



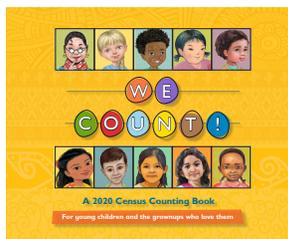
PUBLISHING & PROGRAMMING FOR CHANGE

simply put: Who We Are

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 all together 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.



WE COUNT! Evaluation: Executive Summary

Process and outcome evaluations were conducted by Simply Put on the development and implementation of the WE COUNT! counting book and accompanying training. The evaluation was done in Passaic County, New Jersey, from September to November 2019, with funding from the Taub Family Foundation and several other NJ family foundations.

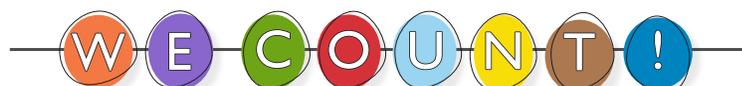
The small research study (n=111 parents; 75 service providers) involved participants from 12 local organizations (see list below) that provide services to families in HTC areas of their county, the largest being Paterson, NJ that has “more ethnic groups than queens,” according to Mayor Andre Sayegh, who ran for office on an undercount of the population of paterson in the 2010 Census.

Key census research data were analyzed to develop the WE COUNT! Program, using surveys, and message research that targeted families of young children from HTC communities, including populations at risk of not being counted, why HTC communities are most vulnerable, best strategies for engaging HTC communities, best messaging and best messengers to convince people to complete the census, as well as focus groups with Passaic service providers and parents. Sources included: Partnership for America's Children, Count All Kids, National Census Bureau, NALEO, and Drs William O'Hare and Edward Kissam, researchers expert in census issues.

The WE COUNT! Program was developed with deep knowledge of the pedagogy of adult learning strategies, child development and skill-building, as well as years of experience with community-based participatory research methods and evaluation.



PUBLISHING & PROGRAMMING FOR CHANGE



Make Sure to Count Your Children in the 2020 Census

www.wecountkids.org

Key Findings

Service providers in early childhood programs, and parents of young children (0-5) in HTC communities knew very little to nothing about the census, or heard of the 2020 Census. At pretraining, 64% of service providers and at pre-implementation, 85% of parents scored 5 or below, where 1 was “knew nothing” and 10 was “know about the census and how to accurately take it” on a 10-point scale. Although service providers were likely to take the census (pretraining: 99% scored 8, 9, or 10); half of parents were less likely to take the Census. (pre-implementation: 48% were “unlikely” or “very unlikely” scoring 5 or under)

Most service providers were not confident or comfortable supporting others to understand the importance of the census or in helping them accurately fill out the form. (pre-training: of service providers scored 5 or below where 1 was “not confident or comfortable” and 10 was “very confident”)

The WE COUNT! Program increased service providers’ confidence and comfort level about sharing accurate census information with other staff and parents. (post-training: 100% of service providers scored 8,9,10 “confident and comfortable or “very confident and comfortable.”

The WE COUNT! Program changed parents’ attitudes about taking the census and enabled them to feel that they could accurately count their household. At post-intervention, 80% of parents said they would definitely take 2020 Census and knew how to accurately count their household (scoring 10); another 13% said they would take the 2020 Census and accurately count their household (scoring 8 or 9).

Receiving the information about the census from a trusted messenger using the WE COUNT! Program helped families feel safe to take the 2020 Census. A majority of parents spontaneously remarked that they wouldn’t take the Census unless they got help from their service provider, although this question was not asked.

Key Takeaways

- Service providers had similar concerns and fears about taking the 2020 Census as the parents they serve, and having authentic conversations about their own concerns and fears enabled them to be confident and comfortable talking about the census with families.
- Discussions about the Census using the WE COUNT! book to initiate authentic conversations were thought by service providers to be instrumental in changing parents’ minds about taking the 2020 Census, rather than explaining it to them without the WE COUNT! book.
- According to service providers, the messages that were most effective with parents involved benefits to their children and community, and confidentiality in taking the census.

Pilot Partners

Partnership for Maternal and Child Health NJ
Nurse Family Partnership and Healthy Families
4Cs of Paterson
Childcare Quality Agency
Paterson Complete Count Committee
Paterson Education Fund

Head Start/Early Head Start
Success Center for Family Resources, Inc.
Urban Crisis Childcare
Greater Bergen Community Action
Head Start/Early Head Start
Highland Family Success Center

SAMPLE LETTER TO POSSIBLE WE COUNT! Partners

(Page 1)

Dear _____

The 2020 census is an early childhood issue.

