

# Service Providers and Census 2020 —

*What you need to know*

December 4, 2019



COALITION ON HUMAN NEEDS

# Beth Lynk

**Beth Lynk** is director of the Census Counts campaign at The Leadership Conference on Civil and Human Rights and The Leadership Conference Education Fund, leading the campaign to ensure that the upcoming 2020 census is fair and accurate. Before joining The Leadership Conference and The Education Fund, Lynk was the associate director of federal communications for Planned Parenthood Federation of America, and worked at The Raben Group, a national public policy firm.



# Deborah Lee Stein

Deborah Stein is Network Director for the Partnership for America's Children. She has more than 30 years of experience in policy analysis and advocacy on behalf of vulnerable children and their families.

Before she came to the Partnership, she spent eight years at The Hatcher Group, a public affairs and communications firm, as Vice-President of Public Policy. Debbie also spent nine years with Voices for America's Children, the predecessor organization to the Partnership, where she rose to become Director of Policy and Advocacy.



# Lindsay Marsh

Lindsay Marsh is a Senior Associate at the National Community Action Partnership (the Partnership), where she serves as the Census Director. Her team works to equip over 1,000 Community Action Agencies (CAAs) and others to engage the Hard to Count populations they serve with the Census and to increase participation.

Marsh comes to the Partnership from the Office of Community Service at the US Department of Health and Human Services. Prior to that, she worked on issue and political campaigns, organizing, data research, and fundraising.



# Deborah Weinstein,

moderator

**Deborah Weinstein** has been executive director of the Coalition on Human Needs since 2003. Before that she was director of the Family Income Division at the Children's Defense Fund. Debbie has been helping advocates use Census and other data to combat poverty and hardship for more than two decades.





# Thanks to our generous funders

The Annie E. Casey Foundation  
The George Gund Foundation  
Leadership Conference on Civil and  
Human Rights  
Partnership for America's Children  
CHN Members and Supporters

# Why the Census is important

Where were you in 2010? Do you live in the same place? Have kids now? New job?

The 2020 Census is coming soon. Will you and your community count? Or will you be missing?





**State and community leaders use census data to help determine when bus routes need to be changed or added to match up with where people live and work.**



**Company executives use census data to identify communities where they might build a factory or office building, or open new stores.**



**The 2020 Census will help determine where and how 1.5 trillion dollars are spent on resources like medicaid, education, and infrastructure needs.**



## THE POWER OF CENSUS DATA

# 22M

children get free or reduced price lunches every day. Census data influences the distribution of the free lunch program.

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Find more at <https://gwipp.gwu.edu/counting-dollars-2020-role-decennial-census-geographic-distribution-federal-funds>

THE POWER OF CENSUS DATA

# 25M

patients rely on Community Health Centers for healthcare in rural and urban settings. Census data influences the funding for Community Health Centers.

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Find more at <https://gwipp.gwu.edu/counting-dollars-2020-role-decennial-census-geographic-distribution-federal-funds>

THE POWER OF CENSUS DATA

# 900K

children have a better shot at succeeding in school and life because of Head Start and Early Head Start. Census data influences the distribution of Head Start funds.

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Find more at <https://gwipp.gwu.edu/counting-dollars-2020-role-decennial-census-geographic-distribution-federal-funds>

# Challenges We Face


Census doesn't  
count all population  
groups equally well

Non-Hispanic White, higher  
income households over-  
counted



## CHALLENGES WE FACE

“Hard to count”  
groups face systemic  
under-counts:



