

COUNTING BLACK CHILDREN IN THE 2020 CENSUS WEBINAR



PRESENTERS:

CEMERE JAMES, VICE PRESIDENT OF POLICY, NATIONAL BLACK CHILD
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JASMINE JONES, POLICY AND PROGRAM ASSOCIATE, PARTNERSHIP FOR
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WILLIAM O'HARE, PHD, DEMOGRAPHER & ADVISOR, COUNT ALL KIDS

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SPECIALIST WITH THE LAWYERS COMMITTEE FOR CIVIL RIGHTS
UNDER LAW

MONDAY, MARCH 23, 2020 | 3:00 - 4:00PM EST

Questions?
CENSUS20
888-COUNT20

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



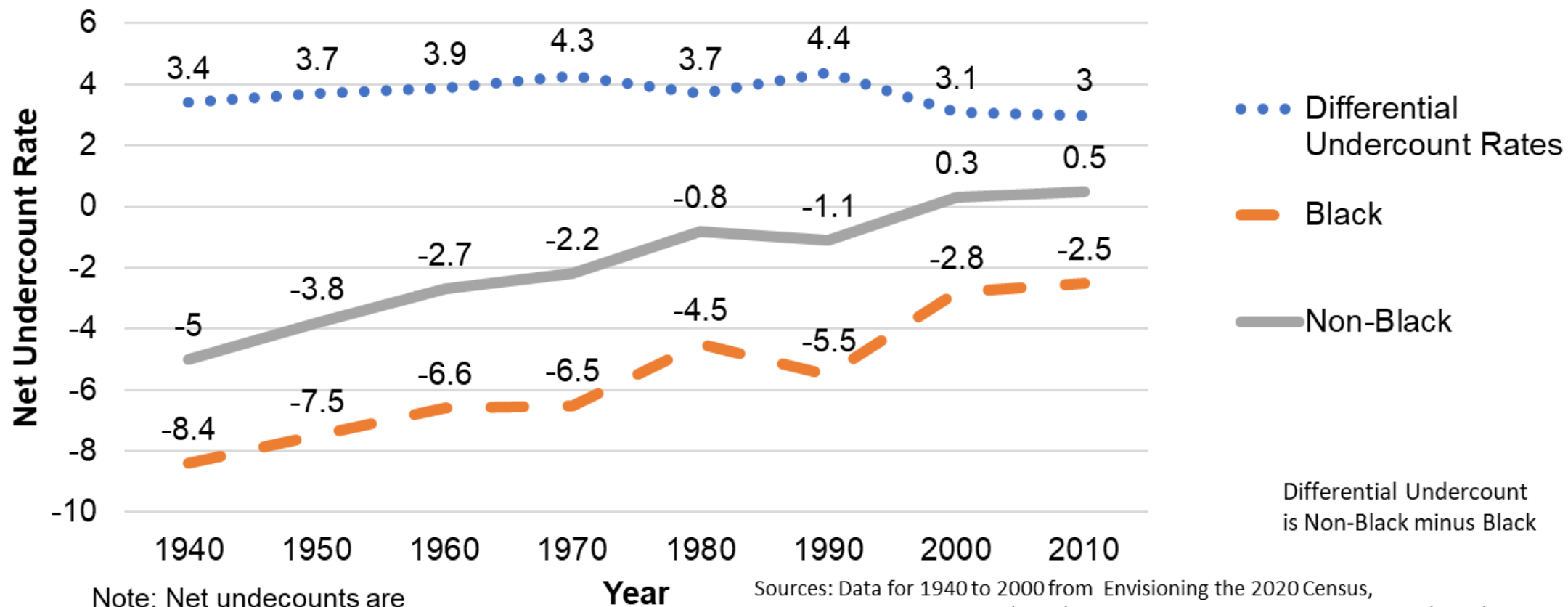
The Undercount of Young Black Children in the U.S. Census