Allocations of BILLIONS in federal funding are based solely on the # of children counted on the census. Funds for Medicaid, hospitals, Title I school funding, child care, student loans, school meals programs, and for highway and transportation repairs are all calculated based on the census data.

Here's the Bad News....

Close to 2 million children under age 5 were missed or miscounted in the 2010 Census. That means we did not receive funding to support all of our children for the first 10 years of their young lives!

As a provider of services to families with young children, your organization's annual budget and even your own salary may be affected by an undercount of young children. All of our families could lose if we don't all raise our hands, and offer to help everyone count young children in the 2020 Census.

The Good News...

Since this is an early childhood problem, we've created an early childhood solution. We have purchased WE COUNT! to provide you with concrete tools, training and strategies so your staff can support your families' participation in the 2020 Census!

The following pages tell you about WE COUNT! and how you can participate.

(We have enclosed a copy of WE COUNT! in English for you to review) or
(Take a look at the WE COUNT! book online at www.wecountkids.org.)

We will launch our WE COUNT Campaign this March - so families with young children (0-5) know who and how to count in the 2020 Census. APRIL 1st is the official census day. Invitations to fill out the census online, by phone or in writing go out in mid-March, and 2020 Census activities continue through July 2020 when we plan to have our community completed counted!

There are three components of the Campaign:

The WE COUNT! Book:

In 15 languages – this is an interactive, counting book with illustrations of diverse American families that also provides simple, clear, and comprehensive guidance on counting households for the census - including the complicated living arrangements that researchers have identified as most likely to confuse and an explanation of how Census 2020 data is used, and how families benefit from being counted.

The TRUSTED FACES Program:

Early Childhood providers across the country have taken on the role of “Trusted Messenger” for the 2020 Census – The WE COUNT! experiential training program will help home visitors, childcare providers, pre-k teachers and others give and read the WE COUNT! book with families and then confidently support them as they correctly complete the census.

TRUSTED PLACES:

Tools to help your organization or school hold a family fun Census Event with food and prizes, and invite everyone for food, fun, free wifi, census support and prizes.

We invite your organization to join our WE COUNT! Campaign.
There are 3 ways your agency can participate. Each are explained below:

- 1. WE COUNT! DISSEMINATION PARTNER**
- 2. WE COUNT! PROMOTION PARTNER**
- 3. WE COUNT! EVENT PARTNER**

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...

DISSEMINATION 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

1. WE COUNT! DISSEMINATION PARTNER are organizations that have:

- An existing, direct relationship with hard-to-count families.
- Staff that can give every family they serve a free copy of WE COUNT! In their preferred language.
- Staff that will sit one on one, or with a group to open, read and look at the WE COUNT! book to launch a discussion about the Census.
- 1 or 2 staff-members will participate in a live or online WE COUNT! Training of Trainers, and then they will train their agency staff in a 3-hour WE COUNT! Training to discuss the following:
 - Why the Census is important to all of us.
 - How and why families/households should be counted on the form.
 - How to hand each family in their program a copy of the WE COUNT! book, open the book and read it together as a way to start a conversation about the Census and how to count (in all of its meanings – as a child, a citizen, a parent...etc.)
 - Who to call for answers to complicated Census questions or issues.
- Willing to prominently display posters and copies of the WE COUNT! book (The poster explaining that they are funded based on the Census count is meant to nudge the many service providers who don't realize how their livelihood is connected to the Census)
- Invite and encourage parents to attend WE COUNT! Events in April.
- Optional: Host a WE COUNT! Event in April 2020

2. WE COUNT! PROMOTION PARTNER:

staff at a pediatrician's office, a food pantry, local supermarkets...

- Staff members can be trained by local Trained Trainers or invited to watch an online video.
- Willing to prominently display posters and copies of the WE COUNT! book. (The poster explaining that they are funded based on the Census count is meant to nudge the many service providers who don't realize how their livelihood is connected to the Census)
- Reinforce the importance of the Census and encourage families to include children 0 to 5 correctly in the count.
- Encourage Families to go to the WE COUNT! Family Fun events, and make referrals to families that want additional help filling out the Census form.
- Optional: Host a WE COUNT! Event in April 2020

3. WE COUNT! EVENT PARTNER: QUALIFICATIONS Any organization willing to host a fun event with census support and free wifi for families (ie. libraries, schools, Head Start, restaurants, hair salons, even local supermarkets or Target stores)

- In April with help from Community Leaders, community agencies that are easy to reach and familiar to families will host Family Fun Events so that families can get help filling out the Census form online, in print or on the phone.
- The events will have multiple learning components coordinated with schools and other partners (some can be done before the Event)
- All completed Census forms enter families into a raffle for prizes.

ADDITIONAL WAYS TO JOIN THE WE COUNT! CAMPAIGN:

- Training Volunteer: Any individuals who are Master Trainers in the community are invited to register for the online WE COUNT! TOT so they can either train their own agency staff or volunteer to train other WE COUNT! Campaign Partner Staff.
- Reading Volunteer: Older children, retired elders and others can set up their own Reading Circle of WE COUNT! In their building, at the library, etc.
- Event Volunteer: Has availability in March/April to support a WE COUNT! Family Fun Event: planning the event and/or being available during the event to help families complete the Census, etc.
- Sponsor and Prize Recruitment: Canvas local businesses to sponsor WE COUNT! Family Fun Events by donating refreshments, raffle prizes, decorations, etc

If you want to receive free copies of WE COUNT! and join us here's what to do:

- STEP 1** Decide how your organization will partner with the WE COUNT CAMPAIGN, and calculate how many families you will reach (and books you will need.)
- STEP 2** Help us figure out what families you will NOT reach, and if possible, tell us who or how else we can reach those families.
- STEP 3** Send us this completed form _____. You will receive an email confirming your partnership along with an invitation to the WE COUNT! Online Platform where you will find additional tools, a timeline, and opportunities for online live conversations with other partners in your community and colleagues across the country who are building WE COUNT! Campaigns.

WE COUNT! Registration Form

Organization information

name of organization

executive director name

phone

signature

mailing address

email

We will use WE COUNT! as a:

Dissemination Partner

Event Partner

Promotional Partner

Please check ALL that apply

Contact Person (if different than ED)

name

work phone

cell phone

email

What zip code(s) do you serve?

What % of the HTC families in your area do you serve? (estimated)

What other organizations in your community or state should know about WE COUNT! to be:

Dissemination Partner: giving books to families.

name & organization

work phone

email

mailing address

name & organization

work phone

email

mailing address

Event Partner: host a Family Fun event for the community

name & organization

work phone

email

mailing address

name & organization

work phone

email

mailing address

Promotional Partner: tell others about the campaign, hang up posters, promote census.

name & organization

work phone

email

mailing address

name & organization

work phone

email

mailing address

WE COUNT! DISSEMINATION PARTNER Book Order Form

Can you

- Make sure all of your staff is trained to be a trusted census messenger?
- Make a point of talking to each of your families in March through April 2020:
 - Hand them a gift of WE COUNT!
 - Read together and discuss the census with them?
 - Offer to support them as they take the 2020 Census?

How many copies of
WE COUNT! would you need
and in what languages for all
of your families?

Language	# of Copies
English	
Spanish	
Arabic	
Armenian	
Mandarin Chinese	
Vietnamese	
Russian	
Punjabi	
Tagalog	
Traditional Chinese	
Farsi	
Haitian Creole	
French	
Korean	
Bengali	

TRAINING Questions:

How many of your organization's staff members will be trained ?

Do you have a Trainer who can either (check one):

- OPTION 1: Download the WE COUNT! training tools and implement
- OPTION 2: Attend an online Training of the trainer and then train your staff
- OPTION 3: Lead a training of your staff with online training support?

OR...

Would you prefer to have someone in our community do a live training at your site?

If so, would you be willing to host other agencies at this training

- YES
- NO

EVENT PARTNERS

If you are willing to hold a WE COUNT! Fun Family Event at your organization in **March or early April 2020** please complete this part of the form:

Where would you hold the event, on what day and what time?

Who would you invite and how many people would you expect to attend?

Would you be willing to partner with other organizations or branches of your organization to invite additional families? If so who?

Would you need funding or additional support to hold a Family Fun Event?
Please fill out a budget of what you would need:

Food _____

Prizes _____

Can you provide staff to assist families to take the census? yes no If no, would you need help? yes no

Do you have reliable, free wifi that can be used during the Event? yes no

Do you have computers or ipads that families can use to take the census? yes no

OUTREACH TO PROMOTION PARTNERS

Would you be willing to call or visit organizations, businesses and agencies and ask them to put up posters and act as promotional partners for the events? If so who:

Can you tell us who else you think we should contact or need help connecting with?
