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.