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

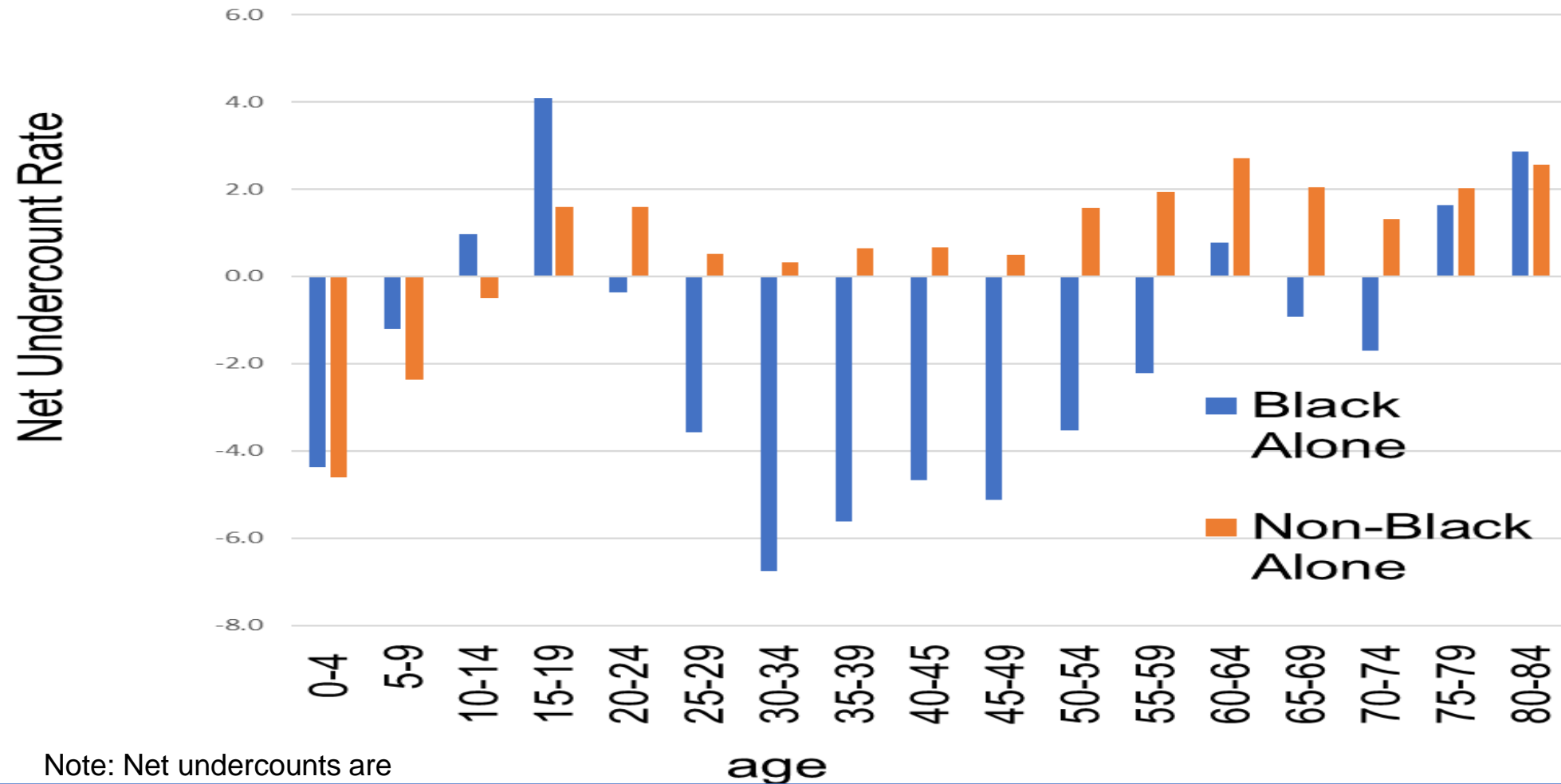
Differential Undercount Rates for Blacks and Non-Blacks: 1940 to 2010



