



# WE COUNT!

A concrete, evaluated and easily replicable community strategy that:

- Aligns multiple organizations across a community so they can provide clear, consistent, and culturally sensitive tools to explain why and how to count diverse families in the 2020 Census.
- Provides evaluated training and strategies for community messengers that *families already know* and trust - such as early childhood educators, childcare providers, home visitors and family support workers - with an intervention that gives them the confidence to support families accurate count in the 2020 Census.
- Uses art, culture and conversation to spark parents and children's interest and launch authentic conversations about who counts in America and why it is important to be counted.

In a way that's as easy as



Find us at:  
[www.wecountkids.org](http://www.wecountkids.org)

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## A 2020 Census Counting Book

For young children and the grownups who love them

DRAFT 2  
10/19

Copyright 2019 Simply Pat

- 32 Pages, full color
- 10x8 paperback

Available in:

### Languages

English  
Bengali  
Korean  
Mandarin  
Arabic  
Haitian Creole  
Spanish  
Tagalog  
Farsi  
Cantonese  
Punjabi  
Russian  
Vietnamese  
Armenian  
French

- Illustrated by artists each representing their own cultural heritage.
- Will be reviewed and revised before printing by advisors including:
  - US Census Bureau
  - Census Researchers : Dr. Bill O'Hare, Edward Kissam, and Cindy Quezada
  - The Families and Early Childhood programs of Paterson/Passaic, NJ
  - FIRST 5 Association of California



# 2

## A Trusted Messenger Program:

Early Childhood Educators,  
Home Visitors, Childcare Providers  
WIC educators, Librarians, Religious Leaders  
Immigration Counselors, WIC providers  
Food Pantries,

An online TOT and implementation tools that are then delivered live to colleagues across the community – so that;

- “Trusted Messengers” can give parents a gift – a copy of the WE COUNT! book – and then open and read it together with the entire family.
- “Trusted Messengers” are able to clearly explain the value of counting and confidently support families’ correct completion of the Census online, by phone or in writing.
- “Trusted Messengers” also have tools to spark conversation about the value of reading, numeracy – and civic engagement.





# 3

## EVENT TOOLKIT

Tools and activities for a week of Family Fun Events throughout the community where families can bring their children (and perhaps see them perform, or play family counting games) and take the CENUS (with free wifi.) The toolkit Includes: Downloadable activities, raffles, invitations, posters and press releases to hold an event wherever families feel comfortable.







# EVENT KIT PLANNED PRODUCTS

## Posters

- Customizable event poster (downloadable)
- Family Census poster (downloadable)
- WE COUNT! Banner
- “Please Take the Census to Make Sure this Program Receives the Government Funding We Need to Serve You!” Poster

## Additional Formats

Ebook

Audio versions in multiple languages (TBD)

## Event Games, Displays and Party Favors

Edible Ink Sheet Cake “topper”

T-shirts (and stencils)

Pencils

Set of the WE COUNT! art printed on stretched Canvas for Children’s Museums

WE COUNT! Bingo

WE COUNT! Matching Game

WE COUNT! Paper Placemats

(in partnership with fast food chain)

# WE COUNT! Community Partnership Strategy

## Lead Agency

### WHO

Complete Count Census Committees. Libraries, Community Impact Leaders, Early Childhood/MCH Consortiums, United Way, Funders...

### WHAT

Find funding, Convene partners, Identify organizational roles, timeline and responsibilities, Order WE COUNT!, identify Trainers, Identify Champions,

## Distribution Partners

### WHO:

Trusted advisors parents already know and respect, ie.”:

- Childcare providers
- Pre-K Educators and Head Start
- Family Support and Home Visiting Programs such as Healthy Families, PAT, NFP, Healthy Start
- Immigration council
- Religious leaders
- Librarians
- Food Pantries
- Pediatricians, Nurses and medical staff.
- Section 8 Housing

### WHAT:

- Will give parents a copy of WE COUNT as a gift.
- Speaks the same language as the family.
- Has attended a WE COUNT! training online or live
- Is comfortable:
  - reading the book with a family
  - starting a conversation about the census
  - supporting parents as they correctly complete the census online, on the phone or in writing.
- will tell families about WE COUNT! events near them (or host an event).

