



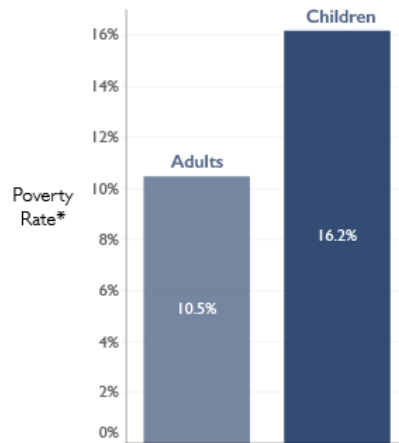
# **Webinar: What the 2020 Census Means for Child Poverty**

**Thursday, December 19, 2019**

# Child Poverty Remains High

- Economic gains not reaching low income families with children
- Using official poverty measure, 16.2 percent of children living in poverty (11.9 million) and only small decrease from last year
- Children of color experience poverty 3x times the rate of white children
- Children 54 percent more likely to live in poverty than adults

Children Were **54.4 Percent** More Likely than Adults to Live Under the Poverty Line in 2018



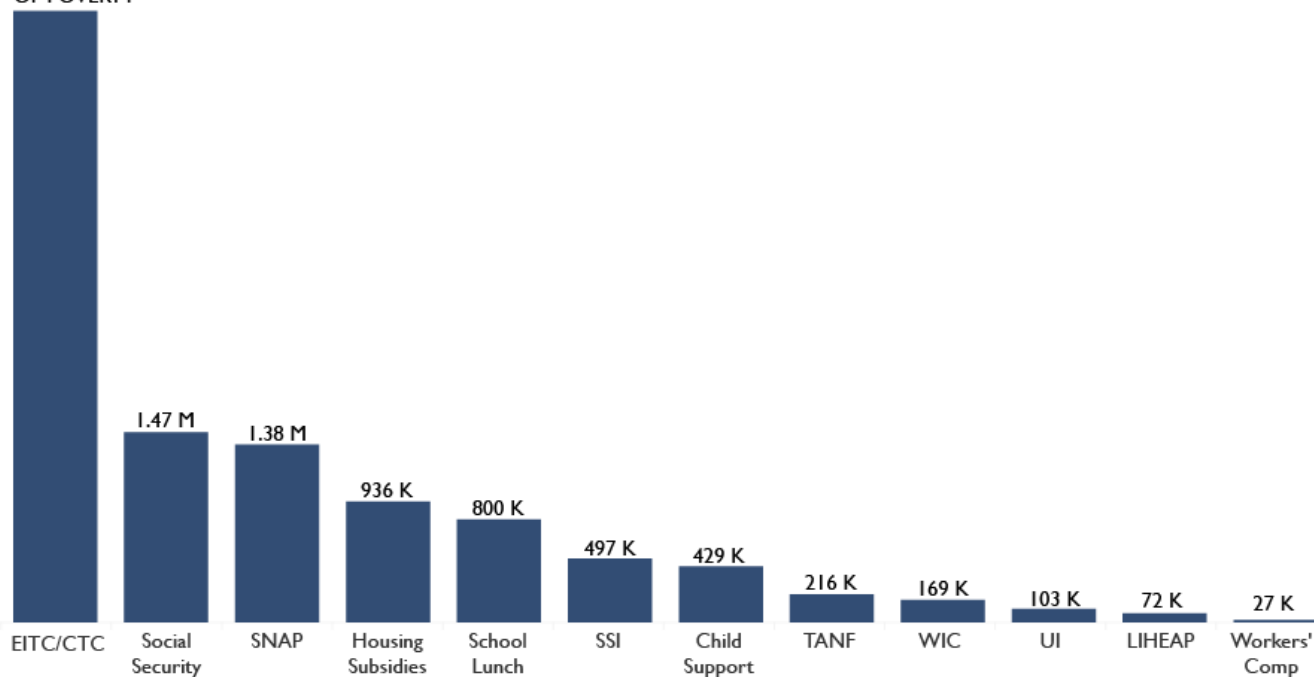
 FIRST FOCUS  
ON CHILDREN

Data: U.S. Census Bureau, "Income and Poverty in the United States in 2018", September 2019, Table B-1.  
\*The Official Poverty Line in 2018 was \$25,465 for a family of four with two children.

