



How can schools help ensure every child is counted in the 2020 census?

- Get students excited about their household being counted
 - Use the Census Bureau's [Statistics in Schools materials](#) to teach students the importance and many uses of the data
 - Participate in Kentucky Youth Advocates' [Statistics in Schools Sweepstakes](#) during Constitution Week September 16-20 – your school could win \$500
 - Use SIS materials again during Statistics in Schools Week March 2-6 (one week before households are asked to complete census form)
 - Hold census-themed contests for students (art/posters/essays/PSAs)
 - Provide community service hours for student census outreach

- Communicate to parents how census participation benefits their child's school and community
 - Discuss the importance of counting all children in their household with parents during parent/teacher conferences
 - Send letters home in children's backpacks
 - Use social media; follow and re-post:
KYA: @Kyyouth and /Kentucky Youth Advocates
Count All Kids: @CountAllKids and /CountAllKids
Census Bureau: @uscensusbureau and /uscensusbureau

- Remind parents to do it and make it easy to participate
 - Send reminders to parents starting March 16 using one-call system and text message blasts
 - Make a big push on official Census Day: April 1, 2020
 - Send every student home April 1 wearing a reminder sticker
 - Provide parents opportunities to use computers and phones at the school to complete the census survey during April

- Get involved in community-wide efforts
 - Volunteer to spread the word at community festivals and other events
 - Share census [job postings](#) with parents and high school seniors

