



2020
CENSUS
Occounts



Special Census Expo: Zero-Five

November 5, 2019



Today's Agenda

- Welcome
- First 5 Association Outreach and Media Campaign
- First 5 Orange County Strategic Plan
- Panel: Community Engagement Strategies
- Breakouts: Sub-Regional Asset and Coordination Mapping
- Closing Remarks

Statewide Coordination & Collaboration



Kendra Devejivan
Census Director

First 5 Orange County Strategic Plan



What: A cross collaborative effort that expands the county to ensure the HTC are reached



Why: 18,000 OC Children Zero-Five were undercounted in the 2010 Census



How: Utilize the First 5 extensive network of partners to reach “trusted messengers” and families



When: Now – July 2020



Who: All of Us!

First 5 Orange County Strategic Plan



DATA & ANALYSIS



MAPPING OF CENSUS
TRACTS & PUMAS

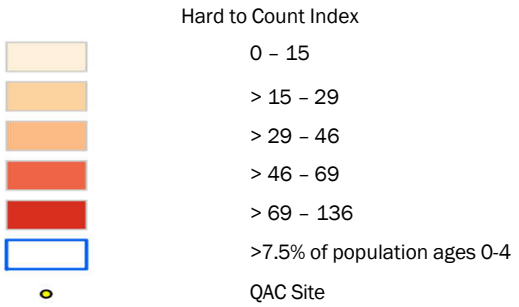
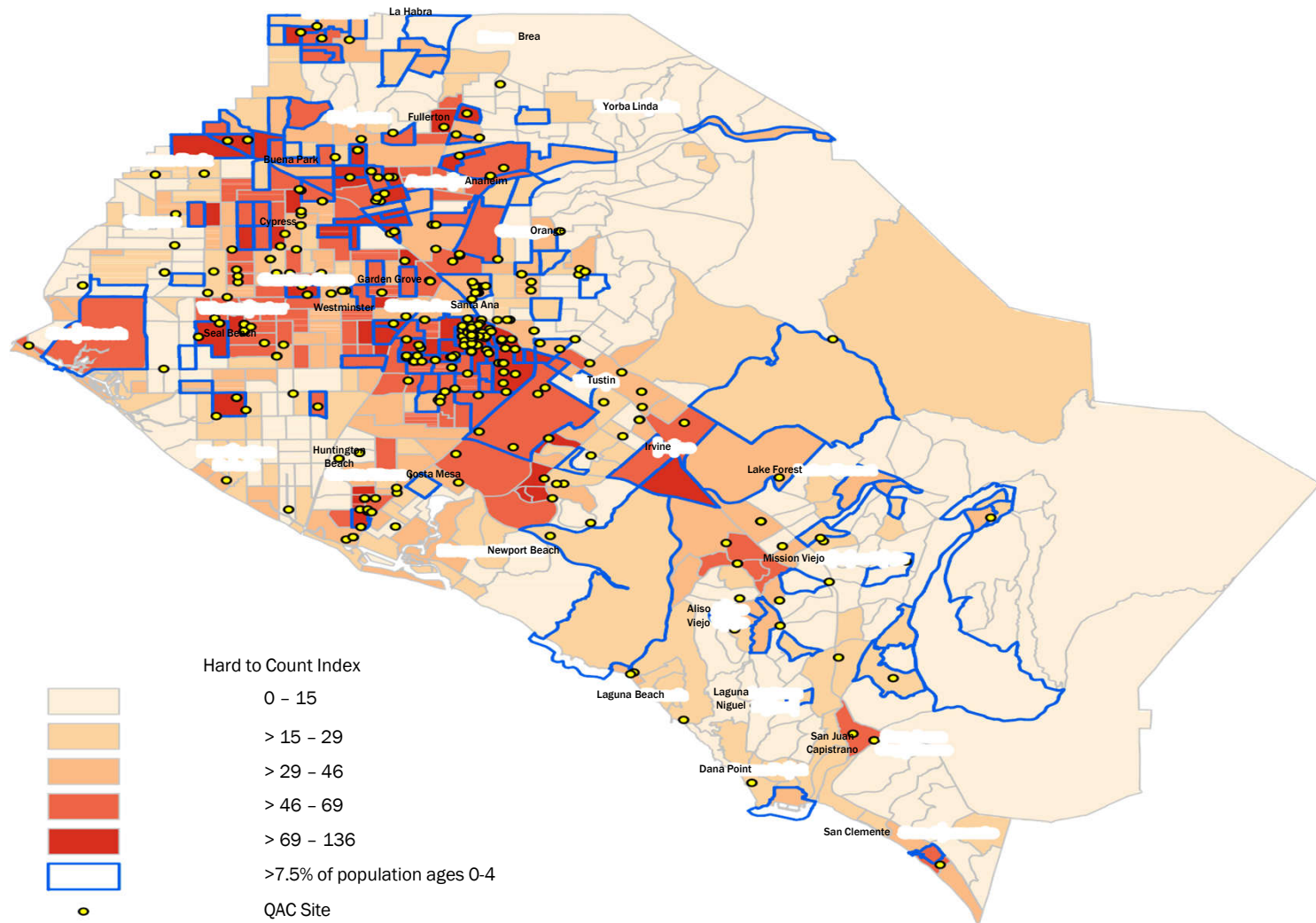


ASSET MANAGEMENT &
GAP ANALYSIS



CROSS COLLABORATION &
PARTNERSHIP
COORDINATION

Hard to Count Index and Percentage of Population Under Age 5, with Questionnaire Assistance Centers (QAC) Sites



EL Specialists
HeadStart CM
Teachers
Labor
Clinics & In-
Home Care
Family to Family



Your Kids Count

Make Sure Your Children Are Counted in the Upcoming Census

About one million children under age 5 nationwide were not counted in the 2010 Census. Many of them were living right here in Orange County. Getting an accurate Census count is critical to the health and well-being of all young children in Orange County – including your little ones.



