



#CountAllKids Lunch & Learn Webinar For Home Visitors
Thursday, March 19, 2020



PRESENTERS

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NORMAN BRISTOL COLÓN
Executive Director of the
Governor's 2020 Census
Complete Count Commission



KARI KING
President and CEO of PA
Partnerships for Children

OBJECTIVE

TODAY'S OBJECTIVE

To partner with Home Visitors to increase education and outreach efforts to GOTC (Get Out the Count). The trust that exists between Home Visitors & families makes you invaluable in education and outreach efforts!

GOALS:

- » Empower you to have conversations with families about what is at stake for them and their communities if they don't fill out the form and count the children in their home
- » Provide an overview of the impact of an undercount on children and specific groups at risk of being missed
- » Review ways families can respond to the Census, and key dates
- » Help you dispel any concerns families raise about the confidentiality of their responses
- » Address the impact of COVID-19 on 2020 Census outreach efforts

ABOUT CHILDHOOD BEGINS AT HOME (CBAH)

- » Statewide advocacy coalition to help policymakers and the public understand the value of and support public investments in evidence-based home visiting
- » Made significant progress over the last three budgets in securing increased investments in evidence-based home visiting programs to expand services to additional children and families. In each budget, home visiting received about a \$5 million to \$6 million increase
- » Urging lawmakers to invest in PA children and families by supporting a targeted, modest increase to expand evidence-based home visiting programs to additional children and families in the fiscal year 2020-21 budget



LEARN MORE ABOUT CHILDHOOD BEGINS AT HOME

childhoodbeginathome.org

 [ChildhoodBeginsAtHome](https://www.facebook.com/ChildhoodBeginsAtHome)

 [ChildBegin_Home](https://twitter.com/ChildBegin_Home)



WHAT IS THE CENSUS

- The U.S. Constitution requires a census of all residents every 10 years.
- Every person living in the U.S. is counted once and only once.
- You are counted based on where you are living on April 1, 2020.
- Data from the census informs government decisions for 10 years.





WHY YOUR RESPONSE MATTERS

Fair representation & legislative redistricting

The Census determines:

- How many seats PA has in the U.S. House of Representatives
- How U.S. congressional and state legislative districts are redrawn

\$675+ billion in federal public funding

The Census determines how much funding each state receives for the next 10 years.

Pennsylvania receives \$26.8 billion each year

That's \$2,000 per Pennsylvanian.

IN PA, EVERYONE COUNTS

Federal funding impacts

- every community
- every neighborhood
- every infant and child
- every foreign and U.S. citizen
- every family and every individual

