COUNTING BLACK CHILDREN IN THE 2020 CENSUS WEBINAR

PRESENTERS:

CEMERE JAMES, VICE PRESIDENT OF POLICY, NATIONAL BLACK CHILD DEVELOPMENT INSTITUTE

JASMINE JONES, POLICY AND PROGRAM ASSOCIATE, PARTNERSHIP FOR AMERICAS CHILDREN

WILLIAM O’HARE, PHD, DEMOGRAPHER & ADVISOR, COUNT ALL KIDS

MODERATED BY FRED MCBRIDE, REDISTRICTING & VOTING RIGHTS SPECIALIST WITH THE LAWYERS COMMITTEE FOR CIVIL RIGHTS UNDER LAW

MONDAY, MARCH 23, 2020 | 3:00 - 4:00PM EST
What We Will Cover

❖ Identify & Measure the Problem
❖ Importance of the Census, Ramifications for Funding and Programs, and Perspectives on the Quality of Life for Black Children & Families
❖ Messaging, Resources & Programs to Get Black Children Counted
❖ Census Updates
❖ Q&A
Identification & Measurement
The Undercount of Young Black Children in the U.S. Census

Dr. William P. O’Hare
billohare1@gmail.com
March 23, 2020
Outline of Presentation

• Data on Census count of total Black population
• Data on the Census undercount of young Black children
• Reasons for the high net undercount of young Black children
• Under-reporting of young Black children in Census Bureau surveys
Differential Undercount Rates for Blacks and Non-Blacks: 1940 to 2010

<table>
<thead>
<tr>
<th>Year</th>
<th>Net Undercount Rate</th>
<th>Differential Undercount Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1940</td>
<td>-8.4</td>
<td></td>
</tr>
<tr>
<td>1950</td>
<td>-7.5</td>
<td></td>
</tr>
<tr>
<td>1960</td>
<td>-6.6</td>
<td></td>
</tr>
<tr>
<td>1970</td>
<td>-6.5</td>
<td></td>
</tr>
<tr>
<td>1980</td>
<td>-5.5</td>
<td></td>
</tr>
<tr>
<td>1990</td>
<td>-4.5</td>
<td></td>
</tr>
<tr>
<td>2000</td>
<td>-2.8</td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td>-2.5</td>
<td></td>
</tr>
</tbody>
</table>

Note: Net undercounts are shown as negative numbers.

Note: Net undercounts are shown as negative numbers.
2010 Census Official Young Child (age 0-4) Net Undercount Rates by Race and Hispanic Origin

- Total: 4.6
- Black Alone or in Combination: 6.3
- Hispanic: 7.5
- Proxy for Non-Hispanic Whites: 2.7

Source: O'Hare 2015
Half of All Young (age 0-4) Black Children Living in Very High Risk Census Tracts Are Located in Just 25 Counties