Note: Net undercounts are shown as negative numbers

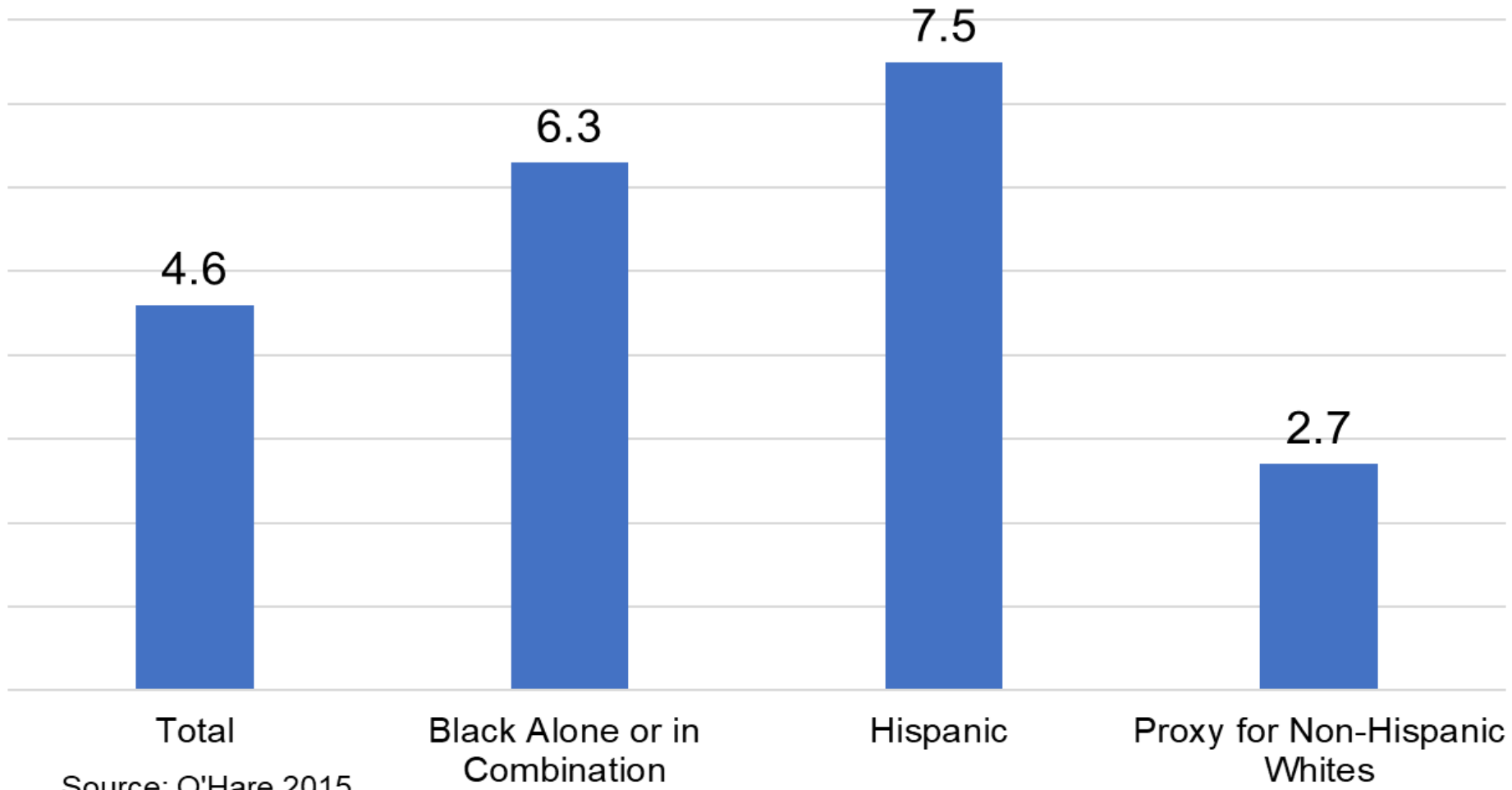
Sources: Data for 1940 to 2000 from Envisioning the 2020 Census, National Research Council, (2010) Table 2-1; Data for 2010 from Velkoff (2011) Tables 2-1, page 30

