



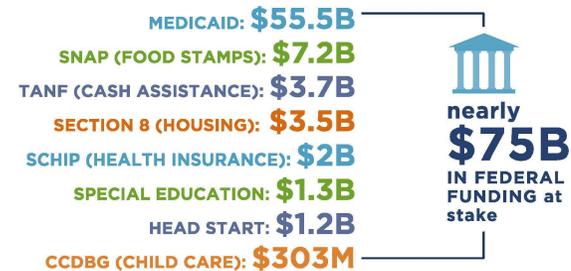
## Census 2020: Making Sure Young Children are Counted

Census 2020 is ramping up, and we need to make sure everyone in our community is counted — especially young children. In the last census (2010), about five percent of children under age five weren't counted — approximately one million kids nationwide. California had the highest rate of undercount for young children in the entire country.

Children of color had higher rates of undercount than white children. Experts estimate that about 6.5 percent of young African-American and Latino children were overlooked by the 2010 Census, which is roughly twice the rate of young non-Latino white children.

The census count determines how much federal funding each state receives. **An undercount in 2020 could cost California more than \$3 billion in federally funded federal programs**, including those affecting young children, such as Medicaid, Head Start, and the Supplemental Nutrition Assistance Program (food stamps).

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



SOURCE: COUNTING FOR DOLLARS 2020: CALIFORNIA

An undercount in our county and state could mean fewer seats in the U.S. House of Representatives and electoral college, which are based on population.

### What causes undercounting?

**Some of the more common reasons that young children are undercounted include:**

- Lack of parents' participation due to fear of data being shared — especially in immigrant communities
- Confusion over whether certain kids should be counted (e.g., kids who have split custody, newborns, kids living in a household who aren't related to the parents)
- Lack of participation in the census due to a belief it will take too long, and won't benefit the person taking it

**Certain changes for the 2020 census could make the undercount worse, including:**

- Collection will be mostly digital, and some low-income communities lack access to the Internet
- The possible addition of a question about citizenship status may increase fears of data being reported to immigration authorities
- Fewer resources for outreach than in 2010

## First 5 Can Help Ensure Young Children are Counted in the 2020 Census



**Getting an accurate census count is critical to the health and well-being of all young children in California. And participating in census outreach is a great opportunity to expand the First 5 network and strengthen relationships with non-traditional partners.**

First 5 is well positioned to spread the word about the census by **EDUCATING** our communities and **ENGAGING** our local leaders.

**First 5 is the best fit for this job because**

- Hard-to-count populations are the ones we have primarily served for 20 years
- First 5 is the lead voice for children ages 0-5 in our county
- First 5 and its partners are trusted messengers

**Some of the ways First 5 can help include:**

- Working with partners to develop outreach strategies
- Offering messaging and materials to assist with outreach
- Providing language translation beyond what the census offers
- Promoting census participation at public events, festivals, etc.

## Census 2020 Timeline





## Our Kids Count

**In our community, we believe every person counts. And we believe every person should get their fair share — especially little kids.**

A big way our community gets money for child and family programs is by participating in the U.S. Census. The state and federal government uses census information to decide where money for programs like child care, free school lunches, and Medi-Cal will go.

### Here are just a few reasons why your participation in the census matters:



When you and your kids are part of the census count, the community receives its fair share of money for important programs like Medi-Cal, WIC, Head Start, the National School Lunch Program, CHIP, and child care.



For every person not counted, the community loses an average of \$20,000 over 10 years.



The number of people your state has in Congress is based on the census count.

### Here is how it works:

- (1) In March 2020, you will get a census reminder in the mail.
- (2) Complete the census form online, or request a paper form.
- (3) Submit your online form, or mail in your paper form.

**About one million kids under age 5 were not counted in the last census.**

**Please be counted so your community gets the funding and services it deserves.**

## Common Questions about the Census



### Are my answers private?

**YES.** By law, your response to the Census CANNOT BE SHARED with anyone outside the census. This includes ICE (immigration), police, CPS (Child Protective Services), the IRS, the FBI, your landlord, or anyone else. No one can use your census answers to reduce your benefits, evict you, deport you, fine you, or take your children.

### Can I skip questions?

**Complete all questions if you can.** And please make sure everyone in your household is counted — every adult, child, and baby.

