

North Carolina Early Education Coalition

DEDICATED TO ADVANCING HIGH QUALITY EARLY CARE AND EDUCATION



Making Kids Count in the 2020 Census

April 21, 2020



The NC Early Education Coalition is a proud partner in the national ZERO TO THREE Think Babies™ campaign and in the Pritzker Children's Initiative's National Collaborative for Infants and Toddlers.

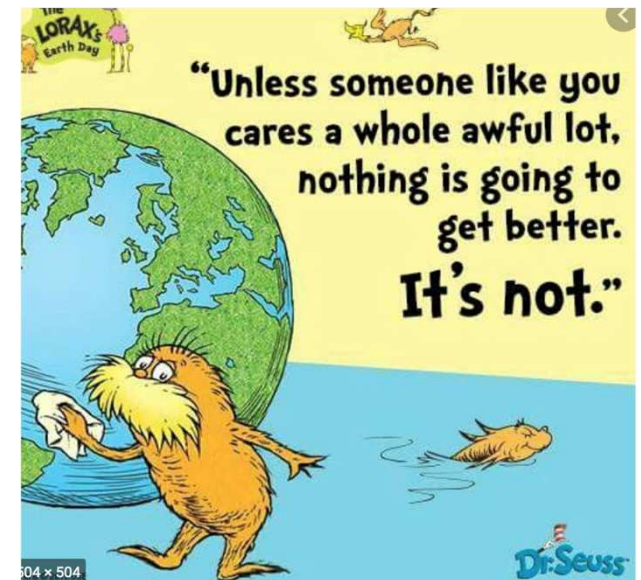
Message of Hope from Elliott



“There’s a light
at the end of
the tunnel!”

Goals for Today- The Census!

- Why are we talking about the census?
- Focus on Making Kids Count in the 2020 Census with special guests Cassandra Brooks and Whitney Tucker



Think Babies™ and the North Carolina Census

- One of eight Think Babies™ Policy Agenda policy priorities
- More social media graphics, fact sheets and infographics are available on the Think Babies™ page of the NC Early Education Coalition website

<https://www.ncearlyeducationcoalition.org/think-babies-nc/>

Make kids count in the 2020 Census.

more than \$5 billion for programs serving children and families is at risk if we undercount young children.

#ThinkBabiesNC

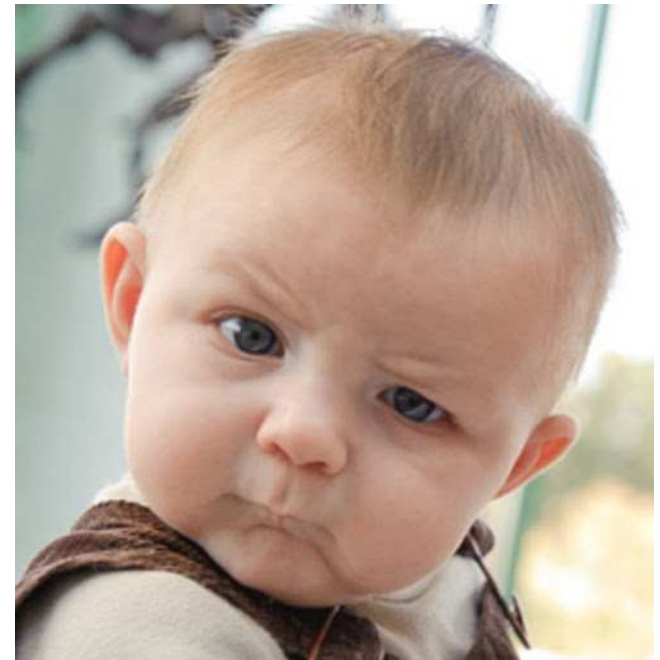
 NORTH CAROLINA
EARLY EDUCATION COALITION



In North Carolina
73,000
young children are at risk of being missed in the 2020 Census

Time for a Poll!

**Have YOU completed
your census?**



Special Guests – Cassandra Brooks and Whitney Tucker



Cassandra Brooks

Owner and Executive Director
Little Believers Academy, 2 locations



Whitney Tucker

Acting Policy Director
NC Child



APRIL 21, 2020
TUESDAYS FOR TOTS

MAKING KIDS COUNT IN THE 2020 CENSUS

CASSANDRA BROOKS
OWNER, LITTLE BELIEVERS ACADEMY

WHITNEY TUCKER
ACTING POLICY DIRECTOR, NC CHILD

NC Child
The Voice for North Carolina's Children

ABOUT NC CHILD

NC Child builds a strong North Carolina by advancing public policies to ensure all children – **regardless of race, ethnicity, or place of birth** – have the opportunity to achieve their full potential.