 FIRST FOCUS

# BENEFIT PROGRAMS LIFTED MILLIONS OF CHILDREN OUT OF POVERTY IN 2018

4.74 M CHILDREN LIFTED OUT OF POVERTY



Data: Liana Fox, "Supplemental Poverty Measure: 2018", US Census, September 2019

# *Why does the Decennial Census Matter for Child Poverty*

- Over \$800 billion a year in federal dollars allocated due to formula from Census count. About 300 programs.
- This includes programs that have a big impact in reducing child poverty - Medicaid, CHIP, WIC, Section 8 Housing vouchers, LIHEAP, child care assistance and more.
- States collectively lost over \$500 million a year in funding from 5 programs – Medicaid, CHIP, foster care, adoption assistance and child care (Child Care Development Fund).

# *Why does the Decennial Census Matter for Child Poverty*

- Example – [recent story from Center for American Progress](#) on how the undercount of people in Detroit led to the city being denied a CDC grant to help them test/identify lead poisoning in children because they couldn't prove they had the minimum population needed.
- State and local funding decisions also rely on the Census – decisions such as where to locate new schools and grocery stores based on population changes



PARTNERSHIP  
FOR AMERICA'S  
**CHILDREN**

Connecting, strengthening, and inspiring  
state and local child advocates

- Network of **52** multi-issue, independent, nonprofit, nonpartisan, state and local child advocacy organizations in **41 states**
- The Partnership co-leads the **Count All Kids Initiative** with First Focus, Coalition on Human Needs, and Zero to Three.



- Initiative and advocacy coalition working to count young children in the census
- Works nationally with the Census Bureau to improve the count of young children
- Supports over 70 national organizations and organizations in all 50 states with information and strategies to bolster the count of young children

## In a nutshell...

- The number of young children missed in the census is **large, growing**, and **hurts young children**
- Young children are missed even when adults are counted; **we need different strategies to count young children**
- Count All Kids is providing resources that can **improve the count** of young children



# THE UNDERCOUNT OF YOUNG KIDS IS LARGE AND GROWING



**1 in 10** children 0-4 were missed in the 2010 census. That's **more than 2 million uncounted children.**

Since 1980, **more young children have been missed every decade** while the coverage of adults has improved.

Young children had by far the **highest net undercount** of any age group in the 2010 census.

Black and Hispanic children are missed at **more than two times the rate** of white children. We have no data on other races and ethnicities.

# CHILDREN MOST AT RISK OF BEING MISSED

- Children who are not the child of the householder
- Hispanic or racial minorities
- Linguistically isolated homes
- Children living with a single mother
- Children living in renter-occupied housing and multiunit buildings
- Very young children (months old)
- Children in poor households

# WHY ARE CHILDREN MISSED?

- **Young children are more likely to live in hard-to-count households**
- **Many young children are left off the census form**



A large blue diagonal graphic element that starts from the top right and extends towards the bottom left, creating a split background of white and blue.

# COUNTING ALL KIDS: A STRATEGY

- **Identify** populations of hard to count children
- Conduct **message research**
- Develop **outreach tools** to persuade families to count children
- **Disseminate** knowledge, tools, and resources

# WHERE ARE KIDS AT RISK OF BEING MISSED

- ▶ In early January the Hard To Count map will have data on high, medium, and low risk young child census tracts
- ▶ <https://www.censushardtcountmaps2020.us/>

# MESSAGE RESEARCH: FOCUS GROUPS AND SURVEYS



# COUNT ALL KIDS MESSAGING RESEARCH ON FAMILIES WITH YOUNG CHILDREN

- ▶ Lake Research conducted:
  - **11 focus groups** with families and 2 with providers
  - **Online survey with** 800 parents with children under 5 nationwide who make less than \$50K a year.

## MANY WILL LEAVE KIDS OFF

- ▶ **Nearly one-in-five parents would not include their children** under 5 on the census (10%) or are not sure if they would (8%)
- ▶ The most frequent reasons were **confusion** about whether they should be counted at all, or **confusion** about why the government needs to know about the young children.
- ▶ Other reasons include part-time or temporary residence in the home

# RESEARCH SHOWS MESSAGES WORK

- ▶ Most important message is to **count young children and explain why it matters**
- ▶ Messages about **convenience** and **privacy** also help
- ▶ Census Bureau has changed its messages for 2020 to talk about counting everyone, but we also need trusted voices

## CONVENIENCE

Knowing it takes 10 minutes to complete makes parents much more likely to fill out the census (76% more likely, 53% much more likely).

## PRIVACY

Highlighting the privacy guarantee makes a majority of parents more likely to fill out the form (62%). Penalty is up to five years or \$250,000 fine.



