-352-3676.

What if my child is a baby — do I list him or her on the census? **YES.** Please list your baby no matter how old — even if you are still in the hospital!

I am pregnant — how should I fill out the census? **Every child born on or before April 1, 2020** should be counted.

I have kids living with me who aren't mine — do I list them? **YES.** You should count every child who is living at your address, even if only temporarily, on April 1, 2020.

I have more people living with me than my landlord knows. I shouldn't list them, should I? **Everyone must be listed,** according to the U.S. Constitution. The census will not report your answers to your landlord or anyone else. Please make sure all people living in your household, or property, on April 1st, 2020 are counted.

I am not in the country legally. Should I take the census? **YES.** By law, the census cannot report your answers to any immigration authorities, law enforcement, or people in charge of government benefits. Everyone living in the U.S. at the time of the census should be counted, no matter their citizenship or immigration status.

My child doesn't live with me all the time — do I list him or her? **It depends.** Whomever your child lives with most of the time should count your child. If time is split evenly, the adult who has the child on April 1, 2020 should count the child.

How long does it take? **About 10 minutes.**

Your answers to the census are 100% confidential and are not shared with anyone. Please fill out your census form in 2020!

First 5 Association of California | Radio Readers

Radio readers are scripts to help you further spread Census messages. Think of them as public service announcements (PSAs). You can send them to radio stations – and TV stations for that matter – and encourage them to record/recite these messages as part of news segments and during commercial breaks. Below are two readers – designed to be read in 30 seconds and 60 seconds – that incorporate the three-phase approach to campaign messaging.

As a first step, email the script to any existing contacts you have at your local radio and/or TV station. If you do not know someone, find the name of the news director on the station's website. Include in your email brief information about your organization, why you are asking the station to air Census messages, and the value to the community. If you do not receive a response within 48 hours, be sure to follow-up with the station by phone.

:30 (Phase 1 & 3)

In California, all kids count. That's why it's so important to include them on our 2020 Census forms.

And not just your kids, but any children living at your address—nieces, nephews, grandkids, even your friend's kids if they live with you. Babies count, too!

When all kids are counted in the Census, our communities get more money for the programs that support our families, like schools, medical care, and public transit.

Learn more and get counted at [twenty-twenty Census dot gov](#).

:60 (Phase 1, 2 & 3)

In California, all kids count. That's why it's so important to include them on our 2020 Census forms.

And not just your kids, but any children living at your address—nieces, nephews, grandkids, even your friend's kids if they live with you. Babies count, too!

When all kids are counted in the Census, our communities get more money for the programs that support our families, like schools, medical care, and public transit.

Worried about your privacy? The U.S. Census Bureau can't share your information, even with other government agencies or your landlord.

In fact, it's illegal for them to share your answers with anyone. Census workers take a lifetime oath to protect your personal information, and breaking that oath means serious penalties, like prison time.

So rest assured, because responding to the Census isn't just smart—it's completely safe and secure.

Learn more and get counted at [twenty-twenty Census dot gov](#).

First 5 Association of California | Facebook Frame

We have created English- and Spanish-language Facebook frames to help you and your networks share our Census messages on your Facebook profile images. Here are instructions to use them.

Approach A | Using the Links

1. Click on one of the following links to open the frame in a new window. You will be prompted to add a frame to your profile picture.
 - Frame in English:
www.facebook.com/profilepicframes/?selected_overlay_id=889054028201394
 - Frame in Spanish:
www.facebook.com/profilepicframes/?selected_overlay_id=1235251713346821
2. Adjust the frame, if needed.
3. Select the length of time you want to use the frame. (We recommend having it up until May 31st.)
4. Add a description. Here is suggested copy:
The Census isn't just for adults—count your kids as well! Include any children living at your address on your Census form, from newborns to teenagers. Learn more at 2020Census.gov. #2020Census #CaliforniaForAll
5. Finally, click "Use as Profile Picture."

Approach B | Use Frame from the First 5 Association of California Page

1. Go to the [First 5 Association of California Facebook Page](#).
2. Click on the account's profile picture.
3. Hover your mouse on the picture and click on the "Use Frame" option at the bottom of the picture.
4. You will be prompted to add the First 5 Association frame.
5. Adjust the frame, if needed.
6. Select the length of time you want to use the frame. (We recommend having it up until May 31st.)
7. Add a description. Here is suggested copy:
The Census isn't just for adults—count your kids as well! Include any children living at your address on your Census form, from newborns to teenagers. Learn more at 2020Census.gov. #2020Census #CaliforniaForAll
8. Finally, click "Use as Profile Picture."

Approach C | Search Frame

1. Go to www.facebook.com/profilepicframes.
2. Click your profile picture in the bottom left and select your Page.
3. Search for the frame by entering "First 5 Association of California."
4. Select the frame you want – either the English- or Spanish-language option.
5. Adjust the frame, if needed.

6. Select the length of time you want to use the frame. (We recommend having it up until May 31st.)
7. Add a description. Here is suggested copy:
The Census isn't just for adults—count your kids as well! Include any children living at your address on your Census form, from newborns to teenagers. Learn more at 2020Census.gov. #2020Census #CaliforniaForAll
9. Finally, click "Use as Profile Picture."



We Count:
2020 Census Message Guide—English
Prepared by First 5 Association of California

November 2019

About the First 5 Association of California 2020 Census Campaign

The U.S. Census gathers population and demographic data from every person living in every community in the country. This information determines the amount of federal funding that will return to the community and elected representation in government. Most young children (80-85%) who were missed in the 2010 Census count lived in households that completed a Census questionnaire.¹ Of all U.S. states, in 2010, California had the highest undercount of children 5 and under.

An undercount in 2020 could cost California up to \$115 billion per year across federal programs,² including programs that support children: schools, child care, medical care, food assistance, housing, and public transportation. Recent research found that people who are least likely to complete the Census or count their children are most reliant on these programs, including younger, low-income, immigrant, and rural families, along with people in complex household situations.

First 5 Association of California is a nonprofit membership organization that advocates for and works with the California's 58 First 5 county commissions to build strong, effective, and sustainable systems serving California's youngest children. The Association is leading a campaign to inform and motivate Californians to count all young children in the 2020 Census, so families have the support they need for the next decade.

About This Message Guide

This message guide is based on Count All Kids! commissioned message research and a Census survey that the Association conducted with county commissions. **The document is a reference for commissions and partners to adapt and share messages about the 2020 Census with families that have young children.** Printable and digital resources accompany this document along with a style guide detailing how to create additional materials. The guide and materials are also available in Spanish.

In this document you will find the following sections. Each has an introduction in an orange block to explain how to use the content:

- **Core messages** to educate and motivate parents/caregivers of children ages 0-5 to include all children in the 2020 Census
- **Messages aimed at sub-populations** to address these families' specific barriers
- **Messages you can use to motivate trusted messengers** to share Census messages with the families they serve
- **Frequently asked questions** to help answer questions you may receive from families or when conducting an interview with a reporter

If you have questions about the First 5 Association materials, please contact Jess Berthold at jess@first5association.org.

If you need additional guidance on reaching Californians beyond those who have young children, visit the state resources at the CA Census 2020 website: <https://census.ca.gov/>.

¹ U.S. Census Bureau.

² George Washington Institute of Public Policy. [Counting for Dollars 2020: California](#).

Core Messages

Children ages 0-5 often are not included in the Census, including in California. In 2020, it's crucial to ensure a complete count of children ages 0-5 to secure adequate federal funding to support children and families in California.

Message research identified the top reasons Californians might not include young children in their Census responses. These include:

- A lack of understanding about the Census and whom to include in the household
- Personal fears related to immigration status and overcrowded housing situations
- Unfamiliarity with how the Census can help their children and households

Below is a three-phase approach to address these factors. Please use these messages as the base for any outreach you conduct with families—whether in individual conversations, presentations, written materials/announcements, and social media messages. You can customize these messages to best meet the needs of the community you serve, including answering questions in-language and highlighting the federal programs on which families most rely.

Each section includes suggested timeframes to begin using these messages. We recognize you may need to adjust the timing based on your individual community's needs.

General Awareness Messages: What is the Census and why do you need to count young children?

(Suggested Time to Use: November 2019 – January 2020)

- The Census happens every 10 years. It is the only official population count in the U.S.
- Your answers on the Census affect how much money your community will receive for the next 10 years. It also decides your elected representation in California and Washington, D.C.
- The Census counts people at each address—even if those people are not related, if they are not U.S. citizens, or if they have only lived at that address during part of the year.
- The Census does not just count adults, it also counts children. This is very important. Even if you've reported your children on your taxes or other government documents, you must include them in the Census form. This means all children under the age of 5 at your address—even if they are not related to the person who fills out the form.
- Remember, when it comes to the Census, everyone counts. Count ALL children living at your address. Don't forget to include babies (born on or before April 1, 2020), nieces, nephews, grandchildren, foster children, and people not related to you (like a friend and his/her child) if they are living with you on April 1, 2020.
- Respond to the Census. Visit 2020Census.gov.

Messages to Address Pain Points: Is it safe to fill out the Census honestly?

(Suggested Time to Use: January – March 2020)

- The Census doesn't just count people who are U.S. citizens. It counts every single person in the U.S. You should include everyone at your address. Completing the Census in 2020 is a confidential way of making sure you and your family count!
 - **In fact, the 2020 Census will NOT ask if you are a U.S. citizen.** You do not need to worry about your own immigration status, or that of anyone living at your address, when you fill out the 2020 Census. By law, the U.S. Census Bureau must keep all of your information private. The Census is not allowed to share your information with anyone—including other government agencies.
 - **Make sure you count everyone living at your home address.** It does not matter if they are not listed on the lease or rental agreement. By law, the U.S. Census Bureau cannot share your information with your landlord.
- While you should try to respond to the Census on time (by April 30, 2020), Census workers will visit addresses that have not responded to the Census by that date. Census workers are usually members of your community hired by the U.S. Census Bureau.
 - All Census workers take a lifetime oath to protect your personal information. Breaking this law has severe penalties, including a fine up to \$250,000, five years in prison, or both.
- Filling out the Census form for your address is easy. You can respond to the Census online or by phone in English, Spanish, or 11 other languages. You can even do it on your smartphone!
 - Video and printed guides are also available in 59 non-English languages.
 - There will also be a printed guide in braille and one with large print.³

Value Messages: Why does the Census matter to my children and to me?

(Suggested Time to Use: March – June 2020)

- Count everyone at your address on the Census. Then, your community can plan for the future and get money to support you and your loved ones. This includes programs that support your children: schools, child care, medical care, food assistance, housing, and public transportation.
- The 2020 Census helps decide how much money your community will get for important programs, including:
 - SCHIP (health insurance)
 - Medi-Cal (health insurance)
 - CalFresh (Food Stamps/SNAP)
 - WIC
 - School Breakfast and Lunch Programs

³ <https://californiacensus.org/about-the-2020-census/>.

- Head Start and Early Head Start
- Child Care (CCDBG)
- Special Education
- Cash Assistance (TANF)
- Section 8 Housing
- Of all states, California had the most children ages 0-5 not counted in 2010.
- The Census happens every 10 years. So, if all the children living at your address aren't counted in 2020, they will have fewer services for the next decade. Don't let this happen. Include all children on your 2020 Census form.

Messages for Key Populations

Children ages 0-5 are among the “hardest to count” in the Census and often fall into multiple hard-to-count groups, such as renters, low-income families, and immigrants.

Many of the caregivers in hard-to-count groups face barriers to respond to or include their young children in the Census. These barriers range from lack of internet access, misinformation, and fear or broken trust in the government. To ensure that all of California’s children are counted, we must help these Californians understand that it is safe to respond.

Select from the following messages based on your community make-up. Please use these messages as the base for any outreach you conduct with these families—from individual conversations and presentations to written materials/announcements and social media messages. You can adapt these based on the needs of the community you serve.

Messages for All Families with Young Children Regardless of Income

- Filling out the Census form for your address is easy. You can respond to the Census online or by phone in English, Spanish, or 11 other languages. You can even do it on your smartphone!
 - Video and printed guides will also be available in 59 non-English languages.
 - There will also be a printed guide in braille and one with large print.
- The Census happens every 10 years. It is the only official population count in the U.S. Your answers on the Census help decide how much money your community will receive for the next 10 years. It also decides your elected representation in California and Washington, D.C.
- Remember, when it comes to the Census, everyone counts. Count ALL children living at your address. Don’t forget to include babies (born on or before April 1, 2020), nieces, nephews, grandchildren, foster children, and people not related to you (like a friend and his/her child) if they are living with you on April 1, 2020.
- Respond to the Census. Visit 2020Census.gov.

Complex Households

- A lot of people fill out the Census, but many forget to count all of the children living at their address.
- It’s very important that you **count everyone living in your house or apartment**. It does not matter if they are not listed on the lease or rental agreement. By law, the U.S. Census Bureau cannot share your information with your landlord.
- All Census workers take a lifetime oath to protect your personal information. Breaking this law has severe penalties, including a fine up to \$250,000, five years in prison, or both.

- Remember that everyone counts. **If the children are staying at your address with you on April 1, 2020, and have no other permanent address, include them in your Census form**, including:
 - Your own children.
 - Children who are related to you—nieces, nephews, and grandchildren.
 - Children who are not related to you—like a friend's child.
 - A child who spends time in two homes but is with you on April 1, 2020.
 - A child staying with you temporarily who does not have another permanent address.
 - Newborns born on or before April 1, 2020, even if they are still in the hospital.

Non-English Speaking

- Filling out the Census form for your address is easy.
 - You can respond to the Census online or by phone in English, Spanish, or 11 other languages (Arabic, Chinese, French, Haitian Creole, Japanese, Korean, Polish, Portuguese, Russian, Tagalog, and Vietnamese).
 - You can even do it on your smartphone!
 - Video and printed guides will be available in 59 non-English languages. There will also be a printed guide in braille and one with large print.
- By law, the U.S. Census Bureau cannot share your information with your landlord or anyone else. All Census workers take a lifetime oath to protect your personal information. Breaking this law has severe penalties, including a fine up to \$250,000, five years in prison, or both.

Low-Income

- Count everyone at your address on the Census. Then, your community can plan for the future and get money to support you and your loved ones. This includes programs that support your children: schools, child care, medical care, food assistance, housing, and public transportation.
- The 2020 Census helps decide how much money your community will get for many important programs, including:
 - SCHIP (health insurance)
 - Medi-Cal (health insurance)
 - CalFresh (Food Stamps/SNAP)
 - WIC
 - School Breakfast and Lunch Programs
 - Head Start and Early Head Start
 - Child Care (CCDBG)
 - Special Education

- Cash Assistance (TANF)
- Section 8 Housing

Immigrants

- The Census doesn't just count people who are U.S. citizens. It counts every single person in the U.S. You should include everyone at your address in the Census count.
 - In fact, **the 2020 Census will NOT ask if you are a U.S. citizen.**
 - You do not need to worry about your own immigration status, or that of anyone living at your address, when you fill out the 2020 Census. By law, the U.S. Census Bureau must keep all of your information private. They are not allowed to share your information with anyone—including other government agencies.
- Filling out the Census form for your address is easy.
 - You can respond to the Census online or by phone in English, Spanish, or 11 other languages.
 - You can even do it on your smartphone!
 - Video and printed guides will be available in 59 non-English languages. There will also be a printed guide in braille and one with large print.
- While you should try to respond to the Census on time (by April 30, 2020), Census workers will visit addresses that have not responded to the Census by that date. They are usually members of your community hired by the U.S. Census Bureau.
 - All Census workers take a lifetime oath to protect your personal information. Breaking this law has severe penalties, including a fine up to \$250,000, five years in prison, or both.

Low-Literacy

- If you don't understand the Census form, don't worry! You can complete the 2020 Census by phone. Just call the Census office.
- Census staff can answer questions in English, Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese.
- Remember to include all children living at your address when you respond to the Census.

Rural Communities

- Whether you live in a large city or in a small rural community, when you count your children in the Census, your community gets more money for important programs that support local families. These include: schools, child care, medical care, food assistance, breakfast and lunch programs, and housing.
- If you don't have internet access, don't worry! The U.S. Census Bureau will mail paper copies of the Census questions to households living in communities without broadband.

- You can also take the Census by phone. Just call the Census office. Remember to include all children living at your address.
 - When you call, the Census staff on the phone can answers questions in English, Spanish, and 11 other languages.
- You can also fill out the Census on a smartphone or visit your library to use the internet and fill out the form online.

Limited or No Access to Broadband

- If you don't have internet access, don't worry! The U.S. Census Bureau will mail paper copies of the Census questions to households living in communities without broadband.
- You can also fill out the Census on a smartphone or visit your library to use the internet and fill out the form online.
- But you don't need access to the internet. You can take part in the 2020 Census by phone. Just call the Census Office. Remember to include all children living at your address.
 - When you call, the Census staff on the phone can answer questions and provide clarifications in English, Spanish, and 11 other languages.

Engaging Partners and Trusted Voices

Each of us has an important role to play in ensuring that our families, friends, and neighbors are counted.

We encourage you to engage trusted voices and partners in your community to help raise awareness of the 2020 Census and how essential it is to include all children ages 0-5 in the count.

The following points will help you recruit trusted voices in this important effort. We hope these messages are useful as you prompt these trusted and local partners to share Census messages with other Californians. As with other messages in this guide, please adapt them as necessary.

Incorporating First 5 Association Census Messages into Other Partners' Census Messages

If you come across organizations that are sharing Census messages in your community, encourage them to incorporate the following messages about including children ages 0-5 on Census forms. These messages are written to speak directly to parents/caregivers.

- Count all children who live at your address on your Census form, even if you are not their parent.
- Then, your community can plan for the future and get money to support you and your loved ones. This includes programs that support your children: schools, child care, medical care, food assistance, housing, and public transportation.

Child Care Providers

These messages are written to speak directly to child care providers.

- Every day, parents and guardians trust you with their children. They know you have their best interest in mind, and they rely on your expertise.
- We need your help so families understand the importance of including their young children in the 2020 Census.
- By law, the U.S. Census Bureau must keep all information private. Census workers are not allowed to share responses with anyone, including other government agencies, landlords, or anyone else. All Census workers take a lifetime oath to protect personal information. Breaking this law has severe penalties, including a fine up to \$250,000, five years in prison, or both.
- When we all respond to the Census—and count all children who live at an address (even if the adult taking the Census is not their parent)—child care centers get more funding for the next 10 years to help the families you serve.
- Our community also gets more funding for programs like CalFresh and WIC so the families you serve get the food they need.

- The number of Census responses also decides our elected representation in California and Washington, D.C.
- Respond to the Census. Visit 2020Census.gov.

Health Care Providers

These messages are written to speak directly to health care providers.

- Parents and guardians trust you with their children. They know you have their best interest in mind, and they rely on your expertise.
- We need your help so families understand the importance of including their young children in the 2020 Census.
- By law, the U.S. Census Bureau must keep all information private. Census workers are not allowed to share responses with anyone, including other government agencies, landlords, or anyone else. All Census workers take a lifetime oath to protect personal information. Breaking this law has severe penalties, including a fine up to \$250,000, five years in prison, or both.
- When we all respond to the Census—and count all children who live at an address (even if the adult taking the Census is not their parent)—health centers get more funding for the next 10 years to help the families you serve.
- California and our community also get more funding for programs like Medi-Cal, SCHIP, CalFresh, and WIC for the next 10 years. It means more families you serve can get the medical care and food assistance they need to be healthy.
- The number of Census responses also decides our elected representation in California and Washington, D.C.
- Respond to the Census. Visit 2020Census.gov.

Elected Officials and Community Leaders

These messages are written to speak directly to local elected officials and community leaders.

- As a leader in our community, our neighbors trust you.
- You can help them understand that—when we count every adult and every child in the 2020 Census, our community gets our fair share of federal funding for the programs that will support families for the next 10 years.
- The number of Census responses also decides our elected representation in California and Washington, D.C.
- The Census is our chance to be counted. It is an easy and guaranteed investment in the future of our children, families, and community.
- Respond to the Census. Visit 2020Census.gov.

Frequently Asked Questions (FAQs)

These FAQs are designed to help you address additional topics that may be relevant to people in your local community.

You can use them to answer questions from families or when holding interviews with reporters. As with the other information in this guide, feel free to adapt responses based on your community's needs.

What is the Census?

- The Census is a questionnaire. Think of it like a survey. It only asks nine questions.
- It counts every living adult and child in the United States at a specific point in time—on April 1, 2020.
- The Census takes place every 10 years. The next Census after this one will be in 2030.
- The Census counts all people who live at an address. It does not matter if these people are related. If someone—of any age—lives at your address on April 1, 2020, you should include them in the 2020 Census form.
- The Census count helps determine how much money California will get for important programs that support children, including: schools, child care, medical care, food assistance, housing, and public transportation.

What does the Census ask?

- The Census asks nine questions about the people living at each address. The questions include name, age, country of origin/race, sex, and if the person filling out the 2020 Census form owns or rents the dwelling at that address.
- The Census will *not* ask for your income or political party.
- The Census is a count of all people in the U.S., no matter your immigration status. The 2020 Census will *not* ask if you or others at your address are citizens.
 - You may have come across information about this in the news. In the end, a question about citizenship was not added to the 2020 Census.
- By law, information provided to the Census cannot be shared by the Census with other government agencies or a landlord. Breaking this law has severe penalties, including a fine up to \$250,000, five years in prison, or both.

Why do I need to count my child(ren)?

- The Census helps our government figure out how much money each state should get for important programs for the next 10 years.

- Counting each and every person in our state in the 2020 Census is crucial. That includes all children. An undercount in 2020 could cost California up to \$115 billion per year across federal programs. That's money we need for schools, child care, medical care, food assistance, housing, and public transportation.
- The Census only happens every 10 years. That means if we don't count all our children in 2020, they will be shortchanged for the next decade.

When does the Census happen?

- In March, you'll receive an invitation and a letter in the mail with directions for how to complete the Census online or over the phone. You will also get a reminder postcard in the mail at the beginning of April.
- Beginning on April 1, 2020, you will be able to fill out the Census form online—on a computer, tablet, or smartphone—or respond by phone.
- You can also request a printed copy of the Census in English or Spanish.
- If you haven't completed the Census by mid-April, you will get a second reminder and a printed copy of the Census in the mail.
- At the end of April, Census workers—usually members of your local community hired by the U.S. Census Bureau—will visit addresses that have not responded to the Census to help fill out the form in-person.
 - All Census workers take a lifetime oath to protect your personal information. Breaking this law has severe penalties, including a fine up to \$250,000, five years in prison, or both.
- If you're not sure who to count on your Census form, think about who stays/stayed at your address on April 1, 2020. For example, if you share custody of a child and this child "lives" in two homes, you can decide to include the child on your form based on where he/she stayed on April 1, 2020.

Who do I count?

- A single Census form needs to be filled out for each address. The form should include every person living at the address, no matter their age or citizenship.
- Count every adult and every child born on or before April 1, 2020. This includes newborns who may still be in the hospital, but will live at your address.
- If you are not sure who to count on your Census form, think about who stayed with you on April 1, 2020.
 - If you share custody of a child, you can decide where to count him/her based on the address where he/she stayed on April 1, 2020.
 - If family or friends live with you on April 1, 2020, and they do not have another home, count them on your Census form, even if they are not on the lease.
 - If you have a family member who does not live with you because he/she attends college, is in jail, or lives in a senior living community, do not include him/her on your Census form. They will be counted separately.

- People experiencing homelessness will be counted separately at shelters, soup kitchens, and mobile food vans in spring 2020.
- Remember: by law, all Census information cannot be shared with a landlord or any government agency. Breaking this law has severe penalties, including a fine up to \$250,000, five years in prison, or both.

How can I respond?

- Starting in March 2020, you can respond at 2020Census.gov. You can do it on a computer or on your smartphone.
- You will also be able to call the U.S. Census Bureau to answer the Census questions.
- Households at some addresses will get the Census questions by mail. This is because they may have limited internet access or have older adults living at the home address.
- The Census will be available in English, Spanish, and 11 other languages. The 11 additional languages include French, Vietnamese, Chinese, and Arabic.
- In addition, video and printed guides will be available in 59 non-English languages, and there will be a printed guide in braille and one with large print.

Is my information secure?

- Yes, your information is secure. By law, the U.S. Census Bureau must keep your information private.
- It is illegal for the U.S. Census Bureau to share your information with other government agencies, companies, or your landlord. Breaking this law has severe penalties, including a fine up to \$250,000, five years in prison, or both.
- A Census worker will never ask for your Social Security number or information about your bank accounts or credit cards. Never share this information with anyone you do not know or trust.
- If you want to make sure the person at your door is really a Census worker, check their badge. All Census workers have an official U.S. Census Bureau ID badge. The badge will include their name, picture, a Department of Commerce watermark, and an expiration date. They will also be carrying an official bag with the Census Bureau logo and an official letter explaining why they are visiting.

Does the Census ask about citizenship?

- No, the Census will not ask if you are a U.S. citizen.
- You may have heard about this in the news. In the end, this question was not added to the survey. Everyone should respond to the Census, including non-citizens.

Why is the Census asking for my phone number?

- The Census Bureau asks for your phone number in case they have questions about your responses to the questionnaire.
- They will not share your phone number with anyone, including businesses or other government agencies.

Is the U.S. Census Bureau hiring?

- If you are interested in a temporary job to support Census outreach, visit 2020Census.gov/jobs.
- To be eligible, you must be at least 18 years old, have a valid Social Security number, and be a United States citizen.

First 5 Association of California		
Week Of	Message Phase	Facebook/Twitter Copy
1/6/2020	General Awareness	If they live at your address, they belong on your Census—even if you're not their parent! Learn more at 2020Census.gov . #2020Census #CaliforniaForAll
1/13/2020	General Awareness	Does your child or grandchild stay at your address some days? Count them on your Census form if they live with you most of the time! If you share custody of them 50/50, count them where they stay on April 1, 2020. Learn more at 2020Census.gov . #2020Census #CaliforniaForAll
1/20/2020	General Awareness	The Census is for everyone living in the U.S. Babies count, too—even if they're still in the hospital! Learn more about who to include on your Census form at 2020Census.gov . #2020Census #CaliforniaForAll
1/27/2020	General Awareness	Include all kids living at your address on the Census if they stay with you most days. That can mean your kids, nieces and nephews, your grandkids, and even your friend's kids! Learn more at 2020Census.gov . #2020Census #CaliforniaForAll

2/3/2020	Pain Points	<p>It's illegal for the Census Bureau to share your answers with your landlord or anyone else. There's no downside to responding honestly about how many people live at your address. Learn more at 2020Census.gov. #2020Census #CaliforniaForAll</p>
2/10/2020	Pain Points	<p>Worried about privacy? The Census Bureau can't share your information with anyone—even other government agencies. Get the facts at 2020Census.gov. #2020Census #CaliforniaForAll</p>
2/17/2020	Pain Points	<p>The Census is for everyone living in the U.S. It won't ask if you're a citizen, and your information will not be shared with ICE or any other government agencies. Find out more at 2020Census.gov. #2020Census #CaliforniaForAll</p>
2/24/2020	Awareness	<p>The Census isn't just for adults—count your kids as well! Include any children living at your address on your Census form, from newborns to teenagers. Learn more at 2020Census.gov. #2020Census # CaliforniaForAll</p>

3/2/2020	Pain Points	Did you know that all Census workers take a lifetime oath to protect your personal information? It's true—and breaking this oath has severe penalties for them, including a prison sentence of up to five years. Learn more at 2020Census.gov . #2020Census #CaliforniaForAll
3/12/2020	Value	Include any children living at your address on your Census form. When you do, you help ensure that our kids' schools get the funding they need for the next 10 years. Learn more at 2020Census.gov . #2020Census #CaliforniaForAll
3/16/2020	Census Important Date <i>(Also the California Census Office's current advertising flight end date)</i>	Check your mailbox!! You'll be getting a postcard from the U.S. Census Bureau with more information on how to fill out the 2020 Census. Get more information at 2020census.gov . #2020Census #CaliforniaForAll
3/23/2020	Awareness	Is a child staying at your address temporarily? If they have no other permanent address, you should include them on your Census form. Get more information at 2020Census.gov . #2020Census #CaliforniaForAll

3/30/2020	Value	When you count all the children living at your address in the Census, important California programs—like Medi-Cal and WIC—get the funding they need to support our kids. Get more information at #2020Census #CaliforniaForAll
4/1/2020 (Day of)	Census Day	It's Census Day! Make sure to fill out your Census form, and include all the kids that live in your address. Learn more at #2020Census #CaliforniaForAll
4/6/2020	Value	More children included in the Census means more money for the programs that support them—from health care to schools to public transportation! Learn more at #2020Census #CaliforniaForAll
4/13/2020	Awareness	If they live at your address, they belong on your Census—even if you're not their parent! Learn more at #2020Census #CaliforniaForAll
4/20/2020	Value	In the 2010 Census, California undercounted our population by more than 200,000 kids. As a result, programs that our children depend on have been underfunded for the past 10 years. Let's make sure we get it right in 2020. Learn more at #2020Census #CaliforniaForAll

4/27/2020	Value	Include any children living at your address on your Census form. When you do, you help ensure that our kids' schools get the funding they need for the next 10 years. Learn more at 2020Census.gov . #2020Census #CaliforniaForAll
5/4/2020	Census Important Date	Forget to fill out the Census form? Don't fear, Census workers will visit the homes that haven't submitted a form. Remember, it's illegal for the Census Bureau to share your answers with your landlord or anyone else. Learn more at 2020Census.gov . #2020Census #CaliforniaForAll
5/11/2020	Paint Points	It's illegal for the Census Bureau to share your answers with your landlord or anyone else. There's no downside to responding honestly about how many people live at your address. Learn more at 2020Census.gov . #2020Census #CaliforniaForAll
5/18/2020	Value	When you count all the children living at your address in the Census, important California programs—like Medi-Cal and WIC—get the funding they need to support our kids. Get more information at 2020Census.gov . #2020Census #CaliforniaForAll

5/25/2020	Value	In the 2010 Census, California undercounted our population by more than 200,000 kids. As a result, programs that our children depend on have been underfunded for the past 10 years. Let's make sure we get it right in 2020. Learn more at 2020Census.gov . #2020Census #CaliforniaForAll
6/1/2020	Census Reminder	Did you forget something? Make sure it's not the Census. Fill out the Census and include all the children that live in your address. Not sure who to count? Visit 2020Census.gov . #2020Census #CaliforniaForAll

3 | 2020 Census Campaign English-Language Social Media Editorial Calendar (February)

Instagram Copy	Post Link
<p>If they live at your address, they belong on your Census—even if you're not their parent! #2020Census #CaliforniaForAll</p>	<p>2020Census.gov</p>
<p>Does your child or grandchild stay at your address some days? Count them on your Census form if they live with you most of the time! If you share custody of them 50/50, count them where they stay on April 1, 2020. #2020Census #CaliforniaForAll</p>	<p>2020Census.gov</p>
<p>The Census is for everyone living in the U.S. Babies count, too—even if they're still in the hospital! #2020Census #CaliforniaForAll</p>	<p>2020Census.gov</p>
<p>Include all kids living at your address on the Census if they stay with you most days. That can mean your kids, nieces and nephews, your grandkids, and even your friend's kids! #2020Census #CaliforniaForAll</p>	<p>2020Census.gov</p>

It's illegal for the Census Bureau to share your answers with your landlord or anyone else. There's no downside to responding honestly about how many people live at your address. #2020Census #CaliforniaForAll

[2020Census.gov](https://2020census.gov)

Worried about privacy? The Census Bureau can't share your information with anyone—even other government agencies. #2020Census #CaliforniaForAll

[2020Census.gov](https://2020census.gov)

The Census is for everyone living in the U.S. It won't ask if you're a citizen, and your information will not be shared with ICE or any other government agencies. #2020Census #CaliforniaForAll

[2020Census.gov](https://2020census.gov)

The Census isn't just for adults—count your kids as well! Include any children living at your address on your Census form, from newborns to teenagers. #2020Census # CaliforniaForAll

[2020Census.gov](https://2020census.gov)

<p>Did you know that all Census workers take a lifetime oath to protect your personal information? It's true—and breaking this oath has severe penalties for them, including a prison sentence of up to five years.</p> <p>#2020Census #CaliforniaForAll</p>	<p>2020Census.gov</p>
<p>Include any children living at your address on your Census form. When you do, you help ensure that our kids' schools get the funding they need for the next 10 years. #2020Census #CaliforniaForAll</p>	<p>2020Census.gov</p>
<p>Check your mailbox! You'll be getting a postcard from the U.S. Census Bureau is sending everyone a postcard with more information on how to fill out the 2020 Census.</p> <p>#2020Census #CaliforniaForAll</p>	<p>2020Census.gov</p>
<p>Is a child staying at your address temporarily? If they have no other permanent address, you should include them on your Census form.</p> <p>#2020Census #CaliforniaForAll</p>	<p>2020Census.gov</p>

<p>When you count all the children living at your address in the Census, important California programs—like Medi-Cal and WIC—get the funding they need to support our kids. #2020Census #CaliforniaForAll</p>	<p>2020Census.gov</p>
<p>It's Census Day! Make sure to fill out your Census form, and include all the kids that live in your address. Learn more at 2020Census.gov. #2020Census #CaliforniaForAll</p>	<p>2020Census.gov</p>
<p>More children included in the Census means more money for the programs that support them—from health care to schools to public transportation! #CaliforniaForAll</p>	<p>2020Census.gov</p>
<p>If they live at your address, they belong on your Census—even if you're not their parent! #CaliforniaForAll</p>	<p>2020Census.gov</p>
<p>In the 2010 Census, California undercounted our population by more than 200,000 kids. As a result, programs that our children depend on have been underfunded for the past 10 years. Let's make sure we get it right in 2020. #2020Census #CaliforniaForAll</p>	<p>2020Census.gov</p>

<p>Include any children living at your address on your Census form. When you do, you help ensure that our kids' schools get the funding they need for the next 10 years. #CaliforniaForAll</p>	<p>2020Census.gov</p>
<p>Forget to fill out the Census form? Don't fear, Census workers will visit the homes that haven't submitted a form. Remember, it's illegal for the Census Bureau to share your answers with your landlord or anyone else #2020Census #CaliforniaForAll</p>	<p>2020Census.gov</p>
<p>It's illegal for the Census Bureau to share your answers with your landlord or anyone else. There's no downside to responding honestly about how many people live at your address. #2020Census #CaliforniaForAll</p>	<p>2020Census.gov</p>
<p>When you count all the children living at your address in the Census, important California programs—like Medi-Cal and WIC—get the funding they need to support our kids. #2020Census #CaliforniaForAll</p>	<p>2020Census.gov</p>

In the 2010 Census, California undercounted our population by more than 200,000 kids. As a result, programs that our children depend on have been underfunded for the past 10 years.