Our Focus Areas:



High Quality Early
Childhood Education



Family Economic
Security



Healthy
Children



Nurturing Homes
and Communities

Census data are the basis of our
REPRESENTATIVE DEMOCRACY
critical to the
PROTECTION OF CIVIL RIGHTS
used annually to distribute
BILLIONS IN FEDERAL FUNDS
and used to
MAKE INFORMED DECISIONS

Census data are used for apportionment of Congressional seats, and redistricting at all levels of government.

Census data are indispensable for monitoring and enforcement of a broad range of civil rights policies.

Census data guide the allocation of more than \$700 billion in federal government resources to states, localities and families every year.

CENSUS 2020 HAS SIGNIFICANT CHANGES

- The 2020 count began in the most remote areas of the United States the week of January 20th.
- U.S. Census Bureau was mandated to conduct the 2020 Census at a lower cost per household than 2010. Its plans have fallen short. COVID-19 has further complicated census plans.
- New approaches have been instituted, which all have important implications for the count:



Internet response as primary response option



Reduction in number of local census offices, field staff, field “presence”



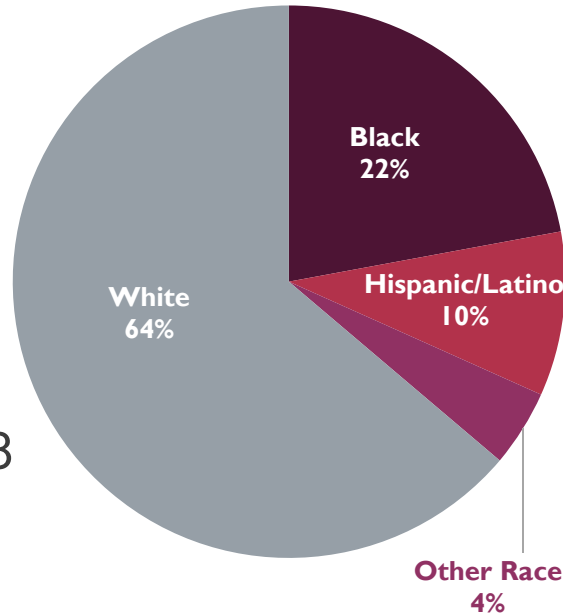
Use of administrative records and other third-party data for address canvassing and non-response follow-up (NRFU)



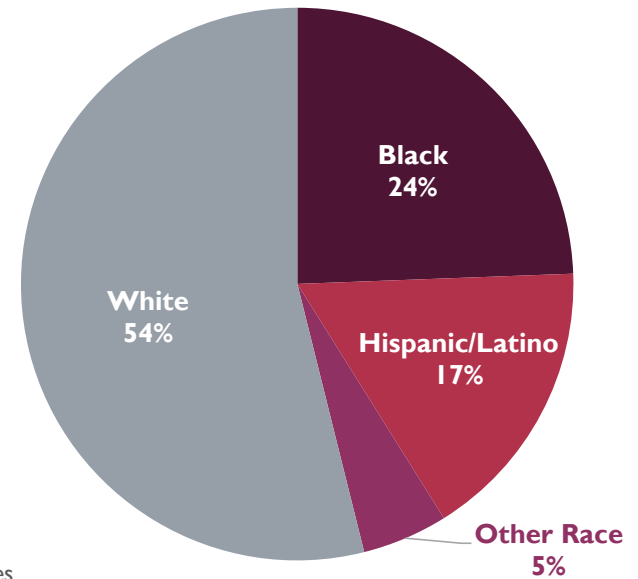
Redesign of questions on Hispanic origin and race