## TOP STATEMENTS ABOUT COUNTING CHILDREN

Highlight the link between the **census and local school funding**, how the census **helps local governments plan for the future**, and the impact a miscount could have on a two-year-old's childhood.

It makes little difference if a dollar amount is tied to services and programs; both are strong.

# Top Statements About the Census

Counting your children in the census means your local schools will get more funding for your children



\*The census helps local government plan for the future and determines the level of funding programs and services young children receive from the federal government, including our schools, child care,...



\*Census data will help local government plan for the future and determine where more than \$800 billion a year in federal funding goes, including medical services, WIC, child care, funding for public schools,...



The census happens once every ten years, so if we don't count a two-year-old, your community will have less funding for education, child care, and other services they need for 10 years, most of their...



■ Important   ■ Not sure   ■ Not Important

\*split sampled question

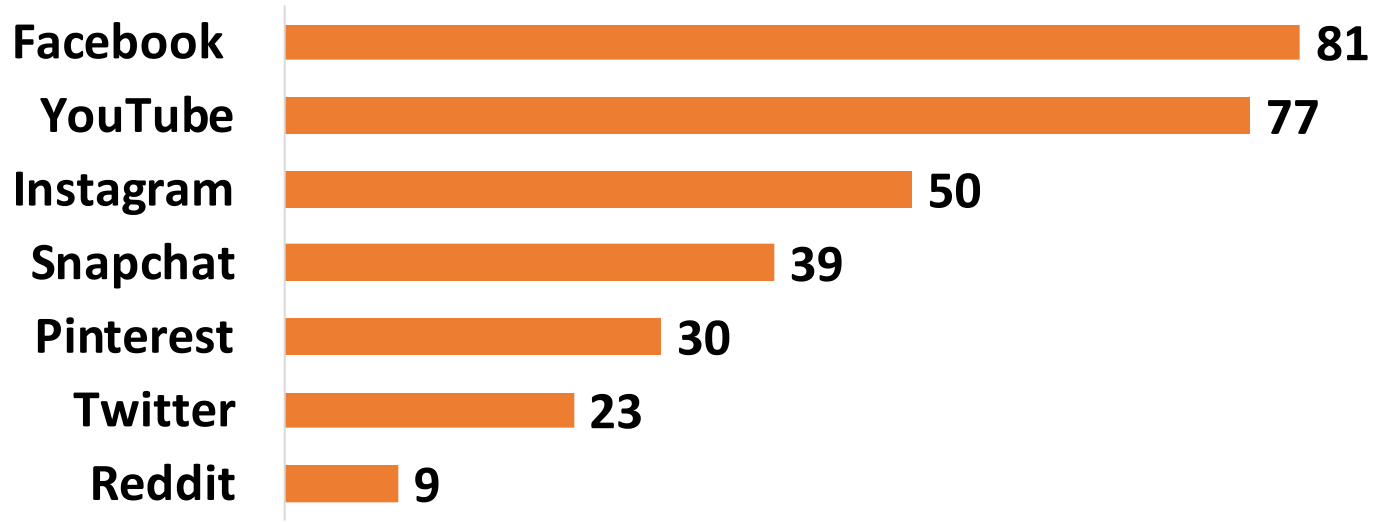
## IT HELPS TO:

- Give **examples of what the losses will be** if children are not counted
- Include the values-oriented fact that **missing children for the next ten years is missing them for most of their childhood**
- **Talk about the changes in the past ten years and the benefits of accurately counting children**

# ENLIST **TRUSTED** MESSENGERS

- Family
- Pediatricians
- Childcare providers
- Home visiting staff
- Family resource and guidance centers
- Librarians
- Teachers
- Faith communities

# USE THESE SOCIAL MEDIA



# CAMPAIGN TOOLS COMING TO COUNTALLKIDS.ORG

- ▶ Posters, flyers
- ▶ Toolkit for Complete Count Committees
- ▶ Slide deck and fact sheet for providers
- ▶ Fact sheet on who to count
- ▶ Sesame Workshop, Univision, Nickelodeon
- ▶ Census: PSA, posters, Congressional toolkit, Statistics in Schools

## MORE CAMPAIGN TOOLS

- ▶ Communications committee led by First Focus and CHN
- ▶ Resources from national partners like CHN, libraries, PTA, NEA, CAP
- ▶ Sign up at [countallkids.org](http://countallkids.org)