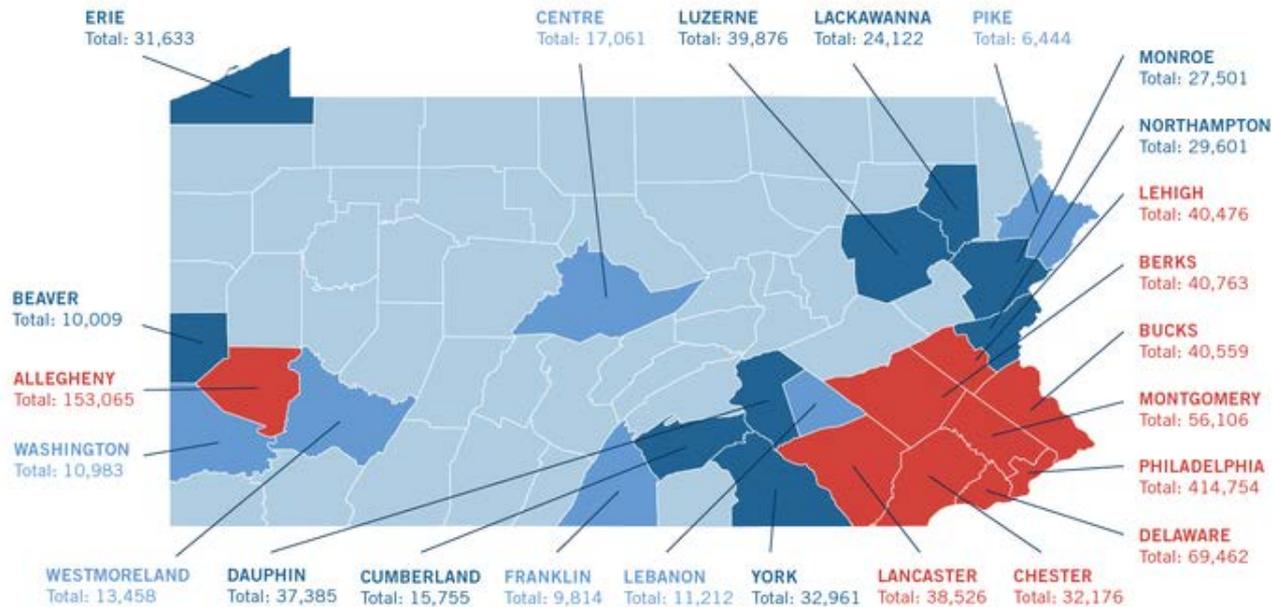




2020 Census will determine federal funding for:

- **Healthcare** (Medicare, Medicaid, CHIP, WIC)
- **Food** (SNAP, meals in schools)
- **Education** (Title I Grants, Pell Grants, special education grants)
- **Transportation** (highway planning and construction, capital investment grants)
- **Housing** (very low-moderate income housing loans, Section 8 assistance, Community Development Block Grant funding)
- **Rural** (electrification loans, rural rental assistance, business loans)
- **Families** (TANF, vocational rehabilitation, unemployment insurance, adoption assistance)

Priority Counties & At Risk Households



Counties undercounted in 2010 that have growing hard-to-count communities

The Census and COVID-19

- Earlier responses mean fewer visits from Census takers
- The U.S. Census Bureau is making some adjustments to protect the health & safety of the public and its staff



EVERYONE COUNTS.

The census is about more than the government generating data. It's about how government distributes power and determines federal funding. Our population count is critical.

To support our state, communities, and neighbors – every Pennsylvanian, whether you're 1 month old or 100, rural, urban or experiencing homelessness, gay or straight, a citizen of this country or another – needs to participate.

Everyone counts.

OVERVIEW

BRIEF OVERVIEW OF WHY WE MUST #COUNTALLKIDS

Children can't fill out a Census form themselves

- » An estimated 5 percent of kids under the age of 5 weren't counted in the 2010 Census. That's about 1 million young children, the highest of any age group.
- » When young children are missed it has serious consequences for them, their families, their communities and the nation for a decade – most of their childhood.

KIDS

WHAT DOES IT MEAN IF WE MISS KIDS?

- » The undercount of children results in reduced funding for programs many families rely on
- » Lawmakers and businesses cannot make responsible decisions without an accurate census
- » And, communities cannot hold them accountable without it
- » In the 2010 Census, **25,197 children were missed**
 - ▶ This resulted in nearly \$44 million in lost federal funding, or a loss of \$1,746 per missed child in federal funding for Medicaid, CHIP, Foster Care and Adoption, Special Education and Child Care programs

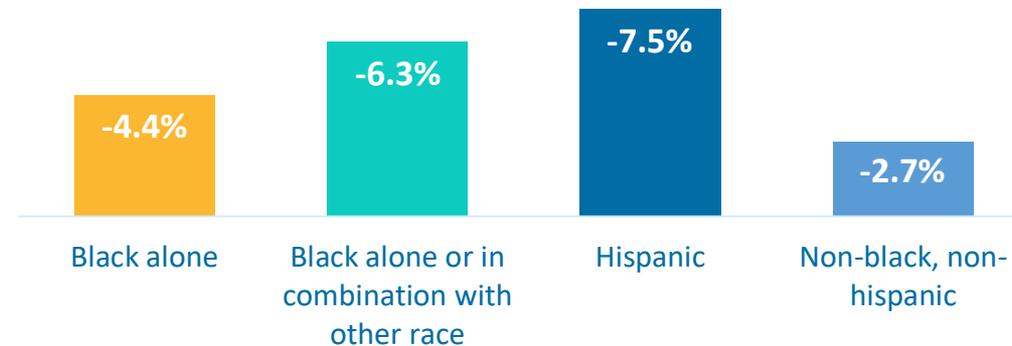
COUNTING BABIES AND TODDLERS

- » Many of the programs and services that help families give their babies a strong and healthy start in life are funded based on Census data
- » Research shows that families are not always aware that babies should be counted – but they should!
- » Because the Census happens only once every 10 years, the impact of an undercount could last almost an entire childhood

COUNTING CHILDREN OF COLOR

- » Children of color have been historically undercounted in the Census
- » Not only are people of color consistently undercounted, but non-Hispanic whites have been consistently over counted, further compounding the problem
- » The rate of uncounted young kids in urban areas is double or triple the national figure, and kids of color are also more likely to be missed

Percent difference in number of kids aged 0-4 counted in the 2010 census survey and the Census Bureau's estimate of total kids that age, by race.



CHILDREN

WHY ARE CHILDREN OF COLOR UNDERCOUNTED?