People of color

Low income households, urban & rural

Young children (ages 0–4), esp. Black  
Latino kids

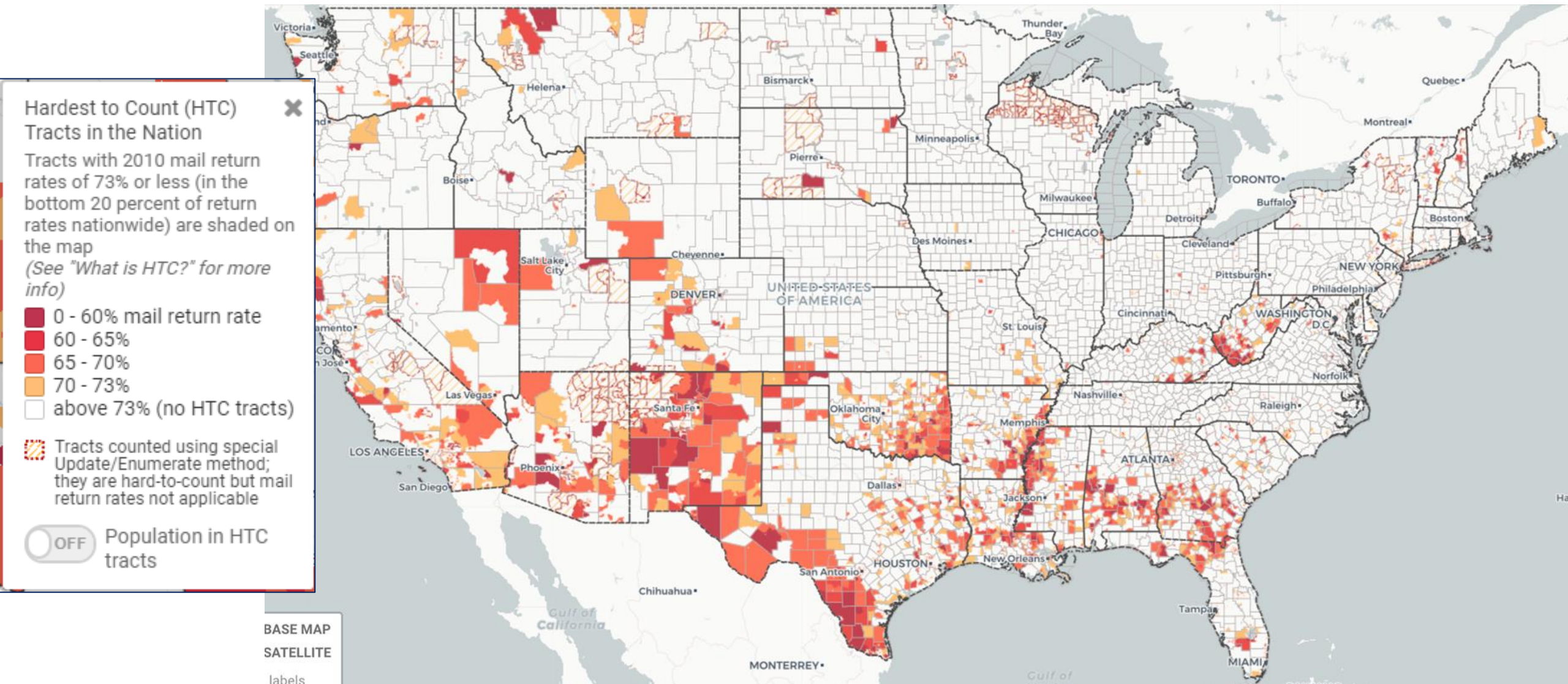
Limited English Proficient and foreign-  
born households

Single, female-headed households

Young adult mobiles (renters)

# Hard to Count Are Not Evenly Distributed

Find your state at [www.censushardtocountmaps2020.us](http://www.censushardtocountmaps2020.us)



## 2020 CENSUS IS DIFFERENT

**First High Tech Census raises concerns about access to internet access, confidentiality and cybersecurity.**

**Trust in government is at an all time low and a toxic environment for people of color & immigrants exacerbates fears about data confidentiality.**

**Misinformation and disinformation could impact response rates.**



## CHALLENGES WE FACE

**Result:** →

higher rates of undercounting skew census data, impacting our representation in government and allocation of resources for the next 10 years

Opportunity →

You can educate your clients about  
the 2020 Census.

# Census Counts Coalition

Census Counts is a collaborative campaign involving national organizations and dozens of community partners in states and localities.



Goal: Reach communities at risk for being missed in the 2020 Census.

Strategy: Network of trusted messengers in hard-to-count communities.

# Strategies

Communications  
and Cultural  
Relevant Messaging

Technical  
Assistance and  
Resources

Oversight and  
Collective  
Power

Get Out the  
Count

Utilizing best practices and new tools to reach hard-to-count communities.

## TIMELINE

# Phase 1:

January 2020 - March  
2020: Education and  
Awareness



Census Bureau ad campaign goes live.

Census Bureau begins enumeration in remote Alaska on January 21, 2020.

Stakeholders educate communities about the census and how they will be invited to respond.