# FOUR WAYS TO BE COUNTED

- ▶ Online\*
- ▶ By phone \*
- ▶ By mail
- ▶ Census taker

\* 2020 first time this is available to all



# OUTREACH TIMELINE

- ▶ **January-February** - Bureau launches first stage national ad campaign, awareness
- ▶ **March-April** - Bureau launches second stage, motivation
- ▶ **Mid March** - First mailings to households
- ▶ **April 1** - Official Census Day
- ▶ **Early May-July** - Enumerators go door to door; families can still respond



## The Child Care System and Census 2020

Anne Hedgepeth, Sr. Director of Federal and State Government Affairs  
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# Who we are



- Child Care Aware® of America is a national, membership-based organization working to advance the affordability, accessibility, and quality of child care environments and to support the positive development and learning of all children in child care.
- A core element of our network are Child Care Resource & Referral (CCR&R) agencies. There are over 400 nationwide that serve more than 860,000 families a year.
- Located in 47 states, Child Care Resource & Referral (CCR&R) agencies increase access to high-quality, affordable child care by serving as a resource hub for families, child care professionals and communities.
- Child Care Resource & Referral agencies (CCR&R) interface with child care providers and families every day.



# Our Engagement Plan



- Utilize key events to amplify messages and opportunities around the Census
  - Presentation (from coalition partners) at Child Care Aware® of America's Leadership Institute in Fall 2019
  - Resources at Child Care Aware® of America's Symposium in Spring 2020
- Build and disseminate relevant content to our audiences –
  - November 2019 blog: <https://info.childcareaware.org/blog/census-2020-count-all-kids-alert>
  - November/December member and stakeholder newsletters
  - Upcoming blog series
- Learn from and amplify stakeholder leaders who are already joining state and local efforts



# Work with us!



- Consider whether the child care system is represented in the Census conversations you're a part of (ex. Complete Count Committees).
  - If not, find your local Child Care Resource & Referral agency by visiting our website: <https://www.childcareaware.org/>.
- Looking for resources as a provider or community partner that works with young children?
  - Subscribe to our blog to learn more as we release resources: <https://info.childcareaware.org/blog/census-2020-count-all-kids-alert>.
  - Continue to visit <https://countallkids.org/> and <https://2020census.gov/en/partners/outreach-materials.html>.



# How Libraries Can Help Count All Kids



Gavin Baker  
American Library Association

A dark teal rectangular graphic. At the top, the text "BECAUSE LIBRARIANS BELIEVE THAT EVERYONE COUNTS." is written in large, white, bold, sans-serif capital letters. Below this, the "LIBRARIES TRANSFORM" logo is displayed, with "LIBRARIES" in white, "TRANSFORM" in white with a yellow "O", and a registered trademark symbol. Underneath the logo is the hashtag "#LibrariesTransform" in white. On the right side of the graphic, the ALA logo (with "ALA" in a large font and "American Library Association" in smaller text) is positioned above the website address "LIBRARIESTRANSFORM.ORG", which is written vertically in white capital letters.



# How does the Census affect local funding?

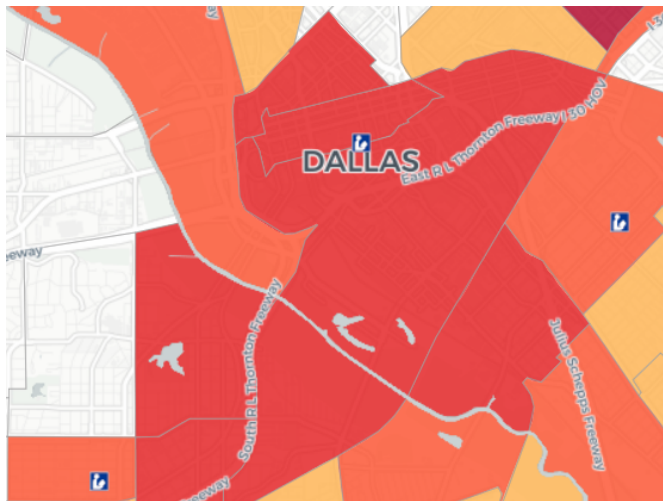


**\$1.5 trillion each year x 10 years**

Help your community get its fair share for other vital programs, including:

- Libraries (LSTA Grants to States)
- Schools (U.S. Dept. of Ed. Title I grants)
- National School Lunch Program
- Head Start

## How can libraries help achieve a complete count?



**17,000** public libraries in the U.S.

**99%** of hard-to-count census tracts have a public library located within 5 miles

*Plus 98,000 K-12 school libraries*



## What resources do libraries have?

- Free public access computers and internet
- Programs and resources for children & families
- Convenient locations in many communities
- Prior service to diverse users
  - 1.3 billion visits to public libraries
  - 173 million public library cardholders
- High levels of community trust

