Recommendations from the Undercount of Young Children Work Group

Submitted by Jerlean Daniel, Convener

1. Recommendation: Develop, test, and employ, communications messages specifically on the importance of counting all young children, both as:

A. part of the overall communications campaign (leading with getting kids counted) for overall census completion; and

B. targeted messaging for use with organizations with particular contact with young children and their families and in high undercount geographies.

C. Understand the complexity of families requires appropriate language; I.e.: adopted, non-biological parents, gay parents, etc. and develop appropriate communications to households, to ensure that children are counted in all households in which they are residing April 1. Ask communications contractor about their plan.

2. Recommendation: Develop partnerships with federal organizations and agencies with particular contact with young children and their families (WIC, Early Head Start/Head Start, child care resource and referral, federal qualified health centers, maternal and child health centers, MIECHV, child welfare/foster care IV-b and IV-e programs, community action agencies, public housing authorities) to develop specific communications and resource materials for use in local offices and with grantees.

3. Recommendation: Develop partnerships with associations of child-serving and child advocacy organizations, hospitals and social service agencies, group homes, and other temporary living situations, to promote census effort to count all children, consistent with the bandwith and resources those associations and their members have to take on such roles.

4. Recommendation: As part of Census outreach to States, Census should recommend to States the creation of a "point of contact" for improving the undercount of young children.

5. There is an historic undercount of young children, thus the Census Bureau should encourage the Census Complete Count Committees to reach out and include representatives from groups that represent the interests of young children (U.S. Census Bureau 2008).

6. Develop training modules for census enumerators specifically on minimizing the undercount of young children.

7. Institutionalize strategies that support the count of children: partnership program, training of enumerators, etc.

8. It is recommended that the Work Group on the Undercount of Young Children be continued through FY 2019. This will allow the Work Group to continue to advise and track the progress of research to further delineate the causes and solutions for the undercount of young children. In addition, the Work Group will be able to advise and track the various communications strategies as per the undercount through the critical period leading up to the actual 2020 Census.