2010 Census Net Undercount Rates for Black and Non-Black Populations by Age



Note: Net undercounts are shown as a negative numbers

2010 Census Official Young Child (age 0-4) Net Undercount Rates by Race and Hispanic Origin

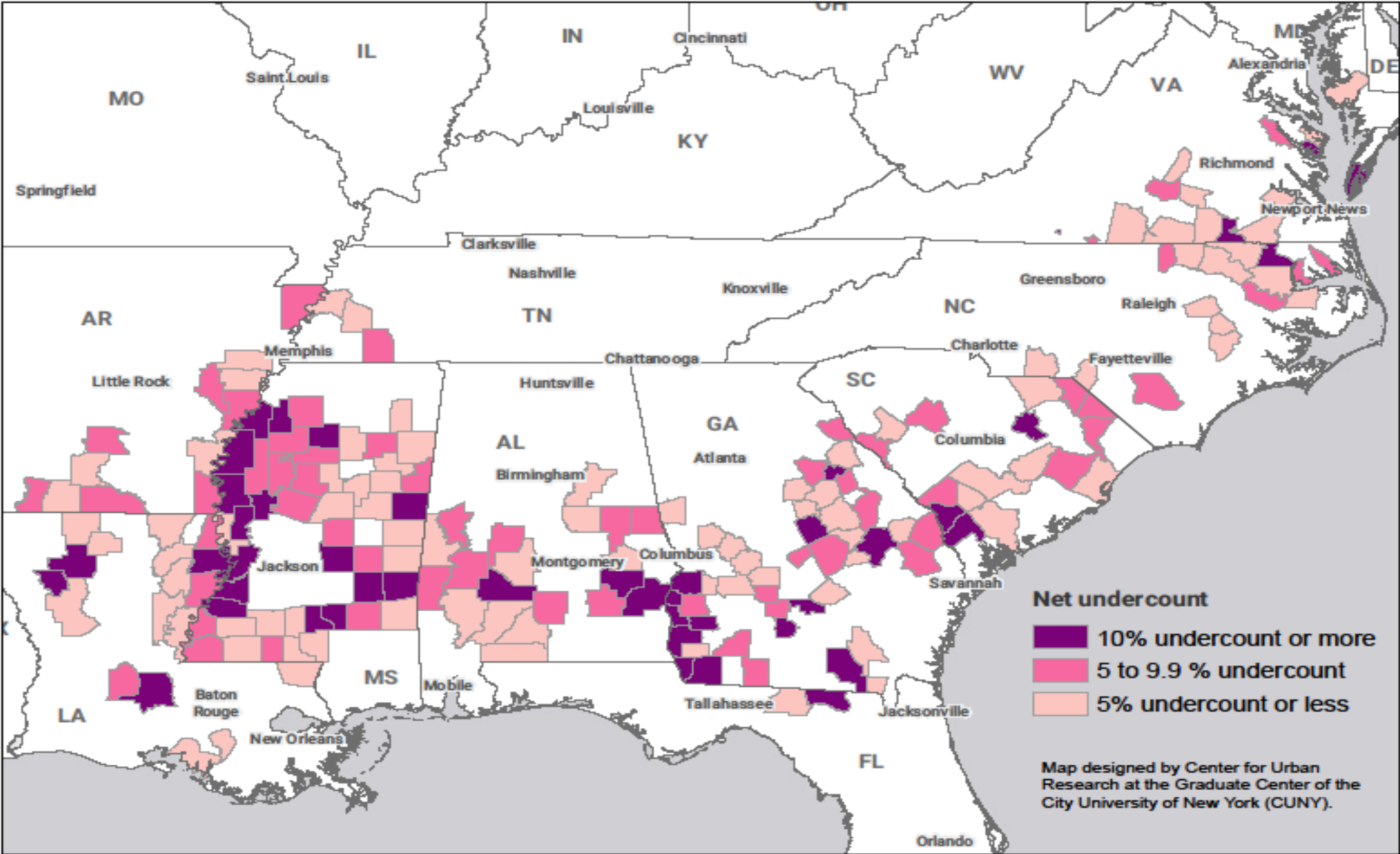


Half of All Young (age 0-4) Black Children Living in Very High Risk Census Tracts Are Located in Just 25 Counties

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

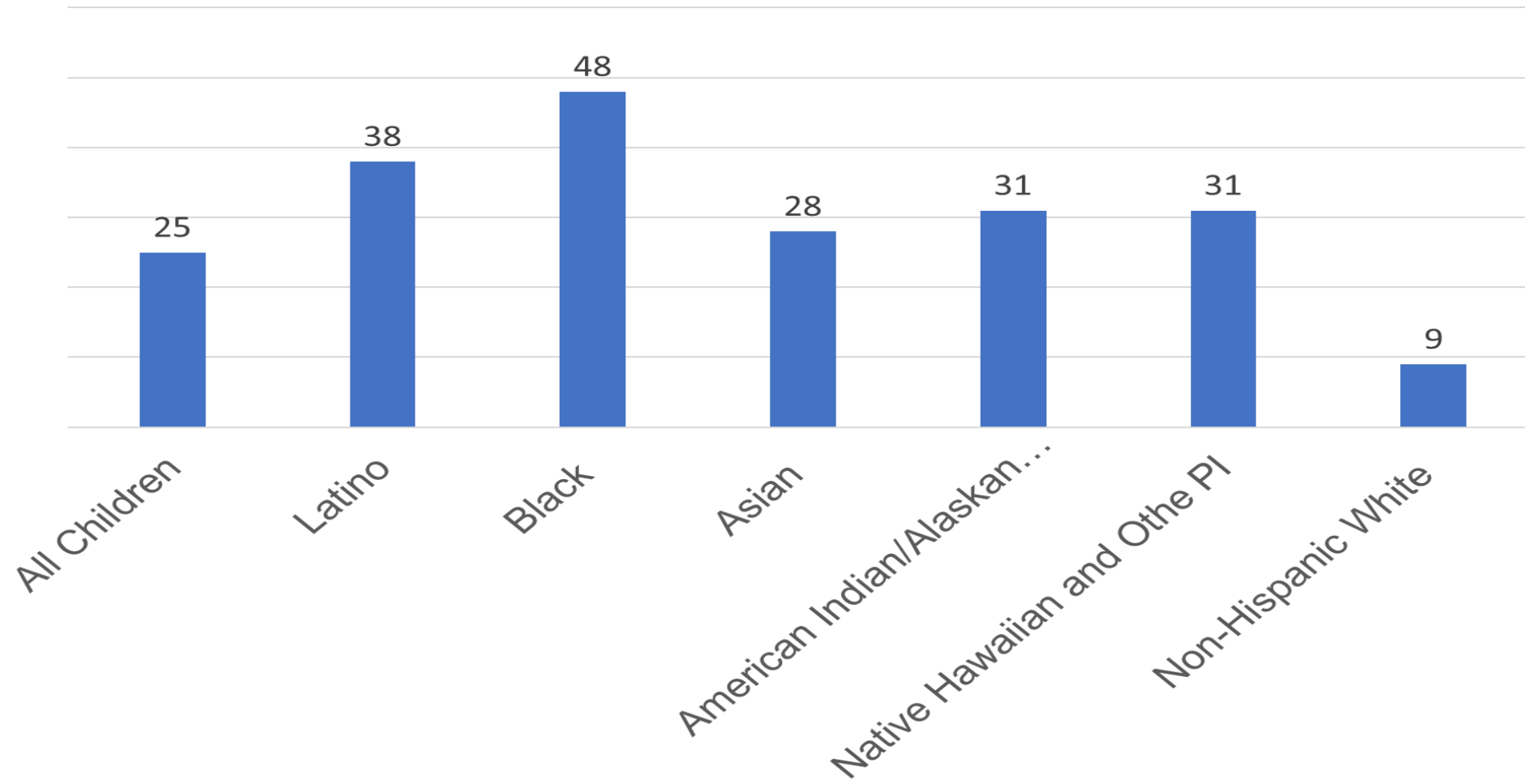
Source: Authors analysis of PRB Tract Level Data base available at <https://www.prb.org/new-strategies-to-reduce-undercount-of-young-children-in-2020-census/>