## What are libraries doing?

- Participating in Complete Count Committees
- Preparing for increased use of computers and the Internet
- Helping community members apply for census jobs
- Sharing accurate information about the 2020 Census, especially to communities at risk of being undercounted



# Check out a book. Then respond to the 2020 Census.

For the first time, you can respond to the census online. Libraries offer public computers and free internet access to help make sure you're counted. 2020 Census data informs the distribution of more than \$675 billion in federal funding each year, your representation in Congress, community initiatives, and more. Make sure you count everyone living in your home, including newborn babies and young children, on the 2020 Census. Your responses are confidential and important.

**2020CENSUS.GOV**

D-HP-HE-EN-451

Shape  
your future  
START HERE >

United States<sup>®</sup>  
**Census**  
**2020**

**ALA**  
American  
Library  
Association

## How Can Libraries Help Count All Kids in the 2020 Census?



**LIBRARIES ARE VITAL PARTNERS** in promoting a complete count of young children in the 2020 Census. Children under age 5 were the most undercounted age group in the 2010 Census, with more than 2 million estimated to have been missed.

When young kids are missed in the Census, their communities lose needed funding for schools, libraries, children's health insurance, and other critical programs. Public and school libraries can play important roles to help achieve an accurate and inclusive count of young kids.

### WHY ARE YOUNG CHILDREN MISSED IN THE CENSUS?

The Census counts *every person* living in the United States, including newborns and babies. People are counted at the address where they live and stay most of the time, or if they don't have a permanent residence, at the address where they are staying on April 1, 2020.

However, sometimes people don't return the Census questionnaire or don't realize that the young kids staying in their household should be included.

Children are more likely to be missed in the Census if:

- They live in **large and complex households** (such as blended families, multi-family or multi-generational households).
- They live with **single parents or young parents** between the ages of 18-29.
- They are **not the biological or adopted child** of the householder.
- They **live with their grandparents**, aunts or uncles, or other family members.
- They live with adults who **do not speak English well** or their family includes immigrants.
- They live in **low-income** families.
- Their families **rent rather than own** their home.

Some communities are at greater risk of being undercounted. In the 2010 Census, black and Hispanic young children were missed twice as often as non-Hispanic white young children.



Posters and outreach materials are available at [2020census.gov/partners](https://2020census.gov/partners).

CONTINUED >



FOR ADDITIONAL RESOURCES ABOUT LIBRARIES AND THE 2020 CENSUS, VISIT [ala.org/census](https://ala.org/census)

Share your library's Census story with the hashtag [#CountOnLibraries](https://twitter.com/CountOnLibraries)



City of Phoenix, AZ

@CityofPhoenixAZ

Follow

FREE event at Burton Barr Library on 10/5 from 9:30-11:30am. My First Census Picture Day commemorates your child's first census with a fun-filled event & a free professional portrait of your child as a keepsake. RSVP in the links: [myfirstcensus.eventbrite.com](https://myfirstcensus.eventbrite.com) [miprimercenso.eventbrite.com](https://miprimercenso.eventbrite.com)



## Child poverty and libraries

“At one food bank, staff described libraries as a **primary location for outreach** because they are open year-round and reach diverse populations; this food bank began partnering with libraries in response to phone calls from nurses conducting health screenings at community libraries who found children facing hunger after school.”



2014 EXECUTIVE SUMMARY  
SNAP Outreach Case Studies  
Coast to Coast

NOVEMBER 2014



## Child poverty and libraries



“Lunch at the Library provides children and teens with free summer meals, summer reading programs, and other activities that support learning, health, and wellness. It brings new families to the library where staff can connect adult family members with essential resources and services, and it sparks and supports community collaboration.” (200+ locations in California)

## Child poverty and libraries

“In one area of the Library Partnership, residents have at their disposal a fully functioning branch of the library, while in another area the Resource Center offers a broad array of family support programs that are facilitated by more than 40 community agencies.” (Gainesville, FL)



## What can community leaders do?

- Invite libraries to Complete Count Committees
- Host programs and outreach activities in libraries
- Share messages about the 2020 Census with libraries
- Collaborate with libraries on get-out-the-count efforts to share costs and resources
- Use ALA's resources at [ala.org/census](https://www.ala.org/census)
- Share your story with **#CountOnLibraries**