

United States[®] Census Bureau

Census Bureau Partners With Pediatricians and Child Advocates in Effort to Count Every Child in 2020 Census

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Every Kid Counts

The U.S. Census Bureau recently hosted an event to highlight efforts to ensure [all young children are counted](#) in the 2020 Census. Children under five years old are among population groups historically undercounted in the census. The Census Bureau is making a concerted effort to address this issue by creating community partnerships, educational programs, awareness campaigns, and operational innovations with the goal of raising awareness of the importance of counting young children.

[Read More](#)

During a news conference in Cleveland, Ohio, the Federation of Pediatric Organizations (FOPO), a 2020 Census partner, announced that March 25, 2020, is designated as Every Child Counts Day — a day when the pediatric community is encouraged to tell the adults they interact with about counting every child living in their homes in the 2020 Census.

An accurate count of all children is critical for families, educators, and their communities — and it's important to [count young children](#) now so they have the resources they need for the next 10 years. The Census Bureau has formed partnerships with national and local organizations across the country in an effort to address the undercount of young children. In early March, the Census Bureau will launch a direct mail campaign reaching millions of households in areas at risk for undercounting children to emphasize the importance of counting everyone in the 2020 Census. [Continue Reading...](#)



Help us spread the word about the 2020 Census and the undercount of young children. Share this on social media or forward it to a friend.

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About the Undercount of Young Children

There are many reasons why children are undercounted. Since there is no single cause for [the undercount of young children](#), there is no single solution to the problem. However, the Census Bureau is pursuing multiple strategies to ensure the count of young children is as complete as possible, including:

- Developing [partnership materials](#) explaining why young children are undercounted and how to educate households likely to exclude young children.
- Developing support materials that include messaging on the importance of counting young children.
- Developing advertising aimed at households with young children.
- Establishing partnerships with advocacy and community groups who can get the word out about the importance of counting all children in the household.

[Outreach Materials](#)

Mark Your Calendar: Statistics in Schools Week

From March 2-6, classrooms across the country will feature five days of themed classroom activities for pre-K-12 teachers and students on topics such as diversity and apportionment. At the end of the week, teachers are encouraged to give each student a take-home [flyer](#) about the importance of responding to the census to share with the adults in their home. [Statistics In Schools materials](#) are free and available on the Statistics in Schools [website](#).

- **Monday:** What Is the 2020 Census?
- **Tuesday:** Apportionment
- **Wednesday:** Diversity Collage
- **Thursday:** Virtual Field Trip
- **Friday:** Shape My Community's Future