- » Many communities of color have endured a long history of inequitable treatment from governmental authorities resulting in significant distrust that has adversely impacted participation in the Census
- » Factors specific to various communities of color that further contribute to their historical undercounting:
 - ▶ African Americans are statistically less likely to have internet access at home, an increasingly important factor as much of the Census moves online
 - ▶ Latinos are more likely to be immigrants and therefore non -English speakers
 - ▶ Some Asian immigrants come from countries that do not have a census system

COUNTING CHILDREN WITH DISABILITIES

» Over \$800 billion a year in federal funds for key programs that support and protect the rights of children with disabilities:

- ▶ Education programs like Title I grants and IDEA special education funding for children with disabilities
- ▶ Health insurance programs like, Medicaid and the Children's Health Insurance program
- ▶ Community-based organizations that provide independent living services
- ▶ Supportive housing programs that provide affordable, accessible rental housing
- ▶ Food and nutrition assistance

COUNTING KIDS RAISED BY GRANDPARENTS OR IN FOSTER CARE

- » Children under the age of 5 are, by far, the most undercounted demographic group. Among young children, some groups are at an even greater risk of not being counted.
 - ▶ Nearly 107,000 PA children live with an adult(s) who is not their biological or adoptive parent
 - ▶ 11% of PA's young children live with a grandparent, and the number is rising
 - ▶ Racial minorities have a larger share of young children living with a grandparent householder
 - ▶ Approximately 6,000 – 9,000 children in PA's foster care system

2020 CENSUS

WAYS TO RESPOND TO THE 2020 CENSUS

- » For the first time, you can choose to complete the Census online, by phone, or by mail
- » Homes began receiving their invitation to respond on March 12th, and all invitations will be out by March 20th
 - ▶ These official Census Bureau mailings include detailed information and a Census ID for completing the Census online.
- » Visit <https://2020census.gov/en/ways-to-respond.html> for more information on filling out the form online, by phone or by mail

DATES

KEY DATES

»» March 12 - April 30: Self-Response Operation

- ▶ Mailing 1: March 12-20
- ▶ Mailing 2: Reminder letter, March 16-24
- ▶ Mailing 3: Reminder postcard, March 26 - April 3
- ▶ Mailing 4: Reminder letter plus paper questionnaire, April 8-16
- ▶ Mailing 5: "It's not too late" postcard, April 20-27

»» May 13 - July 31: Non-Response Follow-Up

- ▶ April 9: "Early Non-Response Follow-Up" starts in neighborhoods with large off-campus college student populations

»» July 31: Last day for households to self-respond online, by phone or by mail

PRIVACY

ADDRESSING CONCERNS ABOUT PRIVACY

- » Responses to the 2020 Census are **safe, secure, and protected by federal law**
- » Answers can only be used to produce statistics—they cannot be used against anyone in any way
- » By law, all responses to U.S. Census Bureau household and business surveys are kept completely confidential

HOME VISITS

DURING HOME VISITS, EMPHASIZE THAT...

- » If we don't count young children, we don't count our future— and PA will LOSE funding for key programs
- » If there is a child living in your home on April 1st that kid counts!
 - ▶ If it's not clear where the child lives or sleeps most of the time, count babies, toddlers and kids *where they stayed on Census Day, April 1*
- » All homes should have received their invitation to respond. If a family has not responded yet, please encourage them to do so
 - ▶ If a family says they did not receive an invitation to respond from the Census Bureau, encourage them to respond online or go to:
<https://2020census.gov/en/contact-us.html>
- » Census enumerators (the people that go door to door) CAN be trusted*
 - ▶ Responses are protected and cannot be used against you
- » Census Bureau employees are sworn to protect your personal information for life and any violation comes with a penalty of up to \$250,000 and/or up to five years in prison!

*NOTE: Canvassing is suspended until April 3rd per the U.S. Census Bureau

RESOURCES

RESOURCES TO HELP GET OUT THE COUNT

- »» Download PPC's Count All Kids toolkit:
<https://www.papartnerships.org/countallkids-2020-census-toolkit/>
(includes fact sheets in English & Spanish you can share to provide a deeper understanding of programs that would be impacted by an undercount of young children.)
- »» The Wolf Administration has a variety of downloadable materials at: <https://www.pa.gov/census/>
- »» Consider sharing Sesame Street's 2020 Census videos, posters, and flyers (all in English and Spanish):
<https://www.sesameworkshop.org/press-room/2020-census-form>
- »» Visit https://www.seussville.com/classroom_activities/2020-census/ for Dr. Seuss-themed Census coloring and activity pages
- »» Talk with colleagues about the need to #CountAllKids in the 2020 Census
- »» Asked a question you can't answer? Chances are the Census Bureau has addressed it. Tell anyone with questions or concerns to visit <https://www.census.gov/>

THANK YOU!

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PPC and the Governor's 2020 Census Complete Count Commission thank you for your partnership. Together we can help ensure a complete and accurate count of babies, toddlers and children in Pennsylvania in the 2020 Census!

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