Heavily black counties in the Rural South by net undercount rates for young children

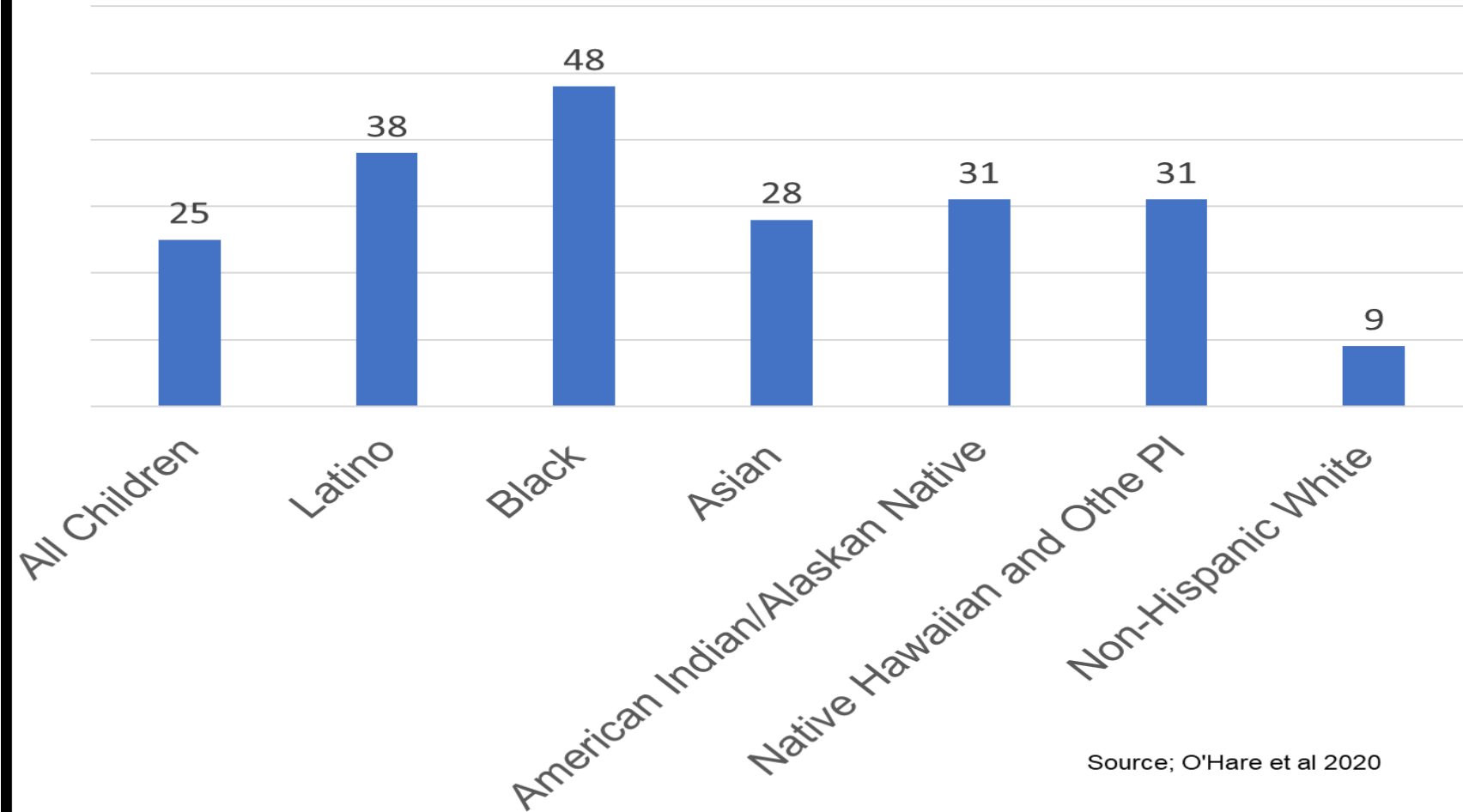


Why are Young Black Children Missed at Such a High Rate?