## Event Partners

### WHO:

Community where families feel welcomed and comfortable including:

- Distribution Partner’s sites when appropriate
- Schools
- Libraries
- Churches
- Community Centers and YWCAs
- Restaurants and Supermarkets

### WHAT:

WE COUNT Family Fun events are:

- For hard to count families that may not have received a WE COUNT! intervention.
- Held in March or early April.
- Held in a safe, convenient place.
- Include the entire family in learning or watching kids share what they have prepared.
- Offer free wifi and/or phone support for taking the Census
- Food, prizes and a raffle for all who complete the census.
- Download WE COUNT! tools or buy online

## Promotion Partners

### WHO:

- **Religious Organizations**
- **Schools and Childcare organizations**
- **Doctors Offices**
- **WIC and other Government offices**
- **Supermarkets, children’s toy and clothing stores, restaurants – anywhere families shop.**

### WHAT:

Leadership, partners and volunteers reach out to the community and ask organizations to:

- post the WE COUNT! posters
- Talk about the Census with families (you can provide links to stats and training etc.)
- promote Family Fun Events
- Donate food for events, or printing for invitation or prizes for a raffle.
- Download WE COUNT! tools or buy online.



Results from the WE COUNT! pilot program  
PASSAIC COUNTY, NJ  
4/2019-11/2019





# TRAINING: Learning Objectives

- Understand why a correct and complete census count is important, and why it can be complicated for many families to take the census.
- Know the difference between telling families to take the census and opening a safe space to have an authentic conversation about complexities and concerns around the census and being counted.
- Practice and plan with peers how to:
  - GIVE each family a gift of the WE COUNT! book - individually, or within a group setting.
  - OPEN together to do a “bookwalk,” and find answers to Census questions and concerns.
  - DECIDE together how to count their household.
  - OFFER support as they complete the form in writing, online or by phone.
- Gain clarity, sense of purpose, and the confidence needed to step into the role of “trusted messenger” for families taking the 2020 Census.
- Replicate the training for colleagues and other service providers in the community.

