



Census 2020

August 2019

Why It Should Matter to You

A complete count is vital to ensure that federal funds return to Florida to support community needs and improve living conditions for all. More than \$44 billion dollars came back to Florida in FY2016 from the federal government for programs including Medicaid and CHIP (\$14.2 billion), Child Care and Development Block Grant (\$158.6 million), HeadStart and Early HeadStart (\$399.7 million), and child care assistance (\$133.9 million). These allocations are calculated using Census data.

Census data drive infrastructure planning. State and local agencies use Census data to plan new roads, emergency response, school locations and more. Businesses use these data to understand their market and customer base.

Your community deserves a full voice in policy decision making. Census data are used to determine state legislative districts, voting precincts and congressional districts. In 2010, Florida gained two additional Representatives because of the increased population.

Will Your Children Count?

Help Keep Them from Being Left Out of the 2020 Census & Ensure Florida Receives All of Its Federal Funding
Florida Receives \$67 Million Fewer Federal Dollars Annually
Because so Many Young Children Were Not Counted in the Last Census.

- 6.2% (71,307) of Florida's young children ages 0-4 were not counted in 2010.
- Undercount rates for young children were more than twice as high as the undercount rate for any other age group.
- Young Black and Hispanic children were missed twice as often as White children.

Why Are So Many Children Missed?

Young children often live in circumstances that make them hard-to-count, due to:

- Young parents.
- Modern family structures like blended households.
 - » Living with grandparents.
 - » In homes headed by single head of household.
 - » Living with unrelated people, including foster families.
- Households living in rental properties.
- Families with large numbers of people in the household.

What Stops People from Completing the Census?

- Worries that their data won't be kept confidential.
- Worries that the information they provide will be used against them.
- Distrust of government.
- People think it doesn't matter.
- People don't know that the Census helps them personally.

What Can Early Childhood Funders do?

- Understand the importance of the 2020 Census and how it directly benefits families with young children.
- Educate your board and ask them to play leadership roles in Census activities, such as their local Complete Count Committees.
- Coordinate with other funders focused on Census issues.
- Add the Census to grant making requirements.

What Can Early Childhood Agencies do?

Increase awareness and engagement by:

- Educating staff to ensure they complete the Census themselves.
- Training staff in public facing parts of the organization to be Census Ambassadors.
- Ensuring parents and caregivers count the children in their homes on their Census and point them to local resources.