Let's make sure we get it right in 2020.
#2020Census #CaliforniaForAll

[2020Census.gov](https://2020census.gov)

Did you forget something? Make sure it's not the Census. Fill out the Census and include all the children that live in your address. Not sure who to count? Visit [2020Census.gov](https://2020census.gov).

#2020Census #CaliforniaForAll

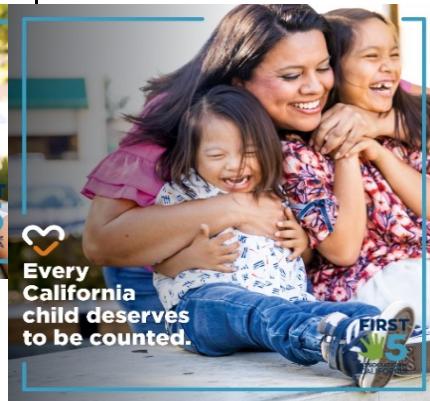
[2020Census.gov](https://2020census.gov)

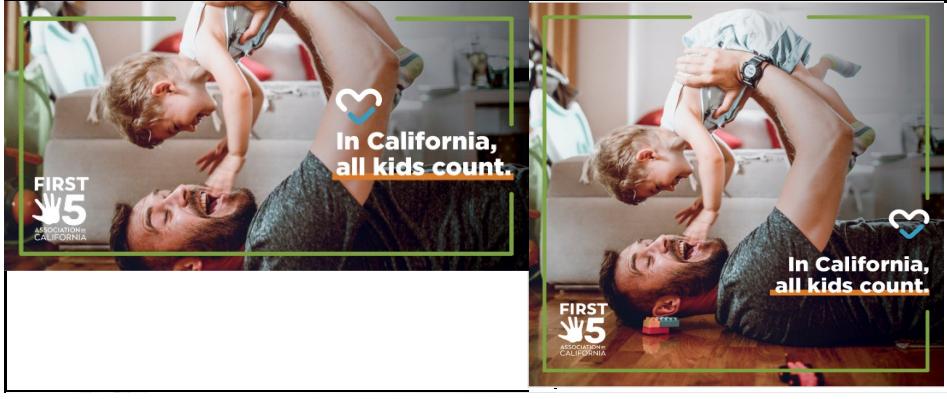
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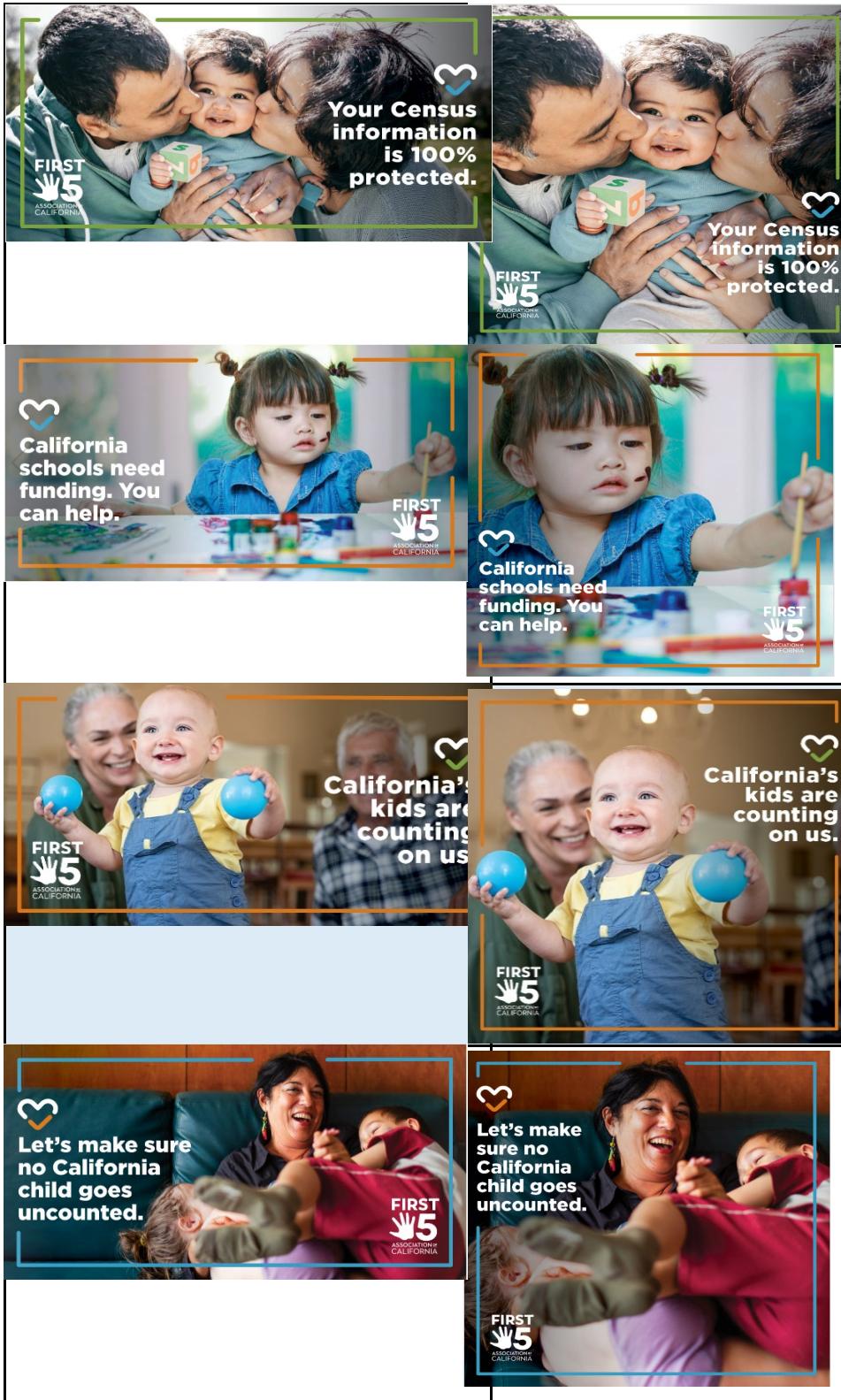
Facebook/Twitter Graphic



Instagram Graphic

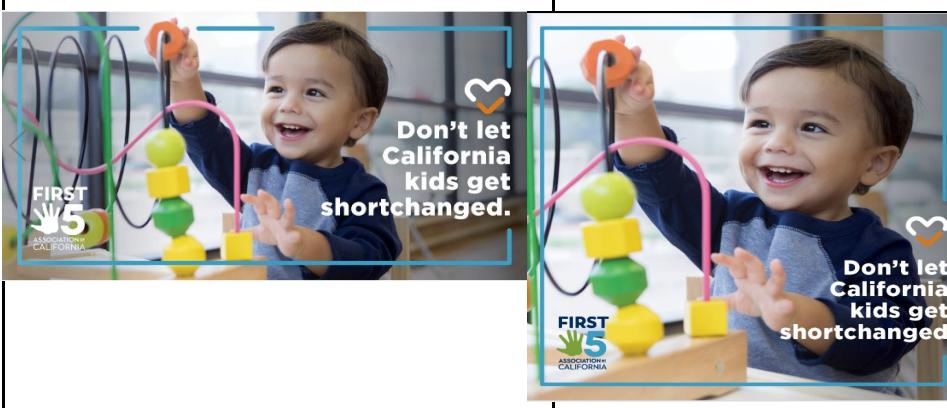
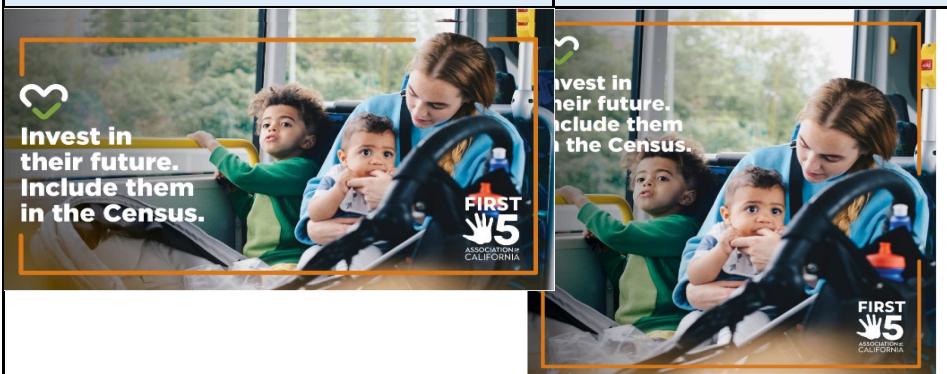


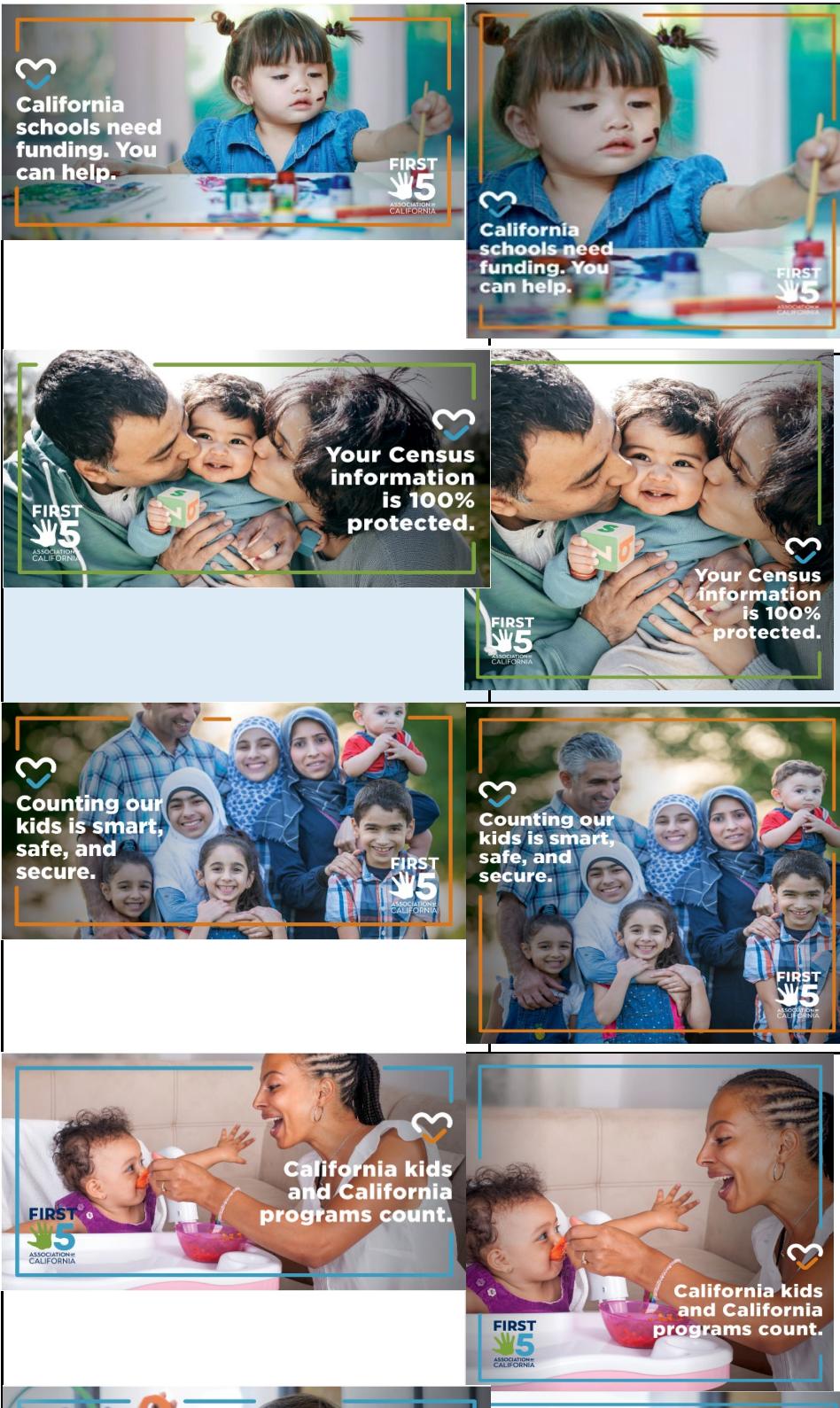


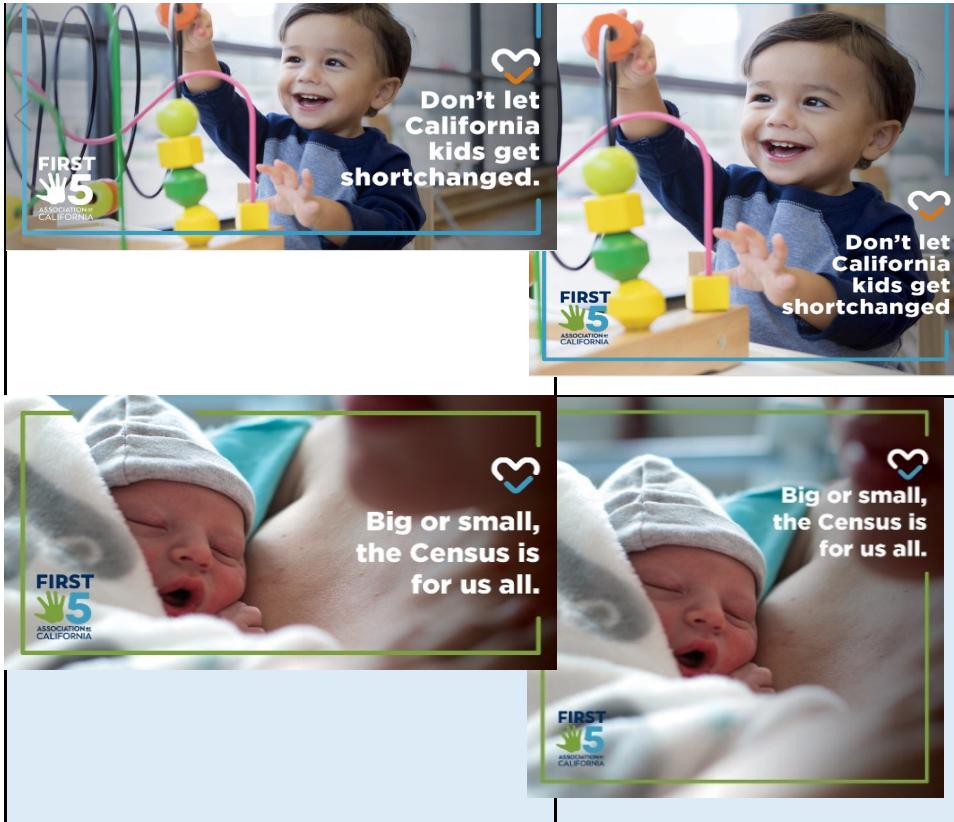




Campaign Video: https://media.thesocialpresskit.com/gmmb-team-23/First5CA20sEnglish11.mp4	Campaign Video: https://media.thesocialpresskit.com/gmmb-team-23/First5CA20sEnglish11.mp4
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First 5 Association de California		
Semana de	Etapa de Mensaje	Texto par Facebook/Twitter
6/1/2020	Conocimiento	<p>Si viven en tu dirección, pertenecen en tu formulario del Censo—¡incluso si no son tus hijos o parientes! Aprende más en 2020Census.gov/es. #2020Census #HagaseContar</p>
13/1/2020	Conocimiento	<p>¿Tu hijo o nieto vive en tu dirección? ¡Cuéntalo en tu formulario del Censo si vive contigo la mayoría del tiempo! Si compartes la custodia 50/50, cuéntalo donde se quedó el 1 de abril, 2020. Aprende más en 2020Census.gov/es. #2020Census #HagaseContar</p>
20/1/2020	Conocimiento	<p>El Censo es para todos los que viven en los Estados Unidos. Los bebés también cuentan—¡incluso si todavía están en el hospital! Aprende más sobre a quién incluir en tu formulario del Censo en 2020Census.gov/es. #2020Census #HagaseContar</p>
27/1/2020	Conocimiento	<p>En tu formulario del Censo, incluye a todos los niños que viven en tu dirección. Esto incluye tus propios hijos, nietos y sobrinos. También los niños de cualquier amigo o pariente si estos niños viven contigo. Aprende más en 2020Census.gov/es. #2020Census #HagaseContar</p>

3/2/2020	Preocupaciones	Es ilegal que la Oficina del Censo comparta tus respuestas con tu arrendador o cualquier otra persona. No hay ninguna desventaja en responder honestamente sobre cuántas personas viven en tu dirección. Aprende más en 2020Census.gov/es . #2020Census #HagaseContar
10/2/2020	Preocupaciones	¿Estás preocupado por tu privacidad? Por ley, la Oficina del Censo no puede compartir tus datos con nadie— incluso con otras agencias del gobierno. Para mas información, visita 2020Census.gov/es . #2020Census #HagaseContar
17/2/2020	Preocupaciones	El Censo es para todos los que viven en los Estados Unidos. No te preguntará si eres un ciudadano americano. Recuerda, tu información no será compartida con otras agencias del gobierno como ICE. Aprende más en 2020Census.gov/es . #2020Census #HagaseContar
24/2/2020	Conocimiento	El Censo no es solo para los adultos—¡cuenta a tus niños también! Incluye a cualquier niño que viva en tu dirección en tu formulario del Censo, desde los recién nacidos hasta los adolescentes. Aprende más en 2020Census.gov/es . #2020Census #HagaseContar

2/3/2020	Preocupaciones	¿Sabías que todos los trabajadores del Censo toman un juramento de por vida para proteger tu información personal? Romper esta ley viene con serias penalidades, incluyendo una sentencia de cárcel para ellos. Aprende más en 2020Census.gov/es. #2020Census #HagaseContar
12/3/2020	Beneficios	Incluye a cualquier niño que viva en tu dirección en tu formulario del Censo. Al hacerlo, ayudas a asegurar que las escuelas de nuestros niños obtengan los fondos que necesitan durante los próximos 10 años. Aprende más en 2020Census.gov/es. #2020Census #HagaseContar
16/3/2020	Fecha Importante del Censo (También termina la campaña de publicidad de la Oficina del Censo en California)	¡Revisa tu buzón! Recibirás una postal de la Oficina del Censo de EE. UU. con más información sobre cómo completar el Censo 2020. Aprende más en 2020Census.gov/es. #2020Census #HagaseContar
23/3/2020	Conocimiento	¿Hay un niño viviendo temporalmente en tu dirección? Si él no tiene una dirección permanente, deberías incluirlo en tu formulario del Censo. Obtén más información en 2020Census.gov/es. #2020Census #HagaseContar

30/3/2020	Beneficios	Al incluir a todos los niños que viven contigo en el Censo, programas estatales importantes—como Medi-Cal y WIC—obtendrán los fondos que necesitan para ayudar a nuestros niños. Obtén más información en 2020Census.gov/es . #2020Census #HagaseContar
1/4/2020 (Día de)	Día del Censo	¡Hoy es el día del Censo! Asegúrate de completar tu formulario del Censo e incluye a todos los niños que viven en tu dirección. Obtén más información en 2020Census.gov/es . #2020Census #HagaseContar
6/4/2020	Beneficios	Incluir a nuestros niños en el Censo resulta en más fondos para los programas que los ayudan—cuidado médico, escuelas, transporte público y más. Aprende más en 2020Census.gov/es . #2020Census #HagaseContar
13/4/2020	Conocimiento	Si viven en tu dirección, pertenecen en tu formulario del Censo—¡incluso si no son tus hijos o parientes! Aprende más en 2020Census.gov/es . #2020Census #HagaseContar

20/4/2020	Beneficios	En el Censo 2010, California no logró incluir a más de 200,000 niños. Como resultado, los programas que ayudan a nuestros niños no recibieron los fondos adecuados durante los últimos 10 años. Podemos hacerlo mejor en 2020. Aprende más en 2020Census.gov/es . #2020Census #HagaseContar
27/4/2020	Beneficios	Al incluir a todos los niños que viven contigo en el Censo, programas estatales importantes—como Medi-Cal y WIC—obtendrán los fondos que necesitan para ayudar a nuestros niños. Obtén más información en 2020Census.gov/es . #2020Census #HagaseContar
4/5/2020	Fecha Importante del Censo	¿Se te olvidó llenar el formulario del Censo? ¡No te preocupes! Los trabajadores del Censo visitarán los hogares que no han llenado el formulario. Es ilegal que la Oficina del Censo comparta tu información con otras agencias del gobierno o tu propietario. Obtén más información en 2020Census.gov . #2020Census #HagaseContar
11/5/2020	Preocupaciones	Es ilegal que la Oficina del Censo comparta tus respuestas con tu arrendador o cualquier otra persona. No hay ninguna desventaja en responder honestamente sobre cuántas personas viven en tu dirección. Aprende más en 2020Census.gov/es . #2020Census #HagaseContar

18/5/2020	Beneficios	Incluir a nuestros niños en el Censo resulta en más fondos para los programas que los ayudan—cuidado médico, escuelas, transporte público y más. Aprende más en 2020Census.gov/es. #2020Census #HagaseContar
25/5/2020	Beneficios	En el Censo 2010, California no logró incluir a más de 200,000 niños. Como resultado, los programas que ayudan a nuestros niños no recibieron los fondos adecuados durante los últimos 10 años. Podemos hacerlo mejor en 2020. Aprende más en 2020Census.gov/es. #2020Census #HagaseContar
1/6/2020	Recordatorio del Censo	¿Olvidaste algo? Asegúrate de que no sea el Censo. Completa el Censo e incluye a todos los niños que viven en tu dirección. ¿No estás seguro a quien incluir en el formulario? Visita 2020Census.gov/es. # 2020Census #HagaseContar

| Calendario editorial en español en redes sociales para Campaña del Censo 2020

Texto para Instagram	Sitio Web
<p>Si viven en tu dirección, pertenecen en tu formulario del Censo—¡incluso si no son tus hijos o parientes! #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>
<p>¿Tu hijo o nieto vive en tu dirección? ¡Cuéntalo en tu formulario del Censo si vive contigo la mayoría del tiempo! Si compartes la custodia 50/50, cuéntalo donde se quedó el 1 de abril, 2020. #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>
<p>El Censo es para todos los que viven en los Estados Unidos. Los bebés también cuentan—¡incluso si todavía están en el hospital! #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>
<p>En tu formulario del Censo, incluye a todos los niños que viven en tu dirección. Esto incluye tus propios hijos, nietos y sobrinos. También los niños de cualquier amigo o pariente si estos niños viven contigo. #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>

<p>Es ilegal que la Oficina del Censo comparta tus respuestas con tu arrendador o cualquier otra persona. No hay ninguna desventaja en responder honestamente sobre cuántas personas viven en tu dirección. #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>
<p>¿Estás preocupado por tu privacidad? Por ley, la Oficina del Censo no puede compartir tus datos con nadie—incluso con otras agencias del gobierno.#2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>
<p>El Censo es para todos los que viven en los Estados Unidos. No te preguntará si eres un ciudadano americano. Recuerda, tu información no será compartida con otras agencias del gobierno como ICE. #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>
<p>El Censo no es solo para los adultos—¡cuenta a tus niños también! Incluye a cualquier niño que viva en tu dirección en tu formulario del Censo, desde los recién nacidos hasta los adolescentes. #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>

<p>¿Sabías que todos los trabajadores del Censo toman un juramento de por vida para proteger tu información personal? Romper esta ley viene con serias penalidades, incluyendo una sentencia de cárcel para ellos. #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>
<p>Incluye a cualquier niño que viva en tu dirección en tu formulario del Censo. Al hacerlo, ayudas a asegurar que las escuelas de nuestros niños obtengan los fondos que necesitan durante los próximos 10 años. #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>
<p>¡Revisa tu buzón! Recibirás una postal de la Oficina del Censo de EE. UU. con más información sobre cómo completar el Censo 2020. #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>
<p>¿Hay un niño viviendo temporalmente en tu dirección? Si él no tiene una dirección permanente, deberías incluirlo en tu formulario del Censo. #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>

<p>Al incluir a todos los niños que viven contigo en el Censo, programas estatales importantes—como Medi-Cal y WIC—obtendrán los fondos que necesitan para ayudar a nuestros niños. #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>
<p>¡Hoy es el día del Censo! Asegúrate de completar tu formulario del Censo e incluye a todos los niños que viven en tu dirección. #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>
<p>Incluir a nuestros niños en el Censo resulta en más fondos para los programas que los ayudan—cuidado médico, escuelas, transporte público y más. #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>
<p>Si viven en tu dirección, pertenecen en tu formulario del Censo—¡incluso si no son tus hijos o parientes! #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>

<p>En el Censo 2010, California no logró incluir a más de 200,000 niños. Como resultado, los programas que ayudan a nuestros niños no recibieron los fondos adecuados durante los últimos 10 años. Podemos hacerlo mejor en 2020. #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>
<p>Al incluir a todos los niños que viven contigo en el Censo, programas estatales importantes—como Medi-Cal y WIC—obtendrán los fondos que necesitan para ayudar a nuestros niños. #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>
<p>¿Se te olvidó llenar el formulario del Censo? ¡No te preocupes! Los trabajadores del Censo visitarán los hogares que no han llenado el formulario. Es ilegal que la Oficina del Censo comparta tu información con otras agencias del gobierno o tu propietario. #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>
<p>Es ilegal que la Oficina del Censo comparta tus respuestas con tu arrendador o cualquier otra persona. No hay ninguna desventaja en responder honestamente sobre cuántas personas viven en tu dirección. #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>

<p>Incluir a nuestros niños en el Censo resulta en más fondos para los programas que los ayudan—cuidado médico, escuelas, transporte público y más. #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>
<p>En el Censo 2010, California no logró incluir a más de 200,000 niños. Como resultado, los programas que ayudan a nuestros niños no recibieron los fondos adecuados durante los últimos 10 años. Podemos hacerlo mejor en 2020. #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>
<p>¿Olvidaste algo? Asegúrate de que no sea el Censo. Completa el Censo e incluye a todos los niños que viven en tu dirección. ¿No estás seguro a quien incluir en el formulario? Visita 2020Census.gov/es. # 2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>

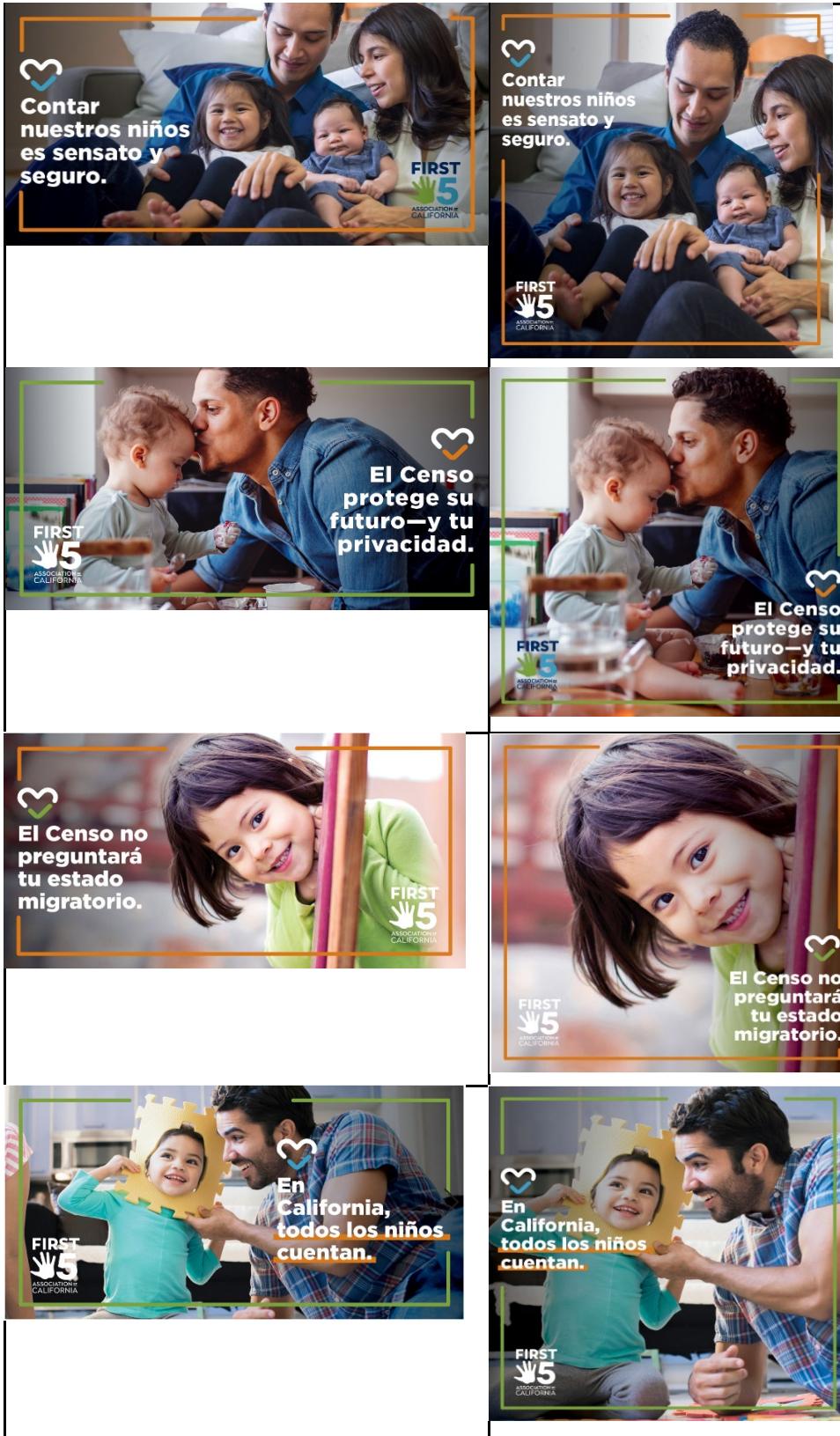
(4 de febrero de 2020)

Gráfico para Facebook/Twitter



Gráfico para Instagram













First 5 Association of California | Earned Media Materials

Many of you will share Census messages with media outlets. The following talking points and frequently asked questions are designed to help you prepare for interviews with local newspaper, radio, and TV reporters.

Media Talking Points

- The Census happens every 10 years and is the only official population count for the U.S.
- Everyone counts in the Census. The person filling out the Census form for their address should count all people who live there. And, we really mean ALL of them.
 - Count all children—including babies born on or before April 1, 2020.
 - If they are living at the address on April 1, 2020, count all nieces, nephews, grandchildren, foster children, and people not related like a friend and his/her child.
 - Count people at the address even if they are not U.S. citizens. A person's immigration status doesn't matter on the Census, and the Census won't ask if people at your address are U.S. citizens.
 - Count all people living at the address—even if they are not on the lease or rental agreement.
- By law, the U.S. Census Bureau must keep all of the information you provide private—including from other government agencies or landlords. Any Census employee who breaks that law faces serious penalties: a fine of up to \$250,000, five years in prison, or both.
- A complete Census count really matters. Our answers help decide how much money our community gets for programs that support local families during the next ten years. That's money for schools, child care, medical care, food assistance, housing, and public transportation. The Census also plays a big part in how well we are represented by elected officials in California and Washington, D.C.
- Filling out the Census form is easy. Parents and caregivers can respond to the Census online or by phone in English, Spanish, or 11 other languages. You can even fill out your Census form your smartphone!
 - Video and printed guides will also be available in 59 non-English languages at 2020census.gov.
- Fill out the Census on April 1, 2020, by visiting 2020census.gov.

Additional Frequently Asked Questions for Media Interviews

First 5 advocates for children aged 0-5. Why are you here talking about the Census?

- The Census determines how much funding our community gets for programs that are critical to young children for the next decade—including schools, child care, medical care, food assistance, housing, and public transportation.
- Of all U.S. states, California had the highest undercount of children five and under on the 2010 Census. An undercount in 2020 could cost California up to \$115 billion per year across federal programs.
- First 5 Association is leading a campaign with its county commissions to inform and motivate Californians to count all young children in the 2020 Census so families have the support they need for the next decade.
- Visit 2020census.gov on April 1, 2020, to complete the Census.

Parents are busy. Why should they take time out of their day to fill out another form?

- It only takes about 10 minutes, and it's important to our children's future.
- Our answers help decide how much money our community gets for programs that support local families for the next decade. This includes funding for our schools, child care, medical care, food assistance, housing, and public transportation. It also influences our elected representation in California and Washington, D.C.
- Parents and caregivers can respond to the Census online or by phone in English, Spanish, or 11 other languages. You can even do it on your smartphone!
 - Video and printed guides will also be available in 59 non-English languages at 2020Census.gov.
- Visit 2020Census.gov on April 1, 2020, to complete the Census.

The Census is a government form. Many immigrant families are concerned about reporting their information to the government in this political climate. How can you alleviate their concerns?

- The Census is charged with counting every single person in the U.S. It's not interested in immigration status. **The 2020 Census will NOT ask if you are a U.S. citizen.**
- Also, in completing the Census, families do not need to worry about the immigration status of anyone at their address. By law, the U.S. Census Bureau must keep all information private. The Census is not allowed to share your information with anyone—including other government agencies.
- All Census workers take a lifetime oath to protect your personal information. Under law, breaking that oath has severe penalties, including a fine up to \$250,000, five years in prison, or both.
- Visit 2020census.gov on April 1, 2020, to complete the Census.

What should families do who live in multigenerational households or have people living with them who are not on the lease?

- It's very important to count everyone living at your address on the Census form. It does not matter if they are not listed on the lease or rental agreement.
- By law, the U.S. Census Bureau cannot share information with a landlord.

- All Census workers take a lifetime oath to protect everyone's personal information. Breaking this law has severe penalties, including a fine up to \$250,000, five years in prison, or both.
- Visit 2020census.gov on April 1, 2020, to complete the Census.

We have a large population of non-English speakers. How do they fill out the Census?

- You can respond to the Census online or by phone in 13 languages: English, Spanish, Arabic, Chinese, French, Haitian Creole, Japanese, Korean, Polish, Portuguese, Russian, Tagalog, and Vietnamese.
- Census staff can answer questions and provide clarifications by phone in these 13 languages.
- Video and printed guides will also be available in 59 non-English languages at 2020Census.gov.
- Visit 2020census.gov on April 1, 2020, to complete the Census.