### How can I take the census?

**You have options.** You can fill out the census on a computer (at home or a library), over the phone, or on paper. **For help in requesting a paper census form, call 1-877-EL-CENSO.**

### How long does it take?

**About 3-5 minutes per person being counted.**

### What if my child is a baby — do I list him or her on the census?

**YES.** Please list your baby no matter how old — even if you are still in the hospital!

### I am pregnant — how should I note this?

**Include yourself and a child** if your due date is on or after April 1, 2020.

### I have kids living with me who aren't mine — do I list them?

**YES.** You should count any child who is living at your address, even if only temporarily, on April 1, 2020.

### I have more people living with me than my landlord knows. I shouldn't list them, should I?

**Everyone should be listed.** The census will not report your answers to your landlord or anyone else. Please make sure all people in your household are counted who live there on April 1st, 2020.

### I am not in the country legally. Should I take the census?

**YES.** By law, the census cannot report your answers to any immigration authorities, law enforcement, or people in charge of government benefits. Everyone in the U.S. at the time of the census should be counted, no matter the citizenship or immigration status.

### My child doesn't live with me all the time — do I list him or her?

**It depends.** Whomever your child lives with most of the time should count your child. If time is split evenly, the adult who has the child on April 1, 2020 should count the child.

**Your answers to the census are 100% private and are not shared with anyone.**

# POR FAVOR, ÚNETE CON NOSOTROS para celebrar a los niños pequeños



para el Día de los niños/  
el Día de los libros



**MARTES, 30 DE ABRIL DE 2019**  
10:30 a.m. to 12:30 p.m, Capitol Lawn North, Sacramento

Únete con las comisiones de First 5 de todo el estado, nuestros compañeros y familias para promover la alfabetización multilingüe y multicultural con la California State Library el Día de los niños/el Día de los libros! Como ingrediente clave para el desarrollo saludable de los niños y su preparación para la escuela, el aprendizaje temprano es más que importante — es DIVERTIDO.

CON EL INVITADO ESPECIAL  
Potter la Nutria



**Presentando:**  
La hora de cuentos bilingües con La Primera Compañera Jennifer Siebel Newsom a las 11 a.m.

Se harán las actividades siguientes:

- First 5 Express con Talk. Read. Sing.\*
- Música y movimiento
- Proyecto de arte grupal
- Almuerzo gratis y regalos (mientras duren las existencias)
- Actividades de alfabetización con la State Library

Inscríbese aquí: <https://conta.cc/2CSNjkk>  
Questions? Contact Margot Grant Gould at 510-227-6968 or [margot@first5association.org](mailto:margot@first5association.org)

FIRST 5  
ASSOCIATION OF CALIFORNIA

FIRST 5  
CALIFORNIA

1st 5 LA  
first 5 la  
Giving kids the best start

# PLEASE JOIN FIRST 5 in celebrating young children



for El día de los niños/  
El día de los libros



**TUESDAY, APRIL 30, 2019**  
10:30 a.m. to 12:30 p.m., Capitol Lawn North, Sacramento

Join First 5 commissions from across the state, our partners, and families in promoting multilingual, multicultural literacy with the California State Library on El día de los niños/El día de los libros! Early learning is a key ingredient for a child's healthy development and school readiness, and it's a TON of FUN.

**Featuring:**  
Bilingual Story Time with First Partner Jennifer Siebel Newsom at 11 a.m.

Activities include:

- First 5 Express with Talk. Read. Sing.\*
- Music and movement
- Art Project
- Free lunch and giveaways (while supplies last)
- Literacy activities with the State Library

WITH SPECIAL GUEST  
Potter the Otter



Register at: <https://conta.cc/2CSNjkk>  
Questions? Contact Margot Grant Gould at 510-227-6968 or [margot@first5association.org](mailto:margot@first5association.org)