<table>
<thead>
<tr>
<th>Rank</th>
<th>County</th>
<th>State</th>
<th>Major City</th>
<th>Number in Very High Risk of Undercount Tracts</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Cook County</td>
<td>Illinois</td>
<td>Chicago</td>
<td>52,835</td>
<td>52,835</td>
<td>4.4</td>
</tr>
<tr>
<td>2</td>
<td>Kings County</td>
<td>New York</td>
<td>New York City</td>
<td>44,058</td>
<td>96,893</td>
<td>8.1</td>
</tr>
<tr>
<td>3</td>
<td>Philadelphia County</td>
<td>Pennsylvania</td>
<td>Philadelphia</td>
<td>41,615</td>
<td>138,508</td>
<td>11.6</td>
</tr>
<tr>
<td>4</td>
<td>Wayne County</td>
<td>Michigan</td>
<td>Detroit</td>
<td>33,958</td>
<td>172,466</td>
<td>14.5</td>
</tr>
<tr>
<td>5</td>
<td>Harris County</td>
<td>Texas</td>
<td>Houston</td>
<td>33,842</td>
<td>206,308</td>
<td>17.3</td>
</tr>
<tr>
<td>6</td>
<td>Bronx County</td>
<td>New York</td>
<td>New York City</td>
<td>31,091</td>
<td>237,399</td>
<td>19.9</td>
</tr>
<tr>
<td>7</td>
<td>Miami-Dade County</td>
<td>Florida</td>
<td>Miami</td>
<td>30,721</td>
<td>268,120</td>
<td>22.5</td>
</tr>
<tr>
<td>8</td>
<td>Broward County</td>
<td>Florida</td>
<td>Ft., Lauderdale</td>
<td>29,218</td>
<td>297,338</td>
<td>24.9</td>
</tr>
<tr>
<td>9</td>
<td>Los Angeles County</td>
<td>California</td>
<td>Los Angeles</td>
<td>22,724</td>
<td>320,062</td>
<td>26.8</td>
</tr>
<tr>
<td>10</td>
<td>Shelby County</td>
<td>Tennessee</td>
<td>Memphis</td>
<td>22,311</td>
<td>342,373</td>
<td>28.7</td>
</tr>
<tr>
<td>11</td>
<td>Dallas County</td>
<td>Texas</td>
<td>Dallas</td>
<td>21,823</td>
<td>364,196</td>
<td>30.6</td>
</tr>
<tr>
<td>12</td>
<td>Queens County</td>
<td>New York</td>
<td>New York City</td>
<td>21,116</td>
<td>385,312</td>
<td>32.3</td>
</tr>
<tr>
<td>13</td>
<td>Jefferson County</td>
<td>Kentucky</td>
<td>Louisville</td>
<td>20,800</td>
<td>406,112</td>
<td>34.1</td>
</tr>
<tr>
<td>14</td>
<td>Baltimore city</td>
<td>Maryland</td>
<td>Baltimore</td>
<td>19,029</td>
<td>425,141</td>
<td>35.7</td>
</tr>
<tr>
<td>15</td>
<td>Prince George's County</td>
<td>Maryland</td>
<td>Suburban DC</td>
<td>18,646</td>
<td>443,787</td>
<td>37.2</td>
</tr>
<tr>
<td>16</td>
<td>Fulton County</td>
<td>Georgia</td>
<td>Atlanta</td>
<td>18,186</td>
<td>461,973</td>
<td>38.8</td>
</tr>
<tr>
<td>17</td>
<td>Essex County</td>
<td>New Jersey</td>
<td>Newark</td>
<td>17,919</td>
<td>479,892</td>
<td>40.3</td>
</tr>
<tr>
<td>18</td>
<td>Montgomery County</td>
<td>Maryland</td>
<td>Suburban DC</td>
<td>17,230</td>
<td>497,122</td>
<td>41.7</td>
</tr>
<tr>
<td>19</td>
<td>District of Columbia</td>
<td>DC</td>
<td>DC</td>
<td>16,701</td>
<td>513,823</td>
<td>43.1</td>
</tr>
<tr>
<td>20</td>
<td>DeKalb County</td>
<td>Georgia</td>
<td>Atlanta</td>
<td>16,240</td>
<td>530,063</td>
<td>44.5</td>
</tr>
<tr>
<td>21</td>
<td>Milwaukee County</td>
<td>Wisconsin</td>
<td>Milwaukee</td>
<td>14,964</td>
<td>545,027</td>
<td>45.7</td>
</tr>
<tr>
<td>22</td>
<td>Orange County</td>
<td>Florida</td>
<td>Orlando</td>
<td>14,417</td>
<td>559,444</td>
<td>46.9</td>
</tr>
<tr>
<td>23</td>
<td>Suffolk County</td>
<td>Massachusetts</td>
<td>Boston</td>
<td>13,997</td>
<td>573,441</td>
<td>48.1</td>
</tr>
<tr>
<td>24</td>
<td>Cuyahoga County</td>
<td>Ohio</td>
<td>Cleveland</td>
<td>13,507</td>
<td>586,948</td>
<td>49.2</td>
</tr>
<tr>
<td>25</td>
<td>Franklin County</td>
<td>Ohio</td>
<td>Columbus</td>
<td>13,018</td>
<td>599,966</td>
<td>50.3</td>
</tr>
</tbody>
</table>

Why are Young Black Children Missed at Such a High Rate?
Percent in Very High Risk of Undercount Census Tracts

- All Children: 25%
- Latino: 38%
- Black: 48%
- Asian: 28%
- American Indian/Alaskan: 31%
- Native Hawaiian and Other PI: 31%
- Non-Hispanic White: 9%
Percent of Young Children Living in Very High Risk of Undercount Census Tracts by Race and Hispanic Origin

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Children</td>
<td>25</td>
</tr>
<tr>
<td>Latino</td>
<td>38</td>
</tr>
<tr>
<td>Black</td>
<td>48</td>
</tr>
<tr>
<td>Asian</td>
<td>28</td>
</tr>
<tr>
<td>American Indian/Alaskan Native</td>
<td>31</td>
</tr>
<tr>
<td>Native Hawaiian and Other PI</td>
<td>31</td>
</tr>
<tr>
<td>Non-Hispanic White</td>
<td>9</td>
</tr>
</tbody>
</table>