A lot of people in the community don't have access to broadband internet. What advice do you have for them?

- If you don't have internet access, don't worry!
- You can fill out the Census on a smartphone or visit the local library to use the internet and fill out the form online.
- But you don't need access to the internet. Families can take part in the 2020 Census by phone. Just call the Census office on April 1, 2020.
- The U.S. Census Bureau will mail paper copies of the Census questions to households who do not fill out the Census online or over the phone.

First 5 Association of California | Elevator Speech

This elevator speech will allow you to speak concisely about the importance of the 2020 Census and was drafted specifically with parents and caregivers in mind. You would use this speech if you speak at a community meeting or event, in an interview with the media, or simply as a starting point if you're asked about the Census in almost any situation.

An elevator speech is most effective when the speaker practices and makes it their own. This means you may change a word here and there and add your inflection or specific references. Think of it as a guide, not a script. Add local examples to help audiences relate more to the content. While we do recommend customizing the speech, it's very important that all the elements in the elevator speech are still covered by the speaker and shared with the audience.

Elevator Speech

The 2020 Census is here, and you have an important role to play in ensuring all Californians are counted—including our children.

It's easy. Just be sure to count every adult, child, and baby at your address when you complete the Census online, over the phone, or on a paper form.

The Census counts every single person living in the U.S., even if the people at your address are not related, if they are not U.S. citizens, or if they have only lived at the address during part of the year. They ALL need to be counted.

A complete Census count REALLY matters. How much money (localize here) “our community” gets for programs that support you and your loved ones during the next ten years depends on a complete Census count. That’s funding for our schools, child care, medical care, food assistance, housing, and public transportation. The Census also influences who represents us in California and in Washington, D.C.

If you’re worried about privacy: Don’t be. By law, the Census cannot share your information with others. Breaking that law can cost a Census employee \$250,000 in fines, five years in prison, or both. Rest assured, the Census won’t share any of your information with your landlord or with another government agency. Also, the Census won’t ask if you or others at your address are U.S. citizens.

Filling out the Census form for your address is easy. You can participate in the Census by visiting 2020census.gov on April 1, 2020.

First 5 Association of California | Newsletter Articles

First 5 commissions and partners often distribute information through newsletters. Use these following newsletter articles to share Census messages with your priority audiences. Below you will find one article that encourages families to fill out the Census and another article that is focused on recruiting partner organizations and trusted messengers to share Census messages.

Parent-Focused Newsletter Article

In California, All Kids Count

You may have seen messages about the 2020 Census. That's because April 1, 2020 is Census Day. The Census happens every 10 years and is the only official population count in the U.S.

When you fill out the Census form and count everyone at your address, you help decide how much money our community will receive for the next 10 years. This includes programs that support your loved ones: schools, child care, medical care, food assistance, housing, and public transportation.

Remember, when it comes to the Census, everyone counts. Count ALL children living at your address. Don't forget to include babies born on or before April 1, 2020, nieces, nephews, grandchildren, foster children, and people not related to you, like a friend and his/her child, if they are living with you on April 1, 2020.

Filling out the Census form for your address is easy. You can respond to the Census online or by phone in English, Spanish, or 11 other languages. You can even do it on your smartphone! Visit 2020census.gov on April 1, 2020.

Partner-Focused Newsletter Article

Help Our Community Complete the Census

Every day, parents and guardians trust you with their children. They know you have their best interest in mind, and they rely on your expertise.

That's why we need your help reaching families and ensuring all of California's young children are included in the 2020 Census. The Census happens every 10 years and is the only official population count in the U.S.

When we all respond to the Census and count all children who live at an address—even children who are not related to the adult filling out the Census form—here's what happens:

- Our child care and health centers get more funding during the next 10 years to help the families stay healthy and thrive.
- Our community also gets more funding for programs like CalFresh, WIC, Medi-Cal, and SCHIP for the next decade so families can get the medical care and food assistance they need to be healthy.
- Our elected representation in California and Washington, D.C. is protected and may improve.



By law, the U.S. Census Bureau must keep all information private. Census workers are not allowed to share responses with anyone, including other government agencies, landlords, or anyone else. All Census workers take a lifetime oath to protect personal information. Breaking this law has severe penalties, including a fine up to \$250,000, five years in prison, or both.

Encourage families to respond to the Census by visiting 2020census.gov on April 1, 2020.





July 15 at 2:00 PM ·

You count! #Census2020 will matter more than ever as federal funding is connected to our state count and voice in government. Make sure you're counted! Get started now at <http://2020census.gov> or call 844-330-2020. #MyHealthCounts



#MyHealthCounts



In
California,
all kids
count.

Include **any children and babies** that **live at your address on the Census**—even if they're not related to you. When you do, California programs get more funding. And the information you share is 100% private.

**Census Day
is April 1!**



A photograph of a young girl with long brown hair and bangs, wearing a blue and white plaid shirt, smiling at the camera. Behind her, a man with a beard and glasses, wearing a maroon shirt, is also smiling. The background is slightly blurred.

 Counting
our kids is
smart, safe
and secure.



Counting
our kids is
smart, safe
and secure.





**Counting
our kids is
smart, safe
and secure.**





2020 Census Campaign Guidelines

December 9, 2019

LOGOS

MAIN LOGO (LONG)



BLACK LOGOS

The logos in solid black

Use ONLY when black is the only available color as in a newspaper ad or simple flyer.



REVERSED LOGOS

The logos in white (reversed)

Reversed logos are used ONLY on a dark colored background.



MAIN LOGO (STACKED)



ABBREVIATED LOGOS

The logos, abbreviated

It is acceptable to use abbreviated versions of the logo when the full logo appears elsewhere on the document.



LOGO CO-BRANDING

It is important to keep First 5 Association branding on all elements of the 2020 campaign. However, we understand situations may arise where you need room for multiple logos, or you need to introduce additional logos. Please consider one of these three alternative co-branding layouts.

1) First 5 Association + California For All + U.S. Census

Each lockup should lead with the F5A logo. Logos should be separated by neutral “pipes,” with equal spacing between and around logos. If spacing is limited and you must delete a logo, please delete the US Census logo first, and the California for All logo second. First 5 Association branding should take priority wherever applicable.

Example:



2) First 5 Association + Partner or Commission logo

Each lockup, separated by a neutral “pipe,” equal spacing and height.

Example:



3) Partner or Commission logo only

When space or messaging leaves space for only one logo, then please use your logo paired with “In partnership with First 5 Association of California” as text.

Examples:



In partnership with
First 5 Association
of California

TYPOGRAPHY

The First 5 Association brand font is Gotham and should be used in all applications. For PPT, when needed you may substitute Arial Black for Gotham.

GOTHAM BLACK

Best used for headlines and taglines.
Limited use.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&

GOTHAM BOLD

Best used for areas of body copy that need highlighted, such as URLs, CTAs and key words.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&

GOTHAM BOOK

Best used for large areas of body copy, bylines and general content.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&

CORPORATE COLOR PALETTE

Pantone 7490 C C:49, M:7, Y:95, K:17 R:122, G:161, B:59 Web: 7AA13B	Pantone 289 C C:100, M:64, Y:0, K:60 R:0, G:43, B:92 Web: 002B5C	Pantone 7703 C C:67, M:13, Y:7, K:12 R:58, G:157, B:93 Web: 3A9DC1	Pantone 2019 C C:0, M:5, Y:10, K:13 R:217, G:120, B:27 Web: D9791B
25% C:12, M:2, Y:24, K:4 R:213, G:222, B:194 Web: D5DEC2	50% C:24, M:4, Y:48, K: 8 R:181, G:199, B:145 Web: B5C791	25% C:25, M:16, Y:0, K:15 R:163, G:174, B:201 Web: A3AE9	75% C:75, M:48, Y:0, K:45 R:42, G:77 B:123 Web: 2A4D7B

PHOTOGRAPHY & GRAPHIC ELEMENTS

PHOTOGRAPHY

Our campaign utilizes slice-of-life, candid, heartfelt photography. Keep images of the children dynamic, sometimes with parents, guardians, or other family members in frame. Lighting should be natural. Always use photography in full 4-color. Never use color overlays or turn images mono or duotone.



FRAME GRAPHIC

Photography should be paired with a bold stroke frame. The frame does not need to be completely connected. Breaks in the frame stroke reinforce the focus on the subject(s) in the image. The frame must be a color from the campaign color palette. The balance of colors should feel inclusive of each F5A color. For example, if an image has orange and blue elements, add a green frame.



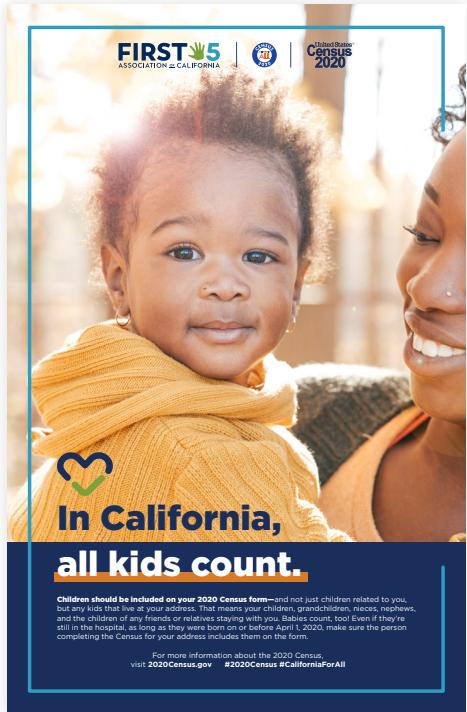
PHOTOGRAPHY & GRAPHIC ELEMENTS, cont'd

HEART CHECK GRAPHIC

This graphic can be used sparingly when locked up with the "In California, all kids count" tagline, or paired with asset headlines. The graphic should be one of the color combinations to the right and have enough visual contrast over the solid or photographic background. This graphic should not be used more than once per item or page.



PUTTING IT ALL TOGETHER



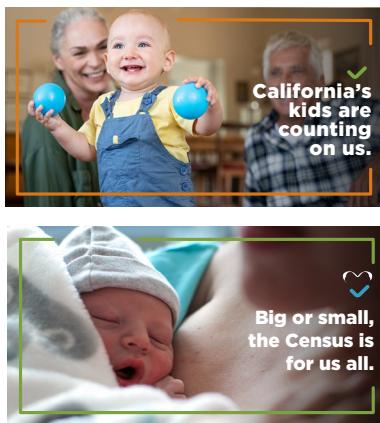
11"x17" POSTER



4"x9" PALM CARD



2"x6" BOOKMARK



SOCIAL GRAPHICS



GIVEAWAY ITEMS



In
California,
all kids
count.

Include **any children** that **live at your address on the Census**—even if they're not related to you. When you do, California programs get more funding. And the information you share is 100% private.

Census Day is April 1!

Look for a postcard in the mail with instructions.





In California, all kids count.

Children should be included on your 2020

Census form—and not just children related to you, but any kids that live at your address. That means your children, grandchildren, nieces, nephews, and the children of any friends or relatives staying with you. Babies count, too! Even if they're still in the hospital, as long as they were born on or before April 1, 2020, make sure to include them when completing the Census form for your address.

Worried about privacy? Your Census form is 100% safe and secure. It's illegal for the U.S. Census Bureau to share your responses with anyone—even other government agencies or your landlord.

Who should you include?

Use this chart to help determine whether or not you should include someone on your 2020 Census form:

Who are they?	Should you include them?
My stepson's 2-year-old daughter (my stepgranddaughter), who is not related to me but lives with me full-time.	Yes! Even though she's not your blood relative, she lives in your home, so you should include her on your Census form.
My cousin's 5-year-old son, who lives with me (but my cousin does not live with me).	Yes! Even if the parent of the child staying with you does not live in your home, you should still count the child.
My friend's baby—the baby was born on March 21, 2020, and my friend has been living with me for six months.	Yes! As long as the baby was born on or before April 1, 2020, include them, even if they're still in the hospital when you fill out the Census.
My 4-year-old daughter, whom I share custody of with my ex.	It depends. Your daughter should be included on the Census of whichever home she spends the most time in. If you split custody 50/50, count her where she stayed on April 1, 2020.
My 3-year-old daughter's two best friends, who sleep over at our house almost every Saturday.	No. You shouldn't include them because they don't actually live in your home—even though it may feel like it sometimes!

Did you know?

- The Census is for everyone living in the U.S., not just citizens. The Census will not ask you if you are a citizen.
- Only one person per address needs to respond to the Census. And that person should count everyone at their address on the form.
- You can respond to the Census online or by phone. Look for a postcard in the mail with more instructions!
- Census responses determine funding for health care programs, schools, and public transportation. More people counted means more funding.

For more information about the 2020 Census, visit [2020Census.gov](https://2020census.gov).





United States®
Census
2020



En California, todos los niños cuentan.

Todos los niños tienen que ser incluidos en tu formulario del Censo 2020—y no solo los que son tus familiares, sino cualquier niño que viva en tu dirección. Esto incluye tus propios hijos, nietos y sobrinos y los niños de cualquier amigo o pariente si sus niños viven contigo. ¡Los bebés también cuentan! Incluso si todavía están en el hospital. Si un bebé nació el 1 de abril, 2020 o antes y va a vivir en tu dirección, asegúrate de que la persona responsable de completar el Censo donde tú vives lo incluya en el formulario. No olvides, en California (y en el Censo 2020), todos los niños cuentan.

Para más información sobre el Censo 2020, visita [2020Census.gov/es](https://2020census.gov/es).
#HazteContar



In
California,
all kids
count.

Include **any children** that **live at your address on the Census**—even if they're not related to you. When you do, California programs get more funding. And the information you share is 100% private.

Census Day is April 1!

Look for a postcard in the mail with instructions.



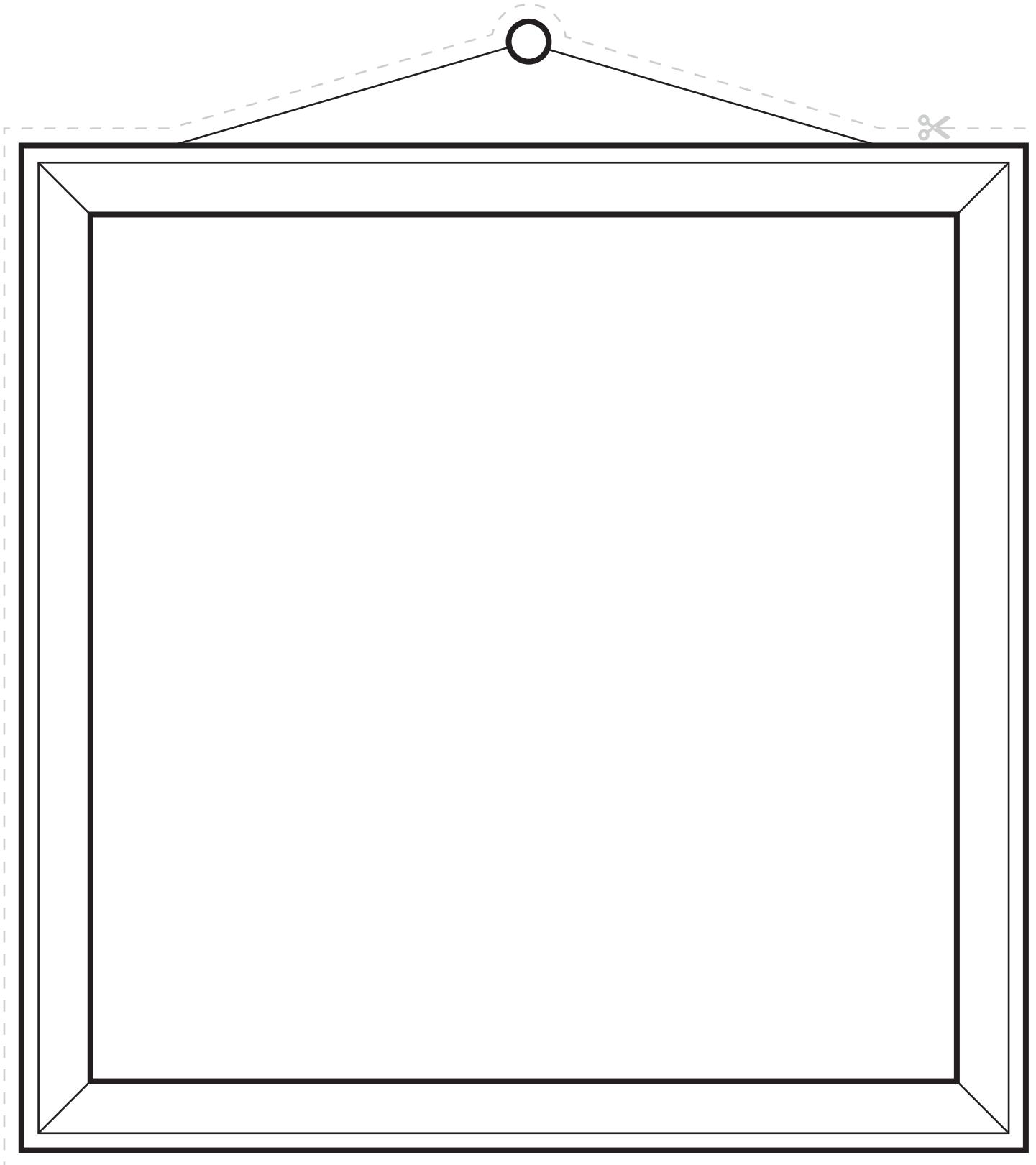


**In California,
all kids count.**

#2020Census
#CaliforniaForAll

EVERY FAMILY IS DIFFERENT.

Draw a picture of yours! Include anyone you want, like Mom, Dad, Grandma, Grandpa, and brothers or sisters if you have them. Aunts, uncles, and cousins are family, too! Everybody counts.



**In California,
all kids count.**

Hey, adults! Have you heard that the 2020 Census is coming up? When you complete the Census for your address, make sure to include children on the form. And not just children related to you, but any kids that live at your address. That means your children, grandchildren, nieces, nephews, and the children of any friends or relatives staying with you. Babies count, too!

Learn more at 2020Census.gov #2020Census #CaliforniaForAll

**FIRST
5**
ASSOCIATION OF
CALIFORNIA

FAMILIES ARE AS UNIQUE AS FINGERPRINTS.

Use the hand outline below to draw pictures of your family members on each finger. You can draw Mom, Dad, Grandma, Grandpa, and brothers or sisters if you have them. If you have a small family, you can draw your friends, too! Everybody counts.

1. DRAW HAIR



2. ADD A FACE



3. FINISH WITH CLOTHES!



**In California,
all kids count.**

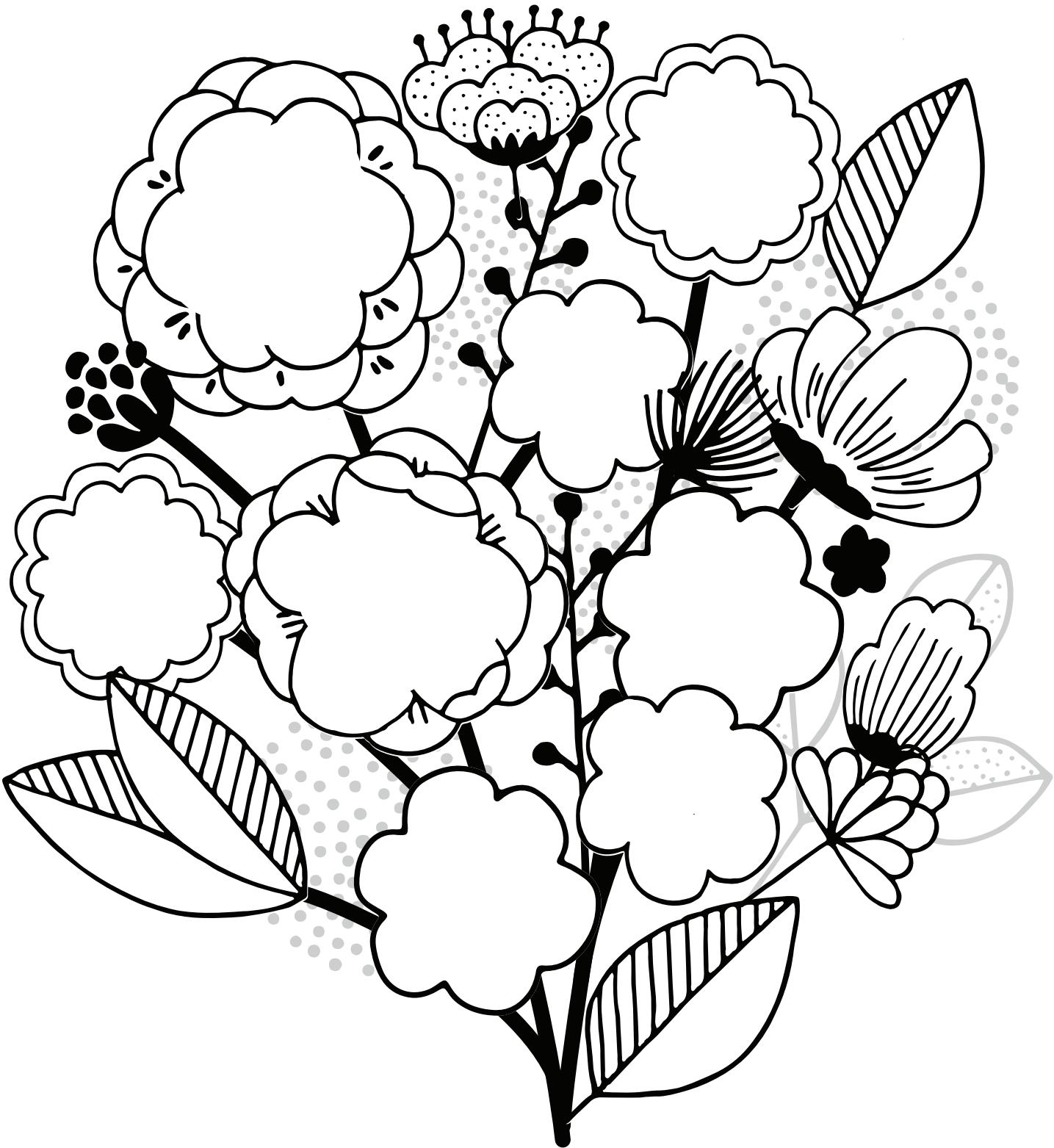
Hey, adults! Have you heard that the 2020 Census is coming up? When you complete the Census for your address, make sure to include children on the form. And not just children related to you, but any kids that live at your address. That means your children, grandchildren, nieces, nephews, and the children of any friends or relatives staying with you. Babies count, too!

Learn more at 2020Census.gov #2020Census #CaliforniaForAll

**FIRST
5**
ASSOCIATION OF
CALIFORNIA

SPRING HAS SPRUNG!

Celebrate the prettiest season of the year by coloring the flowers below. If you can, draw pictures of your family members or write their names inside each flower. You can draw your friends or write their names, too! Everybody counts.



**In California,
all kids count.**

Hey, adults! Have you heard that the 2020 Census is coming up? When you complete the Census for your address, make sure to include children on the form. And not just children related to you, but any kids that live at your address. That means your children, grandchildren, nieces, nephews, and the children of any friends or relatives staying with you. Babies count, too!

Learn more at 2020Census.gov #2020Census #CaliforniaForAll

**FIRST
5**
ASSOCIATION OF
CALIFORNIA

WHAT IS YOUR FAMILY LIKE?

Some families are big. Some families are small. But every family is special!

Color in and count the number of people in the family below.



How many people are in **YOUR** family?
Write the number here!



Nuestros Niños Cuentan

Todos cuentan en nuestra comunidad. Cada persona — especialmente los niños — debe recibir lo que le corresponde.

Al participar en el censo, nuestra comunidad recibe dinero para programas infantiles y familiares. El gobierno estatal y federal utiliza los datos obtenidos del censo para financiar programas de cuidado infantil, almuerzos escolares gratuitos o a bajo costo y Medi-Cal.

Éstas son algunas razones por las que su participación en el censo es importante:



Cuando sus hijos y usted forman parte del conteo del censo, su comunidad recibe la parte de dinero que le corresponde para programas importantes como Medi-Cal, WIC, Head Start, el Programa Nacional de Almuerzo Escolar, CHIP y cuidado infantil.



California recibe más de \$115 billones de dólares cada año en base a los datos obtenidos del Censo. Debemos contar a todos para que no perdamos estos recursos.



El número de representantes que su estado tiene en el Congreso es basado en el conteo del censo.

Éstos son los pasos a seguir:

- (1) Usted recibirá un recordatorio por correo del censo en marzo de 2020.
- (2) Llene el formulario del censo por internet o teléfono.
- (3) Espere recibir un formulario en papel por correo, si prefiere responder de esa manera. Para evitar una visita a su hogar de parte de un funcionario del censo, favor de completar y enviar el formulario a más tardar a finales de abril de 2020.

Alrededor de un millón de niños menores de 5 años en los Estados Unidos no fueron contados en el censo pasado.

Asegúrese de ser contado para que su comunidad reciba los fondos financieros y los servicios que merece.

Para obtener información y asistencia, llame al número gratuito de ayuda bilingüe del Fondo Educativo NALEO: 1-877-EL-CENSO (352-3676).

Preguntas Frecuentes sobre el censo



¿Mis respuestas son confidenciales? **Sí.** Por ley, su respuesta al censo NO PUEDE SER COMPARTIDA con ninguna persona ni entidad que no sea parte del Departamento del Censo. Ésto incluye a ICE (inmigración), a la policía, a CPS (Servicios de Protección al Menor), el IRS, el FBI, su arrendador, o a cualquier otra persona o entidad. Nadie puede usar sus respuestas del Censo para disminuir sus beneficios, desalojarle, deportarle, multarle ni quitarle a sus hijos.

¿Habrá una pregunta en el formulario del censo sobre mi ciudadanía? **NO.**

¿Puedo dejar algunas preguntas sin responder? **La mejor manera de evitar una llamada telefónica o una visita de un trabajador del censo es contestar todas las preguntas de manera honesta.** Por favor asegúrese de que todos sean contados en su hogar — cada adulto, niño (a) y bebé.

¿Cómo puedo completar el formulario del censo? **Tiene opciones.** Puede completar el formulario del censo en una computadora (en casa o en una biblioteca), o por teléfono. Para recibir asistencia sobre cómo responder, llame al 1-877-352-3676.

¿Si mi hijo es un bebé — lo/la incluyo en el Censo? **Sí.** Por favor incluya a su bebé independientemente de su edad — Incluso si no han salido del hospital por dar a luz.

Estoy embarazada — ¿Cómo incluyo esta información en el formulario del Censo? **Todos los niños nacidos el 1ro de abril de 2020 o antes, deben ser contados.**

Tengo niños viviendo conmigo que no son míos, ¿los enumero? **Sí.** Debe contar cada niño que esté viviendo en su hogar el 1ro de abril de 2020, aunque solamente sea una estadía temporal.

Hay más gente viviendo en mi hogar de la que mi arrendador tiene conocimiento. No debería enumerarlos, ¿o sí? **Todos deben ser enumerados** de acuerdo a la Constitución de EE. UU. El censo no compartirá sus respuestas con su arrendador ni con nadie más. Asegúrese de que todas las personas que viven en su hogar o propiedad el 1ro de abril de 2020, sean contadas.

No estoy en EE. UU. legalmente. ¿Debo tomar parte en el censo? **Sí.** Por ley, el censo no puede reportar sus respuestas a ninguna autoridad de inmigración, de policía o a personas a cargo de beneficios gubernamentales. Todos aquellos que viven en EE. UU. al momento de llevarse a cabo el censo, deben ser contados independientemente de su ciudadanía o estatus migratorio.

Mi hijo vive conmigo tiempo parcial — ¿lo/la enumero? **Depende.** Su hijo (a) debe ser enumerado (a) en el hogar donde habite la mayoría del tiempo. Si el tiempo es dividido por partes iguales, su hijo (a) deberá ser contado en el hogar donde se encuentre el 1ro de abril de 2020.

¿Cuánto tiempo se tarda en completar el formulario del censo? **Unos 10 minutos.**

Sus respuestas al censo son 100% confidenciales y no se comparten con nadie. ¡Por favor complete el formulario del Censo 2020!



In
California,
all kids
count.

Include **any children and babies** that **live at your address on the Census**—even if they're not related to you. When you do, California programs get more funding. And the information you share is 100% private.

**Census Day
is April 1!**





Our Kids Count

In our community, we believe every person counts. And we believe every person should get their fair share — especially little kids.

A big way our community gets money for child and family programs is by participating in the U.S. Census. The state and federal government uses census information to fund programs like child care, free and low-cost school lunches, and Medi-Cal.

Here are just a few reasons why your participation in the census matters:



When you and your kids are part of the census count, the community receives its fair share of money for important programs like Medi-Cal, WIC, Head Start, the National School Lunch Program, CHIP, and child care.



California receives more than \$115 billion every year based on census data. We must count everyone so we don't lose these resources.



The number of people California has in Congress is based on the census count.

Here is how it works:

- (1) In March 2020, you will get a census reminder in the mail.
- (2) Complete the census form online, or over the phone.
- (3) Wait to receive a paper form in the mail, if you prefer to respond that way. Please complete by end of April to avoid a home visit from a census official.

About one million kids under age 5 in the United States were not counted in the last census.

Please be counted so your community gets the funding and services it deserves.

For information and assistance, visit nativepeoplecountca.org.

Common Questions about the Census



Are my answers confidential? **YES.**

By law, your response to the census CANNOT BE SHARED with anyone outside the census. This includes ICE (immigration), police, CPS (Child Protective Services), the IRS, the FBI, your landlord, or anyone else. No one can use your census answers to reduce your benefits, evict you, deport you, fine you, or take your children.

Will there be a question on the census asking if I am a citizen? **NO.**

Can I skip questions? **The best way to avoid a phone call or visit from a census worker is to complete all the questions truthfully.** And please make sure everyone in your household is counted — every adult, child, and baby.

How can I complete the census? **You have options.** You can fill out the census on a computer (at home or at a library), over the phone, or on paper. For help on how to respond using a paper census form, call 1-877-352-3676.

What if my child is a baby — do I list him or her on the census? **YES.** Please list your baby no matter how old — even if you are still in the hospital!

I am pregnant — how should I fill out the census? **Every child born on or before April 1, 2020** should be counted.

I have kids living with me who aren't mine — do I list them? **YES.** You should count every child who is living at your address, even if only temporarily, on April 1, 2020.

I have more people living with me than my landlord knows. I shouldn't list them, should I? **Everyone must be listed,** according to the U.S. Constitution. The census will not report your answers to your landlord or anyone else. Please make sure all people living in your household, or property, on April 1st, 2020 are counted.

I am not in the country legally. Should I take the census? **YES.** By law, the census cannot report your answers to any immigration authorities, law enforcement, or people in charge of government benefits. Everyone living in the U.S. at the time of the census should be counted, no matter their citizenship or immigration status.

My child doesn't live with me all the time — do I list him or her? **It depends.** Whomever your child lives with most of the time should count your child. If time is split evenly, the adult who has the child on April 1, 2020 should count the child.

How long does it take? **About 10 minutes.**

Your answers to the census are 100% confidential and are not shared with anyone. Please fill out your census form in 2020!



In California, all kids count.

Children should be included on your 2020 Census form—and not just children related to you, but any kids that live at your address. That means your children, grandchildren, nieces, nephews, and the children of any friends or relatives staying with you. Babies count, too! Even if they're still in the hospital, as long as they were born on or before April 1, 2020, make sure the person completing the Census for your address includes them on the form.

For more information about the 2020 Census,
visit [2020Census.gov](https://2020census.gov). | #2020Census #NativePeopleCount

First 5 Association & CA Native Vote drawstring bag distribution (2 pictures)





In California, all kids count.



FIRST
United States' Census
5 2020

#2020Census

First 5 Association of CA 2020 Census

Contact

Press Kit Instructions

First 5 Association of California is leading this campaign to inform and motivate Californians to count all young children in the 2020 Census, so families have the support they need for the next decade. We have developed the following resource center for our commissions and partners to share our messaging to educate and motivate parents, caregivers, and heads of household.

Message research identified three reasons Californians may not include young children in their Census responses. Campaign messages and social assets are divided into three phases to address each barrier. Each phase includes a suggested timeframe to use these materials. You may need to adjust the timing based on your community's needs:

1. General awareness messages address a lack of understanding about the Census and whom to include in the household (November 2019 - January 2020)
2. A second phase of messages address "pain points" - personal fears related to immigration status and overcrowded housing situations (January - March 2020)
3. Values-based messages address unfamiliarity with how the Census can help families and small children (March - June 2020)

If you have questions about these materials, please contact Jess Berthold at jess@first5association.org. Thank you for helping make sure all children five and under are counted in the next Census.



In California, All Kids Count.