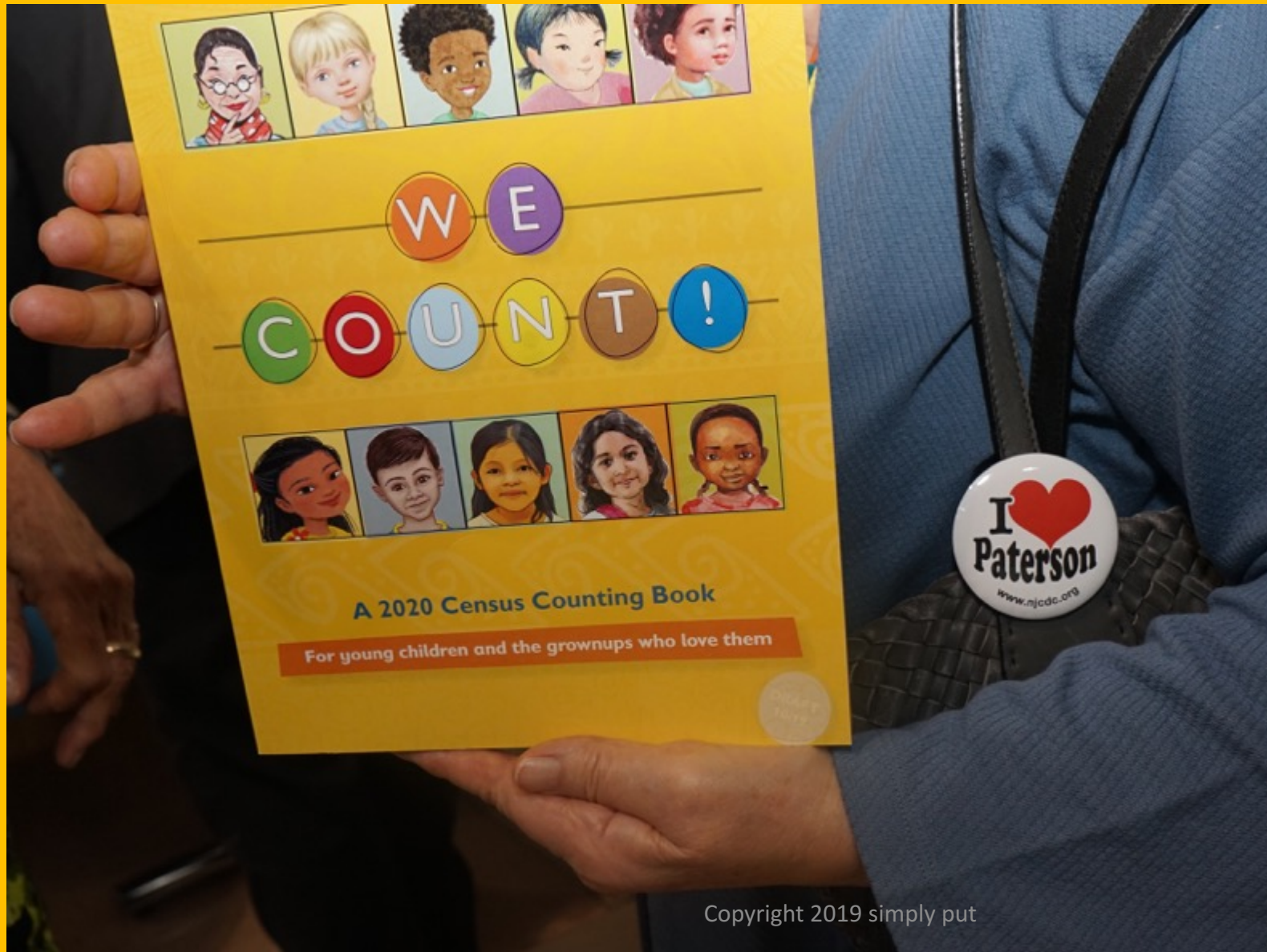




# Training Agenda

1. Review and Discuss Goals and Learning Objectives
2. Discussion: What do **you** in your professional and personal life think, know and wonder about the Census?
3. Activity: What are **they** (those considered “hard to count” worried about it?
4. Review: What the experts and research, and the Constitution tell us about the census
5. Brainstorm: Are you a Trusted Messenger – who do you trust? Who do families trust?
6. Partner Activity: Taking A Book Walk through WE COUNT! for yourself and families.
7. Small Group Activity & Report Out: Role Playing giving families a gift of WE COUNT! and using it with some “very complicated, hard to count” families.
8. Implementation Timeline/Roles and Responsibilities... and what’s next

# WE COUNT! PATERSON & PASSAIC



*The* HENRY & MARILYN  
TAUB *Foundation*

THE **BURKE**  
FOUNDATION

TURRELL FUND

*The Geraldine R.*  
**DODGE**  
FOUNDATION

The Nicholson  *Foundation*





Additional Funding provided by:  
The Katz Family Foundation  
The Joseph L Flom Foundation  
TIAA Charitable Fund

This month, the Carnegie Corporation has underwritten WE COUNT!  
to make it accessible to other hard-to-count communities across the country.

WE COUNT! is now available at less than our costs.

\$150.00 (plus \$25 shipping) includes:

- A box of 100 WE COUNT! books in the same language
- Online Training Program and implementation tool
- Event Kit (downloadables) and technical support

Young and Old



We ALL Count!



Let's Make Sure All Head Start Families & Children are Counted in the 2020 Census



Take your picture and post to:  
#2020Census #BeCounted #HeadStartCounts #WeCountKids



[www.wecountkids.org](http://www.wecountkids.org)



The ENTIRE state of California is using WE COUNT! as their strategy for reaching young children in HTC communities!



We are creating event materials like this 8 foot banner for taking and posting pictures of families - it will be downloadable or can be ordered AT BULK DISCOUNTED COST starting in December. This one is for the NHSA Family Support Conference to launch WE COUNT! California. A partnership of: CA Head Start Association WIC of CA and others



WE

COUNT!

## CENSUS BUREAU TIMELINE

### WHAT WE WILL SEND IN THE MAIL

On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	<b>If you haven't responded yet:</b>
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

## WE COUNT! Timeline

November 18

WE COUNT! finalized and translations to be tested and verified.

December 13

WE COUNT! order deadline

January 2020

We COUNT! shipped for February delivery.  
WE COUNT! online Training begins

February

- WE COUNT Training of Trainers online and on the ground.
- Posters and Event Invitations go out.

March

- Trusted Advisors give families a copy of WE COUNT! and offer to help complete the Census online, in print or by mail.
- WE COUNT! Family Fun events (or Event Week) launches.

We Count was created by:



PUBLISHING & PROGRAMMING FOR CHANGE

**simply put** is a social impact publishing, programming, and distribution non-profit that reaches neglected audiences in the US and around the world with critical information and innovative learning opportunities. Our mission is to give millions of adults tools, skills and opportunities to make positive change for themselves, their children and their communities.

- Our work is informed by the evolving neuroscience of child and adult learning and cognitive development.
- We combine expertise in commercial publishing, marketing, distribution, and media and a sophisticated understanding of community based participatory design, program implementation and grass-roots community engagement.
- Parent's voices lead the way. Listening, learning and creating altogether with parents, providers, experts and communities we create books, media and programming together that fills gaps in the way educators, healthcare and social service providers support America's most marginalized families.

### **SIMPLY PUT PUBLISHING:**

#### **Putting engaging parenting information into the hands of a forgotten audience.**

simply put creates parenting books, apps and other media in a variety of languages for an underserved market that is eager for simply written, visually appealing, useful advice that reflects their values and addresses their concerns. Graphic novel meets self-help, this new format combines evidence based information, beautiful illustrations and first-person stories that give parents joyful authentic experiences with books, language and conversation.