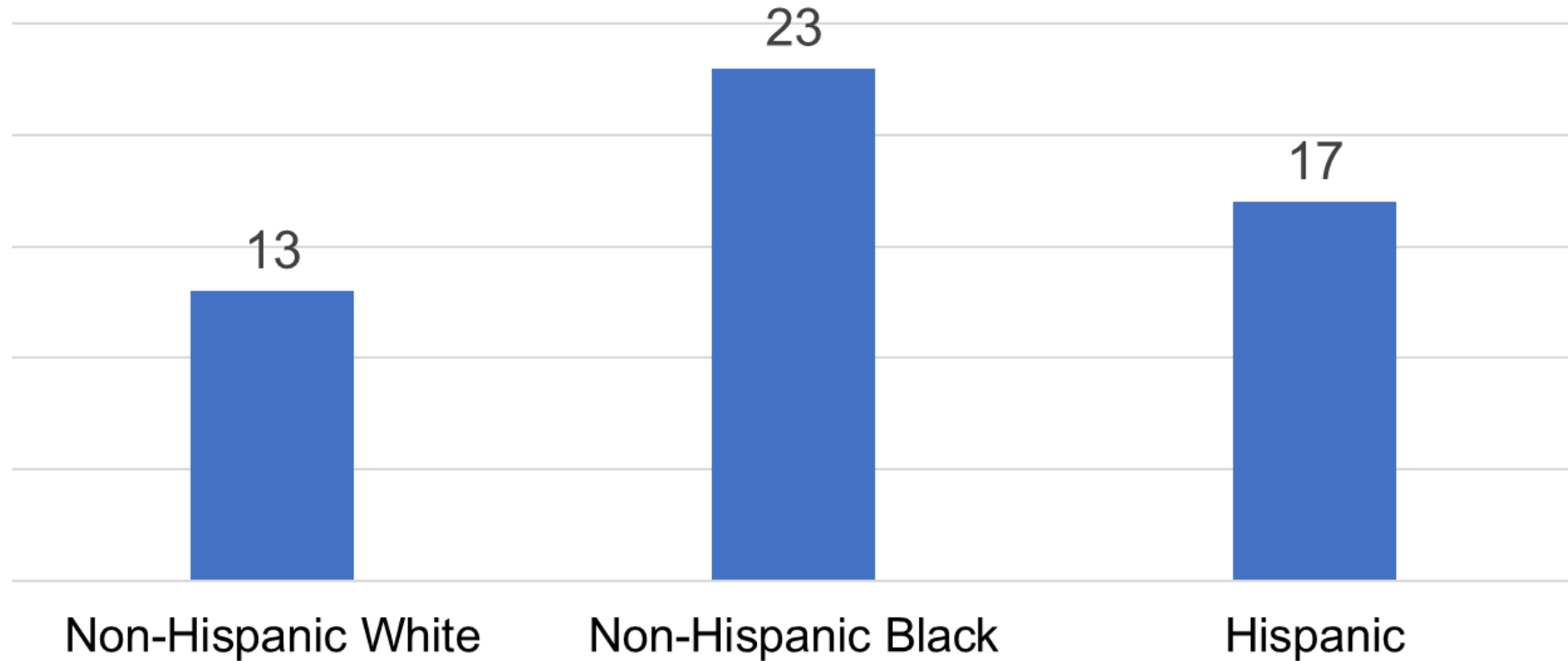
Percent in Very High Risk of Undercount Census Tracts



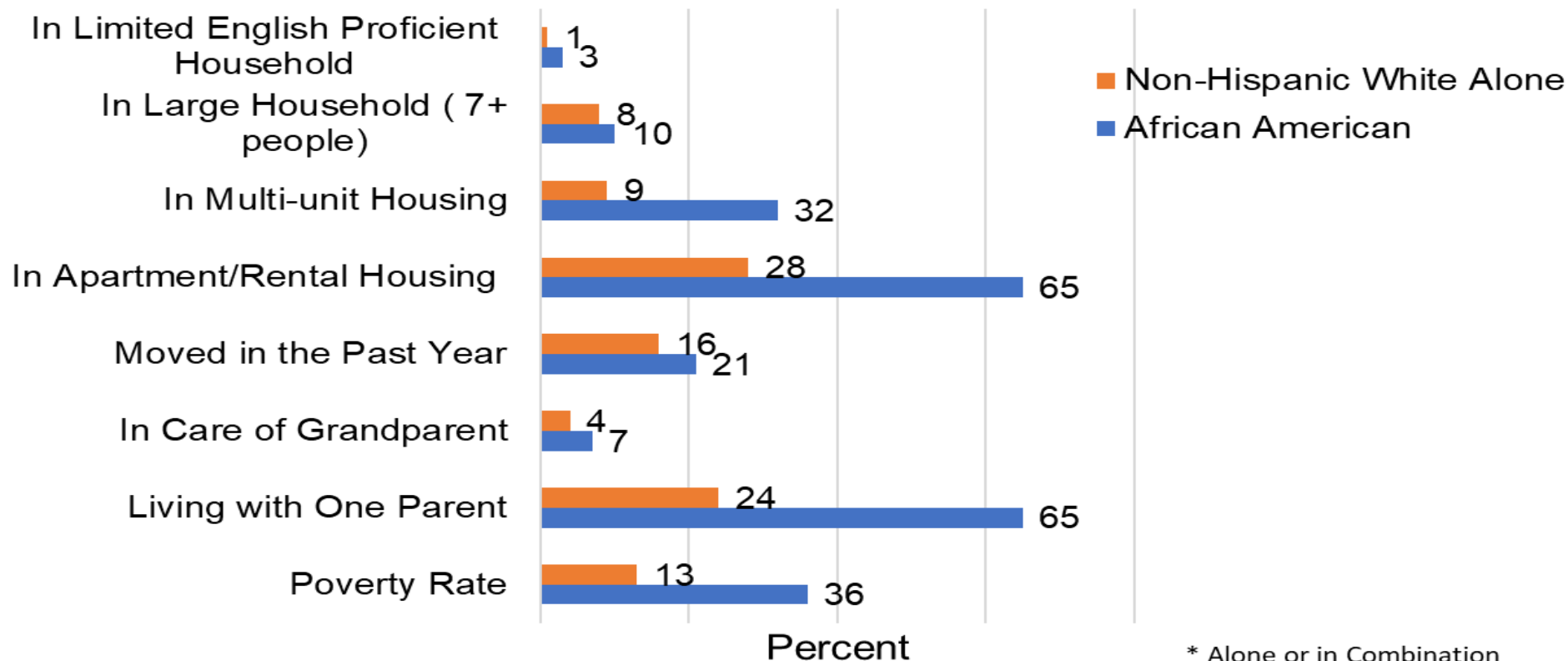
Percent of Young Children Living in Very High Risk of Undercount Census Tracts by Race and Hispanic Origin