DESCRIPTION

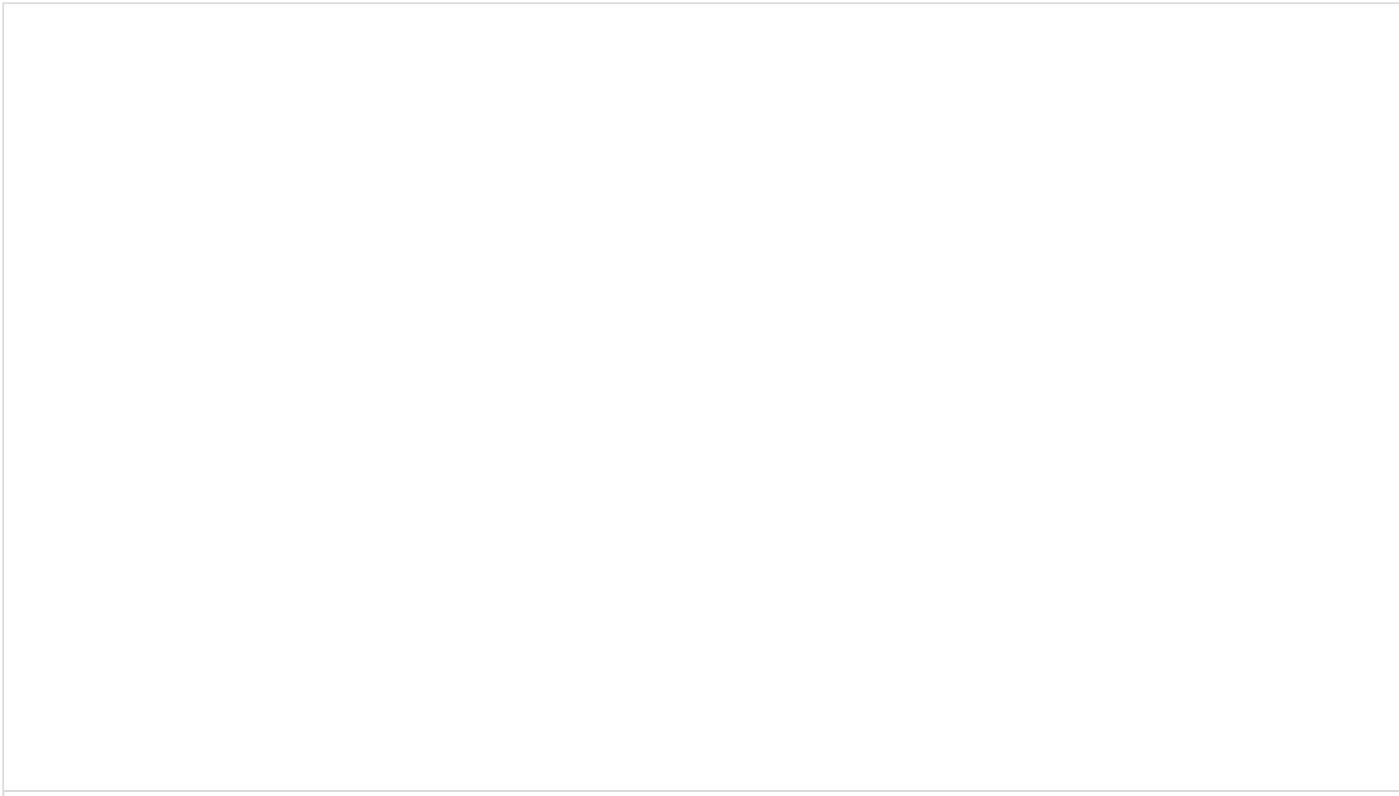
Below are four tabs full of resources created specifically to help you share Census messaging. The first two tabs contain materials like a message guide, printable informational cards and posters, earned media documents, video, and additional resources, in both English and Spanish. The last two tabs include Facebook, Twitter, and Instagram click-to-post assets in English and Spanish, which can be shared directly to your social media pages. We will update this toolkit throughout the campaign with additional materials.

KEY DATES**Census Day**

April 1, 2020

HASHTAGS

#2020Census | #CaliforniaForAll | #HagaseContar

[English Language - Resources](#)[Spanish Language - Resources](#)[English Language - Social Posts](#)[Spanish Language - Social Posts](#) **FACEBOOK POSTS****Awareness Message #1 of 6**

If they live at your address, they belong on your Census—even if you're not their parent! Learn more at [2020Census.gov](https://2020census.gov). #2020Census #CaliforniaForAll

SPECIFIC TIME / DURATION

November 2019 - January 2020

Post to timeline

Awareness Message #2 of 6

Does your child or grandchild stay at your address some days? Count them on your Census form if they live with you most of the time! If you share custody of them 50/50, count them where they stay on April 1, 2020. Learn more at [2020Census.gov](https://2020census.gov). #2020Census #CaliforniaForAll

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Awareness Message #3 of 6

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#2020Census #CaliforniaForAll

SPECIFIC TIME / DURATION

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Awareness Message #4 of 6

Include all kids living at your address on the Census if they stay with you most days. That can mean your kids, nieces and nephews, your grandkids, and even your friend's kids! Learn more at [2020Census.gov](https://2020census.gov). #2020Census #CaliforniaForAll

SPECIFIC TIME / DURATION

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Awareness Message #5 of 6

The Census isn't just for adults—count your kids as well! Include any children living at your address on your Census form, from newborns to teenagers. Learn more at [2020Census.gov](https://2020census.gov).

#2020Census

#CaliforniaForAll

SPECIFIC TIME / DURATION

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Awareness Message #6 of 6

Is a child staying at your address temporarily? If they have no other permanent address, you should include them on your Census form. Get more information at [2020Census.gov](https://2020census.gov). #2020Census #CaliforniaForAll

SPECIFIC TIME / DURATION

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Pain Points Message #1 of 4

It's illegal for the Census Bureau to share your answers with your landlord or anyone else. There's no downside to responding honestly about how many people live at your address. Learn more at [2020Census.gov](https://2020census.gov). #2020Census #CaliforniaForAll

SPECIFIC TIME / DURATION

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Pain Points Message #2 of 4

Worried about privacy? The Census Bureau can't share your information with anyone—even other government agencies. Get the facts at [2020Census.gov](https://2020census.gov). #2020Census
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The Census is for everyone living in the U.S. It won't ask if you're a citizen, and your information will not be shared with ICE or any other government agencies. Find out more at [2020Census.gov](https://2020census.gov). #2020Census #CaliforniaForAll

SPECIFIC TIME / DURATION

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Pain Points Message #4 of 4

Did you know that all Census workers take a lifetime oath to protect your personal information? It's true—and breaking this oath has severe penalties for them, including a prison sentence of up to five years. Learn more at [2020Census.gov](https://2020census.gov). #2020Census #CaliforniaForAll

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Values-Based Message #1 of 4

Include any children living at your address on your Census form. When you do, you help ensure that our kids' schools get the funding they need for the next 10 years. Learn more at 2020Census.gov. #2020Census #CaliforniaForAll

SPECIFIC TIME / DURATION

March - June 2020

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Values-Based Message #2 of 4

When you count all the children living at your address in the Census, important California programs—like Medi-Cal and WIC—get the funding they need to support our kids. Get more information at 2020Census.gov. #2020Census #CaliforniaForAll

SPECIFIC TIME / DURATION

March - June 2020

[Post to timeline](#)

Values-Based Message # 3 of 4

More children included in the Census means more money for the programs that support them—from health care to schools to public transportation!

Learn more at 2020Census.gov. #2020Census #CaliforniaForAll

SPECIFIC TIME / DURATION

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[Post to timeline](#)

Values-Based Message # 4 of 4

In the 2010 Census, California undercounted our population by more than 200,000 kids. As a result, programs that our children depend on have been underfunded for the past 10 years. Let's make sure we get it right in 2020. Learn more at 2020Census.gov. #2020Census #CaliforniaForAll

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INSTAGRAM

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In California,

all kids count.

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For more information about the 2020 Census,
visit [2020Census.gov](https://2020census.gov). | #2020Census #NativePeopleCount



United States®
Census
2020



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Mapping Schools and Response Rates for Census Outreach

Focusing Outreach in Critical Areas

- Where are the highest need outreach areas for the final Census push?
- How can we connect with families with children?
- What data can our organization use?

Population Research Bureau

<https://drive.google.com/drive/folders/1VmjXgAvMa7HMhngitCx3bQJ2LGrifry>

Population Research Bureau : Target Counties

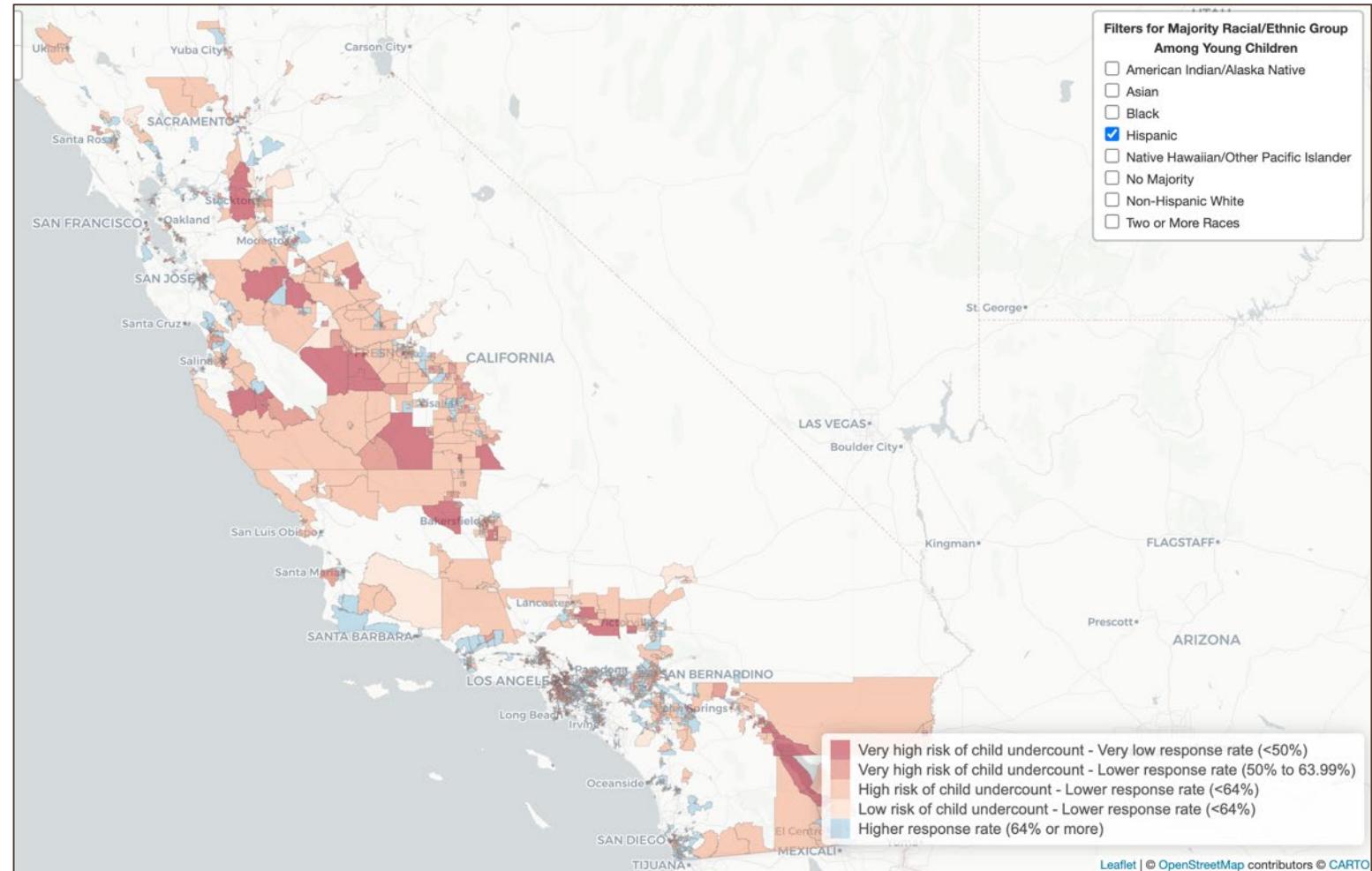
Table 2a. Twenty Counties With the Largest Numbers of Young Children Living in Very-High-Risk Census Tracts and 2020 Census Self-Response Rates in Those Counties, August 20, 2020

Number of Young Children Living in Very-High-Risk Census Tracts, by County		Average 2020 Census Response Rates Across Census Tracts, by County
0	100,000 200,000 300,000 400,000	All census tracts in the U.S. 63.9
Los Angeles County	290,389	Los Angeles County, California 61.2
Harris County	140,160	Harris County, Texas 58.1
Miami-Dade County	132,235	Miami-Dade County, Florida 61.3
Cook County	130,949	Cook County, Illinois 63.2
Kings County	94,935	Kings County, New York 52.0
Queens County	91,986	Queens County, New York 55.6
Bronx County	87,466	Bronx County, New York 56.3
Dallas County	86,532	Dallas County, Texas 60.4
Broward County	71,264	Broward County, Florida 61.5
Philadelphia County	69,185	Philadelphia County, Pennsylvania 52.8
Maricopa County	55,238	Maricopa County, Arizona 64.5
Hidalgo County	54,216	Hidalgo County, Texas 50.9
Orange County	52,528	Orange County, California 74.2
Wayne County	45,665	Wayne County, Michigan 63.5
San Diego County	45,340	San Diego County, California 70.8
San Bernardino County	44,715	San Bernardino County, California 62.6
El Paso County	42,160	El Paso County, Texas 61.9
Santa Clara County	41,967	Santa Clara County, California 74.4
Bexar County	39,492	Bexar County, Texas 63.2
Riverside County	36,421	Riverside County, California 63.3

Note: Green shading = At or above the national average.
Red shading = below the national average.

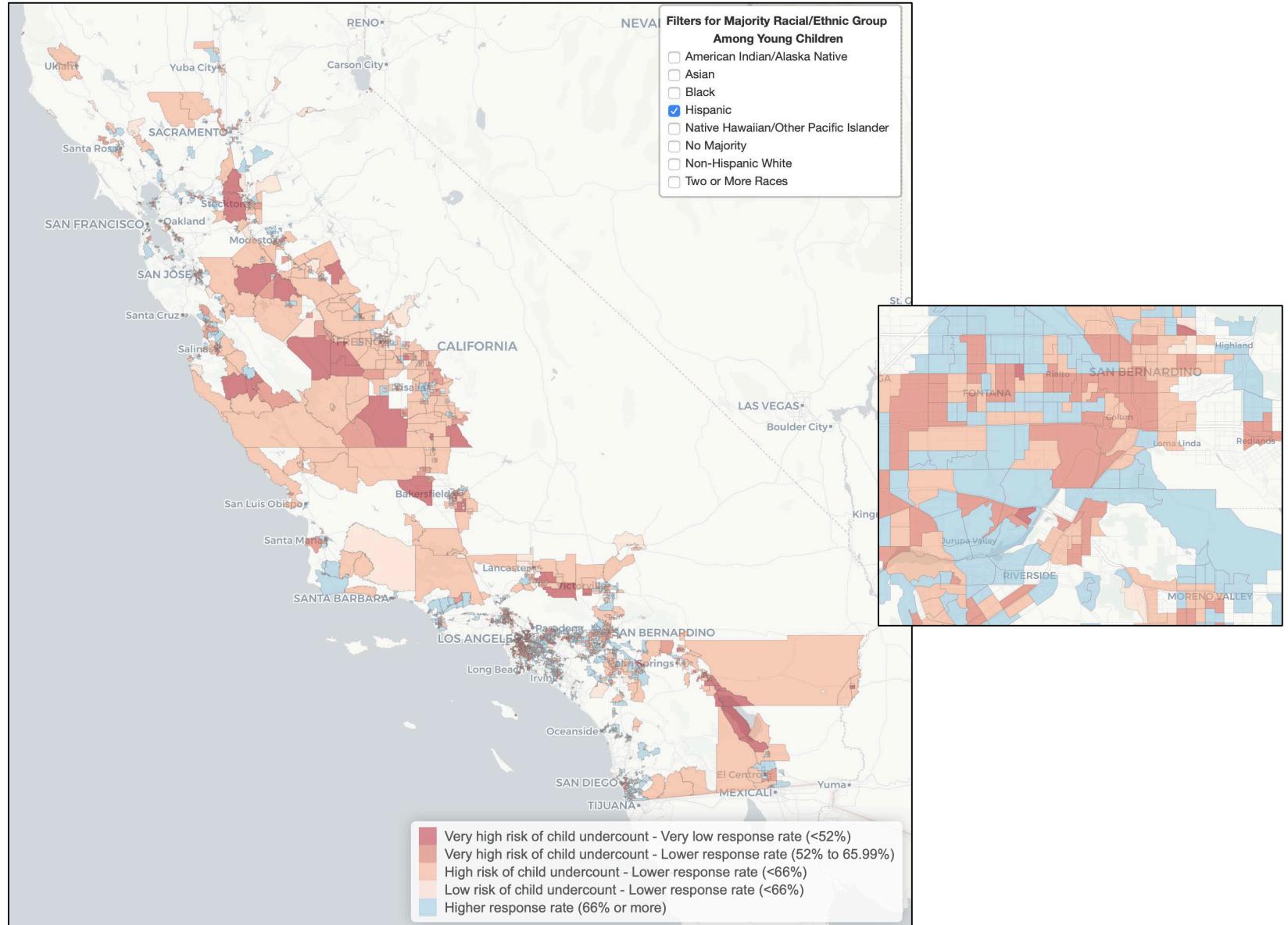
Population Research Bureau

Mapping of Child Undercount Risk (8/3/2020)



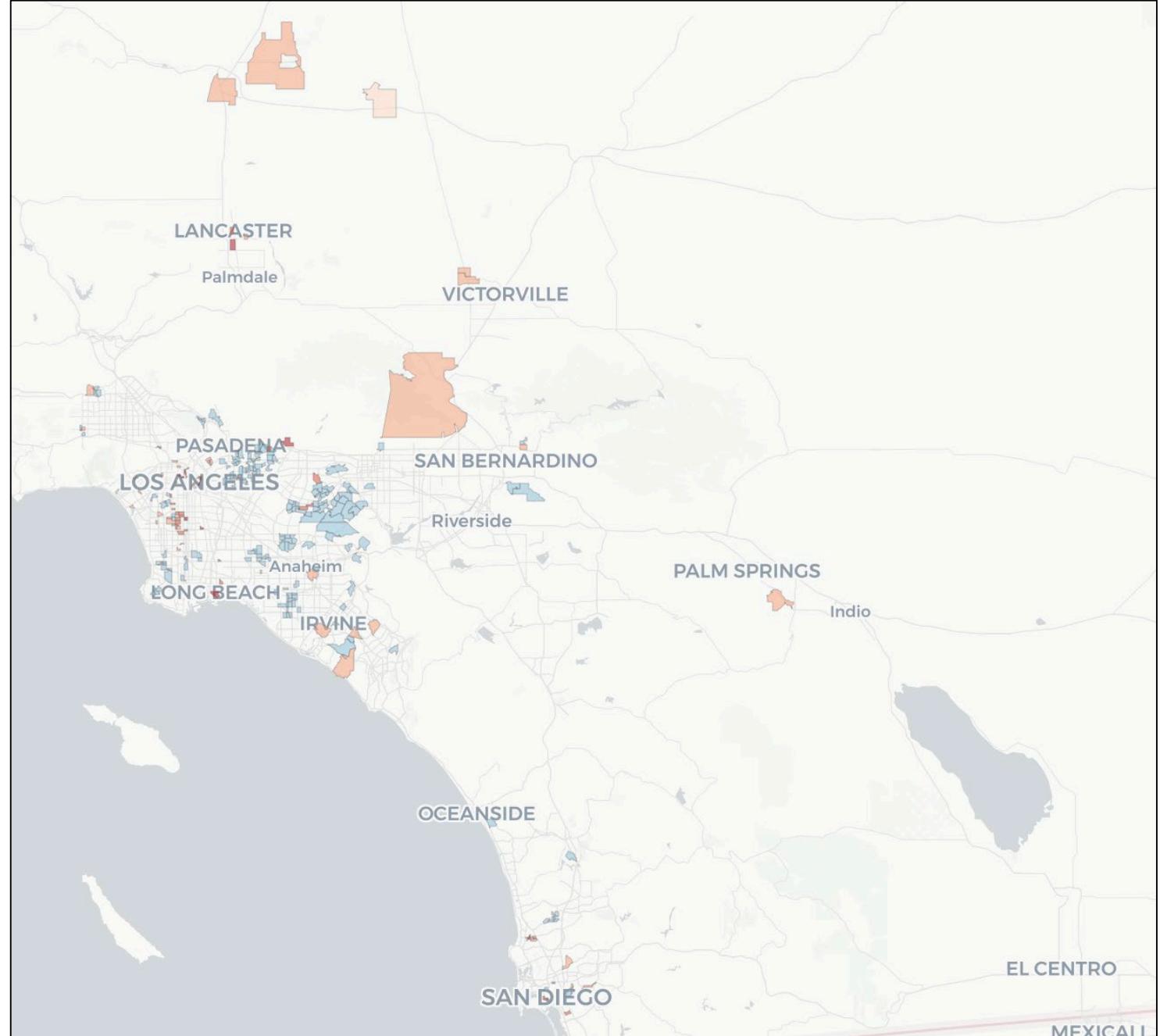
<https://drive.google.com/drive/folders/1VmjXgAvMa7HMhngitCx3bQJ2LGrifry>

PRB Mapping: CA's Hispanic Majority Tracts* with Undercount Risk



<https://drive.google.com/drive/folders/1VmjXgAvMa7HMhngitCx3bQJ2LGrifry>

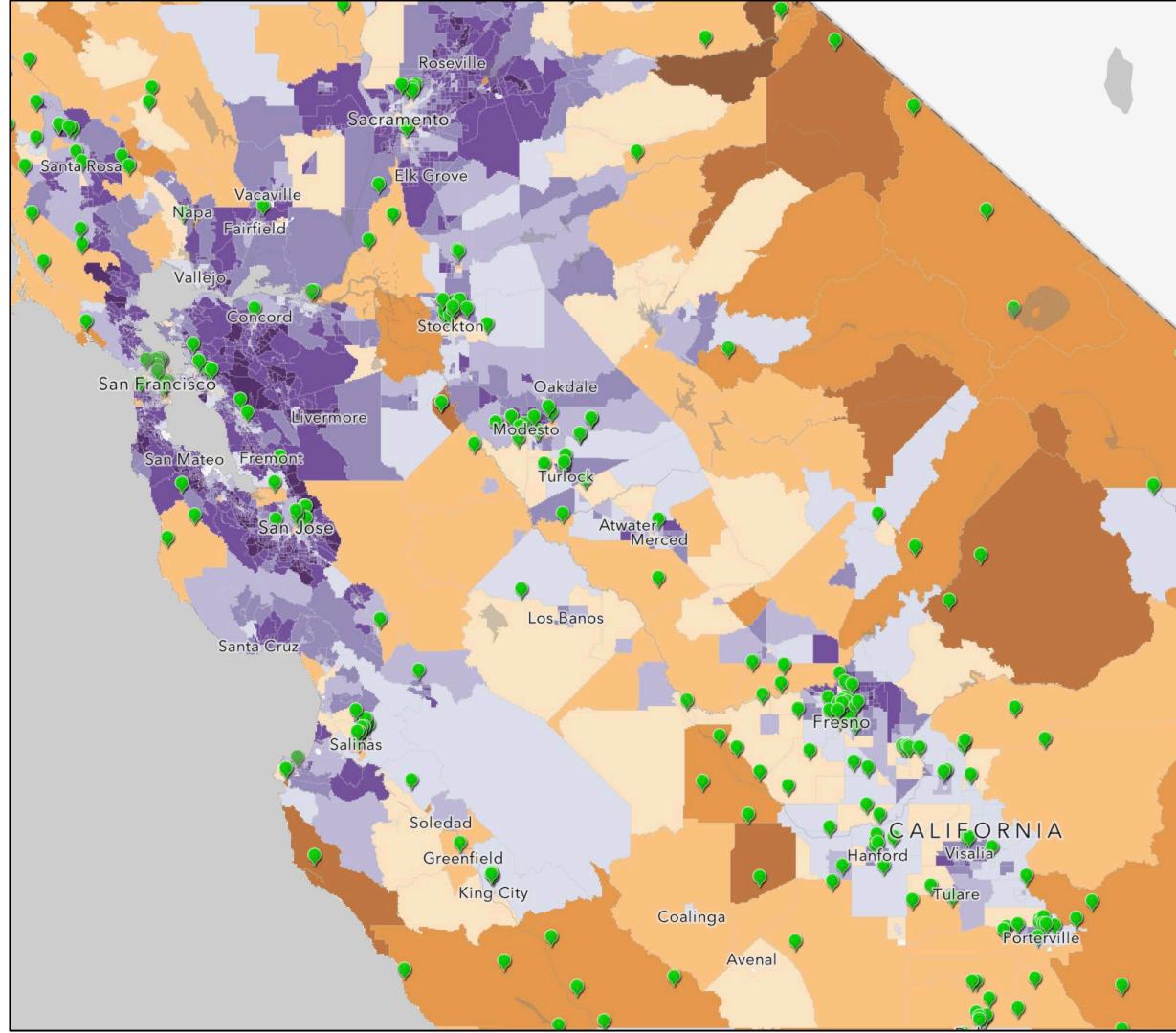
PRB Mapping: CA's Asian and Black Majority Tracts with Undercount Risk



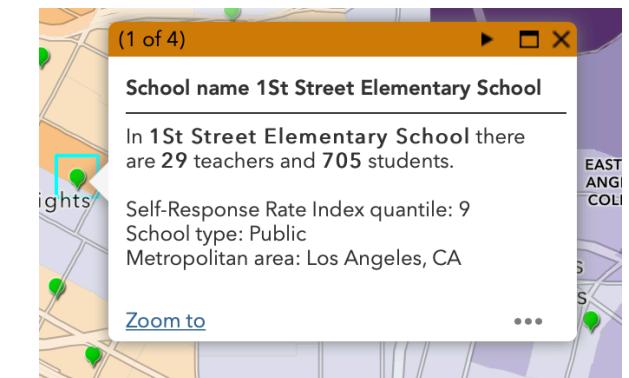
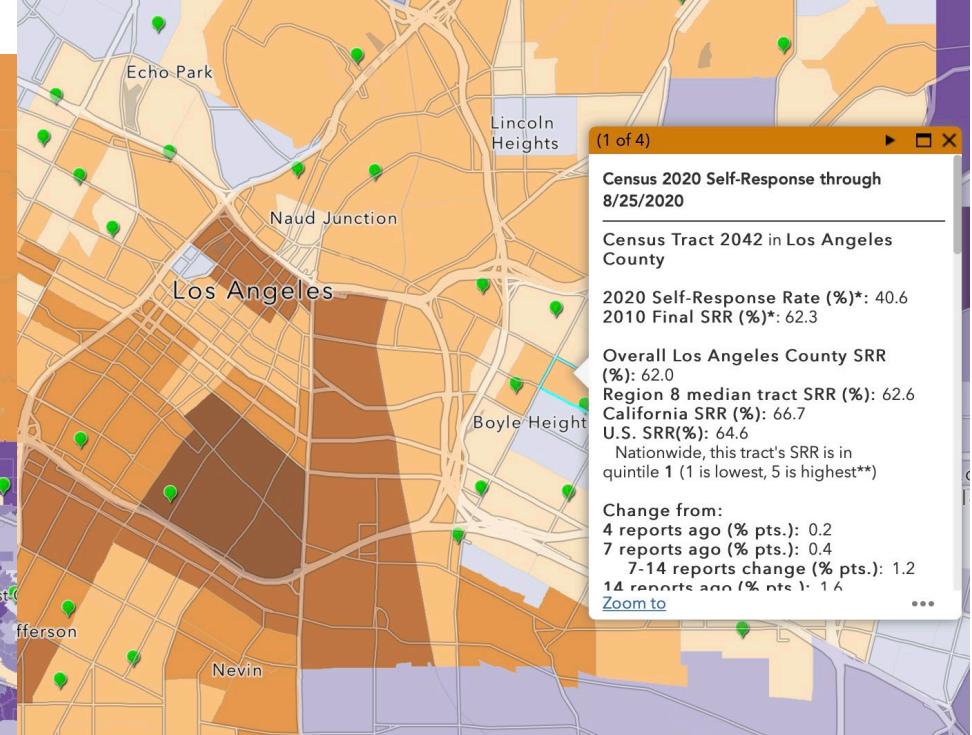
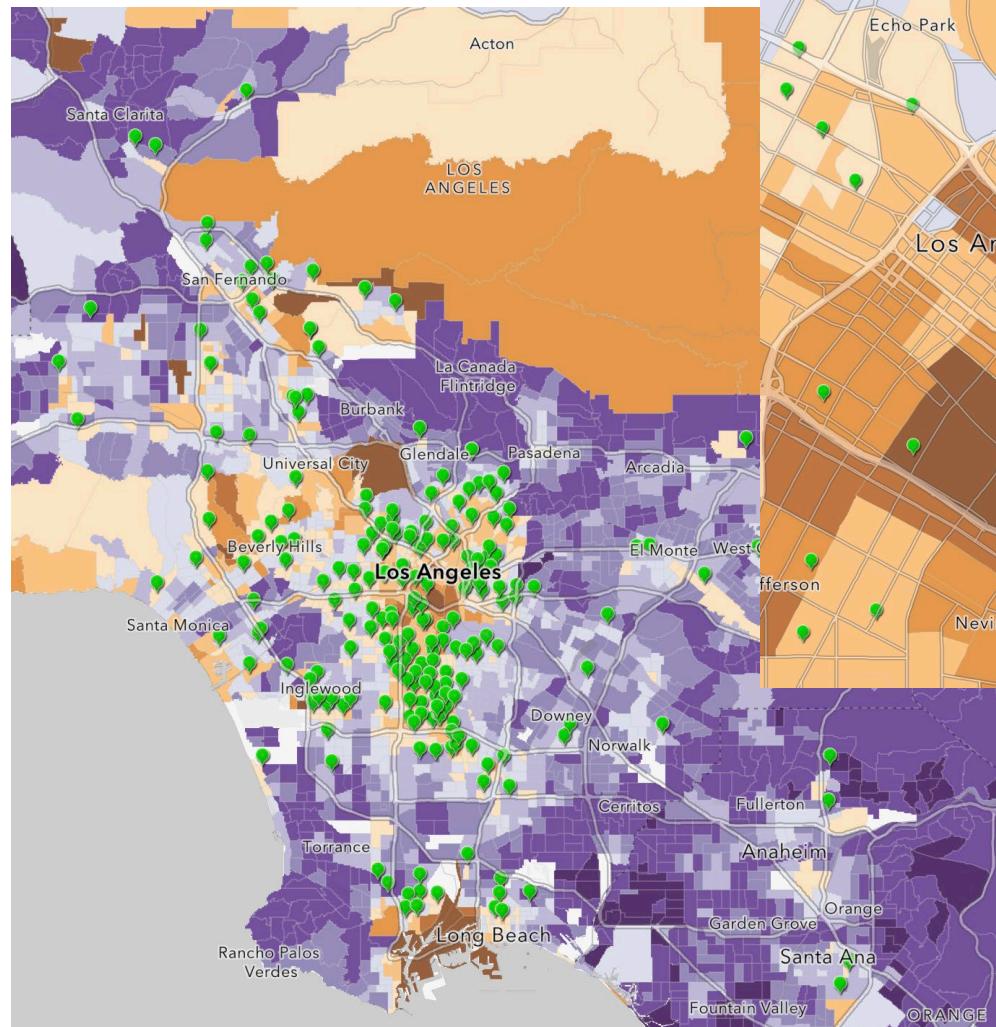
CA Complete Counts: School Mapping Project

[https://cacensus2020-
hub.maps.arcgis.com/apps/webappviewer/index.html?id=e8ccfa17f9ob4ae2af1
5cacfd546044c](https://cacensus2020-hub.maps.arcgis.com/apps/webappviewer/index.html?id=e8ccfa17f9ob4ae2af15cacfd546044c)