Stakeholders deploy and educate communities about their GOTC plan.

Democratic presidential debates and local elections in 2019 will happen during this time.

## TIMELINE

# Phase 2:

March 2020 to April  
2020: Self Response



Mobilization and “Fill Out Your Census Form” message

Census Bureau mails out census forms and people fill them out online, by phone or on paper

Groups engage in “Get Out the Count”.

Engagement Stakeholder groups may be going door-to-door in your community.

The Census Bureau’s ROAM map and the CUNY hard-to-count map will display daily self-response rates by census tract.

Stakeholders may provide devices or internet access to support people filling out their census questionnaire.


Democratic presidential primaries will happen during this time.

## TIMELINE

# Phase 3:

April 2020 to June 2020:

Reaching those who did  
submit their forms



Mobilization and “Complete your census form” message

Census Bureau enumerators (census takers) come to people’s doors.

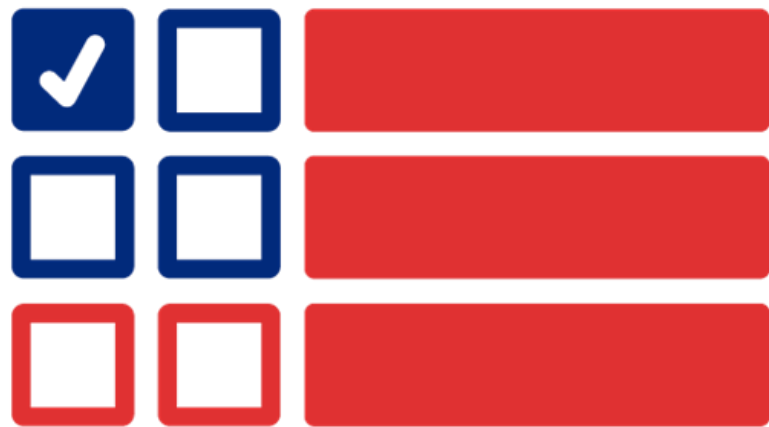
Groups reach out to hard-to-count populations to ensure they are not missing in the census.

“Reminder” outreach to key hard-to-count neighborhoods.

Stakeholders share educational materials about what enumerators look like and why they are going door-to-door.

The general presidential election season will begin.





# CENSUS COUNTS 2020

CensusCounts.org

# YOUNG CHILDREN AND THE CENSUS: WHY THEY'RE **MISSED**, WHY IT **MATTERS**, WHAT YOU CAN **DO**

Deborah Stein – Partnership for America's Children



PARTNERSHIP  
FOR AMERICA'S  
**CHILDREN**

Connecting, strengthening, and inspiring  
state and local child advocates



## Partnership for America's Children

- Network of **53** multi-issue, independent, nonprofit, nonpartisan, state and local child advocacy organizations in **41 states**
- The Partnership co-leads the **Count All Kids Initiative** with Coalition on Human Needs, First Focus, and Zero to Three.

## Count All Kids

- Initiative and advocacy coalition addressing young children and the census
- Works nationally with the Census Bureau to improve and support the young child count
- 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

## Being counted helps young children **thrive**

- Stronger **political representation** for their communities
- More **federal funding** from key kids programs like Medicaid, CHIP, foster care, child care, Title 1 schools, special education, WIC, and many more
- More **reliable planning** for governments and businesses year-to-year

## Missing kids hurts their communities

- Large undercounts in 2010 mean that states are losing over a half billion dollars a year from just 5 programs
- Cities that miss large populations may be disqualified from federal grants such as lead poisoning prevention



# 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.

## 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 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**

# 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.censushardtocountmaps2020.us/>

## MESSAGES THAT WORK

**“Count all the young children in your home”**

Even if they’re not related to you

**‘The census brings resources to your neighborhood’**

Schools, healthcare, childcare, and transportation

**“The census is easy and convenient”**

It takes 10 minutes online, over the phone, or by mail

**“The census is safe and secure”**

Be specific about punishments and protections

## ENLIST **TRUSTED** MESSENGERS

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

## 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

# 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

## 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.

## 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**

## WHAT CAN YOU DO

- ▶ Put up posters, share flyers, show videos, to educate families on why and how to count kids
- ▶ Host community education events
- ▶ Provide internet and phone access
- ▶ Provide language supports
- ▶ Track response rates by census tract

