

## **Key Messaging**

- I. **Young Children Need to be Counted too!**
  - a. Federal funding for programs benefiting Hoosiers and their communities is based on Census results
  - b. The Census count includes everyone residing in the U.S. and does not exclude non-citizens. **All** people living in the U.S. are counted
  - c. About 5% of children under age 5 in the U.S. were missed in 2010, that's about 1 million young children, the highest of any age group
    - i. More than 12,000 Hoosier children under age 5 weren't counted
  - d. This undercount is generally due to a child's household situation such as splitting time between homes; living with grandparents, extended family, or foster parents; living in a non-English speaking household; living with foreign-born adults; and/or experiencing homelessness
  - e. Every child should be counted where they reside as of April 1, 2020
  
- II. **Confidentiality/Data Security**
  - a. In March 2020, every household will receive a notice from the U.S. Census Bureau with instructions to complete the survey (online, by mail, or by phone)
  - b. Your responses to the survey and submitted to the Census Bureau are private
  - c. **No** information is shared with any other federal, state, local government agency; survey responses are **not** shared with law enforcement
  - d. Your name and address are only collected as a part of the Census to verify that you and every resident are counted just once
  - e. The Census Bureau secures all responses, including online survey responses
  
- III. **Language**
  - a. The Census will also be widely available to non-English speakers, including fully translated Census forms in 13 different languages, and guides in many more languages
  
- IV. **Funding**
  - a. Census data drives funding for delivery of many community needs
  - b. Census data directs almost all of Indiana's \$1 billion annual federal pre-Kindergarten-grade 12 funding – including Title I, SNAP, Special Education, and Head Start
  - c. Each child uncounted may reduce funding for community schooling needs by nearly \$1,000 per year, for a decade. That's approximately \$10,000 per child missed
  - d. Impoverished communities are impacted even more per child missed

V. Representation

- a. Fulfill your civic and constitutional duty - Census data is used to apportion congressional representation and Indiana General Assembly seats

VI. It's Easy and Convenient for Everyone!

- a. In 2020, for the first time ever, the U.S. Census Bureau will accept responses online, but you can still respond by phone or mail if you prefer
- b. The form can be completed in just 10 minutes
- c. If you don't submit a completed census form, then the Census Bureau will send an enumerator to your address to collect the information in person
- d. Completing a census form early is the best way to avoid an enumerator visit your home

VII. Spread the Word

- a. In order to receive the funding for all our community needs, it's important to talk with other community members about completing the Census, especially undercounted populations
- b. Our community leaders need your help to encourage your friends and neighbors to complete the census.