FIRST 5  
ASSOCIATION OF CALIFORNIA

FIRST 5  
CALIFORNIA

1st 5 LA  
first 5 la  
Giving kids the best start

**First 5 Advocacy Day and Día  
Program Agenda  
April 30, 2019**

<b>Time</b>	<b>Activity</b>	<b>Location</b>
8:00 -9:00 AM	Registration & Breakfast	North Capitol Lawn
9:00 – 11:00 AM	<b>Legislative Visits</b>	Capitol Building
10:30 AM	<b>Kids and families arrive and Día begins</b>	North Capitol Lawn
10:30 – 12:30 PM	<b>Día Events:</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> First 5 Express and Karaoke</li> <li><input type="checkbox"/> Tent 1: Story Time (w/ First Partner 11:00 – 11:15), book give aways, State Library Story time to resume after FP leaves</li> <li><input type="checkbox"/> Step and Repeat: Photos with Potter the Otter</li> <li><input type="checkbox"/> Tent 2: Children’s Yoga</li> <li><input type="checkbox"/> Tent 3: Resources</li> <li><input type="checkbox"/> Tent 4: Children’s food</li> <li><input type="checkbox"/> Tent 5: F5CA High Five Art projects</li> <li><input type="checkbox"/> Tent 6: Art Photobooth</li> </ul>	North Capitol Lawn
11:15 AM	<b>Photo with First 5 Partner</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Photo with First Partner in front of First 5 step and repeat.</li> </ul>	North Capitol Lawn
11:20 AM	<b>State Program:</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Present Champion for Children award to First Partner</li> </ul>	North Capitol Steps
11:40	<b>Lunch</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Burritos for kids/ parents/ chaperons</li> <li><input type="checkbox"/> Sack lunches for F5s</li> </ul>	North Capitol Lawn
1:00 – 4/5:00 PM	<b>Legislative Visits</b>	Capitol Building

# FIRST 5

## A STRONGER CALIFORNIA FOR ALL KIDS

All kids deserve to be healthy, happy, and ready to learn. First 5s across the state support Governor Newsom's budget, which puts more than \$2.7 billion into early childhood, and aligns with our long-held priorities: quality early learning, comprehensive health and development, and family resiliency.



### Quality Early Learning

Ninety percent of our brain develops by age 5, which makes quality early education critical. But California has a staggering 1.8 million income-eligible families without access to affordable and high-quality early care and education.

#### First 5 urges you to support key early care and education proposals.

- ▶ **\$1 billion** over three years to increase **child care spaces for babies and toddlers**, AB 194 (Reyes)
- ▶ **Reform** California's Child Care and Preschool **rate system**, AB 125 (McCarty) & SB 174 (Leyva)
- ▶ **\$500 million** for **professional development and facilities**, AB 324 (Aguilar-Curry) and AB 452 (Mullin)
- ▶ **\$125 million** for full-day, full-year **California State Preschool Program** (CSPP)
- ▶ **\$750 million** to remove barriers for **full-day, full school-year kindergarten**



Kids who enroll in quality preschool are **75% more likely** to have skilled jobs or be enrolled in higher education as adults.



### Comprehensive Health and Development

California ranks 43rd in the nation for screening infants and toddlers for developmental delays. Sixty-four percent of Californians have one or more Adverse Childhood Experiences (ACES), which increase the risk of substance misuse, poor health, and intergenerational trauma. Timely screening and early intervention can help ensure all children have the strongest, safest start in life. First 5s across the state have built and funded early intervention systems, including Help Me Grow, to help families, health care providers, and community organizations navigate and access services.

#### First 5 urges you to support early childhood screening.

- ▶ **\$60 million** to increase **developmental screening** rates for young children, and AB 1004 (McCarty) to codify and embed screening recommendations of the American Academy of Pediatrics in the Medi-Cal system of care
- ▶ **\$45 million** to ensure Medi-Cal families receive **ACES screenings**



**1 in 4** kids ages 0-5 are at risk for developmental delays

Only **29%** of CA kids receive timely developmental screenings



### Family Resiliency

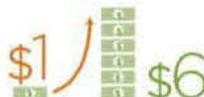
When families struggle, small children struggle. Poverty is a root cause of many challenges families face. Far too many are forced to decide between paying rent, buying food, keeping healthcare coverage, and using quality child care.

#### First 5 urges you to support families with young children.

##### Expand Funding for Home Visiting Services

First 5 supports adding **\$78.9 million** to expand and make permanent the **CalWORKs Home Visiting Initiative**, and **\$23 million** to double the federally-funded **Maternal Infant Early Childhood Home Visiting** (MIECHV) program. These efforts will bolster the local home visiting infrastructure that First 5 and its county partners have built across the state. Home visiting improves birth outcomes, reduces child abuse and neglect, and increases family self-sufficiency.

For every **DOLLAR** invested, home visiting can yield a return of **NEARLY SIX DOLLARS**.



First 5 is the largest funder of home visiting in CA.

**1 in 7** CA children experience abuse and/or neglect by age five.



##### Expand Paid Family Leave

First 5 supports providing up to six months of Paid Family Leave, starting with this year's proposal to increase PFL to **eight weeks**. We also support SB 135 (Jackson), which will expand job-protected leave for up to 12 weeks for employees who are currently exempt because they work for small businesses. Research shows that bonding with an infant has lifelong positive benefits for the child and parents, as well as for workforce retention.

