



# Census 2020:

**"Hagase Contar Campaign"**

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The *iHágase Contar!* Census 2020 Campaign is a national effort led and developed by NALEO Educational Fund.

The *iHázme Contar!* Campaign, is a sub-campaign focused on achieving a full count of very young Latino children (ages 0-5).

Both campaigns will focus on regions with significant Hard-To-Count (HTC) Latino communities and a notable undercount of Latino children. Nationally, the *iHágase Contar!* Census 2020 campaign will provide partners with a number of resources, including:

- ✓ “Train-the-trainer” workshop opportunities;
- ✓ State of the Census 2020 briefings;
- ✓ Campaign material and promotional information;
- ✓ Public awareness events and informational panels;
- ✓ Digital and traditional media efforts;
- ✓ National bilingual information and referral hotline – **877-EL-CENSO** (877-352-3676);
- ✓ Informational Website: **hagasecontar.org** (launches April 1, 2019).



## Why Are Latino Youth Missed in the Census?

- Latinos are more likely than non-Latinos to live in hard-to-count places: for example, areas with multi-unit buildings and a high proportion of renters.
- Latinos are more likely than non-Latinos to live in hard-to-count families and households, such as multigenerational and highly mobile families, and households with complex relationships.
- Latino adults are more likely than non-Latino adults to believe that young children do not need to be listed on the census form.

## Importance of Counting All Children in 2020 Census

- The census consistently undercounts children younger than age 5 at a much higher rate than any other age group.
- The 2010 Census failed to count almost one million children ages 0-5.
- Approximately 400,000 young Latino children ages 0 to 4 were left uncounted by the 2010 Census.
- The net undercount rate for young Latino children was 7.1 percent, compared to 4.3 percent for non-Latinos.
- Five states—California, Texas, Florida, Arizona, and New York—accounted for 72 percent of the national net undercount of young Latino children.
- The undercount of young children means less federal funding for key federal assistance programs.

### Counties with Highest Net Undercount of Latino Children



1. Los Angeles (CA) – 47,000
2. Maricopa (AZ) – 27,000
3. Miami-Dade (FL) – 18,000
4. Dallas (TX) – 17,000
5. Orange (CA) – 15,000
6. San Diego (CA) – 12,000
7. Cook (IL) – 11,000
8. Harris (TX) – 9,000
9. Kings & New York (NY) – 6,000
10. Riverside (CA) – 6,000






# Make All Children Count IN 2020!

Did you know that nearly 1 million kids under the age of 5 were not counted in the 2010 Census. Can we count on your support to help make sure all kids are counted in 2020?

Everyone in the family needs to be counted on the census form, including babies and young kids, not just adults.

Accurate census data means more benefits for our local communities including getting the schools, hospitals, roads, child care centers, senior centers and other services our families need.



**iHazme  
Contar!**  
A CAMPAIGN OF NALEO  
Educational Fund

## Join our ¡Hazme Contar! Campaign

- The ¡Hazme Contar! Campaign is a sub campaign of the NALEO Educational Fund's national ¡Hágase Contar! Census 2020 Campaign with a specific focus on ensuring the full count of all Latino children.
- The ¡Hazme Contar! Campaign will work with local and national partners, educators, school board members, childcare providers, and parent leader groups to ensure they have the tools, information, and resources needed to inform their community about the importance of counting all children in the household.
- Campaign partners will have access to a variety of resources, including sample curriculum, template resolutions for school boards, informational material, sample presentations for educators and parent leaders, a comprehensive census toolkit, and earned media opportunities. These items are in addition to NALEO Educational Fund's existing bilingual information resources, including our national hotline ([877-EL-CENSO](tel:877-EL-CENSO)) and website ([www.hagasecontar.org](http://www.hagasecontar.org)).

# SAMPLE SOCIAL MEDIA POSTS AND GRAPHICS



On April 1<sup>st</sup> National Census Day of Action, we encourage you to post or tweet about the importance of Census 2020.

We have included sample language and campaign graphics to help you get started. Be sure to use the **#HagaseContar** hashtag so we can track and share your posts.

TWITTER: @NALEO

FACEBOOK: [www.facebook.com/naleo.org](http://www.facebook.com/naleo.org)

INSTAGRAM: @naleoedfund

OFFICIAL CAMPAIGN HASHTAG: #HagaseContar



**Did you know?**

**400,000 Latino children ages 0-4 were uncounted in the 2010 Census.**

Celebrate Children's Day by making sure your loved ones know to count the kids in your life in Census 2020!



**#HazmeContar**

Caring for our children also means ensuring **they get counted in Census 2020.**



**#HazmeContar**



**Social Media Posts**

## Social Media Campaign Graphics:





# Día del Niño





# Mother's Day





## Communication Tool Kit you will also find:

### Tools for Partners

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- Sample Social Media Posts and Campaign Graphics
- Sample Email to Supporters and Community Members
- Sample Press Release and Media Advisory
- Complete Count Committee Guide
- Template Resolution in Support of a Complete Count Committee
- Template Resolution in Opposition to Citizenship Question

### Additional Resources

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- What is the Census? Census 101
- State Based Census 2020 Fact Sheets
- Key Census 2020 Milestones
- Tips From a Reporter
- Faith in Public Life Toolkit
- The Undercount of Latino Children
- Contact Regional NEF Staff



# Thank you.

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