Why Your Participation in the Census Matters:

- When you and your children are part of the Census count, the community receives its fair share of money for important programs like Medi-Cal, Women, Infants and Children (WIC) Supplemental Nutrition Program, Head Start, the National School Lunch Program, Children's Health Insurance Program (CHIP), funding for your child's school, housing, and child care.
- More than **\$36 million** in critically-important funding for Orange County that will benefit you and your family is on the line.
- Accurate Census data means more benefits for our local communities, schools, childcare centers and more. Your participation ensures that **your child** gets access to quality services that will help him or her succeed through childhood, school and ultimately in life.

It Takes Three Simple Steps:

- (1) In March 2020, you will receive a Census reminder in the mail.
- (2) Complete the Census form online, request a paper form or visit a Question Assistance Center (QAC) at a safe and trusted location near you for one-on-one help with a qualified professional.
- (3) Submit your Census form and know that you've done your part in ensuring a bright future for Orange County's young children – including your own.

Your answers to the Census are 100% private and are not shared with anyone.

Challenges & Opportunities

- What's the Right Message?
- Where is the Right Message?
- Who are the Right Messengers?
- How do we Align Efforts?

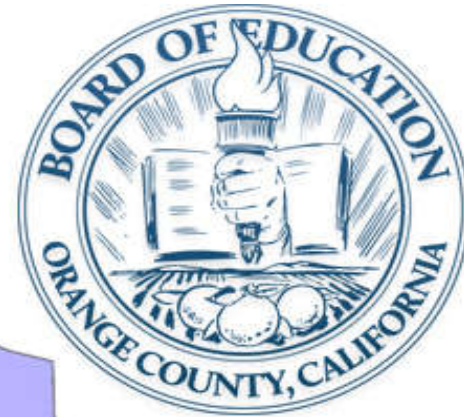
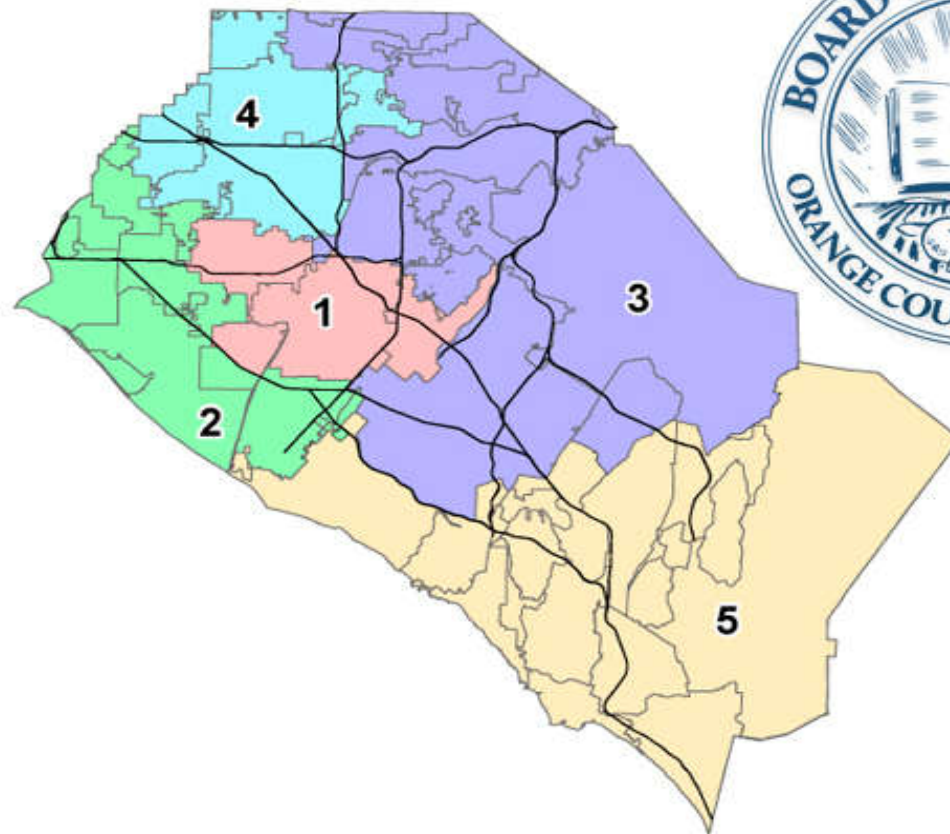


Community Outreach Strategies

- Colleen Versteeg, CEO, HeadStart Orange County
- Juan Diego Noreña, Manager Health Education, MOMS Orange County
- Tammy Kim, Executive Director, Korean American Center
- Rigo Rodriguez, SAUSD Board Member and Santa Ana Early Learning Initiative

Breakout Groups

Asset Management & Coordination



Thank you

Stay Involved!

- **Funding is Available**
- **Training is Available**
- **QAC Set-up and Support**
- **Marketing and Messaging Support**
- **Census Table**
- **Next Quarterly Expo: Jan 22, 2019**

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Contact us for more
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