##### Expand the Working Families Tax Credit

**Adding \$1 billion** to the credit will bolster income for families so they can address basic, daily expenses. The expansion will provide a \$500 credit for families with children under age six, whose expenses are often highest. It will also provide the credit to people who work full time and make \$15/hour or less. With the expansion, the credit will reach 400,000 more families than currently, for a total of two million families.



One year of infant care costs the same as a year of college tuition



**PRIORITIZE FUNDING FOR EARLY CHILDHOOD** SO ALL OF CALIFORNIA'S CHILDREN CAN THRIVE

#CA4AllKids #CAKidsNow2019



**FIRST 5**

CONTACT: Margot Grant Gould, Policy Director | 510.227.6968 | margot@first5association.org

# FIRST 5 CALIFORNIA FOR ALL KIDS

First 5 builds the early childhood systems and supports needed to ensure California's young children are safe, healthy, and ready to succeed in school and life.

Our network has three branches:

First 5 California, First 5 Association, and the 58 county commissions.

### 58 First 5 Commissions

Control local funding, partnerships, communication, innovation; share data, stories, expertise for replication, scaling

### First 5 California

Networks, partners with peer state agencies; advocates; leverages funds strategically; builds public awareness via media

### First 5 Association

Sets strategic vision; coordinates state policy, advocacy; manages collective knowledge; supports regional, local capacity building

Our approach:

As a voice for the state's youngest kids, we bring together partners and leverage funding sources to strengthen systems of care through advocacy, collaboration, innovation, and communications.



Funding for First 5s will decline 48% by 2020, from \$261 per child to \$135 per child.



First 5 believes all young children deserve to be healthy, happy, and ready to learn. Californians do too; that's why voters passed Proposition 10 and created First 5 in 1998. There has been no significant reinvestment in First 5 in 20 years, however.

## What happens as a child...shapes the adult...and the rest of society



**RESILIENT FAMILIES**

Positive parenting fosters social and emotional resilience

Improved relating to others in school, work and at home

Safe and thriving communities, reduced social welfare costs



**COMPREHENSIVE HEALTH AND DEVELOPMENT**

Access to well-coordinated medical care

Healthy habits, healthier lives

Healthier population, savings on social and medical costs



**QUALITY EARLY LEARNING**

Participation in high-quality preschool

Increased likelihood of high school graduation

More skilled workforce

## TWENTY YEARS OF INNOVATION FOR KIDS

First 5 innovates locally, then brings successful projects to scale. Every year, we touch the lives of more than a million kids, plus their families and caregivers.

### 1998 PROP 10

California voters approve Prop 10, creating First 5.

### WORKFORCE TRAINING 2000

First 5 California launches Comprehensive Approaches to Raising Educational Standards (CARES) to enhance teacher and provider skills, promote retention. Program spans 44 counties and lasts 16 years.

### 2001 HEALTH INSURANCE



FIRST 5 Santa Clara County launches Healthy Kids program, expanding insurance to children in families with incomes up to 300% of the federal poverty level, and accepting members regardless of immigration status. Healthy Kids expands to 28 counties.

### HOME VISITING 2002

First 5 starts expansion of voluntary home visiting in CA to expecting families and those with newborns, eventually reaching over 40 counties



### 2004 PARENTING EDUCATION

FIRST 5 Mendocino brings Triple P, an evidence-based parent education curriculum, to CA. Over time, it expands to 22 counties.

### FAMILY STRENGTHENING 2007

First 5 San Francisco implements standards to plan, provide, and evaluate services at family resource centers, which are later adopted nationwide



### EARLY IDENTIFICATION



First 5 Orange County brings Help Me Grow early identification and intervention system to CA. First 5 is now rolling out the HMG system across the state.

### 2010 ORAL HEALTH

First 5 Sacramento begins 10-year investment in community water fluoridation and starts building the first of six kids' dental clinics

### POLICY CHANGE 2011

First 5 Fresno launches countywide, 2000+ member "Children's Movement" to promote early childhood in budget decisions, establishes annual "State of Our Children" breakfast.

### 2012 QUALITY STANDARDS

First 5s develop pilot Quality Rating and Improvement Systems (QRIS) for early childhood programs as part of a federal Race to the Top grant. This leads to Quality Counts California, the state's QRIS system.

### PARENT INFORMATION CAMPAIGNS 2014

First 5 California launches Talk, Read, Sing, campaign to increase parent awareness of the importance of early brain development via mass and social media and a parent website.



### 2017 PARENT RESOURCES

First 5 Association creates Care, Cope, Connect booklet with Sesame Street in Communities, to help parents comfort kids during times of stress.

### FIRST 5 TURNS 20 2018