CCC Mapping of Schools and Response Rates

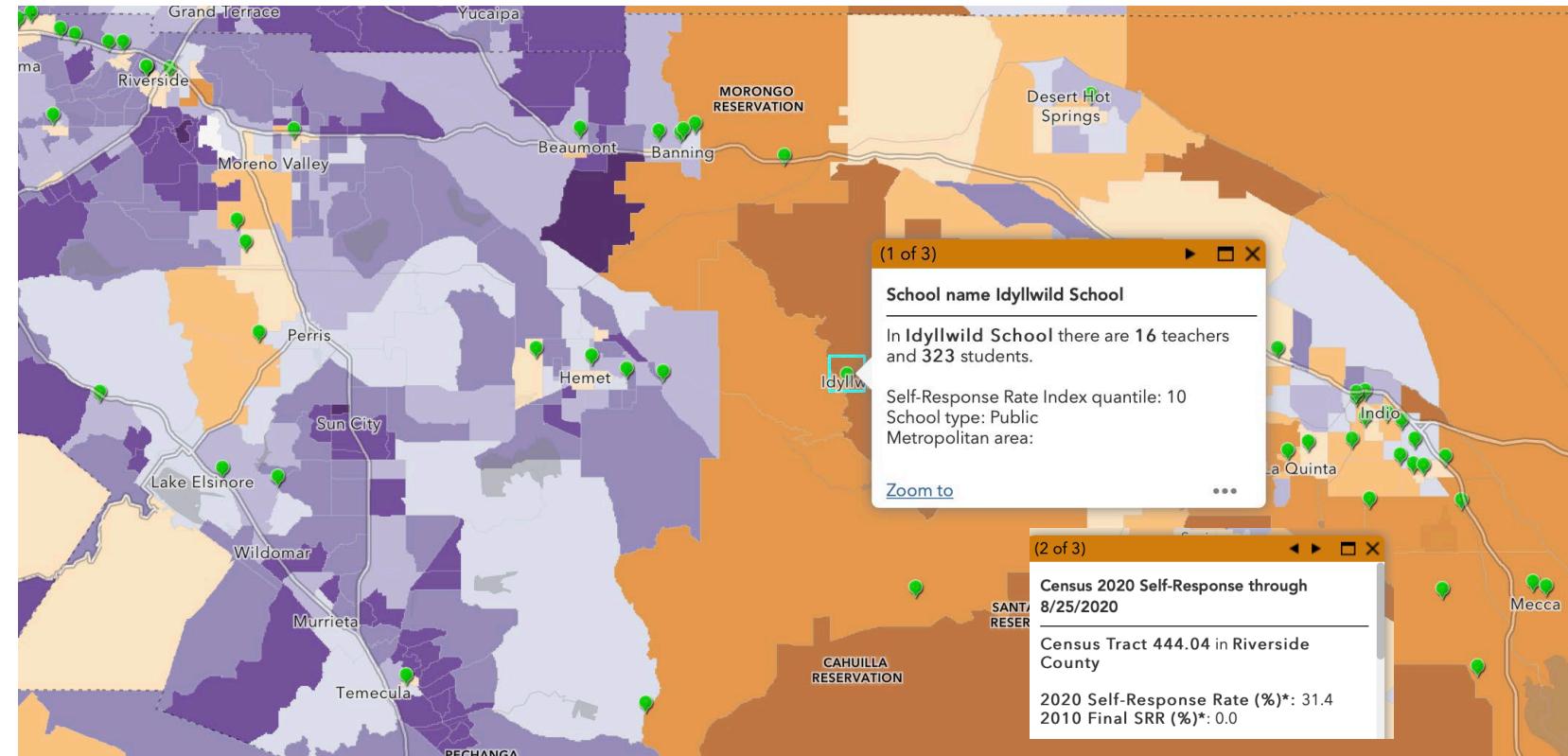


LA County



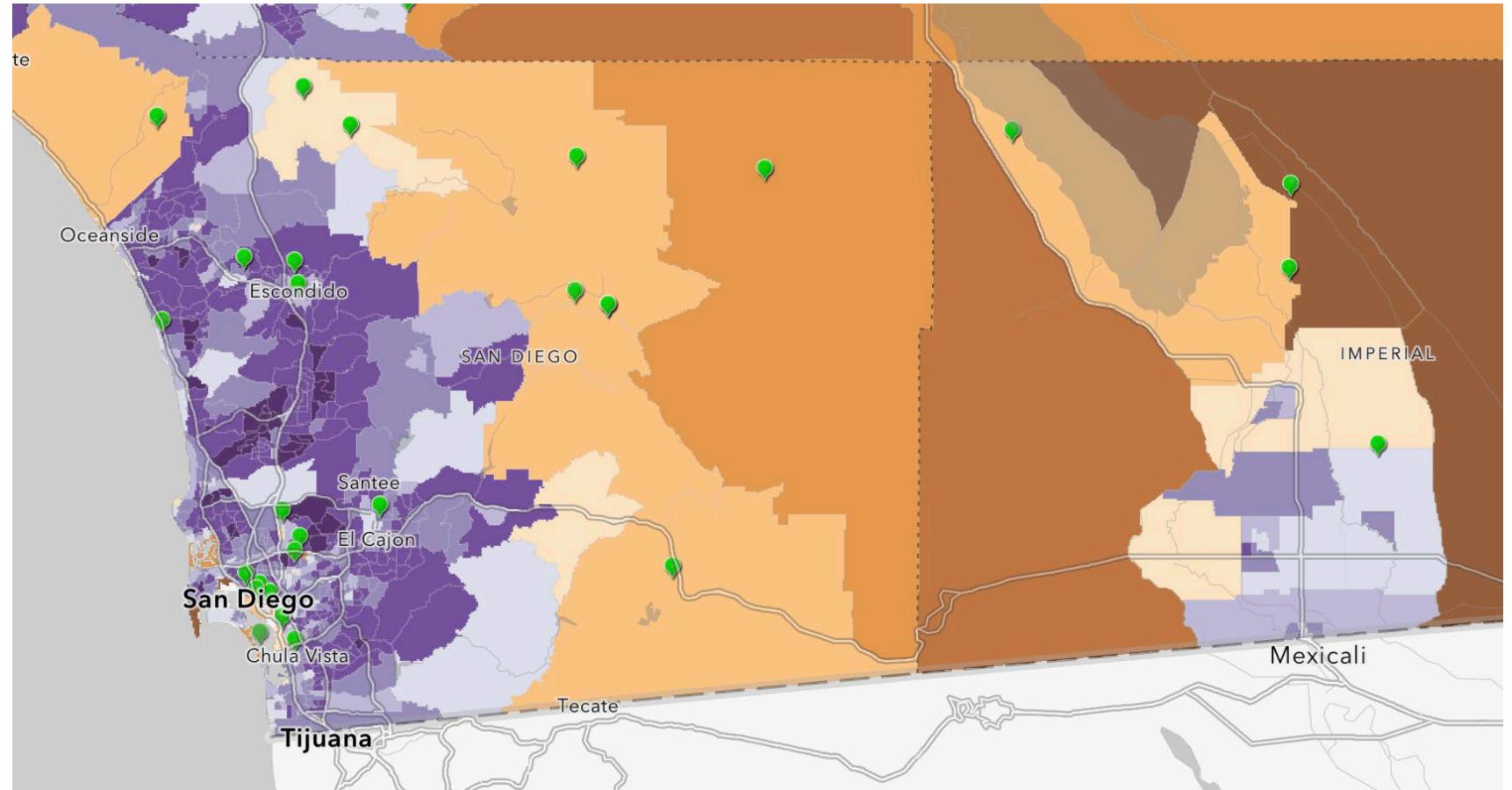
CA Complete Counts Response Rate Data 8/25/2020 with Elementary Schools

Riverside County



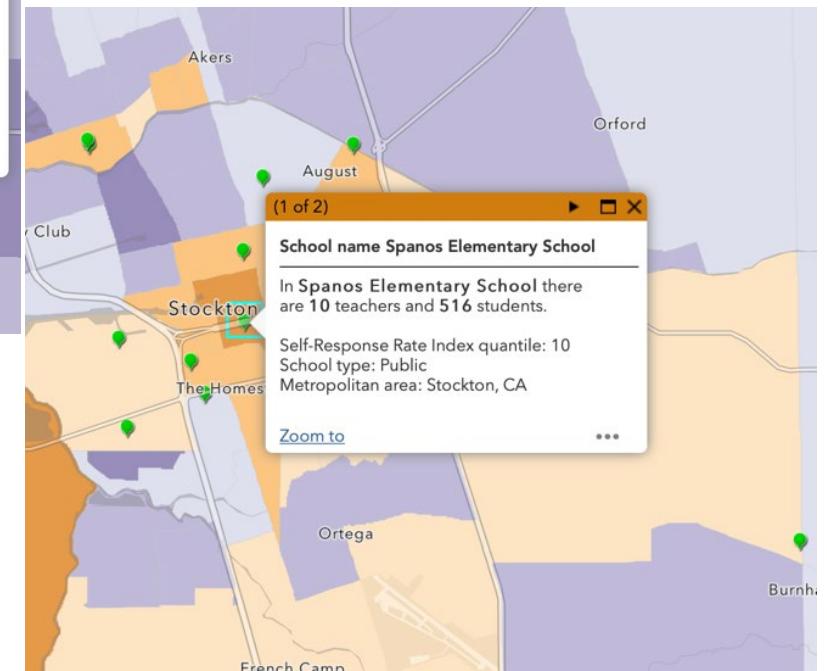
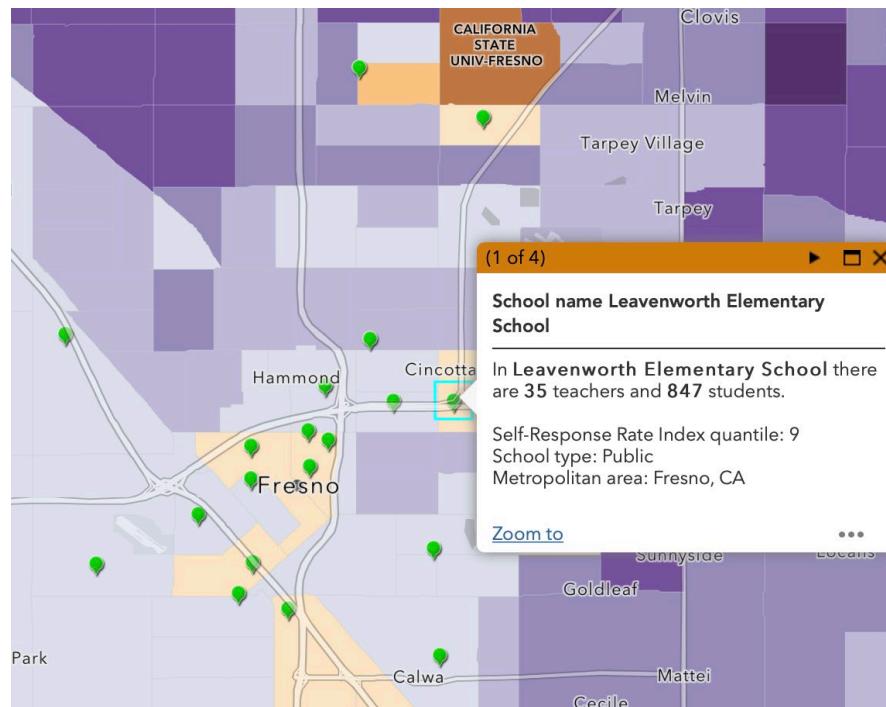
CA Complete Counts Response Rate Data 8/9/2020 with Elementary Schools

Imperial and San Diego Counties



CA Complete Counts Response Rate Data 8/25/2020 with Elementary Schools

Fresno & Stockton



CA Complete Counts Response Rate Data 8/25/2020 with Elementary Schools

Summary: Using CCC and PRB Maps

- CCC's Response Rate data
 - Focus outreach to tracts with low response rates
 - Identify elementary schools with undercounted children
- Population Research Bureau data
 - Focus outreach to high risk child undercount tracts
 - Additional information: Majority Racial/Ethnic Group Among Young Children



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Worried about privacy? Your Census form is 100% safe and secure. It's illegal for the U.S. Census Bureau to share your responses with anyone—even other government agencies or your landlord.

Who should you include?

Use this chart to help determine whether or not you should include someone on your 2020 Census form:

Who are they?	Should you include them?
My stepson's 2-year-old daughter (my stepgranddaughter), who is not related to me but lives with me full-time.	Yes! Even though she's not your blood relative, she lives in your home, so you should include her on your Census form.
My cousin's 5-year-old son, who lives with me (but my cousin does not live with me).	Yes! Even if the parent of the child staying with you does not live in your home, you should still count the child.
My friend's baby—the baby was born on March 21, 2020, and my friend has been living with me for six months.	Yes! As long as the baby was born on or before April 1, 2020, include them, even if they're still in the hospital when you fill out the Census.
My 4-year-old daughter, whom I share custody of with my ex.	It depends. Your daughter should be included on the Census of whichever home she spends the most time in. If you split custody 50/50, count her where she stayed on April 1, 2020.
My 3-year-old daughter's two best friends, who sleep over at our house almost every Saturday.	No. You shouldn't include them because they don't actually live in your home—even though it may feel like it sometimes!

Did you know?

- The Census is for everyone living in the U.S., not just citizens. The Census will not ask you if you are a citizen.
- Only one person per address needs to respond to the Census. And that person should count everyone at their address on the form.
- You can respond to the Census online or by phone. Look for a postcard in the mail with more instructions!
- Census responses determine funding for health care programs, schools, and public transportation. More people counted means more funding.

For more information about the 2020 Census, visit [2020Census.gov](https://2020census.gov).





En California, todos los niños cuentan.

Todos los niños tienen que ser incluidos en tu formulario del Censo 2020 y no solo los que son tus familiares, sino cualquier niño que viva en tu dirección. Esto incluye tus propios hijos, nietos y sobrinos y los niños de cualquier amigo o pariente si sus niños viven contigo. ¡Los bebés también cuentan! Incluso si todavía están en el hospital. Si un bebé nació el 1 de abril, 2020 o antes y va a vivir en tu dirección, asegúrate de que la persona responsable de completar el Censo donde tú vives lo incluya en el formulario.

¿Te preocupa tu privacidad? Tu formulario del Censo es seguro y completamente confidencial. De hecho, es ilegal que la Oficina del Censo comparta tus respuestas con cualquier persona u organización—incluso tu arrendador o las agencias del gobierno como ICE.

Incluye a cualquier niño que viva en tu dirección en el Censo— incluso si no es tu familiar. Cuando lo hagas, los programas estatales que ayudan a nuestros niños obtendrán más fondos. Y la información que compartes es completamente privada.

¡El Día del Censo es el 1 de abril!

Busca una postal en el correo con instrucciones.





June 17 at 2:46 PM ·

...

Black communities have been historically undercounted which has led to less representation in spaces of political power. Representation in Congress means having a say in our neighborhoods when it comes to housing, employment and healthcare. Taking the 2020 Census is a form of protest and long-lasting change! Visit my2020census.gov. #ICount #EveryoneCounts #CaliforniaForAll

**Do your friends know how
easy and secure it is
to take the 2020 Census?**





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1/6/2020	General Awareness	If they live at your address, they belong on your Census—even if you're not their parent! Learn more at 2020Census.gov . #2020Census #CaliforniaForAll
1/13/2020	General Awareness	Does your child or grandchild stay at your address some days? Count them on your Census form if they live with you most of the time! If you share custody of them 50/50, count them where they stay on April 1, 2020. Learn more at 2020Census.gov . #2020Census #CaliforniaForAll
1/20/2020	General Awareness	The Census is for everyone living in the U.S. Babies count, too—even if they're still in the hospital! Learn more about who to include on your Census form at 2020Census.gov . #2020Census #CaliforniaForAll
1/27/2020	General Awareness	Include all kids living at your address on the Census if they stay with you most days. That can mean your kids, nieces and nephews, your grandkids, and even your friend's kids! Learn more at 2020Census.gov . #2020Census #CaliforniaForAll

2/3/2020	Pain Points	<p>It's illegal for the Census Bureau to share your answers with your landlord or anyone else. There's no downside to responding honestly about how many people live at your address. Learn more at 2020Census.gov. #2020Census #CaliforniaForAll</p>
2/10/2020	Pain Points	<p>Worried about privacy? The Census Bureau can't share your information with anyone—even other government agencies. Get the facts at 2020Census.gov. #2020Census #CaliforniaForAll</p>
2/17/2020	Pain Points	<p>The Census is for everyone living in the U.S. It won't ask if you're a citizen, and your information will not be shared with ICE or any other government agencies. Find out more at 2020Census.gov. #2020Census #CaliforniaForAll</p>
2/24/2020	Awareness	<p>The Census isn't just for adults—count your kids as well! Include any children living at your address on your Census form, from newborns to teenagers. Learn more at 2020Census.gov. #2020Census # CaliforniaForAll</p>

3/2/2020	Pain Points	Did you know that all Census workers take a lifetime oath to protect your personal information? It's true—and breaking this oath has severe penalties for them, including a prison sentence of up to five years. Learn more at 2020Census.gov . #2020Census #CaliforniaForAll
3/12/2020	Value	Include any children living at your address on your Census form. When you do, you help ensure that our kids' schools get the funding they need for the next 10 years. Learn more at 2020Census.gov . #2020Census #CaliforniaForAll
3/16/2020	Census Important Date <i>(Also the California Census Office's current advertising flight end date)</i>	Check your mailbox!! You'll be getting a postcard from the U.S. Census Bureau with more information on how to fill out the 2020 Census. Get more information at 2020census.gov . #2020Census #CaliforniaForAll
3/23/2020	Awareness	Is a child staying at your address temporarily? If they have no other permanent address, you should include them on your Census form. Get more information at 2020Census.gov . #2020Census #CaliforniaForAll

3/30/2020	Value	When you count all the children living at your address in the Census, important California programs—like Medi-Cal and WIC—get the funding they need to support our kids. Get more information at #2020Census #CaliforniaForAll
4/1/2020 (Day of)	Census Day	It's Census Day! Make sure to fill out your Census form, and include all the kids that live in your address. Learn more at #2020Census #CaliforniaForAll
4/6/2020	Value	More children included in the Census means more money for the programs that support them—from health care to schools to public transportation! Learn more at #2020Census #CaliforniaForAll
4/13/2020	Awareness	If they live at your address, they belong on your Census—even if you're not their parent! Learn more at #2020Census #CaliforniaForAll
4/20/2020	Value	In the 2010 Census, California undercounted our population by more than 200,000 kids. As a result, programs that our children depend on have been underfunded for the past 10 years. Let's make sure we get it right in 2020. Learn more at #2020Census #CaliforniaForAll

4/27/2020	Value	Include any children living at your address on your Census form. When you do, you help ensure that our kids' schools get the funding they need for the next 10 years. Learn more at 2020Census.gov . #2020Census #CaliforniaForAll
5/4/2020	Census Important Date	Forget to fill out the Census form? Don't fear, Census workers will visit the homes that haven't submitted a form. Remember, it's illegal for the Census Bureau to share your answers with your landlord or anyone else. Learn more at 2020Census.gov . #2020Census #CaliforniaForAll
5/11/2020	Paint Points	It's illegal for the Census Bureau to share your answers with your landlord or anyone else. There's no downside to responding honestly about how many people live at your address. Learn more at 2020Census.gov . #2020Census #CaliforniaForAll
5/18/2020	Value	When you count all the children living at your address in the Census, important California programs—like Medi-Cal and WIC—get the funding they need to support our kids. Get more information at 2020Census.gov . #2020Census #CaliforniaForAll

5/25/2020	Value	In the 2010 Census, California undercounted our population by more than 200,000 kids. As a result, programs that our children depend on have been underfunded for the past 10 years. Let's make sure we get it right in 2020. Learn more at 2020Census.gov . #2020Census #CaliforniaForAll
6/1/2020	Census Reminder	Did you forget something? Make sure it's not the Census. Fill out the Census and include all the children that live in your address. Not sure who to count? Visit 2020Census.gov . #2020Census #CaliforniaForAll

3 | 2020 Census Campaign English-Language Social Media Editorial Calendar (February)

Instagram Copy	Post Link
<p>If they live at your address, they belong on your Census—even if you're not their parent! #2020Census #CaliforniaForAll</p>	<p>2020Census.gov</p>
<p>Does your child or grandchild stay at your address some days? Count them on your Census form if they live with you most of the time! If you share custody of them 50/50, count them where they stay on April 1, 2020. #2020Census #CaliforniaForAll</p>	<p>2020Census.gov</p>
<p>The Census is for everyone living in the U.S. Babies count, too—even if they're still in the hospital! #2020Census #CaliforniaForAll</p>	<p>2020Census.gov</p>
<p>Include all kids living at your address on the Census if they stay with you most days. That can mean your kids, nieces and nephews, your grandkids, and even your friend's kids! #2020Census #CaliforniaForAll</p>	<p>2020Census.gov</p>

It's illegal for the Census Bureau to share your answers with your landlord or anyone else. There's no downside to responding honestly about how many people live at your address. #2020Census #CaliforniaForAll

[2020Census.gov](https://2020census.gov)

Worried about privacy? The Census Bureau can't share your information with anyone—even other government agencies. #2020Census #CaliforniaForAll

[2020Census.gov](https://2020census.gov)

The Census is for everyone living in the U.S. It won't ask if you're a citizen, and your information will not be shared with ICE or any other government agencies. #2020Census #CaliforniaForAll

[2020Census.gov](https://2020census.gov)

The Census isn't just for adults—count your kids as well! Include any children living at your address on your Census form, from newborns to teenagers. #2020Census # CaliforniaForAll

[2020Census.gov](https://2020census.gov)

<p>Did you know that all Census workers take a lifetime oath to protect your personal information? It's true—and breaking this oath has severe penalties for them, including a prison sentence of up to five years.</p> <p>#2020Census #CaliforniaForAll</p>	<p>2020Census.gov</p>
<p>Include any children living at your address on your Census form. When you do, you help ensure that our kids' schools get the funding they need for the next 10 years. #2020Census #CaliforniaForAll</p>	<p>2020Census.gov</p>
<p>Check your mailbox! You'll be getting a postcard from the U.S. Census Bureau is sending everyone a postcard with more information on how to fill out the 2020 Census.</p> <p>#2020Census #CaliforniaForAll</p>	<p>2020Census.gov</p>
<p>Is a child staying at your address temporarily? If they have no other permanent address, you should include them on your Census form.</p> <p>#2020Census #CaliforniaForAll</p>	<p>2020Census.gov</p>

<p>When you count all the children living at your address in the Census, important California programs—like Medi-Cal and WIC—get the funding they need to support our kids. #2020Census #CaliforniaForAll</p>	<p>2020Census.gov</p>
<p>It's Census Day! Make sure to fill out your Census form, and include all the kids that live in your address. Learn more at 2020Census.gov. #2020Census #CaliforniaForAll</p>	<p>2020Census.gov</p>
<p>More children included in the Census means more money for the programs that support them—from health care to schools to public transportation! #CaliforniaForAll</p>	<p>2020Census.gov</p>
<p>If they live at your address, they belong on your Census—even if you're not their parent! #CaliforniaForAll</p>	<p>2020Census.gov</p>
<p>In the 2010 Census, California undercounted our population by more than 200,000 kids. As a result, programs that our children depend on have been underfunded for the past 10 years. Let's make sure we get it right in 2020. #2020Census #CaliforniaForAll</p>	<p>2020Census.gov</p>

<p>Include any children living at your address on your Census form. When you do, you help ensure that our kids' schools get the funding they need for the next 10 years. #CaliforniaForAll</p>	<p>2020Census.gov</p>
<p>Forget to fill out the Census form? Don't fear, Census workers will visit the homes that haven't submitted a form. Remember, it's illegal for the Census Bureau to share your answers with your landlord or anyone else #2020Census #CaliforniaForAll</p>	<p>2020Census.gov</p>
<p>It's illegal for the Census Bureau to share your answers with your landlord or anyone else. There's no downside to responding honestly about how many people live at your address. #2020Census #CaliforniaForAll</p>	<p>2020Census.gov</p>
<p>When you count all the children living at your address in the Census, important California programs—like Medi-Cal and WIC—get the funding they need to support our kids. #2020Census #CaliforniaForAll</p>	<p>2020Census.gov</p>

In the 2010 Census, California undercounted our population by more than 200,000 kids. As a result, programs that our children depend on have been underfunded for the past 10 years.

Let's make sure we get it right in 2020.
#2020Census #CaliforniaForAll

[2020Census.gov](https://2020census.gov)

Did you forget something? Make sure it's not the Census. Fill out the Census and include all the children that live in your address. Not sure who to count? Visit [2020Census.gov](https://2020census.gov).

#2020Census #CaliforniaForAll

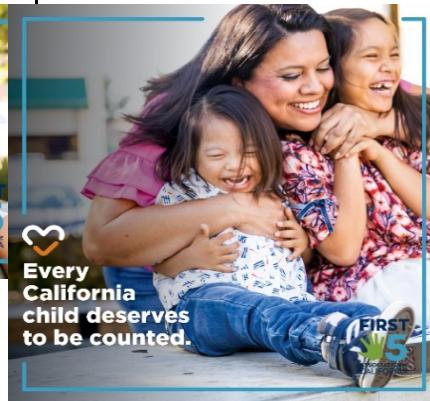
[2020Census.gov](https://2020census.gov)

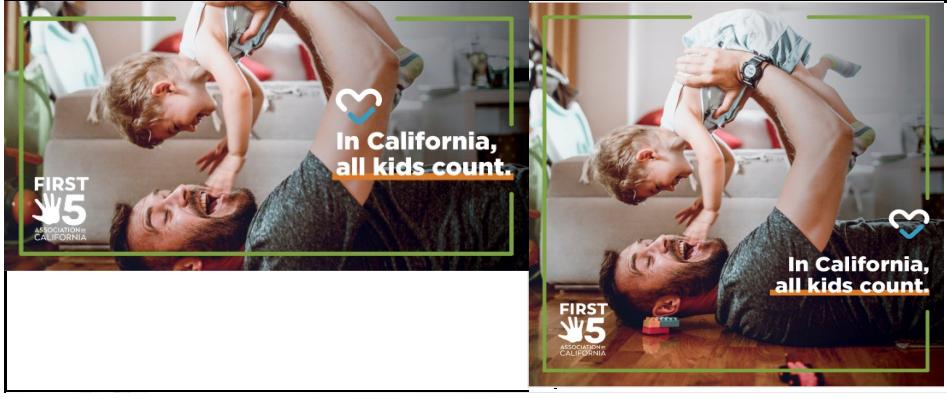
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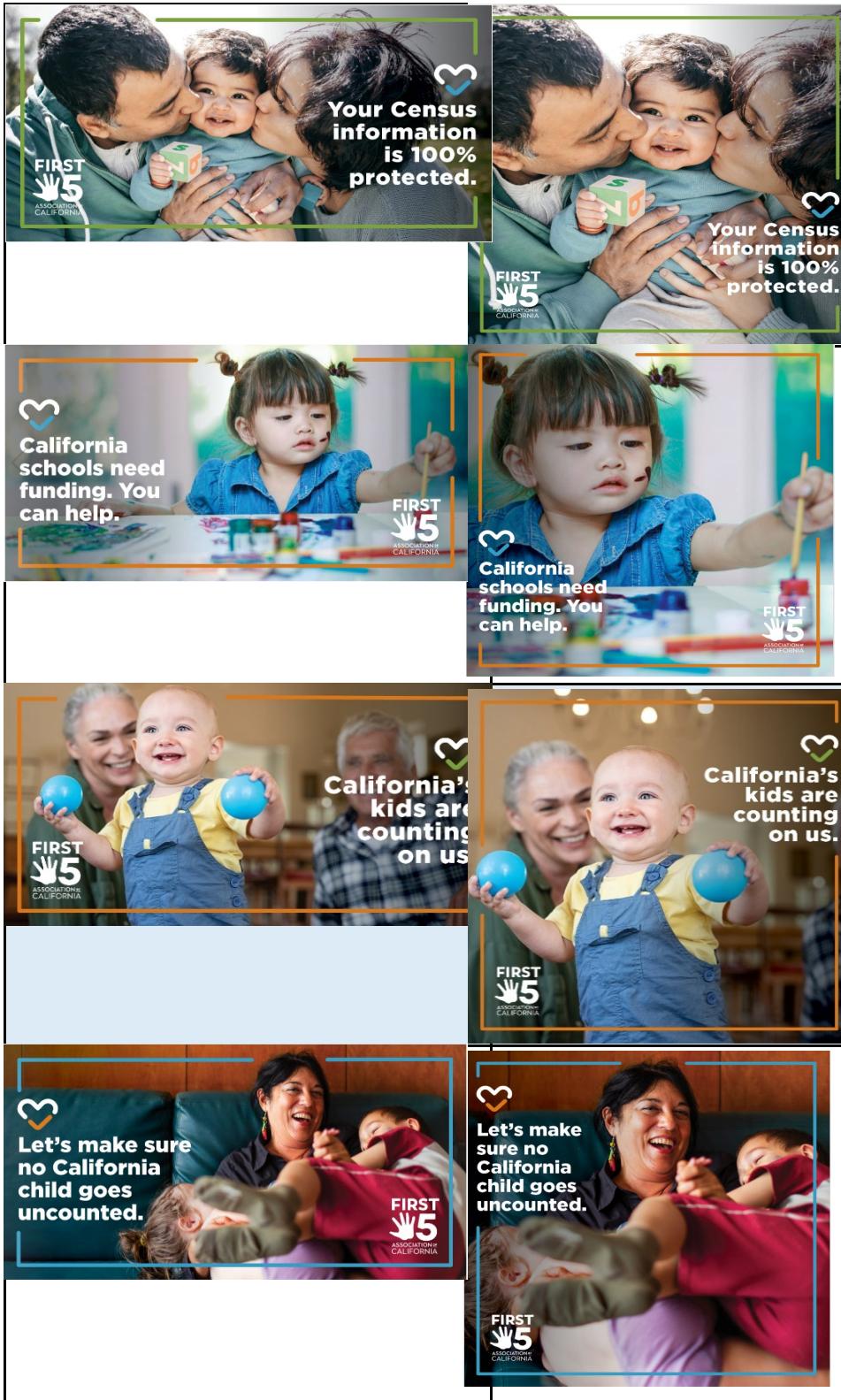
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Instagram Graphic

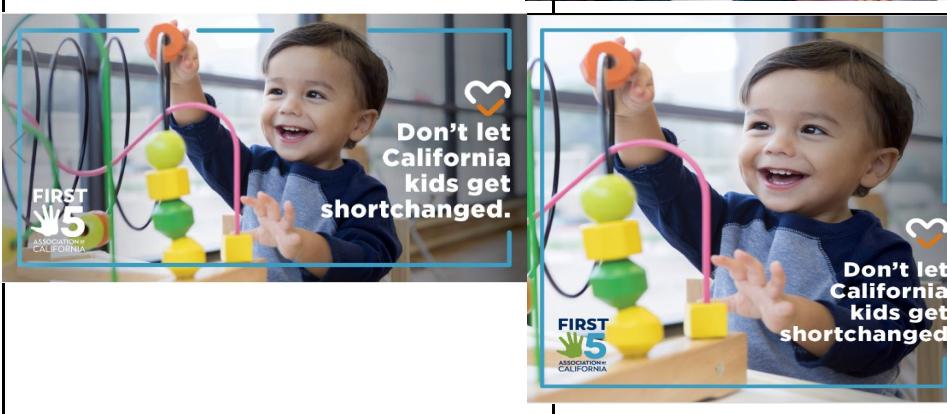
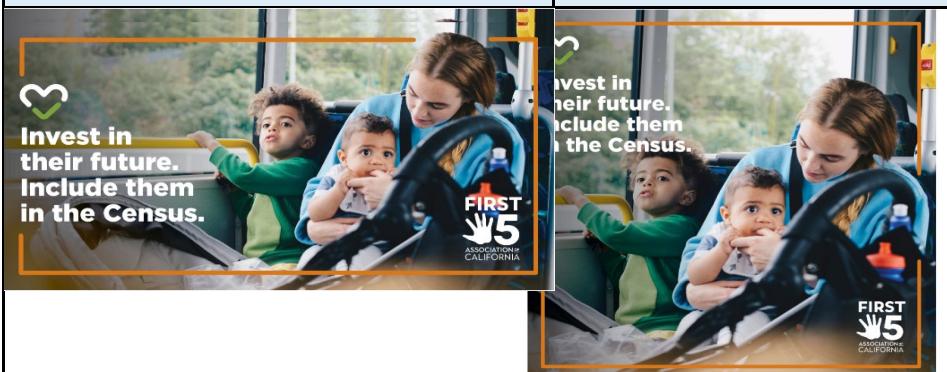


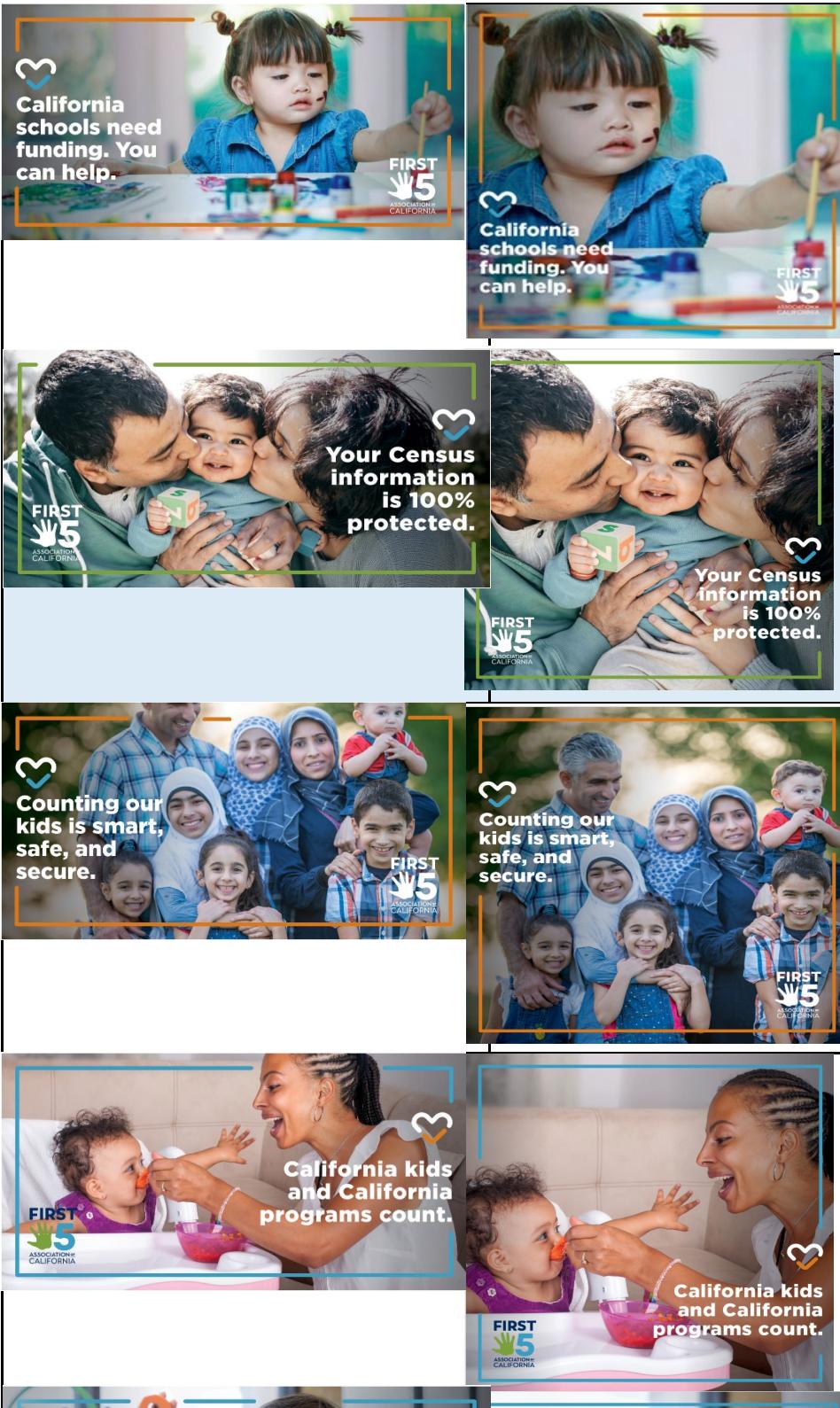


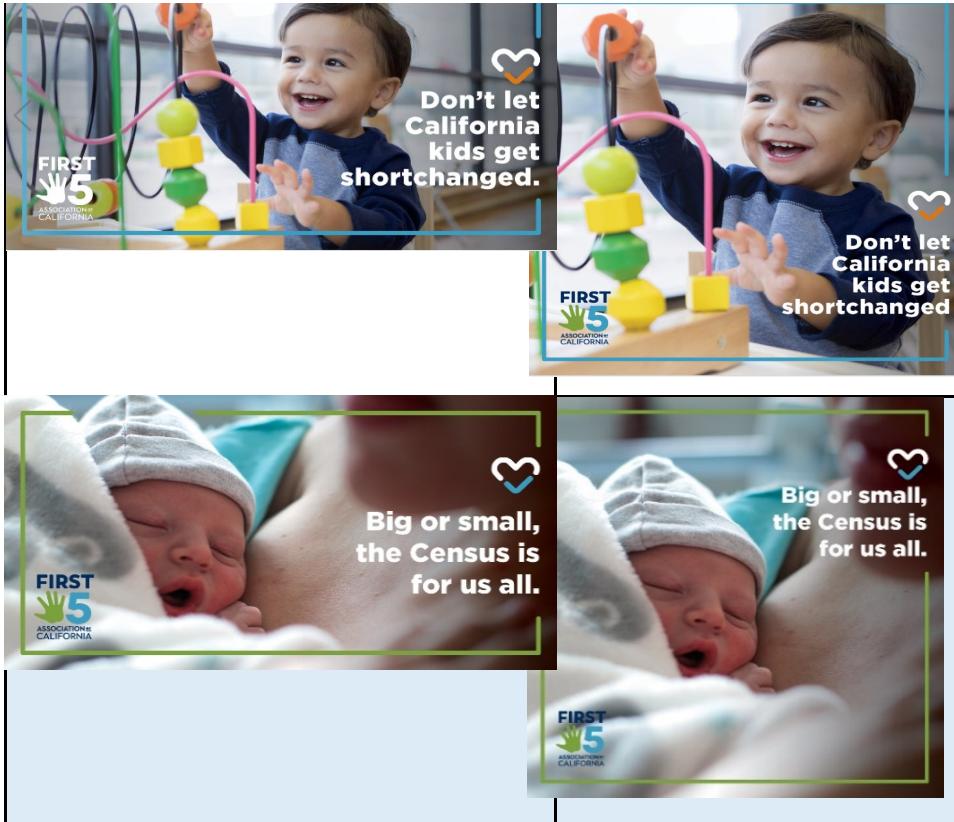




Campaign Video: https://media.thesocialpresskit.com/gmmb-team-23/First5CA20sEnglish11.mp4	Campaign Video: https://media.thesocialpresskit.com/gmmb-team-23/First5CA20sEnglish11.mp4
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First 5 Association de California		
Semana de	Etapa de Mensaje	Texto par Facebook/Twitter
6/1/2020	Conocimiento	<p>Si viven en tu dirección, pertenecen en tu formulario del Censo—¡incluso si no son tus hijos o parientes! Aprende más en 2020Census.gov/es. #2020Census #HagaseContar</p>
13/1/2020	Conocimiento	<p>¿Tu hijo o nieto vive en tu dirección? ¡Cuéntalo en tu formulario del Censo si vive contigo la mayoría del tiempo! Si compartes la custodia 50/50, cuéntalo donde se quedó el 1 de abril, 2020. Aprende más en 2020Census.gov/es. #2020Census #HagaseContar</p>
20/1/2020	Conocimiento	<p>El Censo es para todos los que viven en los Estados Unidos. Los bebés también cuentan—¡incluso si todavía están en el hospital! Aprende más sobre a quién incluir en tu formulario del Censo en 2020Census.gov/es. #2020Census #HagaseContar</p>
27/1/2020	Conocimiento	<p>En tu formulario del Censo, incluye a todos los niños que viven en tu dirección. Esto incluye tus propios hijos, nietos y sobrinos. También los niños de cualquier amigo o pariente si estos niños viven contigo. Aprende más en 2020Census.gov/es. #2020Census #HagaseContar</p>