## CAMPAIGN TOOLS AT COUNTALLKIDS.ORG

- ▶ Posters, flyers, brochures, videos, in many languages
- ▶ Slide deck and fact sheet for providers
- ▶ Fact sheet on who to count
- ▶ Census videos on how to fill out the form, in many languages
- ▶ Resources from national partners like Sesame Workshop

# Census In the Field: Practical Applications



**Lindsay Marsh**

Senior Associate

Special Projects – Census Engagement





## THE COMMUNITY ACTION PARTNERSHIP

*The Partnership is the national hub that links the nation's Community Action Agencies (CAAs) to each other and to leaders looking for solutions that connect Americans to greater opportunity.*

*The Community Action Network is a robust, state and local force comprised of over 1,000 CAA's, 50 state and regional associations, and four national partner organizations.*

*At the local level, and especially in hard to reach communities, CAAs are a trusted entity that families rely on in a variety of ways.*



# Census Counts 2020



# Census Counts 2020



ABOUT IMPACT EVENTS RESOURCES GET INVOLVED

## #CountMeIn

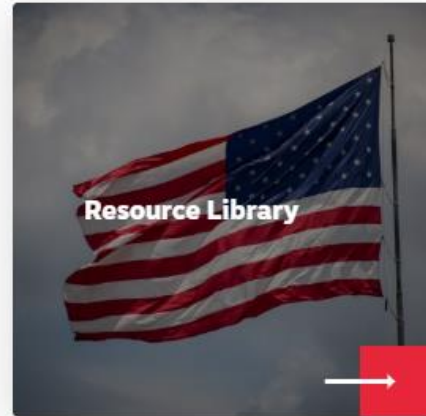
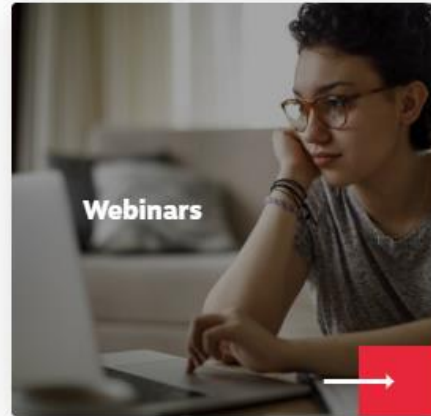
Communities that don't get fully counted in 2020 will miss out for the next ten years. This is the time to get involved. The Census counts. So do you. Pledge to be counted and to educate your community about the importance of the 2020 census.

PLEDGE TO BE COUNTED →



visit [www.CensusCounts.org](https://www.CensusCounts.org) - take the pledge to be counted and educate your community about the Census!

# Census Counts 2020 - Resources



<https://censuscounts.org/resources/>

# Community Action Counts - What the Partnership is Doing:

- Educate and increase awareness
- Mobilize the network to take action
- Curate and generate resources specific to Community Action
- Equip agencies to conduct effective local outreach efforts





# Community Action Counts



Census 2020 is around the corner. This once in a decade event is critical for Community Action and the families and communities we serve across the country. Community Action Partnership is committed to ensuring that the *entire* community is counted, and is joining forces with the Census Counts campaign to guarantee a fair and accurate census count in 2020.

See below to learn more about the Census, the Census Counts campaign, and the work that Community Action Partnership is doing to ensure that *all people* are counted during Census 2020.

CENSUS 2020

CENSUS COUNTS 2020

COMMUNITY ACTION COUNTS

FEATURED RESOURCES

[www.CommunityActionPartnership.com/Census-2020](http://www.CommunityActionPartnership.com/Census-2020)

# Train Your Staff – Talking to the Hard To Count

- The Right Messaging is Key
- *Incorporate the Census into existing contact with customers.* This works best if it's integrated.
  - 7 small touches
- Empower staff – As service providers, we are trusted messengers

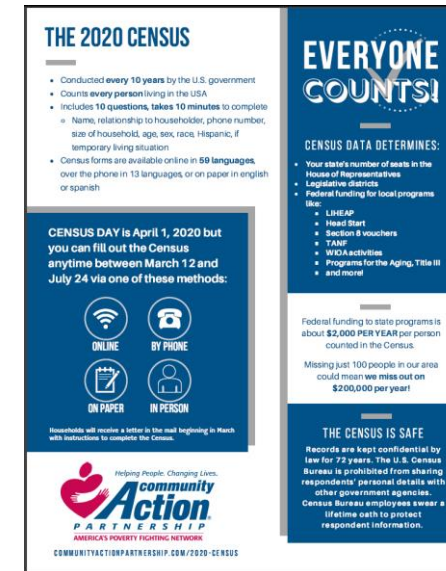
# Training Tools: Introductory Video



We have a ~7 min video highlighting how to talk to our customers about Census concerns. Watch it on our website and share it with your agency!  
More short videos arriving in January, in Spanish and English.

