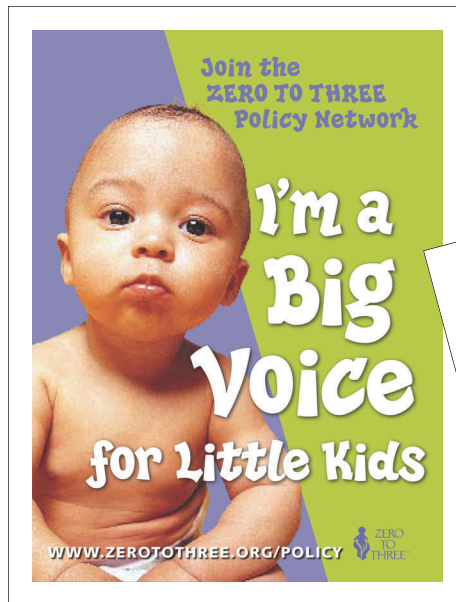


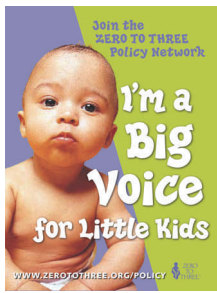
# MARCH 2010



## ZERO TO THREE Policy Network Advocacy Developmental Milestone Calendar

It's time to get ready for the 2010 Census! The Census is vitally important for infants, toddlers, and their families, because an accurate count of EVERY family member leads to more resources for the programs and services they need. Census forms are being mailed throughout March, so your advocacy challenge this month is to promote the Census among the families you serve, your colleagues, and your neighbors. See page 2 for more details! ➔

| Sun                                | Mon | Tue | Wed | Thu | Fri | Sat |
|------------------------------------|-----|-----|-----|-----|-----|-----|
| March is National Nutrition Month! | 1   | 2   | 3   | 4   | 5   | 6   |
| 7                                  | 8   | 9   | 10  | 11  | 12  | 13  |
| 14                                 | 15  | 16  | 17  | 18  | 19  | 20  |
| 21                                 | 22  | 23  | 24  | 25  | 26  | 27  |
| 28                                 | 29  | 30  | 31  |     |     |     |



# MARCH 2010 ADVOCACY DEVELOPMENTAL MILESTONE

## Take Action Now!

It's time to get ready for the 2010 Census, which is scheduled for April 1st! The Census is vitally important for infants, toddlers, and their families, because an accurate count of EVERY family member leads to more resources for the programs and services they need. Census forms are being mailed throughout March, so your advocacy challenge this month is to promote the Census among the families you serve, your colleagues, and your neighbors.

## Background

Why should the Census be a priority for infant-toddler professionals and the families we serve? The Census has a variety of purposes, most notably to allocate more than \$400 billion in federal funds each year. These federal funds support many programs focused on young children, such as the Child Care and Development Block Grant and WIC. Census data are also used by state and federal government agencies, private foundations, and nonprofit organizations to make decisions about how and where to focus resources and services. When young children are not counted, resources are not distributed where they are needed most.

According to the Annie E. Casey Foundation's latest report, [Why Are Young Children Missed So Often in the Census?](#), children are the age group most often missed in the Census, with **the highest undercount among the very youngest children**. In fact, in the 2000 Census, children birth through age 4 accounted for 75% of the overall undercount of children (totaling 750,000 young children). That is a considerable number of very young children not being counted, and it has significant implications for the work we do to support the healthy development of infants, toddlers, and their families.

## Promote the Census Now!

1. Disseminate copies of the Census brochure, [How People Are Counted](#), in your program, among your colleagues, and in your neighborhood. You can send it via email, a newsletter, or hard copy. Share with them what you know about how important the Census is to the programs and services in your community.
2. Give the families in your program a copy of the Dora the Explorer [Census flyer](#), designed just for families with very young children.
3. Promote the Census on Facebook! On March 25th, post the following statement as your status update on Facebook: "Make sure to complete the 2010 Census form on April 1st! The Census is simple to complete and ensures that resources are distributed where they are needed most."

## Tell Us About It!

We are eager to hear about your experiences advocating for babies and toddlers, so that we can continue to improve the support we give you as an advocate. After you have sent the paper to your policymakers, please tell us all about it by [clicking here](#).