Percent of low-income parents saying "they would not count" or "unsure if they would" count children age 5 and under in the Census



Hard-to-Count Characteristics for Black* and Non-Hispanic White Alone Young Children (Age 0-9)



Source: Population Reference Bureau data available
at <https://drive.google.com/drive/u/0/folders/1pJKXW-PdBJMqO4ATi7H1HS5COv0sZWzK>

Coverage of Young Children By Race and Hispanic Origin in Major Census Bureau Surveys			
Coverage Ratios for Age 0-4*			
	American Community Survey		
Year	Non-Hispanic White Alone	Non-Hispanic Black Alone	Hispanic
2009	0.90	0.86	0.85
2014	0.91	0.79	0.82
	Current Population Survey		
2009	0.85	0.71	0.79
2014	0.89	0.71	0.77
	Survey of Income and Program Participation		
2009	0.84	0.75	0.72
Source: Hogan and Jensen 2017			
<p>* 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.</p>			

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



NBCDI
National Black Child
Development Institute

Our Mission



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.”



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Our Focus Areas

Our efforts focus on:

- ◆ Early Childhood Education (ECE)
- ◆ Health and Wellness
- ◆ Family Engagement
- ◆ Literacy
- ◆ Child Welfare
- ◆ Policy and Advocacy



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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.



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In 2020, \$675 billion in federal funding is available for local communities to support health, education, housing, and other programs and services.

Challenges

- ◆ 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.



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Challenges

- ◆ 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.



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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



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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.



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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.**



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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.



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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.



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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.



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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.



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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.



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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.



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Recommendations: Census Outreach

- ◆ 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.



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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.



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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.



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AFRICAN AMERICAN CHILDREN AND THE 2020 CENSUS: MESSAGING, OUTREACH, & RESOURCES



PARTNERSHIP
FOR AMERICA'S
CHILDREN

Connecting, strengthening, and inspiring
state and local child advocates



MESSAGING



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

OUTREACH



**MY GRANDKIDS
COUNT TOO**

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!**

The infographic features a black background with a large red number '12' and the text 'Household of' in red. To the right of the number, a vertical white line separates it from a list of people. The list includes: 'You.' (red), 'Your partner.' (orange), 'The triplets.' (yellow), 'The grandparents.' (blue), 'Tio Roberto.' (pink), 'His foster kids.' (purple), and 'The exchange student that never left.' (green). At the bottom, white text states: 'Everyone living in your house counts in the census.'

Household of
12

You.
Your partner.
The triplets.
The grandparents.
Tio Roberto.
His foster kids.
The exchange student
that never left.

Everyone living in your house
counts in the census.

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)

**Don't forget me
for the next 10 years.**



PRESS STATEMENTS & OP-EDS

- State press statement template
- Use COVID-19 as a point of urgency to get placed
- Count All Kids Campaign

