

SUNCOAST Weekly Census 2020 Education Network Update



The **Patterson Foundation** is engaging in the Census 2020 Education project with the hope to more closely align community efforts and knowledge across Charlotte, DeSoto, Manatee, and Sarasota counties. You were identified as a community advocate for achieving a complete count during Census 2020. Please feel free to share this newsletter.

The Final Countdown: 5 Weeks Remain

For the last six weeks of Census 2020, this weekly update will feature a specific topic and action target to help our community advocates provide consistent and fresh messaging as we sprint to a complete count. Each week, we'll highlight a theme, link to content, offer example messaging and a few simple actions to take. It's not over yet!



The Patterson Foundation (@ThePattersonFdn) will be sharing a weekly Top Five to go along with the action plan theme. Feel free to share our posts or post on your own!

Why Census 2020 is Critical to Our Kids

1. Kids ages 0–4 were the most undercounted group. The census only happens every ten years, if you don't count your baby this year, they won't be accounted for any planning that affects them until 2030.
2. Census data is used in funding for Head Start, schools, special education, childcare, school lunch programs, and more. If the children in your life aren't counted, it isn't you who misses out over the next ten years, it's them!
3. In the age of COVID-19, families are trying to figure out the best way to get their kids the technology it takes to stay learning no matter what. Census data helps fund technology in schools so that they can be prepared for the unimaginable (also known as the year 2020!).
4. It's not just about school. Census data is used to help fund housing assistance, SNAP, WIC, Title I grants, and many other critical social services. By counting kids in the 2020 Census, we ensure that safety net programs remain intact.
5. Teach kids that they count. The census is about how many people live in the U.S. That's it. Regardless of economic status, race, immigration status or anything else, your family and your children count. Teach them young what it means to be counted.

Week of August 30— Topic Target: Census 2020 Impacts Our Children's Future

THEME	CONTENT ASSETS	EXAMPLE MESSAGE	ACTION
Census 2020 impacts our children's future	Why 2020 Matters for Schools Census 2020: Critical component for Head Start funding Fill out the census for the children Florida stands to lose millions for undercounting children in census	<p>"Did you know that kids ages 0-4 were most undercounted in the last census? Make sure to count the kids in your life at www.my2020census.gov."</p> <p>"Schools receive funding for special education, school lunch, and many other programs based on census information. Make sure your child's school is fully funded by completing #2020Census at www.my2020census.gov."</p>	<ul style="list-style-type: none"> • Ask your friends who have children if they've completed the census. • If you work with children, talk to the families who utilize your services about the importance and safety of Census 2020.

State of the Stats:

Up to this point we have been reporting Self-Response rates (paper, online or over the phone). With enumerators deployed, we can now report on TOTAL response rates at the national and state level. County rates are still Self-Response.

US: 78.3%
 Florida: 71.2%
 Charlotte: 62.4%
 DeSoto: 45.9%
 Manatee: 57.6%
 Sarasota: 63.6%

All four counties showed an increase of 0.3% week over week!

Share

Do you have a resource or idea to share with the community? Send Census 2020 ideas to hsaegerkarnei@thepattersonfoundation.org to be included in a future weekly update.



[@ThePattersonFdn](#)
[#Census2020Education](#)
[#2020Census](#)