



Census 2020 Training

Head Start California





Counting
our kids is
smart, safe
and secure.



Why the Census Matters

In
California,
all kids
count.

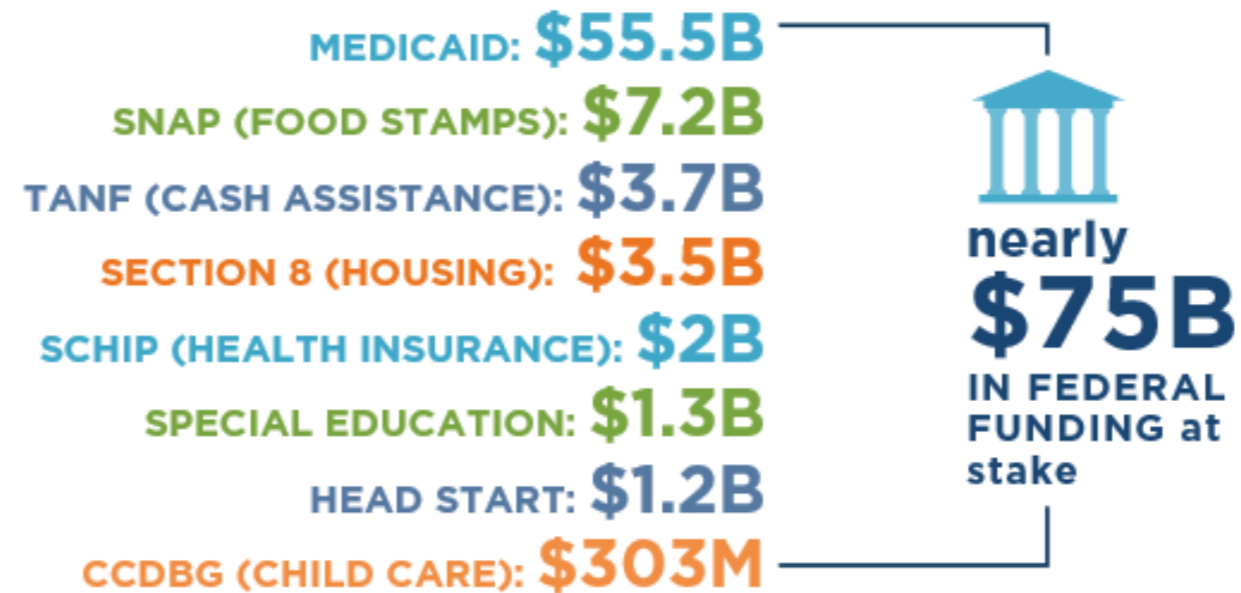


What's at Stake



In
California,
all kids
count.

Amount of federal funding the state receives annually for programs that affect kids



SOURCE: COUNTING FOR DOLLARS 2020: CALIFORNIA





**In California,
all kids count.**

Census: Fears & Concerns





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“Knowledge is the
antidote to fear.”

-Ralph Waldo Emerson



Trusted Messengers

- Trusted messengers are individuals members of the community believe and trust
- Parents are more likely to complete the 2020 Census based on the recommendation of a trusted messenger
- What are we asking you to do?- TELL EVERY PARENT YOU CAN!



In
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Timeline



In California, all kids count.

Census 2020 Timeline



CENSUS DAY
APRIL 1, 2020



How to Fill Out the Census



**In California,
all kids count.**

- Online or by phone
 - English, Spanish or 11 other languages
 - Can fill it out on your smartphone!
- Try to respond to Census on time (by April 30, 2020)
- No internet? Can fill it out by mail
- Visit local QAC





**In California,
all kids count.**

Big Questions



Privacy



**In California,
all kids count.**

- **IS MY INFORMATION PROTECTED?- YES!**
 - By law, US Census Bureau must keep your information private
 - It is illegal for US Census Bureau to share your information
 - Census worker will never ask for your Social Security information
 - If you want to make sure the person at your door is really a Census worker, check their badge



Immigration



**In California,
all kids count.**

- **IS THERE AN IMMIGRATION QUESTION? –NO!**
 - Census will not ask if you are a US citizen
 - You do not need to worry about your own immigration status or anyone else living at your address
 - Administration tried to add this question to the 2020 Census, but the question was NOT added to the survey. EVERYONE should respond to the Census
 - Illegal for Census to share information w/anyone



Young Children



**In California,
all kids count.**

- **DO WE COUNT BABIES? – YES! YES! YES!**
 - Count ALL kids living at your address- this includes nieces, nephews, grandchildren, foster children, and people not related to you if they are living with you on April 1, 2020
 - Babies born on or before April 1 need to be counted- even if they are still in the hospital
 - Even if they are in split custody with parents- count them on where they spend the most time living, or where they are on April 1



Families Experiencing Homelessness



**In California,
all kids count.**

- **DO WE COUNT FAMILIES EXPERIENCING HOMELESSNESS? – YES!**

- You don't need an address to participate in the Census
 - Can use address of a shelter or a geographic area where you sleep
- If you are temporarily staying with someone, make sure they include you on their household's census form





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What If...

Addressing Barriers in Filling Out the Census



Language



**In California,
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- **WHAT IF ENGLISH IS NOT MY FIRST LANGUAGE?**

- 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.



Time



**In California,
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- **I DON'T HAVE TIME TO FILL IT OUT**

- It's easy to fill out- can fill it out anywhere, anytime- online from any device or by mail or phone
- Just 7 questions- can be done in 5 minutes



Impact



**In California,
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- **I DON'T COUNT & IT WON'T IMPACT ME**

- 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
 - Head Start & Early Head Start
 - Child Care
 - Special Education
 - Cash Assistance
 - Section 8 Housing



Multi-Family Household



**In California,
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- **I HAVE MORE THAN ONE FAMILY IN MY HOUSEHOLD**
 - 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.



Homelessness



**In California,
all kids count.**

- **I'M HOMELESS AND I DON'T COUNT**

- You don't need an address to participate in the Census
 - Can use address of a shelter or a geographic area where you sleep
- If you are temporarily staying with someone, make sure they include you on their household's census form



Immigration



**In California,
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- **I WON'T FILL IT OUT BECAUSE I DON'T WANT THE GOVERNMENT TO USE THIS INFORMATION AGAINST ME DUE TO MY IMMIGRATION STATUS**
 - Census will not ask if you are a US citizen
 - You do not need to worry about your own immigration status or anyone else living at your address
 - Administration tried to add this question to the 2020 Census, but the question was NOT added to the survey. EVERYONE should respond to the Census
 - Illegal for Census to share information w/anyone





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Practice





Scenario 1: "I don't trust the government."

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Scenario 2: "I don't want
INS to have my
information."

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Scenario 3: "My 2 month old doesn't count as a person."

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Scenario 4: "The Census isn't in my native language."

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Scenario 5: "I'm working 2 jobs and have 3 kids, I don't have time to fill it out."

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Scenario 6: "I don't think anything will happen anyway if I fill it out."

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Scenario 7: “We’re experiencing homelessness right now so we don’t have an address to provide.”

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Scenario 8: "My sister and her kids also live with me."

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Scenario 9: "I don't want to talk to people who knock at my door."

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Scenario 10: "Why does the Census matter to me?"

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Resources



Things I Can Do



**In California,
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- Tell every parent you know about the Census
- Talk about the Census at group meetings (Church, book clubs, schools)
- Post a flyer or poster at your organization
- Host a training just like this in your community



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ASSOCIATION OF CALIFORNIA





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Questions?



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Contact

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