3/2/2020	Preocupaciones	Es ilegal que la Oficina del Censo comparta tus respuestas con tu arrendador o cualquier otra persona. No hay ninguna desventaja en responder honestamente sobre cuántas personas viven en tu dirección. Aprende más en 2020Census.gov/es . #2020Census #HagaseContar
10/2/2020	Preocupaciones	¿Estás preocupado por tu privacidad? Por ley, la Oficina del Censo no puede compartir tus datos con nadie— incluso con otras agencias del gobierno. Para mas información, visita 2020Census.gov/es . #2020Census #HagaseContar
17/2/2020	Preocupaciones	El Censo es para todos los que viven en los Estados Unidos. No te preguntará si eres un ciudadano americano. Recuerda, tu información no será compartida con otras agencias del gobierno como ICE. Aprende más en 2020Census.gov/es . #2020Census #HagaseContar
24/2/2020	Conocimiento	El Censo no es solo para los adultos—¡cuenta a tus niños también! Incluye a cualquier niño que viva en tu dirección en tu formulario del Censo, desde los recién nacidos hasta los adolescentes. Aprende más en 2020Census.gov/es . #2020Census #HagaseContar

2/3/2020	Preocupaciones	¿Sabías que todos los trabajadores del Censo toman un juramento de por vida para proteger tu información personal? Romper esta ley viene con serias penalidades, incluyendo una sentencia de cárcel para ellos. Aprende más en 2020Census.gov/es . #2020Census #HagaseContar
12/3/2020	Beneficios	Incluye a cualquier niño que viva en tu dirección en tu formulario del Censo. Al hacerlo, ayudas a asegurar que las escuelas de nuestros niños obtengan los fondos que necesitan durante los próximos 10 años. Aprende más en 2020Census.gov/es . #2020Census #HagaseContar
16/3/2020	Fecha Importante del Censo (También termina la campaña de publicidad de la Oficina del Censo en California)	¡Revisa tu buzón! Recibirás una postal de la Oficina del Censo de EE. UU. con más información sobre cómo completar el Censo 2020. Aprende más en 2020Census.gov/es . #2020Census #HagaseContar
23/3/2020	Conocimiento	¿Hay un niño viviendo temporalmente en tu dirección? Si él no tiene una dirección permanente, deberías incluirlo en tu formulario del Censo. Obtén más información en 2020Census.gov/es . #2020Census #HagaseContar

30/3/2020	Beneficios	Al incluir a todos los niños que viven contigo en el Censo, programas estatales importantes—como Medi-Cal y WIC—obtendrán los fondos que necesitan para ayudar a nuestros niños. Obtén más información en 2020Census.gov/es . #2020Census #HagaseContar
1/4/2020 (Día de)	Día del Censo	¡Hoy es el día del Censo! Asegúrate de completar tu formulario del Censo e incluye a todos los niños que viven en tu dirección. Obtén más información en 2020Census.gov/es . #2020Census #HagaseContar
6/4/2020	Beneficios	Incluir a nuestros niños en el Censo resulta en más fondos para los programas que los ayudan—cuidado médico, escuelas, transporte público y más. Aprende más en 2020Census.gov/es . #2020Census #HagaseContar
13/4/2020	Conocimiento	Si viven en tu dirección, pertenecen en tu formulario del Censo—¡incluso si no son tus hijos o parientes! Aprende más en 2020Census.gov/es . #2020Census #HagaseContar

20/4/2020	Beneficios	En el Censo 2010, California no logró incluir a más de 200,000 niños. Como resultado, los programas que ayudan a nuestros niños no recibieron los fondos adecuados durante los últimos 10 años. Podemos hacerlo mejor en 2020. Aprende más en 2020Census.gov/es . #2020Census #HagaseContar
27/4/2020	Beneficios	Al incluir a todos los niños que viven contigo en el Censo, programas estatales importantes—como Medi-Cal y WIC—obtendrán los fondos que necesitan para ayudar a nuestros niños. Obtén más información en 2020Census.gov/es . #2020Census #HagaseContar
4/5/2020	Fecha Importante del Censo	¿Se te olvidó llenar el formulario del Censo? ¡No te preocupes! Los trabajadores del Censo visitarán los hogares que no han llenado el formulario. Es ilegal que la Oficina del Censo comparta tu información con otras agencias del gobierno o tu propietario. Obtén más información en 2020Census.gov . #2020Census #HagaseContar
11/5/2020	Preocupaciones	Es ilegal que la Oficina del Censo comparta tus respuestas con tu arrendador o cualquier otra persona. No hay ninguna desventaja en responder honestamente sobre cuántas personas viven en tu dirección. Aprende más en 2020Census.gov/es . #2020Census #HagaseContar

18/5/2020	Beneficios	Incluir a nuestros niños en el Censo resulta en más fondos para los programas que los ayudan—cuidado médico, escuelas, transporte público y más. Aprende más en 2020Census.gov/es. #2020Census #HagaseContar
25/5/2020	Beneficios	En el Censo 2010, California no logró incluir a más de 200,000 niños. Como resultado, los programas que ayudan a nuestros niños no recibieron los fondos adecuados durante los últimos 10 años. Podemos hacerlo mejor en 2020. Aprende más en 2020Census.gov/es. #2020Census #HagaseContar
1/6/2020	Recordatorio del Censo	¿Olvidaste algo? Asegúrate de que no sea el Censo. Completa el Censo e incluye a todos los niños que viven en tu dirección. ¿No estás seguro a quien incluir en el formulario? Visita 2020Census.gov/es. # 2020Census #HagaseContar

| Calendario editorial en español en redes sociales para Campaña del Censo 2020

Texto para Instagram	Sitio Web
<p>Si viven en tu dirección, pertenecen en tu formulario del Censo—¡incluso si no son tus hijos o parientes! #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>
<p>¿Tu hijo o nieto vive en tu dirección? ¡Cuéntalo en tu formulario del Censo si vive contigo la mayoría del tiempo! Si compartes la custodia 50/50, cuéntalo donde se quedó el 1 de abril, 2020. #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>
<p>El Censo es para todos los que viven en los Estados Unidos. Los bebés también cuentan—¡incluso si todavía están en el hospital! #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>
<p>En tu formulario del Censo, incluye a todos los niños que viven en tu dirección. Esto incluye tus propios hijos, nietos y sobrinos. También los niños de cualquier amigo o pariente si estos niños viven contigo. #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>

<p>Es ilegal que la Oficina del Censo comparta tus respuestas con tu arrendador o cualquier otra persona. No hay ninguna desventaja en responder honestamente sobre cuántas personas viven en tu dirección. #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>
<p>¿Estás preocupado por tu privacidad? Por ley, la Oficina del Censo no puede compartir tus datos con nadie—incluso con otras agencias del gobierno.#2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>
<p>El Censo es para todos los que viven en los Estados Unidos. No te preguntará si eres un ciudadano americano. Recuerda, tu información no será compartida con otras agencias del gobierno como ICE. #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>
<p>El Censo no es solo para los adultos—¡cuenta a tus niños también! Incluye a cualquier niño que viva en tu dirección en tu formulario del Censo, desde los recién nacidos hasta los adolescentes. #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>

<p>¿Sabías que todos los trabajadores del Censo toman un juramento de por vida para proteger tu información personal? Romper esta ley viene con serias penalidades, incluyendo una sentencia de cárcel para ellos. #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>
<p>Incluye a cualquier niño que viva en tu dirección en tu formulario del Censo. Al hacerlo, ayudas a asegurar que las escuelas de nuestros niños obtengan los fondos que necesitan durante los próximos 10 años. #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>
<p>¡Revisa tu buzón! Recibirás una postal de la Oficina del Censo de EE. UU. con más información sobre cómo completar el Censo 2020. #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>
<p>¿Hay un niño viviendo temporalmente en tu dirección? Si él no tiene una dirección permanente, deberías incluirlo en tu formulario del Censo. #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>

<p>Al incluir a todos los niños que viven contigo en el Censo, programas estatales importantes—como Medi-Cal y WIC—obtendrán los fondos que necesitan para ayudar a nuestros niños. #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>
<p>¡Hoy es el día del Censo! Asegúrate de completar tu formulario del Censo e incluye a todos los niños que viven en tu dirección. #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>
<p>Incluir a nuestros niños en el Censo resulta en más fondos para los programas que los ayudan—cuidado médico, escuelas, transporte público y más. #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>
<p>Si viven en tu dirección, pertenecen en tu formulario del Censo—¡incluso si no son tus hijos o parientes! #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>

<p>En el Censo 2010, California no logró incluir a más de 200,000 niños. Como resultado, los programas que ayudan a nuestros niños no recibieron los fondos adecuados durante los últimos 10 años. Podemos hacerlo mejor en 2020. #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>
<p>Al incluir a todos los niños que viven contigo en el Censo, programas estatales importantes—como Medi-Cal y WIC—obtendrán los fondos que necesitan para ayudar a nuestros niños. #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>
<p>¿Se te olvidó llenar el formulario del Censo? ¡No te preocupes! Los trabajadores del Censo visitarán los hogares que no han llenado el formulario. Es ilegal que la Oficina del Censo comparta tu información con otras agencias del gobierno o tu propietario. #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>
<p>Es ilegal que la Oficina del Censo comparta tus respuestas con tu arrendador o cualquier otra persona. No hay ninguna desventaja en responder honestamente sobre cuántas personas viven en tu dirección. #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>

<p>Incluir a nuestros niños en el Censo resulta en más fondos para los programas que los ayudan—cuidado médico, escuelas, transporte público y más. #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>
<p>En el Censo 2010, California no logró incluir a más de 200,000 niños. Como resultado, los programas que ayudan a nuestros niños no recibieron los fondos adecuados durante los últimos 10 años. Podemos hacerlo mejor en 2020. #2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>
<p>¿Olvidaste algo? Asegúrate de que no sea el Censo. Completa el Censo e incluye a todos los niños que viven en tu dirección. ¿No estás seguro a quien incluir en el formulario? Visita 2020Census.gov/es. # 2020Census #HagaseContar</p>	<p>2020Census.gov/es</p>

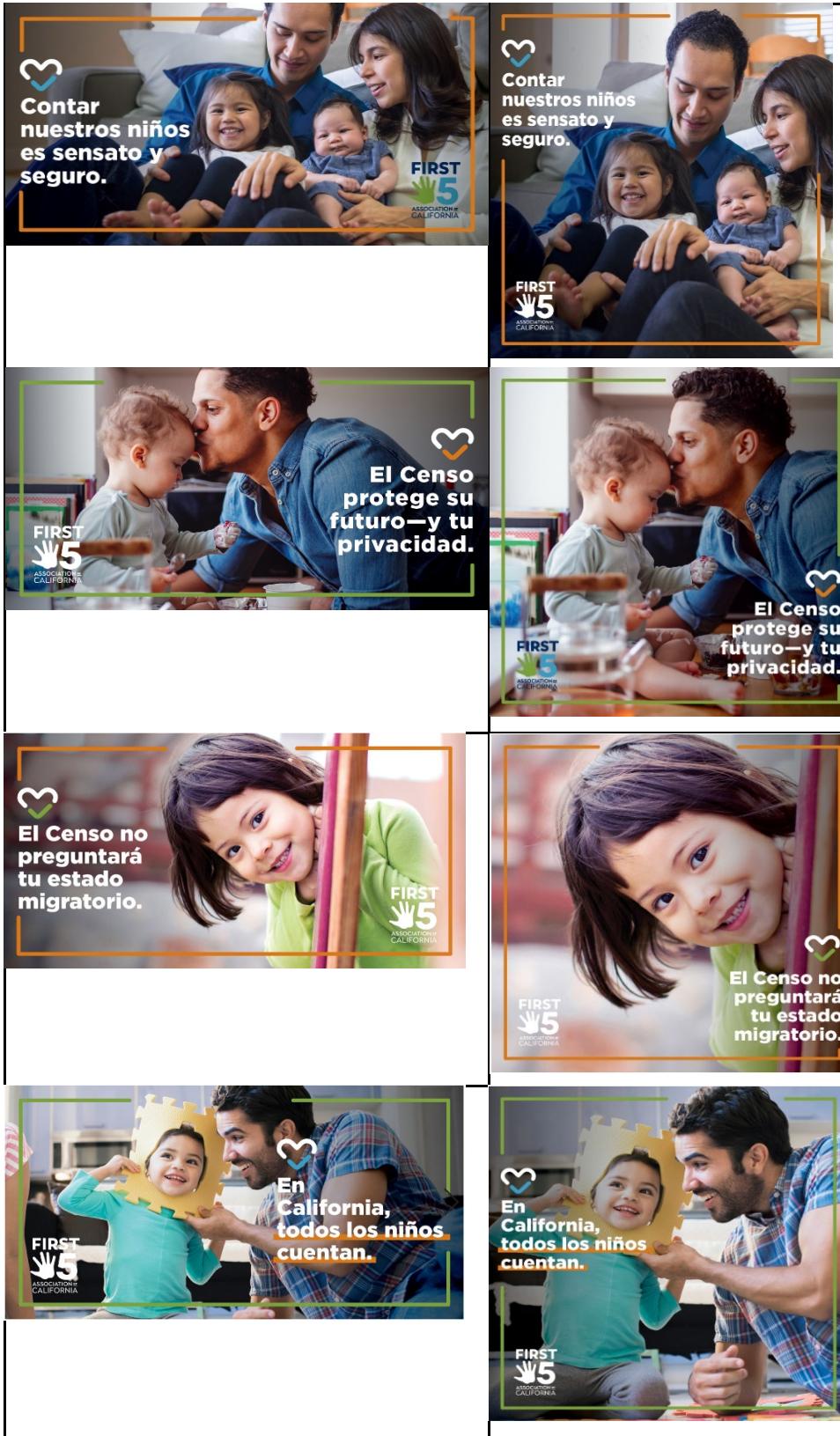
(4 de febrero de 2020)

Gráfico para Facebook/Twitter

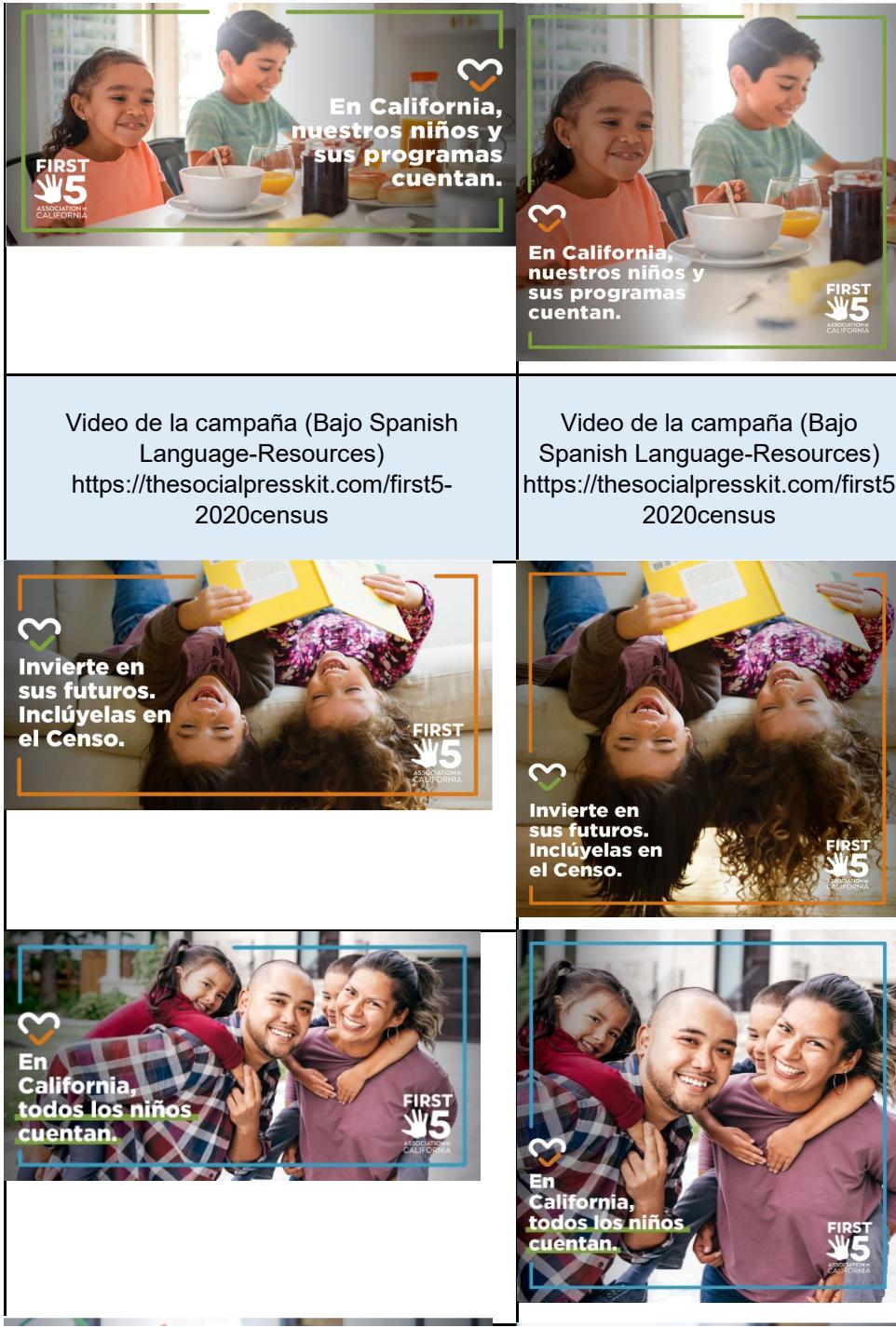


Gráfico para Instagram













Asociación de First 5 de California | Materiales de Publicidad

Hemos preparado los siguientes puntos de conversación y preguntas frecuentes para que los uses como guía para entrevistas que tengas con los medios de comunicación.

Puntos de Conversación

- El censo ocurre cada 10 años y es la única manera oficial de contar todos los habitantes de los EE. UU.
- Recuerda que todos nosotros contamos en el censo. La persona que llene el formulario del censo debe contar a todos los que viven en tu dirección.
 - Cuenta a TODOS los niños – incluyendo a los bebés nacidos en o antes del 1 de abril de 2020.
 - Si una familia o amigos se quedan contigo el primero de abril del 2020, y no tienen otro hogar, cuéntalos en tu formulario del censo.
 - Cuenta a las personas en la dirección, aunque no sean ciudadanos americanos. El estatus migratorio de una persona no importa en el censo, y el censo no preguntará si las personas en tu dirección son ciudadanos americanos.
 - Cuenta a todas las personas viviendo en tu dirección – aunque no estén incluidos en el contrato de renta (lease agreement).
- Por ley, toda la información del censo no se puede compartir con el propietario de tu vivienda o alguna agencia de gobierno. Romper esta ley viene con múltiples penalidades para los funcionarios del Censo, incluso una multa de \$250,000, una sentencia de cinco años de cárcel, o ambas cosas.
- Un conteo completo del censo es sumamente importante. Nuestras contestaciones determinan la cantidad de fondos que nuestra comunidad recibe en los próximos 10 años para programas como: escuelas, cuidado infantil, asistencia alimentaria, programas de vivienda, cuidado médico y transporte público.
- Si no se cuentan todas las personas en el Censo 2020, habrá menos fondos para nosotros. Los niños en nuestra comunidad serán perjudicados. No recibirán los servicios y recursos que necesitan para poder triunfar y salir adelante.
- El censo también decide el número de representantes de gobierno que tendremos en California y en Washington, D.C.
- Llenar el formulario del Censo 2020 es fácil.
 - Puedes llenarlo por teléfono o por internet en español, inglés, o en otros 11 idiomas. También lo puedes hacer en un “smartphone” (iPhones, androids, etc.)
 - También puedes pedir una copia física del formulario en español o en inglés.
 - Videos y guías informativas también van a estar disponibles en inglés, español y más de 50 idiomas adicionales en 2020census.gov/es.
- Llena el formulario del censo el 1 de abril de 2020, visitando 2020Census.gov/es.

Preguntas Frecuentes para Entrevistas

First 5 lucha por los niños con edades de 0-5. ¿Por qué estás hablando del Censo?

- El conteo del censo es de suma importancia, puesto que determina la cantidad de fondos federales que reciben nuestra comunidad para la próxima década – incluyendo escuelas, programas de cuidado infantil, asistencia alimentaria, viviendas, cuidado médico y transporte público.
- De todos los estados, California tuvo la mayor cantidad de niños menores de 0-5 años que no fueron contados en el 2010. Si no contamos a todos en el 2020, le podría costar a California \$115 mil millones al año en fondos federales.
- La Asociación de First 5 está llevando a cabo esta campaña para informar y motivar a los californianos a que contemos a nuestros niños pequeños en el Censo 2020. Así, nuestras familias tendrán el apoyo que tanto necesitan y merecen durante la próxima década.
- Visita 2020Census.gov/es el 1 de abril de 2020, para completar el censo.

Los padres están ocupados. ¿Por qué deben de tomar tiempo de su día para llenar el formulario del censo?

- Solo toma 10 minutos llenar el formulario y es importante para el futuro de nuestros niños.
- Nuestras respuestas en el censo afectan la cantidad de dinero que nuestra comunidad recibirá durante los próximos 10 años. Ese dinero apoya la escuelas, cuidado infantil, asistencia alimentaria, hogares, cuidado médico y transportación pública. El censo también decide el número de representantes de gobierno que tendremos en California y en Washington, D.C.
- Padres y guardianes pueden llenar el censo por internet o por teléfono en español, inglés, o en otros 11 idiomas. También lo puedes hacer en un “smartphone” (iPhones, androids, etc.)
 - Videos y guías informativas también van a estar disponibles en inglés, español y más de 50 idiomas adicionales en 2020Census.gov/es.
- Visita 2020Census.gov/es el 1 de abril de 2020, para completar el censo.

El censo es un formulario del gobierno. Muchas familias inmigrantes tienen miedo a reportar su información al gobierno por el clima político. ¿Cómo puedes aliviar sus preocupaciones?

- Completar el censo en el 2020 es una manera confidencial de hacer que tú y tu familia cuenten.
- La constitución de los EE. UU. requiere un censo de toda la población – no solo de los ciudadanos americanos – cada 10 años.
- **El censo del 2020 NO preguntará si tú, o cualquier otra persona en tu dirección, son ciudadanos americanos.**
 - Al completar el Censo 2020, no tienes que preocuparte por tu ciudadanía, por tu estatus migratorio, o por el de alguien en tu vivienda. Por ley, la oficina del Censo de los EE. UU. tiene que proteger tu información y mantenerla privada.

- El personal del Censo no puede compartir tu información con otros – incluso con ICE o con cualquier otra agencia del gobierno.
- Esta protección de tu información es muy seria. Si alguien del Censo viola la ley y comparte tu información, se expone a una multa de \$250,000 y a terminar en la cárcel por cinco años.
- Visita 2020Census.gov/es el 1 de abril de 2020, para completar el censo.

¿Qué se supone que hagan las familias multigeneracionales o que tienen personas viviendo con ellos que no están incluidas en el contrato de la renta?

- En el Censo 2020, asegúrate de contar a todos los que viven en tu dirección. Es de suma importancia para tu familia y nuestra comunidad. No importa si están incluidos en el contrato de renta (lease agreement).
- La oficina del Censo no puede compartir tu información con el propietario de la residencia.
- Por ley, el personal del Censo no puede compartir tu información con otros – incluso con ICE o con cualquier otra agencia del gobierno. Esta protección de tu información es muy seria. Si alguien del Censo viola la ley y comparte tu información, se expone a una multa de \$250,000 y a terminar en la cárcel por cinco años.
- Visita 2020Census.gov/es el 1 de abril de 2020, para completar el censo.

Muchas personas en la comunidad no tienen acceso al internet (broadband). ¿Qué consejos tienes para ellos?

- Si no tienes acceso al internet, no te preocupes.
- También puedes completar el censo en tu “smartphone” (como un iPhone o android, entre otros) o puedes visitar una biblioteca para utilizar el internet para llenar el formulario por internet.
- No necesitas acceso al internet para poder llenar el formulario. Lo puedes llenar por el teléfono. Solo llama a la oficina del Censo el 1 de abril de 2020.
- La oficina del Censo de EE. UU. mandará copias físicas de los formularios a comunidades que no tengan acceso al internet.

Asociación de First 5 de California | Artículos para Boletines

Las comisiones y compañeros de First 5 frecuentemente distribuyen información a través de boletines ("newsletters"). Usa estos artículos para compartir los mensajes del censo a tu audiencia principal. A continuación, encontrará, un artículo que motiva a las familias a llenar el censo y otro artículo que se enfoca en conseguir organizaciones compañeras y mensajeros de confianza para que ellos comparten los mensajes del censo.

Artículos para Padres/Guardianes

En California, todos los niños cuentan.

Habrá visto mensajes sobre el censo 2020, ya que el 1 de abril de 2020 es el día del Censo. El censo ocurre cada 10 años y es la única manera oficial de contar la población de los EE. UU.

Al llenar el formulario del censo y contar a todos los que viven en tu dirección, ayudas a determinar la cantidad de dinero que nuestra comunidad recibirá en los próximos 10 años. Ese dinero apoya la escuelas, cuidado infantil, asistencia alimentaria, hogares, cuidado médico y transportación pública.

Recuerda que cuando se trata del censo, todos contamos. Cuenta a TODOS los niños que viven en tu dirección. No olvides incluir a los bebés nacidos en o antes del 1 de abril de 2020, sobrinos, nietos, hijos adoptivos y cualquier otra persona que no esté relacionada a ti, si ellos viven contigo el 1 de abril de 2020.

Llenar el formulario del censo para tu dirección es fácil. Puedes llenarlo por teléfono o por internet en español, inglés, o en otros 11 idiomas. También lo puedes hacer en un "smartphone" (iPhones, androids, etc.) Visita 2020Census.gov/es el 1 de abril de 2020.

Artículos para Compañeros de la Campaña y Organización

Ayuda a nuestra comunidad a completar el censo.

Cada día, las familias en nuestra comunidad te confían sus hijos. Los padres, madres y guardianes saben que tienes su mejor interés en mente y que pueden depender de tu experiencia.

Por eso, necesitamos tu ayuda para que esas mismas familias entiendan la importancia de incluir a todos los niños pequeños en el Censo 2020. El censo ocurre cada 10 años y es la única manera oficial de contar la población de los EE. UU.

Cuando todos llenamos el censo y contamos a los niños que viven en nuestra dirección, aún si el adulto que esté llenando el formulario del censo no esté relacionado con estos niños, esto es lo que ocurre:

- Los centros de cuido de niño obtienen más fondos durante los próximos 10 años para ayudar a mantener a nuestras familias saludables y a salir adelante.

- Nuestra comunidad también obtiene fondos para programas como CalFresh, WIC, Medi-Cal y SCHIP para proveer cuidado médico y asistencia alimentaria para la próxima década.
- Nuestra representación del gobierno en California y Washington, D.C. es protegida y puede que mejore.

Por ley, toda la información del censo no se puede compartir con el propietario de tu vivienda o alguna agencia de gobierno. Romper esta ley viene con múltiples penalidades para los funcionarios del Censo, incluso una multa de \$250,000, una sentencia de cinco años de cárcel, o ambas cosas.

Motive a las familias a llenar el formulario del censo el 1 de abril de 2020, visitando 2020Census.gov/es.

First 5 Association of California | Discurso de Ascensor

El siguiente discurso de ascensor (“elevator speech”) fue creado para las comisiones y los compañeros. Este se puede usar para informar y motivar a los californianos a que cuenten a sus niños pequeños en el Censo 2020, durante reuniones de la comunidad, eventos, entrevistas con los medios de comunicación, o simplemente para empezar una conversación.

Un discurso de ascensor es más efectivo cuando el hablante practica y lo adapta para hacerlo suyo. Use el discurso como una guía, envés de un guion. Para que el discurso sea de máxima relevancia, te recomendamos que lo ajustes con ejemplos locales y con un vocabulario que se sienta más orgánico en tu comunidad.

Discurso de Ascensor

El Censo 2020 está aquí, y tienes que asegurarte de que todos los californianos sean contados, incluyendo a tus niños.

¡No te preocupes, es fácil de hacer! Solo asegúrate de contar a todo adulto, niño, y bebé en tu dirección cuando completes el censo por internet, teléfono, o en la copia física del formulario.

El censo cuenta a todas las personas que viven en los EE. UU., aunque estas no estén relacionadas, no sean ciudadanos americanos, o si solo han vivido en esa dirección por parte del año. TODOS tienen que ser contados.

Un conteo completo del censo es de sumamente importante. Los números que el censo obtiene ayudan a determinar cuánto dinero ([localice aquí](#)) “nuestra comunidad” tendrá para programas importantes que ayudan a ti y a tus seres queridos. Esto incluye fondos para escuelas, cuidado infantil, asistencia alimentaria, programas de vivienda, cuidado médico y transporte público. El censo también decide el número de representantes de gobierno que tendremos en California y en Washington, D.C.

Si estas preocupado por tu privacidad, no lo estés. Completar el censo es completamente confidencial. Por ley, el personal del Censo no puede compartir tu información con otros – incluso con ICE, con o con cualquier otra agencia del gobierno. Esta protección de tu información es muy seria. Si alguien del Censo viola la ley y comparte tu información, se expone a una multa de \$250,000 y a terminar en la cárcel por cinco años. Además de esto, el censo del 2020 NO preguntará si tú, o cualquier otra persona en tu dirección, son ciudadanos americanos.

Llenar el formulario del censo para tu vivienda es fácil. Visita 2020census.gov/es el 1 de abril de 2020 para llenarlo.



En California, todos los niños cuentan.

Todos los niños tienen que ser incluidos en tu formulario del Censo 2020 y no solo los que son tus familiares, sino cualquier niño que viva en tu dirección. Esto incluye tus propios hijos, nietos y sobrinos y los niños de cualquier amigo o pariente si sus niños viven contigo. ¡Los bebés también cuentan! Incluso si todavía están en el hospital. Si un bebé nació el 1 de abril, 2020 o antes y va a vivir en tu dirección, asegúrate de que la persona responsable de completar el Censo donde tú vives lo incluya en el formulario.

¿Te preocupa tu privacidad? Tu formulario del Censo es seguro y completamente confidencial. De hecho, es ilegal que la Oficina del Censo comparta tus respuestas con cualquier persona u organización—incluso tu arrendador o las agencias del gobierno como ICE.

¿A quién debes incluir?

Utiliza esta tabla para determinar si debes incluir a alguien en tu formulario del Censo 2020.

¿Quién?	¿Debes incluirlo?
La hija de 2 años de mi hijastro. Ella no es mi pariente de sangre, pero vive conmigo.	¡Sí! Aunque ella no sea tu pariente de sangre, vive en tu hogar. Debes incluirla en tu formulario del Censo.
El hijo de 5 años de mi prima. El niño vive conmigo, pero su madre no.	¡Sí! Debes incluir cualquier niño que viva contigo, aun si los padres de ese niño no viven contigo.
El bebé de mi amiga—el bebé nació el 21 de marzo, 2020, y mi amiga lleva 6 meses viviendo conmigo.	¡Sí! Si el bebé nació el 1 de abril, 2020 o antes, inclúyelo, incluso si todavía está en el hospital cuando completes el Censo.
Mi hija de 4 años, de quien comparto custodia con mi ex.	Depende. Tu hija debe ser incluida en el Censo del hogar donde pasa la mayoría de su tiempo. Si compartes la custodia 50/50, inclúyela en tu formulario si ella se quedó en tu dirección el 1 de abril, 2020.
Las amiguitas de mi hija de 3 años—ellas pasan la noche en mi casa casi todos los sábados.	No. No debes incluirlas, porque en realidad, no viven contigo—iaunque a veces puede parecerlo!

¿Sabías que...?

- El Censo es para todos los que viven en los Estados Unidos, no solo para los ciudadanos. El Censo no te preguntará si eres un ciudadano americano.
- Solo una persona por dirección necesita completar el Censo. Y esa persona debe incluir a todos los que viven en su dirección en el formulario.
- Puedes responder el Censo por internet o por teléfono. ¡Busca una postal en el correo con instrucciones!
- Las respuestas del Censo determinan los fondos para programas de salud, escuelas y transporte público.

Para más información sobre el Censo 2020, visita [2020Census.gov/es](https://2020census.gov/es).





United States®
Census
2020



En California, todos los niños cuentan.

Todos los niños tienen que ser incluidos en tu formulario del Censo 2020—y no solo los que son tus familiares, sino cualquier niño que viva en tu dirección. Esto incluye tus propios hijos, nietos y sobrinos y los niños de cualquier amigo o pariente si sus niños viven contigo. ¡Los bebés también cuentan! Incluso si todavía están en el hospital. Si un bebé nació el 1 de abril, 2020 o antes y va a vivir en tu dirección, asegúrate de que la persona responsable de completar el Censo donde tú vives lo incluya en el formulario. No olvides, en California (y en el Censo 2020), todos los niños cuentan.

Para más información sobre el Censo 2020, visita [2020Census.gov/es](https://2020census.gov/es).
#HazteContar



United States®
Census
2020



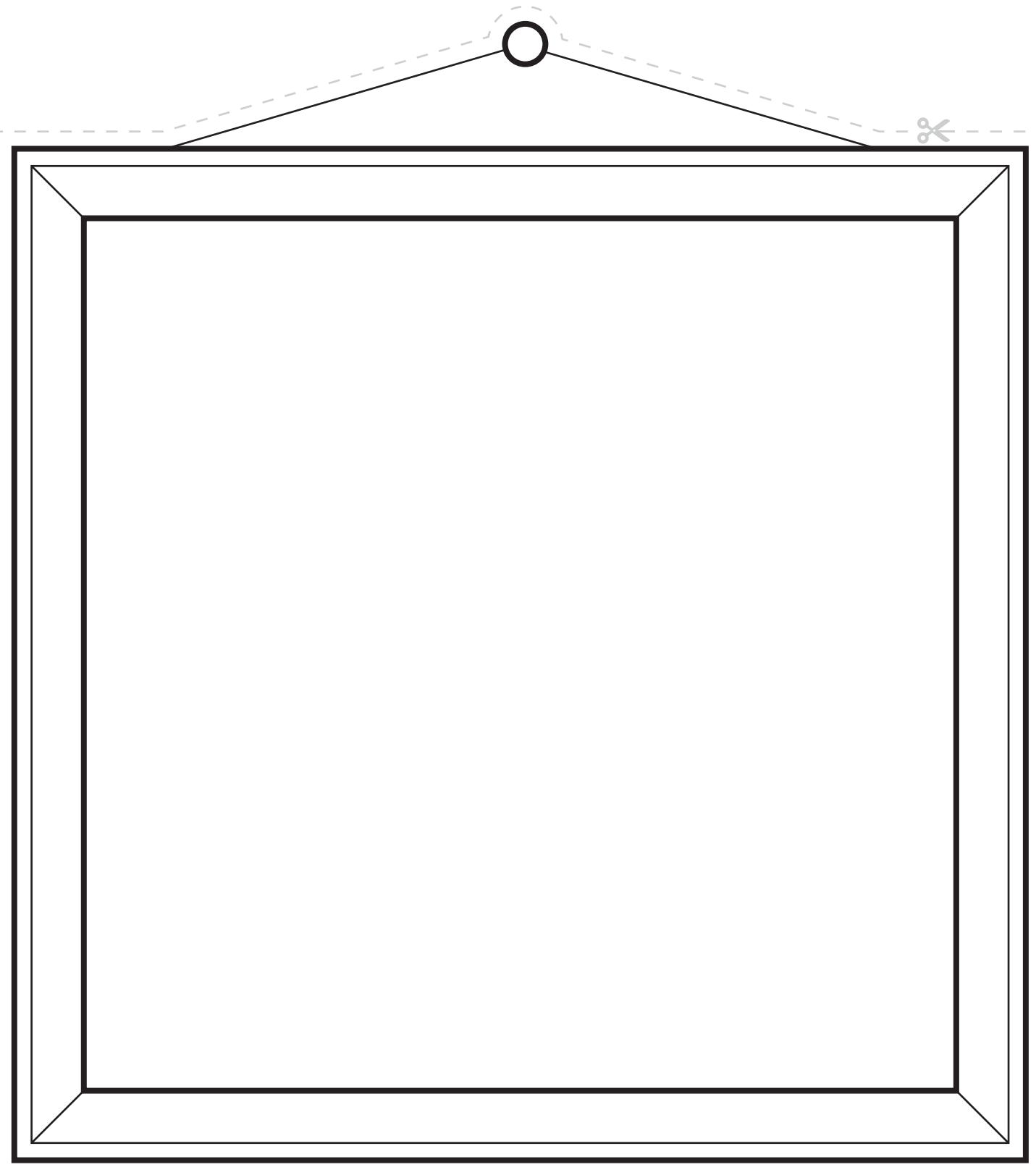
En California, todos los niños cuentan.

Todos los niños tienen que ser incluidos en tu formulario del Censo 2020—y no solo los que son tus familiares, sino cualquier niño que viva en tu dirección. Esto incluye tus propios hijos, nietos y sobrinos y los niños de cualquier amigo o pariente si sus niños viven contigo. ¡Los bebés también cuentan! Incluso si todavía están en el hospital. Si un bebé nació el 1 de abril, 2020 o antes y va a vivir en tu dirección, asegúrate de que la persona responsable de completar el Censo donde tú vives lo incluya en el formulario. No olvides, en California (y en el Censo 2020), todos los niños cuentan.

Para más información sobre el Censo 2020, visita [2020Census.gov/es](https://2020census.gov/es).
#HazteContar

CADA FAMILIA ES DIFERENTE.

¡Dibuja la tuya! Incluye a todos los que quieras, como tu mamá, papá, abuela, abuelo, y tus hermanos si los tienes. Tus tíos, tíos y primos son parte de tu familia, itambién! Todos cuentan.



**En California,
todos los niños
cuentan.**

¡Oye, adultos! ¿Han escuchado que el Censo 2020 se aproxima? Cuando completes el Censo para tu dirección, asegúrate de incluir a los niños en el formulario. Y no solo los que son tus familiares, sino cualquier niño que viva en tu dirección. Esto incluye tus propios hijos, nietos y sobrinos además de los niños de cualquier amigo o pariente si sus niños viven contigo. ¡Los bebés también cuentan!

Para más información sobre el Censo 2020, visita [#2020Census #HazteContar](https://2020Census.gov/es)

**FIRST
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LAS FAMILIAS SON TAN ÚNICAS COMO LAS HUELLAS DE TUS DEDITOS.

Usa la siguiente mano y dibuja a tus familiares en cada dedito. Puedes dibujar a tu mamá, papá, abuelo, abuela, y hermanos si los tienes. Si tienes una familia pequeña, también puedes dibujar a tus amigos. Todos cuentan.

1. DIBUJA SU PELO



2. AÑADE SU CARA



3. ¡VÍSTELOS!



**En California,
todos los niños
cuentan.**

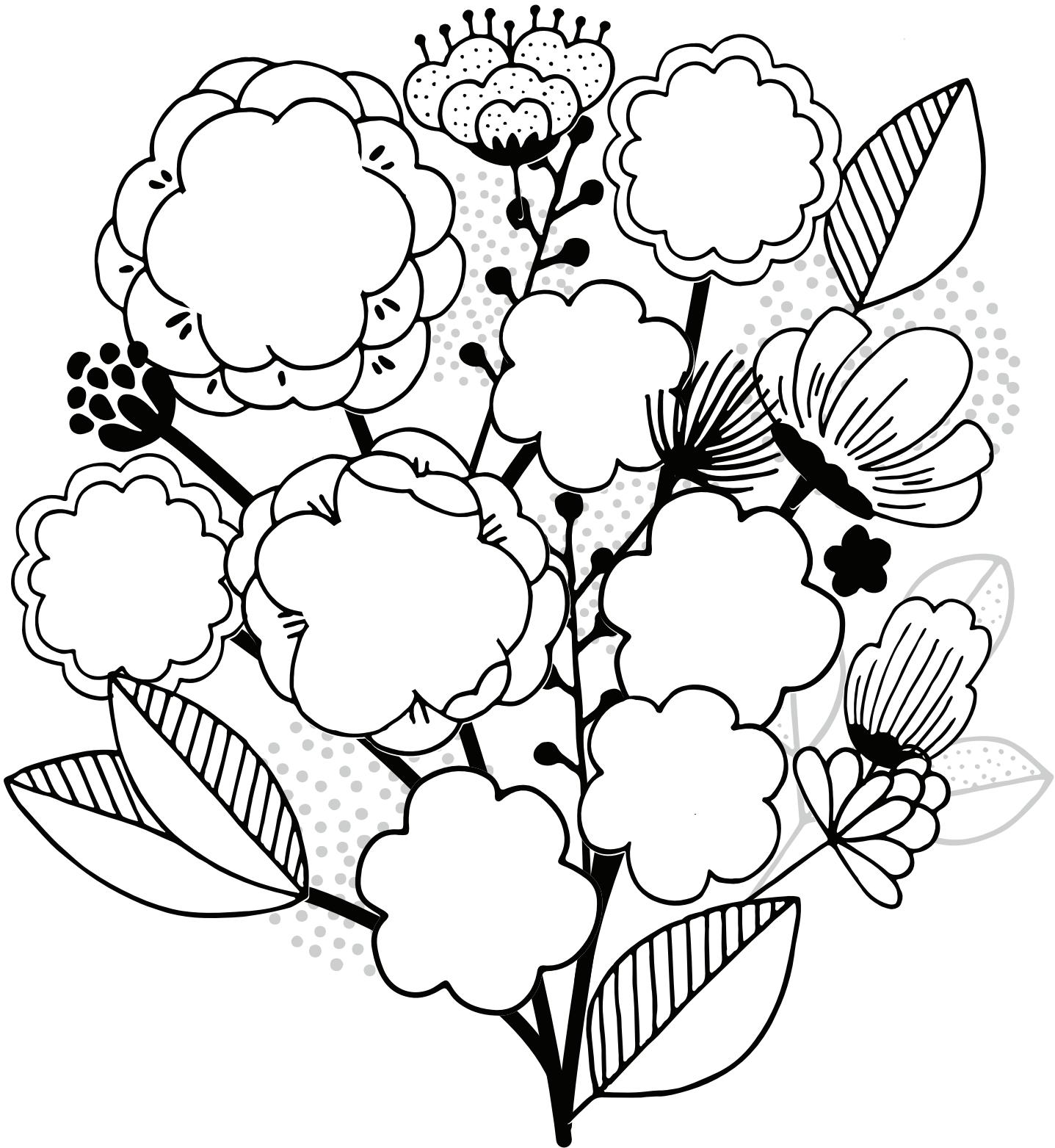
¡Oye, adultos! ¿Han escuchado que el Censo 2020 se aproxima? Cuando completes el Censo para tu dirección, asegúrate de incluir a los niños en el formulario. Y no solo los que son tus familiares, sino cualquier niño que viva en tu dirección. Esto incluye tus propios hijos, nietos y sobrinos además de los niños de cualquier amigo o pariente si sus niños viven contigo. ¡Los bebés también cuentan!

Para más información sobre el Censo 2020, visita [#2020Census #HazteContar](https://2020Census.gov/es)

**FIRST
5**
ASSOCIATION OF
CALIFORNIA

¡LA PRIMAVERA HA LLEGADO!

Celebra la temporada más hermosa del año y colorea las siguientes flores. Si puedes, dibuja a tus familiares o escribe sus nombres adentro de cada flor. Puedes también dibujar a tus amigos o escribir sus nombres. Todos cuentan.



**En California,
todos los niños
cuentan.**

¡Oye, adultos! ¿Han escuchado que el Censo 2020 se aproxima? Cuando completes el Censo para tu dirección, asegúrate de incluir a los niños en el formulario. Y no solo los que son tus familiares, sino cualquier niño que viva en tu dirección. Esto incluye tus propios hijos, nietos y sobrinos además de los niños de cualquier amigo o pariente si sus niños viven contigo. ¡Los bebés también cuentan!

Para más información sobre el Censo 2020, visita [#2020Census #HazteContar](https://2020census.gov/es)

**FIRST
5**
ASSOCIATION OF
CALIFORNIA

¿CÓMO ES TU FAMILIA?

Algunas familias son grandes y otras son pequeñas. Pero, todas las familias son importantes! Colorea y cuenta el número de personas en la siguiente familia.



¿Cuántas personas tiene **TU** familia?
¡Escribe el numero aquí!



**En California,
todos los niños
cuentan.**

¡Oye, adultos! ¿Han escuchado que el Censo 2020 se aproxima? Cuando completes el Censo para tu dirección, asegúrate de incluir a los niños en el formulario. Y no solo los que son tus familiares, sino cualquier niño que viva en tu dirección. Esto incluye tus propios hijos, nietos y sobrinos además de los niños de cualquier amigo o pariente si sus niños viven contigo. ¡Los bebés también cuentan!

Para más información sobre el Censo 2020, visita 2020Census.gov/es.
#2020Census #HazteContar

First 5 Association of CA 2020 Census

Contact

Press Kit Instructions

First 5 Association of California is leading this campaign to inform and motivate Californians to count all young children in the 2020 Census, so families have the support they need for the next decade. We have developed the following resource center for our commissions and partners to share our messaging to educate and motivate parents, caregivers, and heads of household.

Message research identified three reasons Californians may not include young children in their Census responses. Campaign messages and social assets are divided into three phases to address each barrier. Each phase includes a suggested timeframe to use these materials. You may need to adjust the timing based on your community's needs:

1. General awareness messages address a lack of understanding about the Census and whom to include in the household (November 2019 - January 2020)
2. A second phase of messages address "pain points" - personal fears related to immigration status and overcrowded housing situations (January - March 2020)
3. Values-based messages address unfamiliarity with how the Census can help families and small children (March - June 2020)

If you have questions about these materials, please contact Jess Berthold at jess@first5association.org. Thank you for helping make sure all children five and under are counted in the next Census.



In California, All Kids Count.

DESCRIPTION

Below are four tabs full of resources created specifically to help you share Census messaging. The first two tabs contain materials like a message guide, printable informational cards and posters, earned media documents, video, and additional resources, in both English and Spanish. The last two tabs include Facebook, Twitter, and Instagram click-to-post assets in English and Spanish, which can be shared directly to your social media pages. We will update this toolkit throughout the campaign with additional materials.

KEY DATES**Census Day**

April 1, 2020

HASHTAGS

#2020Census | #CaliforniaForAll | #HagaseContar

[English Language - Resources](#)[Spanish Language - Resources](#)[English Language - Social Posts](#)[Spanish Language - Social Posts](#) **FACEBOOK POSTS****Mensaje de Conocimiento #1 de 6**

Si viven en tu dirección, pertenecen en tu formulario del Censo—¡incluso si no son tus hijos o parientes! Aprende más en [2020Census.gov/es](https://2020census.gov/es). #2020Census #HagaseContar

SPECIFIC TIME / DURATION

Noviembre 2019 - Enero 2020

Post to timeline

Mensaje de Conocimiento #2 de 6

¿Tu hijo o nieto vive en tu dirección? ¡Cuéntalo en tu formulario del Censo si vive contigo la mayoría del tiempo! Si compartes la custodia 50/50, cuéntalo donde se quedó el 1 de abril, 2020. Aprende más en [2020Census.gov/es](https://2020census.gov/es). #2020Census #HagaseContar

SPECIFIC TIME / DURATION

Noviembre 2019 - Enero 2020

Post to timeline

Mensaje de Conocimiento #3 de 6

El Censo es para todos los que viven en los Estados Unidos. Los bebés también cuentan—¡incluso si todavía están en el hospital! Aprende más sobre a quién incluir en tu formulario del Censo en 2020Census.gov/es.

#2020Census #HagaseContar

SPECIFIC TIME / DURATION

Noviembre 2019 - Enero 2020

[Post to timeline](#)

Mensaje de Conocimiento #4 de 6

En tu formulario del Censo, incluye a todos los niños que viven en tu dirección. Esto incluye tus propios hijos, nietos y sobrinos. También los niños de cualquier amigo o pariente si estos niños viven contigo. Aprende más en 2020Census.gov/es. #2020Census #HagaseContar

SPECIFIC TIME / DURATION

Noviembre 2019 - Enero 2020

[Post to timeline](#)

Mensaje de Conocimiento #5 de 6

El Censo no es solo para los adultos—¡cuenta a tus niños también! Incluye a cualquier niño que viva en tu dirección en tu formulario del Censo, desde los recién nacidos hasta los adolescentes. Aprende más en [2020Census.gov/es](https://2020census.gov/es).
#2020Census #HagaseContar

SPECIFIC TIME / DURATION

Noviembre 2019 - Enero 2020

[Post to timeline](#)

Mensaje de Conocimiento #6 de 6

¿Hay un niño viviendo temporalmente en tu dirección? Si él no tiene una dirección permanente, deberías incluirlo en tu formulario del Censo. Obtén más información en [#2020Census #HagaseContar](https://2020census.gov/es)

SPECIFIC TIME / DURATION

Noviembre 2019 - Enero 2020

[Post to timeline](#)

Mensaje de Preocupaciones #1 de 4

Es ilegal que la Oficina del Censo comparta tus respuestas con tu arrendador o cualquier otra persona. No hay ninguna desventaja en responder honestamente sobre cuántas personas viven en tu dirección. Aprende más en [#2020Census #HagaseContar](https://2020census.gov/es)

SPECIFIC TIME / DURATION

Enero - Marzo 2020

Post to timeline

Mensaje de Preocupaciones #2 de 4

¿Estás preocupado por tu privacidad? Por ley, la Oficina del Censo no puede compartir tus datos con nadie— incluso con otras agencias del gobierno. Para mas información, visita [2020Census.gov/es](https://2020census.gov/es). #2020Census #HagaseContar

SPECIFIC TIME / DURATION

Enero - Marzo 2020

Post to timeline

Mensaje de Preocupaciones #3 de 4

El Censo es para todos los que viven en los Estados Unidos. No te preguntará si eres un ciudadano americano. Recuerda, tu información no será compartida con otras agencias del gobierno como ICE. Aprende más en [2020Census.gov/es](https://2020census.gov/es). #2020Census #HagaseContar

SPECIFIC TIME / DURATION

Enero - Marzo 2020

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Mensaje de Preocupaciones #4 de 4

¿Sabías que todos los trabajadores del Censo toman un juramento de por vida para proteger tu información personal? Romper esta ley viene con serias penalidades, incluyendo una sentencia de cárcel para ellos. Aprende más en [2020Census.gov/es](https://2020census.gov/es). #2020Census #HagaseContar

SPECIFIC TIME / DURATION

Enero - Marzo 2020

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Mensajes de Beneficios #1 de 4

Incluye a cualquier niño que viva en tu dirección en tu formulario del Censo. Al hacerlo, ayudas a asegurar que las escuelas de nuestros niños obtengan los fondos que necesitan durante los próximos 10 años. Aprende más en [#2020Census](https://2020census.gov/es) #HagaseContar

SPECIFIC TIME / DURATION

Marzo - Junio 2020

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Mensajes de Beneficios #2 de 4

Al incluir a todos los niños que viven contigo en el Censo, programas estatales importantes—como Medi-Cal y WIC—obtendrán los fondos que necesitan para ayudar a nuestros niños. Obtén más información en [2020Census.gov/es](https://2020census.gov/es). #2020Census #HagaseContar

SPECIFIC TIME / DURATION

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Mensajes de Beneficios #3 de 4

Incluir a nuestros niños en el Censo resulta en más fondos para los programas que los ayudan—cuidado médico, escuelas, transporte público y más. Aprende más en [2020Census.gov/es](https://2020census.gov/es). #2020Census #HagaseContar

SPECIFIC TIME / DURATION

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Mensajes de Beneficios #4 de 4

En el Censo 2010, California no logró incluir a más de 200,000 niños. Como resultado, los programas que ayudan a nuestros niños no recibieron los fondos adecuados durante los últimos 10 años. Podemos hacerlo mejor en 2020. Aprende más en [#2020Census](https://2020census.gov/es) #HagaseContar

SPECIFIC TIME / DURATION

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Mensaje de Conocimiento #1 de 6

Si viven en tu dirección, pertenecen en tu formulario del Censo—¡incluso si no son tus hijos o parientes! Aprende más en [2020Census.gov/es](https://2020census.gov/es). #2020Census #HagaseContar

SPECIFIC TIME / DURATION

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Mensaje de Conocimiento #2 de 6

¿Tu hijo o nieto vive en tu dirección? ¡Cuéntalo en tu formulario del Censo si vive contigo la mayoría del tiempo! Si compartes la custodia 50/50, cuéntalo donde se quedó el 1 de abril, 2020. Aprende más en [2020Census.gov/es](https://2020census.gov/es). #2020Census #HagaseContar

SPECIFIC TIME / DURATION

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Mensaje de Conocimiento #3 de 6

El Censo es para todos los que viven en los Estados Unidos. Los bebés también cuentan—¡incluso si todavía están en el hospital! Aprende más sobre a quién incluir en tu formulario del Censo en 2020Census.gov/es.

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SPECIFIC TIME / DURATION

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Mensaje de Conocimiento #4 de 6

En tu formulario del Censo, incluye a todos los niños que viven en tu dirección. Esto incluye tus propios hijos, nietos y sobrinos. Tambien los niños de cualquier amigo o pariente si estos niños viven contigo. Aprende más en [2020Census.gov/es](https://2020census.gov/es). #2020Census #HagaseContar

SPECIFIC TIME / DURATION

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Mensaje de Conocimiento #5 de 6

El Censo no es solo para los adultos—¡cuenta a tus niños también! Incluye a cualquier niño que viva en tu dirección en tu formulario del Censo, desde los recién nacidos hasta los adolescentes. Aprende más en [2020Census.gov/es](https://2020census.gov/es). #2020Census #HagaseContar

SPECIFIC TIME / DURATION

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Mensaje de Conocimiento #6 de 6

¿Hay un niño viviendo temporalmente en tu dirección? Si él no tiene una dirección permanente, deberías incluirlo en tu formulario del Censo.

Obtén más información en [2020Census.gov/es](https://2020census.gov/es). #2020Census #HagaseContar

SPECIFIC TIME / DURATION

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Mensaje de Preocupaciones #1 de 4

Es ilegal que la Oficina del Censo comparta tus respuestas con tu arrendador o cualquier otra persona. No hay ninguna desventaja en responder honestamente sobre cuántas personas viven en tu dirección. Aprende más en 2020Census.gov/es. #2020Census #HagaseContar

SPECIFIC TIME / DURATION

Enero - Marzo 2020

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Mensaje de Preocupaciones #2 de 4

¿Estás preocupado por tu privacidad? Por ley, la Oficina del Censo no puede compartir tus datos con nadie— incluso con otras agencias del gobierno. Para mas información, visita 2020Census.gov/es. #2020Census #HagaseContar

SPECIFIC TIME / DURATION

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Mensaje de Preocupaciones #3 de 4

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SPECIFIC TIME / DURATION

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Mensaje de Preocupaciones #4 de 4

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SPECIFIC TIME / DURATION

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Mensajes de Beneficios #1 de 4

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SPECIFIC TIME / DURATION

Marzo - Junio 2020

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Mensajes de Beneficios #2 de 4

Al incluir a todos los niños que viven contigo en el Censo, programas estatales importantes—como Medi-Cal y WIC—obtendrán los fondos que necesitan para ayudar a nuestros niños. Obtén más información en [2020Census.gov/es](https://2020census.gov/es). #2020Census #HagaseContar

SPECIFIC TIME / DURATION

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Mensajes de Beneficios #3 de 4

Incluir a nuestros niños en el Censo resulta en más fondos para los programas que los ayudan—cuidado médico, escuelas, transporte público y más. Aprende más en 2020Census.gov/es. #2020Census #HagaseContar

SPECIFIC TIME / DURATION

Marzo - Junio 2020

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Mensajes de Beneficios #4 de 4

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Mensaje de Conocimiento #1 de 6

Si viven en tu dirección, pertenecen en tu formulario del Censo—¡incluso si no son tus hijos o parientes! #2020Census #HagaseContar

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Download**Mensaje de Conocimiento #4 de 6**

En tu formulario del Censo, incluye a todos los niños que viven en tu dirección. Esto incluye tus propios hijos, nietos y sobrinos. Tambien los niños de cualquier amigo o pariente si estos niños viven contigo. #2020Census #HagaseContar

SPECIFIC TIME OR DURATION

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SPECIFIC TIME OR DURATION

Noviembre 2019 - Enero 2020

Download**Mensaje de Conocimiento #6 de 6**

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Download**Mensaje de Preocupaciones #1 de 4**

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Mensaje de Preocupaciones #2 de 4

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Mensaje de Preocupaciones #4 de 4

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Mensajes de Beneficios #1 de 4

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Mensajes de Beneficios #2 de 4

Al incluir a todos los niños que viven contigo en el Censo, programas estatales importantes—como Medi-Cal y WIC—obtendrán los fondos que necesitan para ayudar a nuestros niños. Obtén más información en [2020Census.gov/es](https://2020census.gov/es). #2020Census #HagaseContar

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Mensajes de Beneficios #4 de 4

En el Censo 2010, California no logró incluir a más de 200,000 niños. Como resultado, los programas que ayudan a nuestros niños no recibieron los fondos adecuados durante los últimos 10 años. Podemos hacerlo mejor en 2020. Aprende más en [2020Census.gov/es](https://2020census.gov/es).

#2020Census #HagaseContar

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A close-up photograph of a young child with light brown hair, smiling broadly. An adult's hands are visible, holding the child; one hand wears blue-framed glasses. The background is slightly blurred, showing what appears to be a brick wall or fireplace. The entire image is framed by a thick green border.

Los niños de
California
cuentan con
nosotros.





A close-up photograph of a young child with long, wavy brown hair smiling broadly. An adult's hands are visible behind the child, holding a pair of blue-framed glasses. The background is slightly blurred, showing what appears to be a brick wall and some foliage. The overall mood is warm and positive.

Los niños de
California
cuentan con
nosotros.





**Los niños de
California
cuentan con
nosotros.**





**Los niños de
California
cuentan con
nosotros.**





A close-up photograph of a young child with light brown hair, smiling broadly. An adult's hands are visible, holding the child; one hand wears blue-framed glasses. The background is slightly blurred, showing what appears to be a brick wall or fireplace. A white heart icon with a blue checkmark inside is positioned in the upper right corner of the image area.

Los niños de
California
cuentan con
nosotros.



A close-up photograph of a young child with light brown hair and bangs, wearing a blue and white plaid shirt, smiling broadly. An adult's hands are visible behind the child; one hand holds a pair of blue-framed glasses, and the other hand is a peace sign. The background is blurred, showing what appears to be a brick wall and some foliage. The entire image is framed by a thick orange border.

Los niños de
California
cuentan con
nosotros.





**Los niños de
California
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nosotros.**





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California
cuentan con
nosotros.**





Nuestros Niños Cuentan

Todos cuentan en nuestra comunidad. Cada persona — especialmente los niños — debe recibir lo que le corresponde.

Al participar en el censo, nuestra comunidad recibe dinero para programas infantiles y familiares. El gobierno estatal y federal utiliza los datos obtenidos del censo para financiar programas de cuidado infantil, almuerzos escolares gratuitos o a bajo costo y Medi-Cal.

Éstas son algunas razones por las que su participación en el censo es importante:



Cuando sus hijos y usted forman parte del conteo del censo, su comunidad recibe la parte de dinero que le corresponde para programas importantes como Medi-Cal, WIC, Head Start, el Programa Nacional de Almuerzo Escolar, CHIP y cuidado infantil.



California recibe más de \$115 billones de dólares cada año en base a los datos obtenidos del Censo. Debemos contar a todos para que no perdamos estos recursos.



El número de representantes que su estado tiene en el Congreso es basado en el conteo del censo.

Éstos son los pasos a seguir:

- (1) Usted recibirá un recordatorio por correo del censo en marzo de 2020.
- (2) Llene el formulario del censo por internet o teléfono.
- (3) Espere recibir un formulario en papel por correo, si prefiere responder de esa manera. Para evitar una visita a su hogar de parte de un funcionario del censo, favor de completar y enviar el formulario a más tardar a finales de abril de 2020.

Alrededor de un millón de niños menores de 5 años en los Estados Unidos no fueron contados en el censo pasado.

Asegúrese de ser contado para que su comunidad reciba los fondos financieros y los servicios que merece.

Para obtener información y asistencia, llame al número gratuito de ayuda bilingüe del Fondo Educativo NALEO: 1-877-EL-CENSO (352-3676).

Preguntas Frecuentes sobre el censo



¿Mis respuestas son confidenciales? **Sí.** Por ley, su respuesta al censo NO PUEDE SER COMPARTIDA con ninguna persona ni entidad que no sea parte del Departamento del Censo. Ésto incluye a ICE (inmigración), a la policía, a CPS (Servicios de Protección al Menor), el IRS, el FBI, su arrendador, o a cualquier otra persona o entidad. Nadie puede usar sus respuestas del Censo para disminuir sus beneficios, desalojarle, deportarle, multarle ni quitarle a sus hijos.

¿Habrá una pregunta en el formulario del censo sobre mi ciudadanía? **NO.**

¿Puedo dejar algunas preguntas sin responder? **La mejor manera de evitar una llamada telefónica o una visita de un trabajador del censo es contestar todas las preguntas de manera honesta.** Por favor asegúrese de que todos sean contados en su hogar — cada adulto, niño (a) y bebé.

¿Cómo puedo completar el formulario del censo? **Tiene opciones.** Puede completar el formulario del censo en una computadora (en casa o en una biblioteca), o por teléfono. Para recibir asistencia sobre cómo responder, llame al 1-877-352-3676.

¿Si mi hijo es un bebé — lo/la incluyo en el Censo? **Sí.** Por favor incluya a su bebé independientemente de su edad — Incluso si no han salido del hospital por dar a luz.

Estoy embarazada — ¿Cómo incluyo esta información en el formulario del Censo? **Todos los niños nacidos el 1ro de abril de 2020 o antes, deben ser contados.**

Tengo niños viviendo conmigo que no son míos, ¿los enumero? **Sí.** Debe contar cada niño que esté viviendo en su hogar el 1ro de abril de 2020, aunque solamente sea una estadía temporal.

Hay más gente viviendo en mi hogar de la que mi arrendador tiene conocimiento. No debería enumerarlos, ¿o sí? **Todos deben ser enumerados** de acuerdo a la Constitución de EE. UU. El censo no compartirá sus respuestas con su arrendador ni con nadie más. Asegúrese de que todas las personas que viven en su hogar o propiedad el 1ro de abril de 2020, sean contadas.

No estoy en EE. UU. legalmente. ¿Debo tomar parte en el censo? **Sí.** Por ley, el censo no puede reportar sus respuestas a ninguna autoridad de inmigración, de policía o a personas a cargo de beneficios gubernamentales. Todos aquellos que viven en EE. UU. al momento de llevarse a cabo el censo, deben ser contados independientemente de su ciudadanía o estatus migratorio.

Mi hijo vive conmigo tiempo parcial — ¿lo/la enumero? **Depende.** Su hijo (a) debe ser enumerado (a) en el hogar donde habite la mayoría del tiempo. Si el tiempo es dividido por partes iguales, su hijo (a) deberá ser contado en el hogar donde se encuentre el 1ro de abril de 2020.

¿Cuánto tiempo se tarda en completar el formulario del censo? **Unos 10 minutos.**

Sus respuestas al censo son 100% confidenciales y no se comparten con nadie. ¡Por favor complete el formulario del Censo 2020!



Asociación de First 5 de California | Marcos de Facebook

Hemos creado marcos de perfil para Facebook en inglés y en español para ayudarte a ti y a tus redes a compartir nuestros mensajes del Censo. Puedes encontrar las instrucciones aquí.

Opción A | Usando enlaces

1. Haz clic en uno de los siguientes enlaces para abrir el marco en una nueva ventana. Te pedirá que agregues un marco a tu foto de perfil.
 - a. Marco en inglés
www.facebook.com/profilepicframes/?selected_overlay_id=889054028201394
 - b. Marco en español
www.facebook.com/profilepicframes/?selected_overlay_id=1235251713346821
2. Si es necesario, ajusta el marco.
3. Selecciona el período de tiempo que deseas usar el marco. (Te recomendamos tenerlo hasta el 31 de mayo).
4. Agrega una descripción. Aquí puedes encontrar texto sugerido:
El censo no es solo para adultos: ¡cuenta a tus hijos también! Incluye a todos los niños que viven en tu dirección en tu formulario del Censo, desde recién nacidos hasta adolescentes. Obtén más información en 2020Census.gov. #Censo2020 #HagazteContar
5. Finalmente, haz clic en "Usar como imagen de perfil".

Opción B | Use el marco de la página de la Asociación de First 5 de California

1. Ve a la [página de Facebook de la Asociación de First 5 de California](#).
2. Haz clic en la foto de perfil de la cuenta.
3. Pasa el “mouse” sobre la imagen y haz clic en la opción “Usar marco” en la parte inferior de la imagen.
4. Se te pedirá que agregues el marco de First 5.
5. Si es necesario, ajusta el marco.
6. Selecciona el período de tiempo que deseas usar el marco. (Te recomendamos tenerlo hasta el 31 de mayo).
7. Agrega una descripción. Aquí puedes encontrar texto sugerido:
El censo no es solo para adultos: ¡cuenta a tus hijos también! Incluye a todos los niños que viven en tu dirección en tu formulario del Censo, desde recién nacidos hasta adolescentes. Obtén más información en 2020Census.gov. #Censo2020 #HagazteContar
8. Finalmente, haz clic en "Usar como imagen de perfil".

Opción C | Búsqueda de marco

1. Ve a www.facebook.com/profilepicframes.

2. Haz clic en tu foto de perfil en la parte inferior izquierda y selecciona tu página.
3. Busca el marco ingresando "First 5 Association of California"
4. Selecciona el marco que deseas, ya sea en inglés o español.
5. Si es necesario, ajusta el marco.
6. Selecciona el período de tiempo que deseas usar el marco. (Te recomendamos tenerlo hasta el 31 de mayo).
7. Agrega una descripción. Aquí puedes encontrar texto sugerido:
*El censo no es solo para adultos: ¡cuenta a tus hijos también! Incluye a todos los niños que viven en tu dirección en tu formulario del Censo, desde recién nacidos hasta adolescentes. Obtén más información en 2020Census.gov. # Censo2020
#HagazteContar*
8. Finalmente, haz clic en "Usar como imagen de perfil".