# Materials

*Posters, Buttons, Factsheets + more!*



Posted on our website as we create them; download, brand with your logo and SHARE WIDELY.



# “This Sounds Hard & Time Consuming!”

- The Census Counts 2020 Coalition is working hard to make this *easy*. Use our tools & resources!
- Making sure you can answer commonly asked questions is the *most important* part.
- Then, insert the Census into other things you and your organization are *already doing*.

# Common Concerns and Answers

- Is it safe for me to provide my information?

# Common Concerns and Answers

- Is it safe for me to provide my information?
  - ✓ Yes.
    - Yes. Under the law, Census data can only be used for statistical purposes.
    - Personal Census information cannot be disclosed for 72 years (including names, addresses, and telephone numbers, and citizenship status).
    - Census Bureau staff who have access to personal information are sworn for life to protect confidentiality.

# Common Questions & Answers

- Do they come to my house?

# Common Questions & Answers

- Do they come to my house?
  - ✓ If you do not complete the Census form by the end of April, a Census staff member will visit your home to conduct the Census in person. They will not enter your home.
    - You will get a letter in the mail, with instructions on how and when to complete the Census in March.
    - Completing the Decennial Census before the end of April does **not** mean a Census employee won't come to your home for verification or other Census surveys, although it does make it less likely.

# What else can we do?

If you have time/bandwidth, think about ways to break down barriers to completing the Census that the people you work with face.

- How can you best dispel myths, fear, and misinformation?
- Who ARE your hardest to count?
- Who can best reach those people with a message that will resonate?
  - Helping their community is a top reason many people we serve choose to participate.
- Who can you work with in your community to spread the message about the Census?
  - How can you partner?

# Ideas for Easy Integration

*Prepare now – train yourself/your staff with Census basics. Then:*

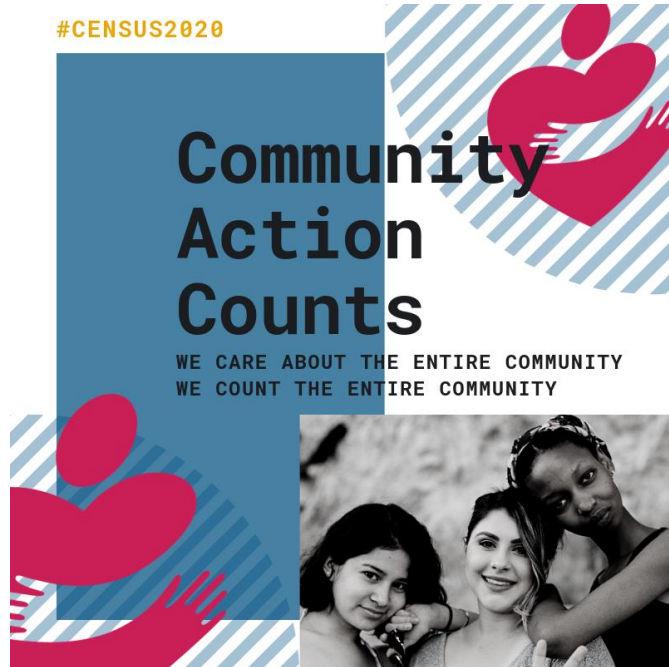
## *Give out Information*

- Transportation service – postcards for each ride
- Kids – coloring pages in waiting rooms
- Insert fact sheet in your next mailing or display in lobby
- Parent Teacher conferences
- Share social media posts

## *Start a Conversation*

- Intake staff – add a simple question “have you heard about the census?” or “Did you get your census form?”
- Tax prep services? Before 3/12, remind people. Or ask to do one more form once taxes are filed
- Talk to influencers in your community and ask them to spread the work

# Engage With Social Media



- Follow us on Twitter and Instagram: @CAPartnership
- Sign-up for our newsletter for resources, trainings, & Census news
- Copy, forward, share!



