



*Community Health Association*  
*Inland Southern Region*

Presents

# Census 2020: Counting Children 0-5

January 30, 2020

# Housekeeping items:

- This webinar is being recorded and will be available on the Association's membership portal.
- All resources discussed today are/will be available on the Association's membership portal [www.chair.org/member-portal/](http://www.chair.org/member-portal/)
- If you have questions please type them in the chat box or "*raise your hand*" (button)

# Census 2020:

## Counting Children 0-5



# The problem...

Over 1 million children from birth to age 5 were missed in the 2010 census, making it the largest undercounted age group.

# The solution.

We can reach families across all demographic groups when we talk about the importance of counting young children.



# Undercounted Children

80-85% of young children missed in the 2010 census lived in households that completed a census questionnaire

CA had the highest undercount of children 5 and under



# Why are young children undercounted?

Complex households

Children do not live in the household all of the time

The person completing the census is not the child's parent

Parents/guardians assume young children will be counted once they enroll in school or simply don't know they need to be counted





# Households with young children

Households with young children are less familiar with the census and less aware of how data is used.

Parents of young children are typically younger and have less experience with the previous census.



# Households unsure about counting children

**Babies count too!** Pregnant women should count all babies born on or before 4/1/2020

Children should be counted in households where they spend the most time

**If children spend equal time at multiple houses, then they should be counted at the residence occupied on 4/1/2020**





# Higher risk for being undercounted

Households that are non-English speaking

Children of color

Children who live with their grandparents

Children not closely related to the householder



# General census challenges

People don't see the benefits of participating

Mistrust about sharing personal information

Lack of interest in taking the time to respond



# What matters to parents

Better school funding

More safe and affordable housing

Better funding for childcare, hospitals, and fire departments

Funding for transportation and better roads



# What an undercount means

An undercount in 2020 could cost CA up to **\$115 Billion per year** in funding for federal programs.

An undercount results in underfunding for child care, schools, hospitals, food assistance children's health insurance, housing, and public transportation for **10 years. That's most of their childhood.**



# Programs underfunded by an undercount

- SCHIP and Medi-Cal (health insurance)
- CalFresh (Food Stamps/SNAP)
- WIC
- School Breakfast and Lunch Programs
- Head Start and Early Head Start
- Child Care (CCDBG)
- Cash Assistance (TANF)
- Section 8 Housing



# Talking points and key phrases

A census undercount results in **overcrowded classrooms**, **fewer childcare options**, and **busy hospital waiting rooms**.

A complete count **lifts up funding** for things that will **improve children's lives**.

It's important for immigrant families to count all young children because they are **citizens of this country and will grow up here**.





# Talking points and key phrases

Funds allocated based on census data aren't check-in-the-mail types of benefits but provide **direct impacts** within people's lives for **public works and services**.

Funding based on census data isn't a grant to apply for or a tax to place on something. It's **money that's on the table ready for our communities** based on our representation in the count. Every person counts – even the youngest members of our communities.



# Questions on the census



How many people are living or staying at your home on 4/1/2020?

Is the home is owned or rented?

Gender, age, and race of each person in home as well as relationship of person

If anyone in home is of Hispanic, Latino, or Spanish origin



# Questions NOT on the census



Citizenship

Social security number

Money, donations, bank or credit card account numbers

Anything on behalf of a political party



# Title 13

Census workers sworn to keeping information confidential for life

Penalties of disclosing census data include up to a \$250K fine and/or up to 5 years in prison



# Completing the census

The census takes around **10 minutes to complete**

It can be done **online, including on smartphones, and on your own schedule**

Answers may also be mailed in or provided by phone

If no answers are submitted, a **census worker will visit your home**

The image shows a sample of a US Census form for Person 1. The form is titled 'Person 1' and contains several sections for data entry. Section 5 asks for the person's name (first, last, and middle) and their sex (male or female). Section 6 asks for the person's age and date of birth (month, day, and year). Section 7 asks for the person's race and ethnicity, with checkboxes for various groups including White, Black or African American, American Indian or Alaska Native, Asian, and Pacific Islander. Section 8 asks for the person's Hispanic or Latino origin. The form also includes a note about the importance of providing accurate information and a section for the census worker to use.



# Talk it up!

Make children ages 0-5 part of every census conversation

Focus messages on children's future, consequences of undercounting, convenience of census, and security of information

Discuss the importance of counting young children with **trusted providers** including doctors and nurses, educators, child care providers, faith leaders, and extended family members





# Resources

First 5 Association census materials:

<http://first5association.org/census-2020-resources/>

Census Bureau research on the undercount of young children:

<https://www.census.gov/programs-surveys/decennial-census/2020-census/research-testing/undercount-of-young-children.html>



Thank you and remember:

Babies Count Too!





**Thank you** to our presenter  
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