Source: O'Hare et al 2020
Percent of low-income parents saying "they would not count" or "unsure if they would" count children age 5 and under in the Census

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Hispanic White</td>
<td>13</td>
</tr>
<tr>
<td>Non-Hispanic Black</td>
<td>23</td>
</tr>
<tr>
<td>Hispanic</td>
<td>17</td>
</tr>
</tbody>
</table>
Hard-to-Count Characteristics for Black* and Non-Hispanic White Alone Young Children (Age 0-9)

- In Limited English Proficient Household: 13 Non-Hispanic White Alone, 10 African American
- In Large Household (7+ people): 8 Non-Hispanic White Alone, 10 African American
- In Multi-unit Housing: 9 Non-Hispanic White Alone, 32 African American
- In Apartment/Rental Housing: 28 Non-Hispanic White Alone, 65 African American
- Moved in the Past Year: 16 Non-Hispanic White Alone, 21 African American
- In Care of Grandparent: 4 Non-Hispanic White Alone, 7 African American
- Living with One Parent: 24 Non-Hispanic White Alone, 65 African American
- Poverty Rate: 13 Non-Hispanic White Alone, 36 African American

* Alone or in Combination

Source: Population Reference Bureau data available at https://drive.google.com/drive/u/0/folders/1pJKXW-Pd8JMqO4ATi7H1H55COv0sZWzK
<table>
<thead>
<tr>
<th>Year</th>
<th>Non-Hispanic White Alone</th>
<th>Non-Hispanic Black Alone</th>
<th>Hispanic</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>0.90</td>
<td>0.86</td>
<td>0.85</td>
</tr>
<tr>
<td>2014</td>
<td>0.91</td>
<td>0.79</td>
<td>0.82</td>
</tr>
<tr>
<td>2009</td>
<td>0.85</td>
<td>0.71</td>
<td>0.79</td>
</tr>
<tr>
<td>2014</td>
<td>0.89</td>
<td>0.71</td>
<td>0.77</td>
</tr>
<tr>
<td>2009</td>
<td>0.84</td>
<td>0.75</td>
<td>0.72</td>
</tr>
</tbody>
</table>

Source: Hogan and Jensen 2017

* Coverage ratios basically indicate the number of people in the survey responses relative to the number expected. The lower the number the less complete the coverage.
Key Points

• The Black population is missed more than any other race/Hispanic population in the U.S. Census
• Young children are undercounted at a very high rate and the net undercount for young Black children is 50% higher than the rate for all young children
• There are a couple of obvious reasons why young Black children are missed at a higher rate
• Young Black children are also under-reported in Census Bureau surveys
• Young Black children should be a high priority for the 2020 Census
2020 Census Strategies: Reaching Black Children

Monday, March 23, 2020
For 50 years, NBCDI has been committed to our mission “to improve and advance the quality of life for Black children and families through education and advocacy.”
Our Focus Areas

Our efforts focus on:
◆ Early Childhood Education (ECE)
◆ Health and Wellness
◆ Family Engagement
◆ Literacy
◆ Child Welfare
◆ Policy and Advocacy
Why is the Census Important?

◆ About 325 federal programs rely on data derived from the decennial census to geographically distribute approximately $900 billion annually.

◆ The three types of programs include:
  ❖ Domestic financial assistance programs;
  ❖ Tax credit programs; and
  ❖ Procurement preference programs.
In 2020, $675 billion in federal funding is available for local communities to support health, education, housing, and other programs and services.
According to the Urban Institute, current census challenges may threaten the 2020 U.S. Census.

This threat could result in Black residents being undercounted nationally by **as much as 3.68%**, which equates to **1.7 million people**.

For every uncounted resident, the Black community risks losing **$1,600 every year for each resident** over the next 10 years.
Black children (birth to age four) are systematically undercounted in decennial censuses.

- In the 1990 U.S. Census, young Black children were underrepresented at twice the rate of their non-Black peers.
- In the 2010 U.S. Census, young Black children were still undercounted at twice the rate as young non-Black children, which has disastrous effects on federal funding allocations to programs.
Potentially Affected Programs Serving Black Children

- Supplemental Nutrition Assistance Program
- Temporary Assistance for Needy Families program
- National School Lunch Program
- Title I Grants to Local Education Agencies
- Head Start Program
- Child Care and Development Fund
Challenges

◆ One million children were missed in the 2010 U.S. Census nationwide. Many of them were missed, because:

❖ Families submitting the census did not know to include young children.