# Action Steps

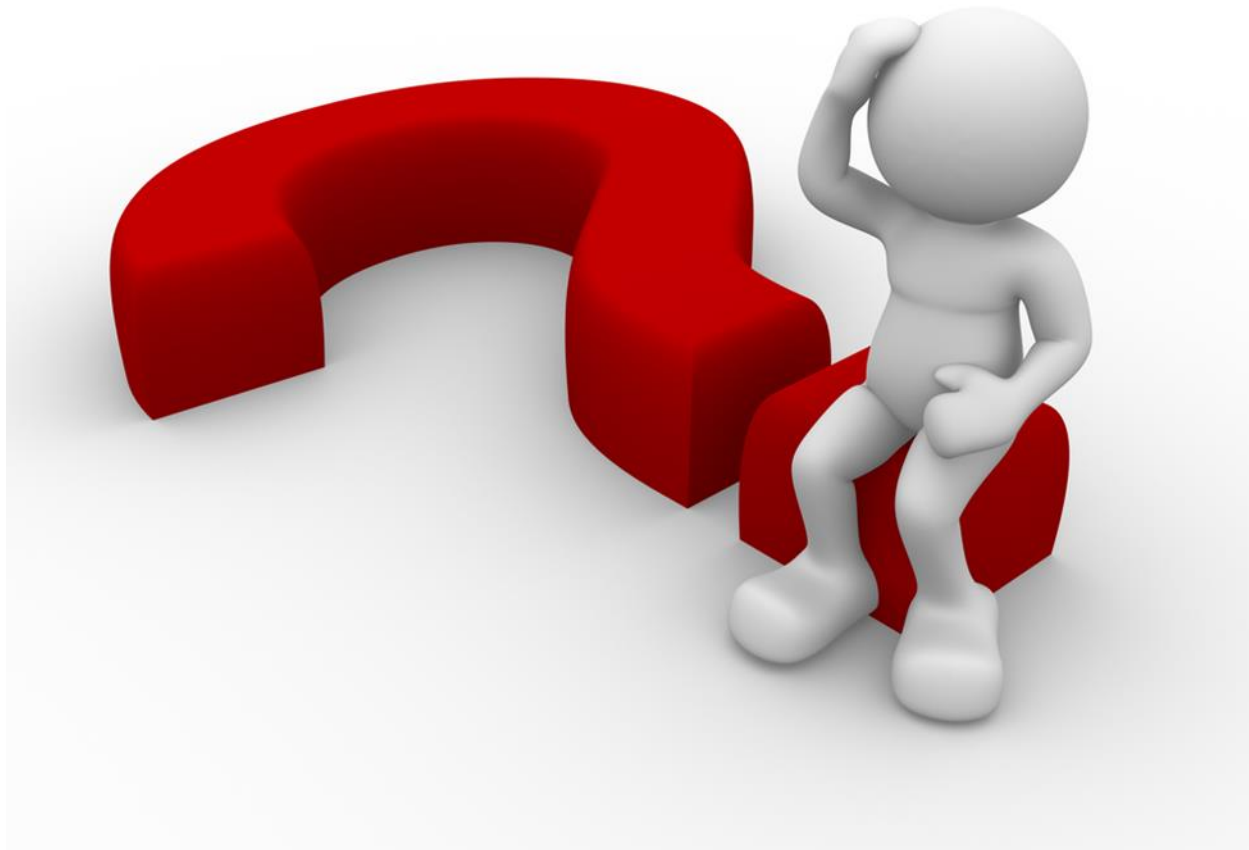
- ✓ Meet your local Census Partnership Specialist
- ✓ Join or Form a local Complete Count Committee
- ✓ Recruit to fill Census Jobs in your Community
- ✓ Learn about who are your Hard-To-Count people
- ✓ Train yourself & agency to talk about the Census
- ✓ Plan now for talking up the Census

# Community Action Census Team

## Partnership Staff

- **Lindsay Marsh, Senior Associate – Project Director**  
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# Questions



# Thanks!

[www.CensusCounts.org](http://www.CensusCounts.org)

<https://countallkids.org/>

[www.CommunityActionPartnership.com/Census-2020](http://www.CommunityActionPartnership.com/Census-2020)

[www.chn.org](http://www.chn.org)