Nosotros Contamos:
Censo 2020 – Guía de Mensajes
Preparado por la Asociación de First 5 de California

Noviembre 2019

Sobre la campaña del Censo 2020 de la Asociación de First 5 de California

Cada 10 años, como parte de un proceso de conteo nacional que requiere la constitución, el Censo de los Estados Unidos obtiene datos demográficos de todas las personas que viven en el país. La información es privada y – por ley – el Censo no la comparte ni siquiera con otras agencias del gobierno. El conteo del censo es de suma importancia, puesto que determina la cantidad de fondos federales que reciben nuestras comunidades. También determina el número de representantes de gobierno que tendremos. Todos – incluso nuestros niños – debemos ser contados en el censo del año 2020.

Más del 80% de los niños que no fueron contados en el censo anterior, vivían en hogares que llenaron el formulario del censo. Es decir, muchos de los que participaron en el censo del 2010 olvidaron u optaron por no incluir a nuestros niños en el conteo. Y, entre todos los estados de la nación, California tuvo la mayor cantidad de niños menores de cinco años que no fueron contados en ese censo.

Si en el 2020 todos nuestros niños no son contados en el censo, California puede perder \$115 mil millones al año en fondos para una serie de programas federales que ayudan a los padres y a los niños en nuestras comunidades. Esto incluye apoyo para escuelas, cuidado infantil, asistencia alimentaria, viviendas, cuidado médico y transporte público.

Según un estudio reciente, las personas que más requieren el apoyo de estos programas – entre ellas las familias jóvenes, de bajos ingresos, inmigrantes, de zonas rurales o las personas en viviendas multifamiliares – también son las que menos probabilidad tienen de completar el censo e incluir a los niños. Juntos podemos cambiar esto.

La Asociación de First 5 de California es una organización sin fines de lucro. La Asociación de First 5, en conjunto con las 58 comisiones First 5 que existen por toda California a nivel de condado, lucha por crear sistemas fuertes, efectivos y sostenibles al servicio de los niños más pequeños en nuestro estado. La Asociación de First 5 está llevando a cabo esta campaña para informar y motivar a los californianos a que contemos a nuestros niños pequeños en el Censo 2020. Así, nuestras familias tendrán el apoyo que tanto necesitan y merecen durante la próxima década.

Sobre esta guía de mensajes

¡Esta guía de mensajes está basada en “Count All Kids!,” (¡Cuenta todos los niños!) una investigación de mensajes y encuesta sobre el Censo que condujo la Asociación First 5 en conjunto con las comisiones de condado. **Este documento sirve como referencia para las comisiones y para nuestros compañeros de trabajo al adaptar y compartir mensajes sobre el Censo 2020.** La guía está acompañada por materiales de la campaña del Censo 2020 de la Asociación First 5. Los materiales de campaña están disponibles en forma impresa y digital, e incluyen una guía de estilo que detalla cómo crear materiales adicionales. Todos los documentos están disponibles en inglés.

En esta guía encontrarás las siguientes secciones. Cada una incluye una introducción que explica cómo usar su contenido:

- **Mensajes Claves** para informar y motivar a los padres/proveedores de niños con edades de 0-5 a que incluyan a todos los niños en el censo del 2020

- **Mensajes dirigidos a la subpoblaciones** teniendo en cuenta las barreras específicas que estas familias enfrentan
- **Mensajes para motivar a los mensajeros de confianza** para que estos, a su vez, comparten información sobre el Censo 2020 con las familias de nuestra comunidad
- **Preguntas frecuentes** para ayudar a contestar preguntas de parte de las familias o cuando estés siendo entrevistado por un reportero

Si tienes alguna pregunta sobre los materiales de la Asociación de First 5, por favor ponte en contacto con Jess Berthold en jess@first5association.org.

Si requieres asistencia para comunicarte con personas en California más allá de aquellas que tienen niños pequeños, visita la página web de CA Census 2020, la cual contiene recursos del estado: <https://census.ca.gov/>

Mensajes Claves

Muchos niños menores de cinco años – especialmente en California – no fueron incluidos en el conteo de censos anteriores. Esto tiene graves consecuencias para nuestra comunidad. Cuando el conteo del Censo no incluye a todos los niños, recibimos menos apoyo para la educación y para otros programas especiales durante toda esa década. En el conteo del Censo 2020, eso tiene que cambiar. Hay que contar a todos los niños en nuestra viviendas y comunidades (incluso los bebés y los niños menores de cinco años.)

Un estudio identificó las tres razones más comunes por las cuales los californianos no incluyen a los niños pequeños en el censo. Estas son:

- Falta de conocimiento sobre el censo y a quien deben de incluir en el conteo
- Miedo relacionado al estatus migratorio o las situaciones de viviendas superpobladas
- No entender como el censo puede beneficiar a su hogar y a sus hijos

A continuación, encontrarás nuestra estrategia para abordar esto en tres fases. Aconsejamos que integres los siguientes mensajes en toda comunicación que tengas con las familias de tu comunidad. No importa si sea en conversaciones individuales, presentaciones, materiales escritos o mensajes en las redes sociales. Y, para que los mensajes sean de máxima relevancia, te recomendamos que los ajustes en anticipo de preguntas, y para tanto el vocabulario como los ejemplos que uses se sientan más “orgánicos” en tu comunidad.

Fase 1: Mensajes para fomentar conocimiento general sobre el Censo 2020: ¿Qué es el censo y por qué debo incluir los niños pequeños en el conteo?

(Usar entre noviembre 2019 y enero 2020)

- El censo ocurre cada 10 años.
- La constitución lo requiere, y es la única manera oficial de contar todos los habitantes de los EE. UU.
- Tus respuestas en el censo afectan la cantidad de dinero que nuestra comunidad recibirá durante los próximos 10 años.
 - Ese dinero apoya la educación, los programas de salud y otro apoyo esencial para nuestra comunidad.
- El censo también decide el número de representantes de gobierno que tendremos en California y en Washington, D.C.
- El censo cuenta a las personas en cada dirección, aunque las personas en esa vivienda no sean de la misma familia, no sean ciudadanos americanos, o solo hayan vivido ahí por parte del año.
- El censo no solo cuenta los adultos. También cuenta a los niños.

- Esto es sumamente importante. Aunque ya hayas incluido a tus hijos en la planilla de impuestos o en otros documentos del gobierno, los tienes que incluir en el formulario del censo.
- Todos los niños menores de cinco años que vivan en tu dirección tienen que ser contados, aunque no sean familiares tuyos o de la persona que llene el formulario del Censo 2020.
- Recuerda que cuando se trata del censo, todos contamos. Cuenta a TODOS los niños que viven en tu misma dirección. No olvides incluir a los bebés (nacidos el 1 de abril de 2020 o antes), tus sobrinos, nietos, primos, niños adoptivos y cualquier otra persona que no esté relacionada a ti (como amigos que viven en tu misma dirección y los niños de estos si también viven allí.)
- Si otro ser humano vive contigo el 1 de abril de 2020, debe de ser contado en tu dirección en el Censo del 2020.
- ¡Participa en el censo! Visita 2020Census.gov/es.

Fase 2: Mensajes sobre las preocupaciones y como tratarlas: ¿Es seguro participar en el censo?

(Usar entre enero y marzo 2020)

- Completar el censo en el 2020 es una manera confidencial de hacer que tú y tu familia cuenten.
- La constitución de los EE. UU. requiere un censo de toda la población – no solo de los ciudadanos americanos – cada 10 años.
 - Por lo tanto, el Censo cuenta a toda persona que viva en los EE. UU (sin importar su estatus migratorio o ciudadanía.) Por eso, puedes y debes incluir a todos los que viven en tu misma dirección (aun si no son tus familiares, si no son mayores de edad, o si no son ciudadanos.)
 - **El Censo del 2020 NO preguntará si tú, o cualquier otra persona en tu dirección, son ciudadanos americanos.**
 - Al completar el Censo 2020, no tienes que preocuparte por tu ciudadanía, por tu estatus migratorio, o por el de alguien en tu vivienda.
 - Por ley, la oficina del Censo de los EE. UU. tiene que proteger tu información y mantenerla privada.
 - Por ley, el personal del Censo no puede compartir tu información con otros – incluso con ICE o con cualquier otra agencia del gobierno.
 - Esta protección de tu información es muy seria. Si alguien del Censo viola la ley y comparte tu información, se expone a una multa de \$250,000 y a terminar en la cárcel por cinco años.
- **Asegúrate de contar a todos los que viven en tu dirección.** No importa si no estén en el contrato de inquilino. Por ley, la oficina del Censo no puede compartir tu información con el propietario de tu residencia.
- Trata de completar el censo antes del 30 de abril de 2020. Si no te es posible hacerlo, pueda que algún trabajador del censo visite tu dirección después de esa fecha. Si es así, no temas. Estos trabajadores son personas de nuestra comunidad contratadas por la oficina del Censo.

- Todos los trabajadores del Censo toman un juramento de por vida para proteger tu información personal. Violar esta ley trae múltiples penalidades, incluso una multa de \$250,000, una sentencia de cinco años de cárcel, o ambas cosas.
- Llenar el formulario del Censo 2020 es fácil.
 - Puedes llenarlo por teléfono o por internet en español, inglés, o en otros 11 idiomas. También lo puedes hacer en un “smartphone” (iPhones, androids, etc.)
 - También puedes pedir una copia física del formulario en español o en inglés.
 - Videos y guías informativas también van a estar disponibles en inglés, español y más de 50 idiomas adicionales.

Fase 3: Mensajes para que se aproveche la oportunidad: ¿Como nos beneficia el Censo 2020 a mí y mis niños?

(Usar entre marzo y junio 2020)

- En el Censo 2020, cuenta a todos los que viven en tu dirección. Esto ayudará a nuestra comunidad.
- Recuerda que el conteo del censo decide los fondos para escuelas, programas de cuidado infantil, asistencia alimentaria, viviendas, cuidado médico y transporte público.
- El Censo 2020 ayudará a decidir cuánto dinero nuestra comunidad recibirá para programas importantes, como:
 - El programa de seguro médico de niños del estado (SCHIP, por sus siglas en inglés)
 - Medi-cal (seguro médico)
 - CalFresh - cupones de alimentos (SNAP, por sus siglas en inglés)
 - Programa Especial de Nutrición Suplementaria para mujeres, bebés y niños (WIC, por sus siglas en inglés)
 - Programas de desayuno y almuerzo en las escuelas
 - Servicios intensivos e integrales de desarrollo infantil y de apoyo familiar (Head Start y Early Head Start como se conocen en inglés)
 - Cuidado de niños (CCDBG, por sus siglas en inglés)
 - Educación especial
 - Asistencia monetaria (TANF, por sus siglas en inglés)
 - Viviendas de Sección 8
- De todos los estados, California tuvo la mayor cantidad de niños menores de cinco años que no fueron contados en el 2010.
- La constitución solo exige un conteo nacional de la población cada 10 años. Por eso, si todos los niños que viven en tu dirección no son contados en el Censo 2020, tendrán menos servicios y oportunidades durante la próxima década. No dejes que esto ocurra. Piensa en el futuro de nuestros niños e inclúyelos en el formulario del censo 2020.

Mensajes Para Poblaciones Específicas

Los niños menores de cinco años están entre las personas más difíciles de contar en el censo. Muchos niños forman parte de múltiples poblaciones “dificiles de contar” o HTC (hard-to-count) por sus siglas en inglés. Estas incluyen inquilinos, familias de bajos ingresos, e inmigrantes.

La mayoría de los adultos en poblaciones HTC enfrentan obstáculos para responder al censo, o para incluir a sus niños pequeños en él. Estos obstáculos cubren la gama desde la falta de acceso al internet hasta la desinformación y miedo o falta de confianza al gobierno. Para asegurar que todos los niños en California sean contados, debemos ayudar a los californianos a entender que llenar el censo es importante y confidencial.

De los siguientes mensajes, selecciona los que mejor apliquen a tu comunidad para reforzar la importancia del Censo 2020. Úsalos como puntos de conversación al comunicarte con poblaciones HTC. Esto puede tomar lugar en conversaciones individuales, presentaciones, materiales escritos, anuncios y mensajes en las redes sociales. Adapta los mensajes teniendo en mente las necesidades específicas de tu comunidad local.

Mensajes para todas las familias con niños pequeños sin importar sus ingresos

- Llenar el formulario del censo para tu vivienda es fácil.
 - Puedes contestarlo por internet o por teléfono en español, inglés, y otros 11 idiomas.
 - También lo puedes llenar en un “smartphone” (iPhone o Android, entre otros.)
 - Puedes pedir una copia física del formulario en español o en inglés.
 - Videos y guías informativas estarán disponibles en español, inglés y otros 58 idiomas.
 - También habrá un video de lenguaje de señas americano y una guía en braille.
- El censo ocurre cada 10 años y es la única manera oficial de contar la población de los EE. UU. Tus respuestas en el censo ayudan a decidir la cantidad de dinero que nuestra comunidad recibirá en los próximos 10 años. También decide el número de representantes de gobierno que tendremos en California y en Washington, D.C.
- Recuerda que cuando se trata del censo, todos contamos. Cuenta a TODOS los niños que viven en tu dirección. No olvides incluir a tus bebés (los nacidos el 1 de abril de 2020 o antes), tus sobrinos, nietos, primos, niños adoptivos y cualquier persona que no esté relacionada a ti (como amigos o los niños de estos) si viven en tu dirección el 1 de abril de 2020.
- ¡Llena el censo! Visita 2020Census.gov/es.

Viviendas complejas

- A muchas de las personas que llenan el censo se les olvida contar todos los niños que viven en su dirección.

- Es sumamente importante que **cuentes a todos las personas que viven en tu dirección**. No importa si no están en el contrato de inquilino de la vivienda.
 - Por ley, la oficina del Censo no puede compartir tu información con el propietario de la residencia.
 - Todos los trabajadores del Censo toman un juramento de por vida para proteger tu información personal. Romper esta ley viene con múltiples penalidades, incluso una multa de \$250,000, una sentencia de cinco años de cárcel, o ambas.
- Recuerda que todos nosotros contamos. Si hay niños que se están quedando en tu dirección el 1 de abril de 2020, y no tienen otro hogar permanente, inclúyelos en el formulario del censo de tu dirección. Estos niños incluyen:
 - Tus propios hijos.
 - Niños que están relacionados contigo, como sobrinas, sobrinos y nietos.
 - Niños que no están relacionados contigo, como el hijo de un amigo.
 - Un niño que pasa tiempo en dos direcciones distintas, pero que está contigo el 1 de abril de 2020.
 - Un niño que se esté quedando contigo temporariamente que no tiene un hogar permanente en otra dirección.
 - Bebés nacidos el primero de abril de 2020 o antes – aunque aún estén en el hospital.

Familias de bajos ingresos

- En el Censo 2020, asegúrate de contar a todos los que viven en tu dirección. Es de suma importancia para tu familia y nuestra comunidad.
- El Censo 2020 ayudará a decidir cuánto dinero recibirá nuestra comunidad para programas importantes, como:
 - El programa de seguro médico de niños del estado (SCHIP, por sus siglas en inglés)
 - Medi-cal (seguro médico)
 - CalFresh - cupones de alimentos (SNAP, por sus siglas en inglés)
 - Programa Especial de Nutrición Suplementaria para mujeres, bebés y niños (WIC, por sus siglas en inglés)
 - Programas de desayuno y almuerzo escolar
 - Servicios intensivos e integrales de desarrollo infantil y de apoyo familiar (HS y EHS, por sus siglas en inglés)
 - Cuidado de niño (CCDBG, por siglas en inglés)
 - Educación especial
 - Asistencia monetaria (TANF, por sus siglas en inglés)
 - Viviendas de Sección 8
- El censo ocurre cada 10 años. Por eso, si todos los niños que viven en tu residencia no son contados en el 2020, tendrán menos servicios y oportunidades en la próxima década. No dejes que esto ocurra. Piensa en el futuro de tus niños. Inclúyelos en el formulario del censo 2020.

Familias inmigrantes

- El censo no solo cuenta a los ciudadanos americanos. Como exige la constitución, nos cuenta a todas las personas que vivimos en los EE. UU. Por eso, debes de incluir a todo el mundo que viva en tu dirección.
 - De hecho, **el Censo del 2020 NO preguntará si eres un ciudadano americano.**
 - No tienes que preocuparte por tu estatus migratorio, o por de alguien que viva en tu dirección, cuando estés completando el censo 2020. Eso no le interesa al censo.
- Llenar el formulario del censo para tu vivienda es fácil.
 - Puedes contestarlo por internet o por teléfono en español, inglés, y otros 11 idiomas.
 - También lo puedes llenar en un “smartphone” (iPhone o Android, entre otros.)
 - Puedes pedir una copia física del formulario en español o en inglés.
 - Videos y guías informativas estarán disponibles en español, inglés y otros 58 idiomas.
- Trata de completar el censo antes del 30 de abril de 2020. Si no te es posible hacerlo, pueda que algún trabajador del censo visite tu dirección después de esa fecha. Si es así, no temas. Estos trabajadores son personas de nuestra comunidad contratadas por la oficina del Censo.
 - Todos los trabajadores del Censo toman un juramento de por vida para proteger tu información personal. Violar esta ley trae múltiples penalidades, incluso una multa de \$250,000, una sentencia de cinco años de cárcel, o ambas cosas.

Familias con bajo nivel de alfabetismo

- ¡No te preocupes! Puedes completar el Censo 2020 por teléfono. Solo llama a la oficina del Censo.
- Los trabajadores del Censo pueden contestar tus preguntas en español, inglés y muchos otros idiomas.
- Recuerda incluir a todos los niños que viven en tu dirección en el censo (incluso los menores de cinco años, los bebés y hasta los niños de personas no relacionadas a ti, si es que viven en tu misma dirección.)

Comunidades rurales

- No importa si vives en la ciudad o en una comunidad rural pequeña. Al contar a todos tus niños en el Censo 2020, nuestra comunidad obtendrá más dinero para programas importantes que ayudan a familias. Esto incluye: escuelas, cuidado infantil, asistencia alimentaria, hogares, cuidado médico y transportación pública.
- Si no tienes acceso al internet, no te preocupes. La oficina del Censo de EE. UU. mandará copias físicas de los formularios a comunidades que no tengan acceso al internet “broadband” (de alta velocidad.)
- También puedes llenar el censo por teléfono. Solo llama a la oficina del Censo.
 - Cuando llames, el trabajador del Censo en el teléfono puede contestarte preguntas en inglés, español o en 11 otros idiomas.

- También puedes completar el censo en tu “smartphone” (como un iPhone o android, entre otros) o puedes visitar una biblioteca para utilizar el internet para llenar el formulario por internet.
- Recuerda incluir a todos los niños que viven en tu dirección en el Censo 2020 (incluso los menores de cinco años, los bebés y hasta los niños de personas no relacionadas a ti, si es que viven en tu misma dirección.)

Acceso limitado o ninguno al internet (broadband)

- Si no tienes acceso al internet, no te preocupes. La oficina del Censo de EE. UU. mandará copias físicas de los formularios a comunidades que no tengan acceso al internet.
- También puedes completar el censo en tu “smartphone” (como un iPhone o android, entre otros) o puedes visitar una biblioteca para utilizar el internet para llenar el formulario por internet.
- No necesitas acceso al internet para poder llenar el formulario. Lo puedes llenar por el teléfono. Solo llama a la oficina del Censo.
 - Cuando llames, el trabajador del Censo en el teléfono puede contestarte preguntas en inglés, español o en 11 otros idiomas.
- Recuerda incluir a todos los niños que viven en tu dirección en el Censo 2020 (incluso los menores de cinco años, los bebés y hasta los niños de personas no relacionadas a ti, si es que viven en tu misma dirección.)

Integrando a Compañeros y Personas de Confianza

Cada uno de nosotros juega un rol importante en asegurar que nuestros familiares, amigos y vecinos sean contados en el Censo 2020.

Te recomendamos a las voces claves en tu comunidad para crear conciencia del proceso del Censo 2020 y lo importante que es incluir a todos los niños menores de cinco años en el conteo de este censo.

Los siguientes puntos te ayudarán a conseguir personas en las que tu comunidad confía e involucrarlas en esta causa tan importante. Esperamos que estos mensajes te sean útiles y que motiven a estos influyentes “compañeros de confianza” a compartir información sobre el Censo 2020 con otros en tu comunidad.

Al igual que con el resto de los mensajes en esta guía, adapta estos mensajes como encuentres necesario.

Incorpora los mensajes de la Asociación de First 5 sobre el Censo 2020 en los mensajes de los otros

Si te encuentras con organizaciones que estén compartiendo mensajes relacionados al censo en tu comunidad, invítalos a que añadan los siguientes mensajes a los suyos. El propósito de estos mensajes es motivar a las personas a que incluyan a los niños menores de cinco años en el formulario del censo. Estos mensajes fueron escritos para comunicarse directamente con los padres/guardianes.

- No olvides contar todos los niños que viven en tu dirección en el formulario del Censo 2020, aunque no seas el padre o la madre de estos niños. ¡Si viven en tu dirección, cuéntalos en el Censo 2020!
- Al contar todos los niños, nuestra comunidad puede planificar para el futuro y obtener el dinero necesario para asistirte a ti y a tu familia. Esto incluye programas que ayudan a tus niños como: escuelas, cuidado infantil, asistencia alimentaria, programas de vivienda, cuidado médico y transporte público.
- El conteo del censo decide la cantidad de fondos que nuestra comunidad recibe. Si no se cuentan todas las personas en el Censo 2020, habrá menos fondos para nosotros. Los niños en nuestra comunidad serán perjudicados. No recibirán los servicios y recursos que necesitan para poder triunfar y salir adelante.

Proveedores de cuidado infantil

Estos mensajes fueron escritos para hablar directamente con los proveedores de cuidado infantil.

- Cada día, las familias en nuestra comunidad te confían sus hijos. Los padres, madres y guardianes saben que tienes su mejor interés en mente y que pueden depender de tu experiencia.
- Necesitamos tu ayuda para que esas mismas familias entiendan la importancia de incluir a todos los niños pequeños en el Censo 2020.
- Puede ser que algunas familias teman que su información se comparta con otros:

- Por ley, la oficina del Censo de los EE. UU. tiene que proteger tu información y mantenerla privada. El Censo no permite que nadie comparta tu información, incluso a agencias del gobierno como ICE.
 - Todos los trabajadores del Censo toman un juramento de por vida para proteger tu información personal. Romper esta ley viene con múltiples penalidades, incluso una multa de \$250,000, una sentencia de cinco años de cárcel, o ambas cosas.
- Cuando todos llenamos el censo y contamos a los niños que viven en nuestra dirección, aún si el adulto que esté llenando el formulario del Censo no esté relacionado con estos niños, los centros de cuidado de niño obtienen más fondos durante los próximos 10 años. Esto es de gran importancia para las familias de esta comunidad.
- Nuestra comunidad también obtiene fondos para programas como CalFresh y WIC. Un conteo completo en el Censo 2020 ayudará a proteger y ampliar este apoyo.
- El Censo 2020 también decide el número de representantes del gobierno que tendremos en California y Washington, D.C.
- ¡Participa en el censo! Visita 2020census.gov/es.

Proveedores de servicios de salud

Estos mensajes fueron escritos para comunicarse directamente con los proveedores de servicios de salud.

- Los padres y guardianes de familia confían en ti con sus hijos. Ellos saben que tienes su mejor interés en mente y que pueden depender de tu experiencia.
- Necesitamos tu ayuda para que las familias de nuestra comunidad entiendan la importancia de incluir a todos los niños pequeños (incluso los bebés) en el Censo 2020.
- Por ley, la oficina del Censo de los EE. UU. tiene que proteger tu información y mantenerla privada.
 - El censo no permite que nadie comparta tu información, incluso con agencias del gobierno como ICE.
 - Todos los trabajadores del Censo toman un juramento de por vida para proteger tu información personal. Romper esta ley viene con múltiples penalidades, incluso una multa de \$250,000, una sentencia de cinco años de cárcel, o ambas cosas.
- Cuando todos llenamos el censo y contamos a todos los niños que viven en nuestra dirección – aún si el adulto que esté llenando el formulario del Censo no esté relacionado con estos niños – los centros de cuidado de niños en nuestra comunidad obtienen más fondos durante los próximos 10 años.
- Cuando todos los niños son contados en el Censo 2020, nuestra comunidad también obtiene fondos para programas como CalFresh y WIC.
- El censo también decide el número de representantes del gobierno que tendremos en California y Washington, D.C.
- ¡Participa en el censo! Visita 2020census.gov/es.

Representantes de Gobierno y Líderes de la Comunidad

Estos mensajes fueron escritos para hablar directamente con los representantes del gobierno y líderes de la comunidad.

- Como líder de esta comunidad, los que viven aquí confían en ti.
- Puedes ayudarlos a entender que solo cuando contamos a todos los adultos y a todos los niños en el Censo del 2020, nuestra comunidad puede obtener la parte que merece de los fondos federales que tanto necesitaremos durante los próximos 10 años.
- También puedes explicarles que el Censo 2020 decide el número de representantes del gobierno que tendremos en California y en Washington, D.C.
- El censo es una oportunidad importante para que todos en nuestra comunidad sean escuchados e incluidos. Es una inversión fácil y garantizada en el futuro de nuestros hijos, de nuestras familias y de esta comunidad.
- ¡Participa en el censo! Visita 2020census.gov/es.

Preguntas Frecuentes (FAQs)

Esta lista de preguntas frecuentes fue creada para ayudarte a hablar sobre temas adicionales que pueden ser pertinentes en tu comunidad local.

Puedes utilizarlas para contestar las preguntas de familias o reporteros. Como el resto de la información en esta guía, te recomendamos adaptar las respuestas teniendo en mente las necesidades e idiosincrasias de tu comunidad.

¿Qué es el censo?

- El censo es un cuestionario. Considera el censo como una encuesta. Solo tiene nueve preguntas.
- Cuenta cada persona (adultos y niños) en los EE. UU. en un momento específico, el 1 de abril del 2020.
- De acuerdo con la constitución de los EE. UU., el censo ocurre cada 10 años. El próximo censo después de este será en el 2030.
- El censo cuenta todas las personas que viven en una dirección específica. No importa si las personas sean familia. Si alguien de cualquier edad vive en esa dirección el 1 de abril del 2020, esa persona tiene que ser incluida en el formulario del Censo 2020.
- Los números que el censo obtiene ayudan a determinar cuánto dinero California tendrá para programas importantes que ayudan a niños y a sus padres. Esto incluye fondos para escuelas, cuidado infantil, asistencia alimentaria, programas de vivienda, cuidado médico y transporte público.

¿Qué exactamente pregunta el censo?

- El censo tiene nueve preguntas sobre las personas que viven en cada vivienda. Las preguntas incluyen:
 - Nombre
 - Edad
 - País de origen (pero no ciudadanía o estatus migratorio)
 - Raza
 - Sexo
 - Si la persona que está llenando el formulario es dueño o inquilino de la vivienda.
- El censo no preguntará por tu ingreso o partido político.
- El censo cuenta a todas las personas en los EE. UU., sin importar el estatus migratorio de estas. De hecho, el censo 2020 no preguntará si tu o las otras personas que viven en tu dirección son ciudadanos americanos.
 - Habrás visto noticias relacionadas a esto. Pero no te preocupes, esta pregunta no fue añadida al censo 2020.

- Por ley, la oficina del Censo de los EE. UU. tiene que mantener toda tu información de manera privada. El censo no permite que nadie comparta tu información, incluso con agencias del gobierno como ICE. Romper esta ley viene con múltiples penalidades, incluso una multa de \$250,000, una sentencia de cinco años de cárcel, o ambas cosas.

¿Por qué tengo que contar a mis niños?

- El censo ayuda al gobierno a determinar cuánto dinero cada estado debería recibir para una serie de importantes programas durante los siguientes 10 años.
- Contar cada persona en nuestro estado en el Censo 2020 es sumamente importante. Esto incluye a los niños.
- Si no contamos a todos los niños en el Censo 2020, le podría costar a California hasta \$115 mil millones en fondos para programas federales cada año. Ese es dinero que necesitamos para nuestras escuelas, cuidado de niños, cuidado médico, asistencia alimentaria, programas de vivienda y transporte público.
- Si estos fondos son cortados o eliminados, nuestros niños serán perjudicados. No recibirán los servicios y recursos que necesitan para poder triunfar y salir adelante en su futuro,
- Como manda la constitución, el censo ocurre cada 10 años. Esto significa que, si no contamos a todos nuestros niños en el 2020, les negaremos diez años de servicios y recursos que necesitan para poder triunfar y salir adelante en su futuro.

¿Cuándo ocurre el censo?

- El censo ocurre en marzo. Recibirás una carta en el correo con instrucciones de cómo puedes completar el censo por internet o por el teléfono. También recibirás una postal a principios de abril recordándote completar el censo.
- Empezando el primero de abril del 2020, podrás llenar el formulario del censo por internet (en una computadora, tableta, o “smartphone”), o por el teléfono llamando a la oficina del Censo.
- También puedes pedir una copia física del censo en español o en inglés.
- Si no has completado el censo a mediados de abril, recibirás un segundo recordatorio y una copia física del formulario del censo por el correo.
- A finales de abril, los trabajadores del censo visitarán las direcciones donde no se ha completado el censo con el propósito de ayudar a estas familias a llenar el formulario en persona. No hay por qué temer estas visitas. Los trabajadores usualmente son personas de la comunidad contratadas por la oficina del Censo EE. UU.
 - Todos los trabajadores del censo toman un juramento de por vida para proteger tu información personal. Romper esta ley viene con múltiples penalidades, incluso una multa de \$250,000, una sentencia de cinco años de cárcel, o ambas cosas.
- Si no sabes a quien incluir en tu formulario del censo, piensa en quien se queda/quedó en tu vivienda el primero de abril del 2020. Por ejemplo, si compartes la custodia de un niño con alguien, y el niño vive en dos hogares, puedes incluirlo si él niño se queda en tu dirección el 1 de abril de 2020.

¿A quiénuento?

- Un formulario del censo debe ser llenado para cada dirección. El formulario debe incluir todas las personas que viven allí, no importa su edad, su estatus migratorio, o si esas personas son familiares los unos de los otros.
- Cuenta cada adulto, y niño que viva en tu dirección y que sea nacido el primero de abril de 2020 o antes. Esto incluye los recién nacidos que estén en el hospital, porque ellos terminarán viviendo en tu dirección.
- Si no sabes a quien contar en tu censo, piensa en quien se quedó contigo el 1 de abril del 2020.
 - Si compartes custodia de un niño, cuéntalo en el censo de tu dirección si este se quedó allí el primero de abril del 2020.
 - Si una familia o amigos se quedan contigo el 1 de abril del 2020, y no tiene otro hogar, cuéntalos en tu formulario del censo, aunque no estén incluidos en el contrato de renta (lease agreement).
 - Si tienes un miembro de la familia que no vive contigo porque está en la universidad, cárcel, o que vive en una comunidad de ancianos, no lo incluyas en tu formulario del censo. Ellos serán contados en sus direcciones respectivas.
 - Las personas que no tienen hogares serán contadas por separado en refugios, comedores de beneficencia, y centros de comida móviles en la primavera de 2020.
- Recuerda de que, por ley, toda la información del censo no se puede compartir con el propietario de tu vivienda o alguna agencia de gobierno. Romper esta ley viene con múltiples penalidades para los trabajadores del Censo, incluso una multa de \$250,000, una sentencia de cinco años de cárcel, o ambas cosas.

¿Cómo puedo contestar el censo?

- Empezando en marzo del 2020, puedes contestar el censo en 2020Census.gov. Lo puedes hacer en una computadora o en tu “smartphone” (como un iPhone o android, entre otros.)
- También podrás completar el censo por teléfono llamando a la oficina del Censo.
- Algunas viviendas recibirán el censo por correo automáticamente. Esto es porque el Censo determina que hay acceso limitado al internet o personas de edad avanzada viviendo en esa dirección.
- El censo estará disponible en español, inglés y otros 11 idiomas. Estos 11 idiomas incluyen francés, vietnamita, chino y árabe.
- La copia física del censo solo estará disponible en español o en inglés.
- Además de esto, habrá un video y guías informativas disponible en español, inglés y 58 otros idiomas. También habrá un video de lenguaje de señas y una guía en braille.

¿Mi información será protegida?

- Sí, tu información será protegida. Por ley, la oficina del Censo tiene que proteger y mantener toda tu información de manera privada.
- Es ilegal que la oficina del censo comparta tu información con otras agencias del gobierno – incluso con ICE. Violar esta ley trae múltiples penalidades para el funcionario del Censo, incluso una multa de \$250,000, una sentencia de cinco años de cárcel, o ambas cosas.
- Un trabajador del censo nunca preguntará por tu seguro social o tu información bancaria. (Nunca compartas esta información con alguien que no conoces.)
- Si quieres saber si la persona que está en tu puerta es un trabajador oficial del censo, revisa su identificación. Todos los trabajadores del censo tienen un carné oficial de la Oficina del Censo de EE. UU. Este incluye su nombre, foto, el logo del departamento de comercio, y una fecha de expiración. La persona también llevará una bolsa oficial con el logo del censo y tendrá una carta oficial explicando la razón de su visita.

¿El censo pregunta sobre la ciudadanía?

- **NO, el Censo no pregunta si eres un ciudadano americano.**
- Habrás visto noticias relacionadas a esto. Pero no te preocupes, esta pregunta no fue añadida al Censo 2020.
- Todo el mundo debe de participar en el Censo 2020 (ser incluido en el censo en su dirección), incluyendo aquellas personas que no sean ciudadanas americanas.

¿Por qué el censo pregunta por mi número telefónico?

- La oficina del Censo pregunta por tu número telefónico, por si acaso surge alguna pregunta relacionadas con tus respuestas en el formulario.
- El Censo NO compartirá este número con ningún negocio o con otra agencia de gobierno.

¿La oficina del censo está contratando?

- Si estas interesado en un trabajo temporero para ayudar al censo en tu comunidad, visita 2020Census.gov/Jobs
- Para ser elegible, debes tener por lo menos 18 años de edad, un número de seguro social valido, y ser un ciudadano americano.