Hello Pediatric Practice,

Did you receive your Every Child Counts 2020 Census pin? The 2020 Census is just around the corner and you play a key role in encouraging families to complete their questionnaire! This once-a-decade population count affects your representation in government, determines how much funding your community receives, impacts the programs available to your patients and provides data to help you plan for the future. That is why it is crucial that we unite as a network of government, nonprofit, corporate, and community organizations to educate and advocate for the communities we serve. As a practitioner you are a trusted member of your community and your voice makes a powerful impact. Together, we can develop solutions to effectively reach everyone and encourage them to respond to the 2020 Census. Join us to spread the word about the importance of the 2020 Census and help ensure a complete and accurate count. PA AAP has partnered with Pennsylvania Partnerships for Children to ensure you are equipped with the materials you need to promote the 2020 Census in your practice.

Why is this important?

Everyone living in the United States is asked to complete a simple questionnaire every ten years that asks for basic information about the people who live or sleep in their home. Children under the age of five, however, are often missed. Young children who are missed in the census tend to live with large, extended families or with multiple families living under one roof. When newborn babies and children are not counted, support for programs such as health insurance, hospitals, childcare, food assistance, schools, and early childhood development is impacted. Reduced support for these important programs could ultimately lead to poorer health outcomes for the children you serve.

What can you do?

⇒ Become informed
⇒ Talk to your patients
⇒ Display materials
⇒ Connect with a local Census Worker

How should you handle questions you don't know? Here are some FAQ, if you do not know the answer you can refer families to a local Census Worker.

Q: What is the census?

A: The census is a count of every person who lives in the United States and its territories. It happens every 10 years. In April, you will be asked to count everyone who lives in your home as of April 1. Responding the 2020 Census is a chance to shape your future!

Q: What's in it for me?

A: Your response helps to inform where and how federal funding for programs, clinics, schools, roads and businesses will be distributed in your community. Your response also helps to influence your representation in the U.S. House of Representatives, plus it is your civic duty!

Q: Is my information safe?

A: Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics. They cannot be used against you by any government agency or court in any way- not by the FBI, not by the CIA, not by the DHS, not by ICE.

Q: When can I respond to the census?

A: In March and April, every household in America will receive a notice to complete the census online, by phone, or by mail. In May, the U.S. Census Bureau will begin following up in person with households that have not yet responded.

Q: What will I be asked?

A: You will be asked a few simple questions, like age, sex, the number of people who live in your home, including children.

Q. What wont I be asked?

A: The census will never ask for Social Security numbers, bank or credit card numbers, money or donations, or anything related to political parties.

What else can you do?

PA AAP is here to help you spread the word to ensure #EveryChildCounts- and is counted in the 2020 Census! Join our efforts to share this important information out amongst pediatricians and the communities you serve. We can provide you with talking points, census data and technical assistance!

⇒ **Write an op-ed to your local newspaper**
⇒ **Speak on a television or news radio station**
⇒ **Present to a residency program, at a community meeting or to your staff**

If you are interested, reach out to PA AAP Communications and Community Engagement Coordinator Samantha Pierpoint at spierpoint@paaap.org. We hope you find this information helpful and that you will start the conversation with your patient's families!