25% OF NC CHILDREN ARE UNDER AGE 5

TOTAL POPULATION



CHILD POPULATION



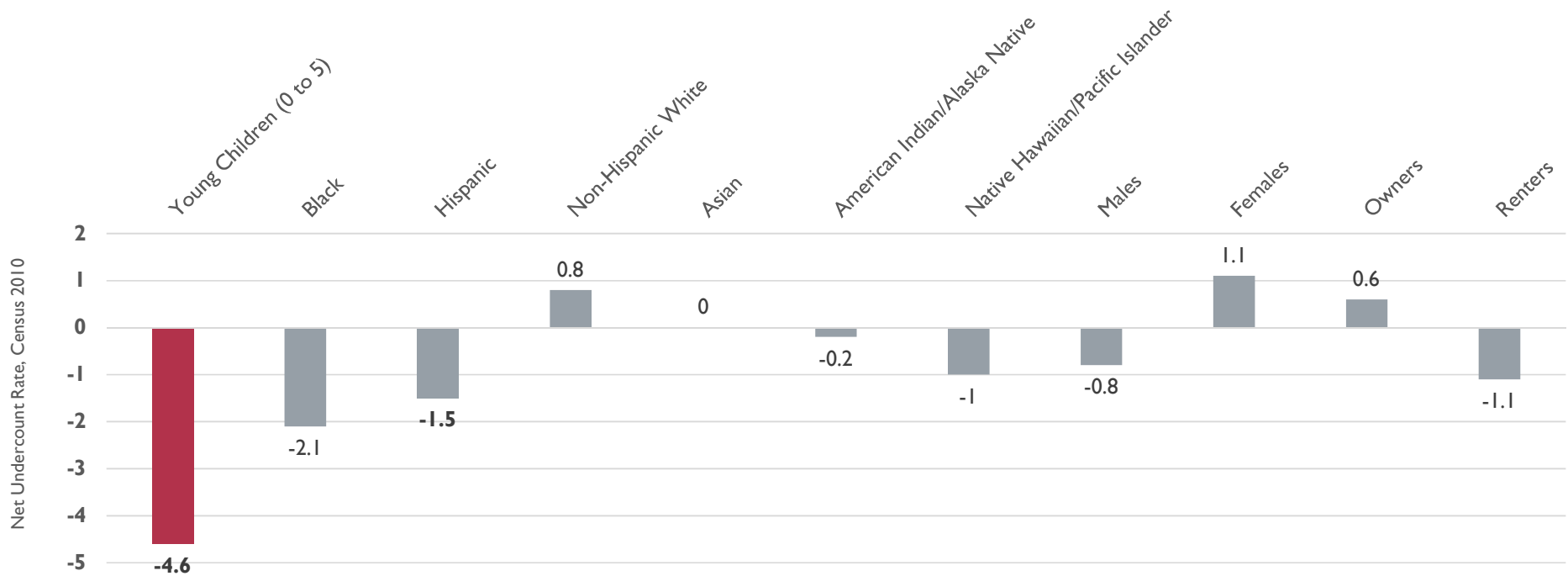
Total Population: 10,383,620

Child Population: 2,442,881

Child Population, 0-5: 610,128

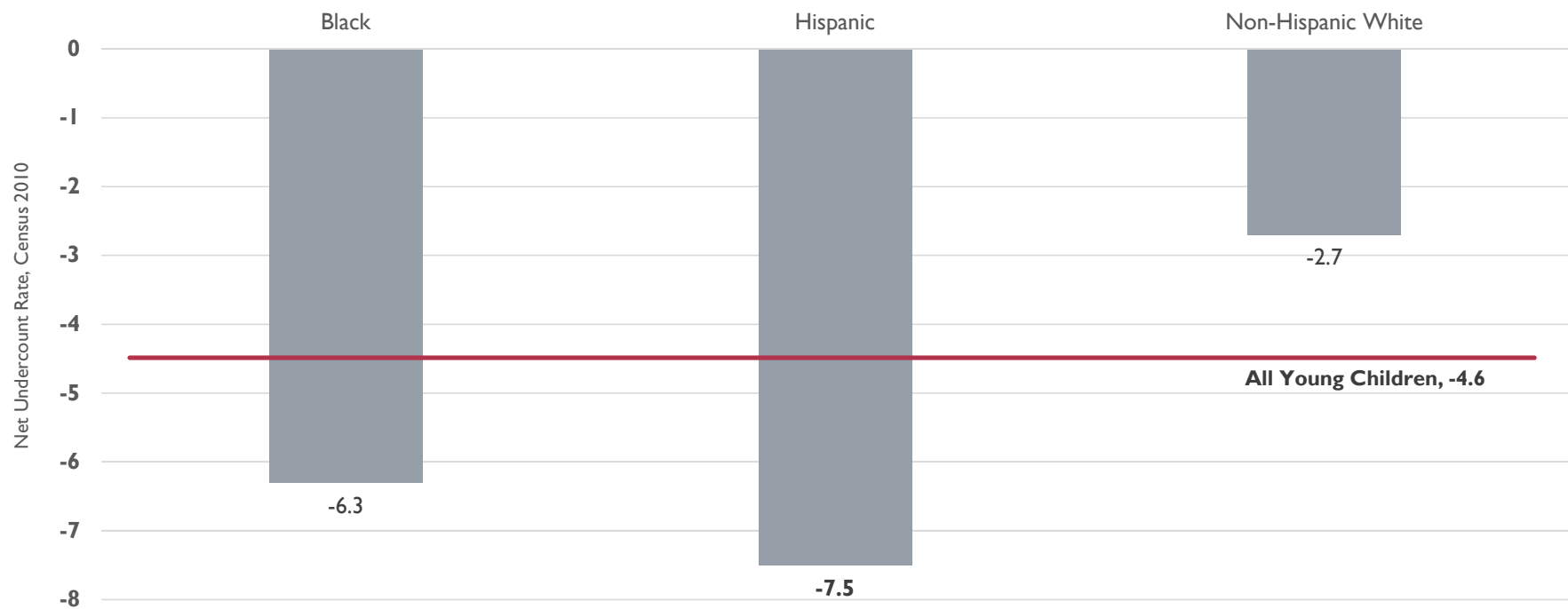
SOURCE : CDC, National Center for Health Statistics. Vintage 2018 postcensal estimates of the resident population of the United States