RESOURCES

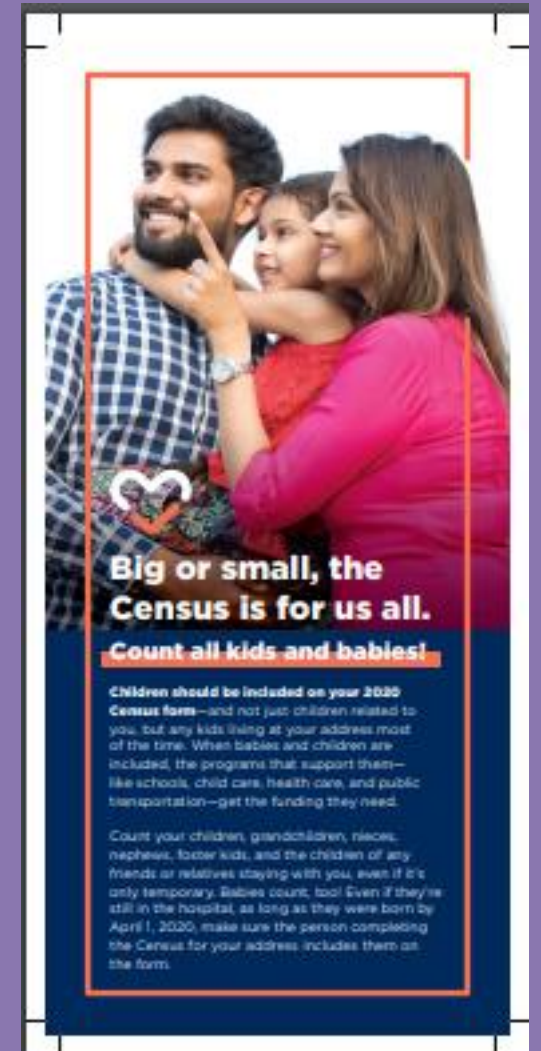
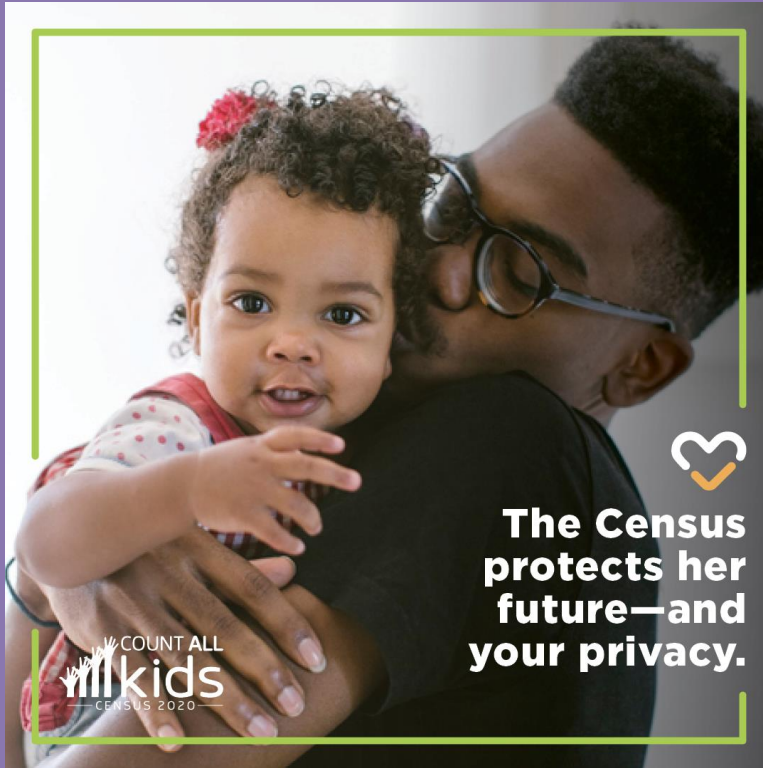


#COUNTALLKIDS

IN THE 2020 CENSUS

2020census.gov

EASY • CONFIDENTIAL • FAST



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://www.sesameworkshop.org/press-room/2020-census-form>

A horizontal poster for Nickelodeon's 'EVERYBODY COUNTS!' campaign. The title 'EVERYBODY COUNTS!' is in large white letters on a blue background. Below the title is a cartoon illustration of a diverse group of people, including adults and children, smiling and waving. To the right of the illustration, the text 'WHO SHOULD BE COUNTED?' is in bold blue letters. Below this, it says 'Everyone! Newborns, toddlers, teens and adults—any age, citizenship status, nationality, gender or race. If someone lives in your household most of the time—even if it's not all the time—they should be counted. Just be sure to coordinate with other houses if they share their time!'. At the bottom right, it says 'YOUR TURN: All babies, kids and adults are counted in the Census. Can you circle the people who live in the Casagrandes' house?'.

<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**)

Hard-to-Count Mapping Application

2020 Hard-to-Count Mapping Application

<http://www.censushardtcountmaps2020.us/>

Mapping Application Tutorial

<https://mailchi.mp/da4ad37868ba/census2020-htc-map-updates-feb-2020>

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.censushardtcountmaps2020.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!**



LAWYERS' COMMITTEE FOR
CIVIL RIGHTS
UNDER LAW

888-COUNT20 (888-268-6820)

English



877-ELCENSO (877-352-3676)

English / Español



ASIAN AMERICANS
**ADVANCING
JUSTICE**

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

RSVP

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

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MONDAY, MARCH 30, 2020 | 3:00 - 4:00PM EST

RSVP

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

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

Questions?
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