



NEWS RELEASE

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NALEO Educational Fund Launches *iHazme Contar!* Campaign to Ensure Latino Children Get Counted in Census 2020

Approximately 400,000 young Latino children ages 0 to 4 were left uncounted in the 2010 Census

Washington, D.C. – On “Día del Niño” (Children’s Day), the National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund today announced the launch of its [*iHazme Contar! Campaign*](#), a sub-campaign of NALEO Educational Fund’s national [*iHágase Contar! Census 2020 Campaign*](#) with a specific focus on ensuring the full count of young Latino children across the country.

The [*iHazme Contar! Campaign*](#) will work with the U.S. Census Bureau (and the Census in Schools program), local and national partners, educators, school board members, childcare providers, and parent leader groups to ensure they have the tools, information, and resources needed to inform their community about the importance of counting all children in the household.

The census has consistently undercounted children younger than age 5 at a much higher rate than any other age group. Approximately [400,000 young Latino children](#) ages 0 to 4 were left uncounted by the 2010 Census. Five states—California, Texas, Florida, Arizona, and New York—accounted for 72 percent of the national net undercount of young Latinos.

“Given the importance of Census 2020 in distributing billions of dollars in federal funding and the allocation of political power to communities across the country for the next 10 years, we cannot afford to once again have hundreds of thousands Latino children missed in the nation’s decennial count,” stated Arturo Vargas, NALEO Educational Fund Chief Executive Officer. “A failed count of the nation’s Latino children would mean a failed decennial count for the country. That’s why we are joining forces with our [*iHazme Contar! Campaign*](#) partners to educate Latinos across the nation about the importance of counting all children in the household in Census 2020.”

The undercount of young children means less federal funding for key federal assistance programs. Four federal assistance programs—Head Start; the Special Supplemental Program for Women, Infants, and Children (WIC); the Child Care and Development Block Grant; and the Maternal and Child Health Services Block Grant—[distribute \\$20 billion annually](#) to states and localities based, at least in part, on census counts of the population under age 5.

[*iHazme Contar! Campaign*](#) partners will have access to a variety of resources, including sample curriculum, template resolutions for school boards, informational material, sample presentations for educators and parent leaders, a comprehensive census toolkit, and earned media

opportunities. These items are in addition to NALEO Educational Fund's existing bilingual informational resources, including our national hotline (**877-EL-CENSO**) and website (www.hagasecontar.org).

In the lead up to Census 2020, NALEO Educational Fund is calling on the Latino community to pledge to get themselves counted. Supporters can sign the online pledge to participate in Census 2020 at <https://hagasecontar.org/pledge> and get additional information on the campaign at www.hagasecontar.org.

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About NALEO Educational Fund

NALEO Educational Fund is the nation's leading non-partisan, non-profit organization that facilitates the full participation of Latinos in the American political process, from citizenship to public service.