❖ Children lived with two parents and neither parent knew who should count the children.

❖ Children lived with their grandparents.

❖ Young children were not related to the primary household residents.

❖ Children were living in households temporarily.

❖ Children lived in the household some days but lived somewhere else on others.
Potential Results of Undercounting in 2020 U.S. Census

- With the impact of global pandemic, coronavirus (COVID-19) already arising during the 2020 Census, children under the age of five could also face an undercount as high as 6.31%, or approximately 1.3 million young children.
Recommendations: Advocacy

- Advocate to your state’s Congress members.
- Inform them of the importance of supporting adequate resources for the Census Bureau to conduct the 2020 Census in a way that will count all members of the Black community.
Recommendations: Advocacy

◆ Continue the “Get Out the Count” campaigns for the 2020 Census while:
  ❖ Educating state and local leaders about the issues the Black community faces in the census; and
  ❖ Highlighting how:
    ▪ The Black community has been historically undercounted;
    ▪ The loss of key resources, programs, and services due to this undercounting; and
    ▪ How it affects our children.
Recommendations: “Get Out the Count” Campaigns

- Educate families about the importance of the 2020 Census at venues, such as:
  - School sporting events,
  - Barbershops and salons,
  - Early learning centers and schools,
  - Churches, and
  - Local family and community engagement events.
Recommendations: Advocacy

- Ease local community doubts about privacy and confidentiality issues with census data.
  - Many Black communities have mistrust of government intrusion and push back on census enumerators coming to their door.
  - Inform them that the Census Bureau has made it easier to complete the census by providing an online option.
  - By responding early and utilizing this option, the enumerators will not need to come knock on any doors in their community.
Recommendations: Technology Access

◆ For the first time, the census can be completed online. Some ECE programs, schools, and libraries have computers with Internet access available for use.
◆ These places can play a major role in ensuring that families can complete the census.
Recommendations: Language

◆ Reject language such as “hard to count” and instead use language like, “historically undercounted communities.”
◆ Communities of color are undercounted, because census outreach strategies have been designed to count white, middle-class families.
◆ Black children and families are not doing anything to make themselves hard to count.
Census outreach strategies should also account for the transient living situations common among families of young children.

- Parents of young children are more likely to temporarily share residence with relatives (most likely grandparents) or friends who may not count them in their household.

Census workers should have instructions to ensure temporary residents are counted when they are visiting households.
Meeting Black Families Where They Are: Early Learning Centers and Schools

- Early childhood educators should encourage parents and caregivers to participate in the census.
- They often have trusted relationships with families with young children.
Meeting Black Families Where They Are: Medical Centers and Hospitals

◆ Research shows Black parents are likely to ensure that their children go to all pediatric appointments.

◆ Strategies to reach Black families include:
  ❖ Promotions in pediatric offices; and
  ❖ Outreach to the American Pediatrics Association.
AFRICAN AMERICAN CHILDREN AND THE 2020 CENSUS: MESSAGING, OUTREACH, & RESOURCES

Jasmine Jones – Partnership for America’s Children
COVID -19

• Offer *choices* and *options* instead of fear

• Emphasize that census data affects *access to health care*

• Focus on *social media* posts

• Reach out to *trusted messengers*
CONVENIENCE

Knowing it takes 10 minutes to complete makes parents much more likely to fill out the census.

PRIVACY

Highlighting the privacy guarantee makes majority of parents more likely to fill out the form.
BE SPECIFIC

• Include words and phrases like:
  • Babies
  • Young children
  • From birth on

• Include specific programs that help the community

• Emphasize that funding is allocated by a formula, not by politicians

• Include value-oriented facts
STRATEGIES

• Young children are missed even when adults are counted; we need different strategies to count young children.

• Your advocacy can make a difference, outreach works!
CHILDREN MOST AT RISK OF BEING MISSED

• Children not the child of the householder (*grandchild*, more distant relation, doubled up families, foster kids)
• Hispanic, *African American*, and other racial minorities
• Linguistically isolated homes
• Children living in *renter-occupied housing* and multiunit buildings
• Very young children
• Children in low-income households
STATE ADVOCACY  
(since COVID-19)

- Diaper Banks
- Partnering with trusted messengers
- Partnering with direct service providers
- Radio and social media pushes
- PSAs (2-1-1 hotline)
PRESS STATEMENTS & OP-EDS

• State press statement template

• Use COVID-19 as a point of urgency to get placed

• Count All Kids Campaign
The Census protects her future—and your privacy.