### **SIMPLY PUT DISTRIBUTION:**

**Putting information into new hands in new ways.** Our distribution strategy begins at the national or regional level, but quickly goes to the grassroots, building a campaign that fully engages communities from a parent's perspective. Coordinated materials, vocabulary and visuals ensures that multiple stakeholders are all on the same page. When parents receive a book from a trusted pediatrician or home visitor, and then are encouraged to read, listen and discuss it with other community support providers (i.e. WIC counselors or housing advocates) communities are encouraging parents to ask questions, reflect on the answers and make informed, confident decision.

### **SIMPLY PUT PROGRAMMING:**

**Putting content into context with national and local partners.** Putting a book or app in someone's hands may not ensure it is used. We work across disciplines to take life-long learning out of classrooms and into the doctor's office, living room or community center. Our programs teach any practitioner that supports parent's learning how (and why) to use stories, illustration and conversation to entertain and inform in a way even reluctant readers will enjoy - and that will support parent and child's higher level cognitive skills such as empathy, reflection and critical thinking.

### **SIMPLY PUT PRESENTS:**

**Putting together media, distribution and programming on vital issues for our audience.** In partnership with foundations, non-profits and we've reach underserved parents with unique materials and programs they trust on a range of specific topics – from vaccinations to car seats. These parenting and children's books, audio or apps are written with parents and are translated both culturally and linguistically in multiple languages with diverse parents. Creative distribution, training and media strategies ensure underserved parents get real answers to their real questions, so they can make informed, confident decisions



## LISA BERNSTEIN

### Executive Director and Publisher

Lisa Bernstein is the founder of **simply put** - a non-profit publishing and programming organization that reaches neglected audiences in the US and around the world with empowering and engaging parenting and health information.

For 15 years, she was the co-founder and Executive Director of The What To Expect Foundation which was formed with a limited license to build upon the goodwill of that bestselling pregnancy brand. She created award-winning cause marketing campaigns in partnership with Nissan, Clorox, and GSK that disseminated Important messages on childseat safety, healthy home, the importance of immunization) and raised over \$7 million for the Foundation. She used those funds to create the Baby Basics prenatal health and literacy book and program that has sold close to 750,000 copies to non-profit agencies that support at-risk families across the US. The evidence-based Baby Basics program built a new paradigm of health education that encourages a woman's personal and intellectual growth during the teachable moment of pregnancy With extensive training in strength-based educational strategies and the Baby Basics curriculum, thousands of medical professionals and health educators now help women use and read written health information to build critical thinking skills and social networks, and actively engage in pregnancy learning.

In 2014, in partnership with the US Department of State's Office of Global Women's Issues, Lisa received a \$1.4 million dollar grant for The What To Expect Foundation to create and publish 50,000 Big Belly Business (Liberia) and 50,000 Babu Barta (Bangladesh) pregnancy books, curriculum and group literacy education programming for the women and men of these two developing nations. **simply put** continues to support these projects.

**simply put** also draws upon Lisa's expertise in commercial book publishing. A former publicist at Henry Holt and Little Brown Publishers, Marketing Director at The New Press, and Associate Publisher at Workman where she ran campaigns for the bestselling What To Expect When You're Expecting Series and Brain Quest educational program.



## TEAM

### FAITH LAMB-PARKER, PH.D.

#### Director - Research, Culture and Equity

Before joining **simply put**, Dr. Faith Lamb-Parker was a Senior Research Scientist at Bank Street College of Education. There she directed the Head Start National Center on Cultural and Linguistic Responsiveness and then developed the Center for Culture, Race and Equity.

Prior to 2011, Dr. Parker was Assistant Clinical Professor of Public Health at Mailman School of Public Health, Columbia University, where she conducted research/evaluation, taught child development and social policy, and directed the international and domestic practicum program. A well-respected researcher with a specialty in early childhood, family engagement, community-based design and programming, she is considered a leader in the intersection of families, education, social justice, and racial equity.

Awarded multiple grants and contracts from the federal Department of HHS and private foundations, Dr. Parker has altogether led projects funded at over \$300 million during her career. She has over 25 years of experience in community-based research, where she uses her skills as a mental health professional to develop and implement evidence-based programs for disenfranchised communities, families, and children.

She was the scientific director for the first 11 Head Start National Conferences beginning in 1991 and conducted every 2 years, funded by DHHS/ACF/OPRE, to promote evidence-based practice and policy for young children and their families for over 20 years. She created a research-to-practice journal for the National Head Start Association, the NHSA Dialog, and has authored numerous articles and chapters on Head Start, child outcomes, parent involvement, and advocacy strategies for very young children and their families.

Since 2001, Dr. Lamb-Parker has been teaching and training internationally. She co-developed the first ever masters-level program in child development in Bangladesh, and gave training and technical assistance to a number of Early Childhood Development NGOs in Liberia and South Africa. Dr. Lamb-Parker presents at national and international professional meetings on community-based participatory research, training, and advocacy focused on the health, mental health, and development of infants and young children and their caregivers in rural black townships in South Africa.