YOUNG CHILD RESIDENTS WERE THE NATION'S MOST UNDERCOUNTED IN 2010



SOURCE : US Census Bureau

AMONG YOUNG CHILDREN, BLACK AND HISPANIC CHILDREN ARE UNDERCOUNTED AT A HIGHER RATE



SOURCE : US Census Bureau, May 2012 DA release

	Age 0-4	Age 10-17	Difference (0-4 minus 10-17)
Age of Householder is 18-29	29	3	26
Living in Rental Housing Unit	44	32	12
Living in a Multi-Unit Structure	38	26	12
Different Address One Year Ago	15	8	7
Living in a Complex Household	40	33	7
Living Below the Poverty Level	25	19	6
Grandparent Responsible for Grandchild	5	3	2
Living with One Parent or Two Unmarried Parents	36	34	2

Young children are overrepresented in populations considered “hard-to-count”.

What is hard-to-count?

Identified census tracts that had a mail response rate of less than 73% on the previous Census.

Who is hard-to-count?

- Low income households
- People of color
- Non-native English speakers
- “Complex” families
- Highly mobile families

SOURCE : U.S. Census Bureau, Investigating the Undercount of Young Children – Summary of Recent Research

Child-Serving Program in North Carolina	Fiscal Year 2015 Dollars
Medicaid (Children's Portion Only)	\$1.9 billion
Supplemental Nutrition Assistance Program (SNAP) (Children's Portion Only)	\$1 billion
Title I Grants to Local Education Agencies	\$416 million
National School Lunch Program	\$375 million
Special Education Grants (IDEA)	\$327 million
State Children's Health Insurance Program (S-SCHIP)	\$395 million
Head Start/ Early Head Start	\$212 million
Supplemental Nutrition Program for Women, Infants, and Children (WIC)	\$193 million
Foster Care (Title IV-E)	\$70 million
Child Care and Development Fund (CCDF) Entitlement	\$122 million

SOURCE : George Washington University, *Counting for Dollars 2020 – North Carolina*; Annie E. Casey Foundation KIDS COUNT program

Reaching Families Where They Are

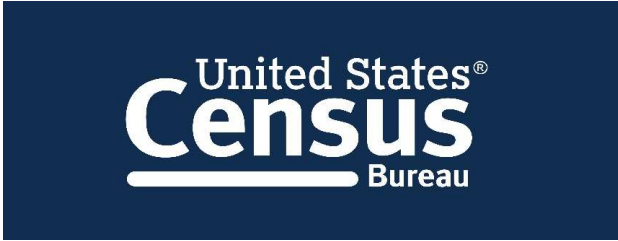
CASSANDRA BROOKS

Little Believers Academy

MESSAGES TO DISPEL COMMON MYTHS

1. The census form will **not** ask residents about citizenship status.
2. An accurate count covers **anyone and everyone** living in your household — including couch-surfers, distant relatives, nonrelatives and kids of all ages.
3. The U.S. Census Bureau **never** shares identifiable information — not even to other federal departments and agencies.
4. The census is **more than just paperwork**. Census data determines:
 - ~\$1.5 trillion in federal funds to the states.
 - Congressional apportionment
 - Local planning (i.e. where schools, libraries and hospitals should be)

U.S. Census Bureau - official site of the 2020 Census



www.2020census.gov

NC Child - all things N.C. kids and Census 2020

FACT SHEET
Make Kids Count: Young Children and Census 2020
NC Child

The Scope of the Problem
 The net undercount of young children - the difference between the actual census count and the true number of children - has steadily widened over the past 20 years. In the 2010 national census, an estimated 25,000 young children in North Carolina were not counted.

A Higher Undercount Means Less Federal Support
 Young children in the census can have a big impact on North Carolina's federal funding for family resources. As well as the federal child care resource allowance, representation in Congress, and reauthorizing

How Can I Help?
 Ask your candidate for legislative office the following question: "In your office, or in person at a candidate forum, do you support allocating at least \$2 million in state funding to support and ensure that every child in the 2020 Census is counted?"

73,000
 In North Carolina, young children age 4 and under are estimated to be 73,000 children age 4 and under missed in the 2010 Census.

www.NCchild.org/census

Hágase Contar - hub for national and state-level resources on Latinos and Census 2020



www.hagasecontar.org

Bilingual Census Information Hotline:
 877-EL-CENSO, Monday-Friday 8:30am-8:30pm

Questions?



Tuesdays for Tots

Coming up next week:

April 28: Take Action

Child Abuse Prevention Month 2020 Digital Advocacy Day

Another advocacy opportunity:

This Thursday, April 23rd at 10am

Join us for a #FundChildCare Twitter Storm!

Highlight the importance of child care programs during and after the COVID-19 crisis and call on policymakers for emergency funding. More info coming soon!



Things you can do right now

- **Take Action**

- Send a message to policymakers to support emergency child care funding
- Sign a petition to support emergency child care funding

- **Share Your Story with us and ZERO TO THREE**

- Share how this is impacting you, your family, or families you serve

<https://www.ncearlyeducationcoalition.org/coronavirus/>

- **Sign the Think Babies™ Petition**

www.thinkbabies.org/sign-the-petition/



Thank you!

www.NCEarlyEducationCoalition.org

For more information:

Michele Rivest

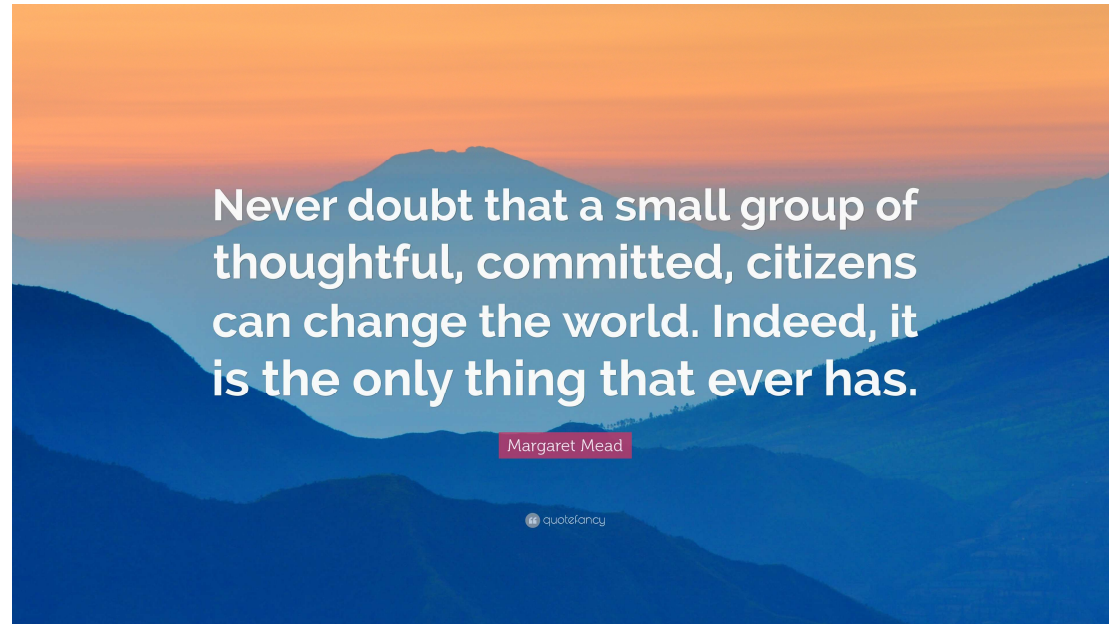
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Never doubt that a small group of thoughtful, committed, citizens can change the world. Indeed, it is the only thing that ever has.

Margaret Mead

quotefancy