Big or small, the Census is for us all.
Babies count, too!

COUNT ALL KIDS
CENSUS 2020

2020 Census.gov
844-330-2020

COUNT ALL KIDS
CENSUS 2020

Children should be included on your 2020 Census form—no matter how old they are, or whether they live with you or another family member.

COUNT ALL KIDS
CENSUS 2020

Big or small, the Census is for us all.

Count all kids and babies!

COUNT ALL KIDS
CENSUS 2020

Message:

Children should be included on your 2020 Census form—no matter how old they are, or whether they live with you or another family member.
# Count All Kids Toolkit

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CountAllKids.org

- Blogs
- Resources
- Updates
- Facebook Frame

Count All Kids Google Drive

- National Resources
- State Resources
- Census Bureau Resources
Sesame Workshop and Nickelodeon


https://nickcommunity.com/program/nickcensus
FOCUSED OUTREACH

• Hard to Count Map
• ZIP Code Level Resources
• Data specific to African American children
• Facebook/Digital Ads
OUTREACH TIMELINE

• **April 1**: Official Census Day—temporary residents counted if present on April 1

• **Early May – July**: Enumerators go door to door; families can still respond *(subject to change)*
Example #1 – Finding areas with very high risk of undercount of young children in a state. In this example, someone is trying to find the areas in the state of Georgia with the highest undercount risk for young children. Using the CUNY map, one can produce a map of Georgia with the very high risk of Undercount tracts in large counties highlighted. There are two different ways one can do this with the CUNY mapping application. First, using the “+” and “-“ buttons on the CUNY mapping application, focus in on the geography area you are interested in and center the arrow over the county you are interested in. The tracts in the county will show which census tracts are at very high risk of undercount, which are at high risk of undercount, and which are a low risk of undercount. Also on the CUNY mapping application (https://www.censushardtocountmaps2020.us/) in the upper left-hand corner there is a box for “ST./CO”. Click on that box, hover the arrow over the state of Georgia and click the “Zoom in” button in the upper lefthand corner of the screen. Using the “Share Map” button in the upper lefthand corner of the page, one can then download the URL that will take people to this map of Georgia.
Questions about the census? Problems filling out the form? CALL OUR HOTLINES!

888-COUNT20 (888-268-6820)
English

877-ELCENSO (877-352-3676)
English / Español

844-2020-API (844-202-0274)
English / Asian languages (Mandarin, Cantonese, Korean, Vietnamese, Tagalog, Urdu, Hindi, Bengali/Bangla)

833-3DDOUNI (833-333-6864)
English / Arabic
COUNTING BLACK MEN & YOUNG BLACK MALES IN THE 2020 CENSUS WEBINAR

PRESENTERS:

BRENTON BROWN, DIRECTOR OF PUBLIC POLICY AND COMMUNITY AFFAIRS AT SOUTH CAROLINA COMMISSION FOR MINORITY AFFAIRS

HELEN BUTLER, EXECUTIVE DIRECTOR AT COALITION FOR THE PEOPLES' AGENDA

TOINE MURPHY, CENSUS OUTREACH CHAIR, ALPHA PHI ALPHA FRATERNITY, INC. GAMMA LAMBDA CHAPTER

MODERATED BY FRED MCBRIDE, REDISTRICTING & VOTING RIGHTS SPECIALIST WITH THE LAWYERS COMMITTEE FOR CIVIL RIGHTS UNDER LAW

MONDAY, MARCH 30, 2020 | 3:00 - 4:00PM EST
COUNTING FORMERLY INCARCERATED INDIVIDUALS IN THE 2020 CENSUS
WEBINAR

PRESENTERS:

JERI GREEN, CONSULTANT, NATIONAL URBAN LEAGUE

MONICA MCINNIS, DIGITAL PRINT MEDIA & CIVIC ENGAGEMENT SPECIALIST, ONE VOICE

BRUCE REILLY, DEPUTY DIRECTOR, VOTE

MODERATED BY FRED MCBRIDE, REDISTRICTING & VOTING RIGHTS SPECIALIST WITH THE LAWYERS COMMITTEE FOR CIVIL RIGHTS UNDER LAW

THURSDAY, APRIL 2, 2020 | 1:00 - 2:00PM EST
Special thanks to: