Winter, 2019

Dear Families,

Be sure we get the funds we deserve! In 2020, everyone in New York will be invited to complete the 2020 Census. The census is important because it supports Head Start, child care, the school lunch program, WIC, Medicaid and other programs we use.

Here is how you can help. An invitation will be sent to your address this spring. The letter will include a unique census ID number for your household. This ID number can be used to complete the 2020 Census.

Don't worry if you lose the census ID number. You can still complete the census by using your address.

You can complete the census online, by phone or on paper. Just answer 10 questions about every person in your household. If there are babies, children or people you are not sure should be included, go ahead and answer the questions for everyone who lives and sleeps most of the time at your address.

The census is important, it's safe and we are required to complete it. Please complete the census so your family counts and your community get funds it should have.

Thank you!

New York KIDS COUNT

P.S. The US Census is hiring. Learn more at www.census.gov/jobs
I COUNT!

Count me in the 2020 Census!

Add your bright face to this coloring sheet!
Why are Children Missed in the Census?

Children, particularly those under the age of five, tend to be undercounted in each decennial census. There are many reasons for this but primarily it is due to the fact that young children are more likely to live in households at risk for being hard-to-count. For example, young children are more likely than individuals in other age groups to live in:

- large households
- communities with high poverty
- families that frequently move around or live in rental housing
- multigenerational families or in homes where the head of household is not a parent
- households where no one responds to the census

What's the Cost?

An accurate count of children in each community is critical to the amount of funding communities receive for programs that serve children and their families. It is estimated that New York state receives approximately 6.7 billion dollars annually for such programs that include:

- **State Children's Health Insurance Program (SCHIP)** provides subsidized insurance to children of the working poor through federal grants to states
- **Special Education Grants (IDEA)** provides grants to states to assist them in ensuring a free public education environment that will allow children with disabilities to thrive
- **Head Start** provides grants to local public and private nonprofit and for-profit agencies to provide child development services to economically disadvantaged children and families
- **Foster Care** helps to provide safe and stable out-of-home care for children until they are safely returned home, permanently placed with adoptive families, or placed in other planned arrangements for permanency
- **Child Care and Development Fund** assists low-income families, families receiving temporary public assistance, and those transitioning from public assistance in obtaining child care so they can work or receive training and education

Learn more at:

| @NYSCCF | BIT.LY/NYCENSUS2020 |

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Why is the Census Needed?

**Our Democracy**

Determines the number of seats in the House of Representatives and electoral votes. Also used for redistricting.

**Public Policy**

Determines federal assistance to state and local governments.

**Our Economy**

Used to develop business plans and establish new businesses. Helps determine need for and location of community services.
COMMUNITY LEADERS CAN HELP NEW YORK COUNT!

An accurate 2020 Census count is critical to ensuring New York's influence in Congress and protecting our fair share of federal funds for education, health care, community services and economic development — more than $53 billion dollars each year!

➢ RAISE AWARENESS
Talk about why the Census is important in your community. As a trusted voice, you can educate people about the Census and encourage responses to Census surveys.

➢ FORM A COMPLETE COUNT COMMITTEE
A Complete Count Committee (CCC) is a volunteer committee established by local governments and community leaders to increase awareness about the census and motivate residents to respond. CCCs can help promote the Census through educational campaigns, social media and special events.

➢ IDENTIFY AND REACH OUT TO “HARD TO COUNT” GROUPS
Your community may include people who are traditionally undercounted — children under 5, seniors, immigrants, and low-income households. Develop plans to reach those households and address their barriers to response, such as limited English proficiency or difficulties accessing/navigating the internet, which may lower the Census count. [https://www.censushardtocountmaps2020.us/](https://www.censushardtocountmaps2020.us/)

➢ HELP WORKERS FIND CENSUS JOBS
The US Census Bureau is planning to hire temporary workers to conduct the Census. Community residents looking for seasonal jobs may include seniors, students and others who are currently working part-time. Some individuals may need help with online job applications. For more information, including current openings: [www.census.gov/about_regions/new-york/jobs/new-york.html](http://www.census.gov/about_regions/new-york/jobs/new-york.html)

➢ IMPORTANT: CENSUS RESPONSES ARE CONFIDENTIAL
All information collected during the Census is required to be kept strictly confidential by law and cannot be shared with any other federal, state or local agency.


Questions or to Sign up for Updates: [localgov@dos.ny.gov](mailto:localgov@dos.ny.gov) / 518.473.3355