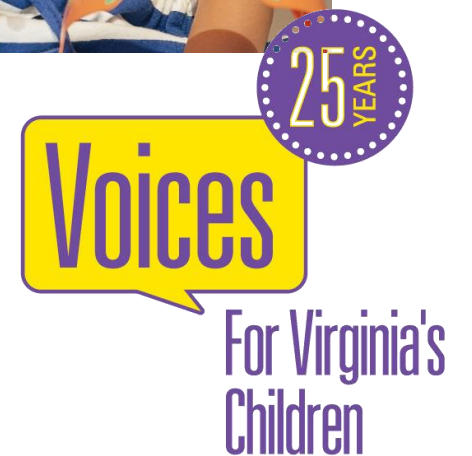


# Counting Young Children in the 2020 Census



# Voices for Virginia's Children

- We champion public policies that improve the lives of VA's children, especially in areas of:
  - Early care and education
  - Family economic security
  - Foster care and adoption
  - Health and well-being
  - Mental health
  - Childhood Trauma
- Privately funded, nonprofit, nonpartisan
- Data informed

# KIDS COUNT Data

- KIDS COUNT Data Center tracks more than 40 indicators of child well-being by locality
- 150+ more at the state level
- Partnership with Annie E. Casey Foundation
- Trends, charts, maps, comparisons



**Voices**

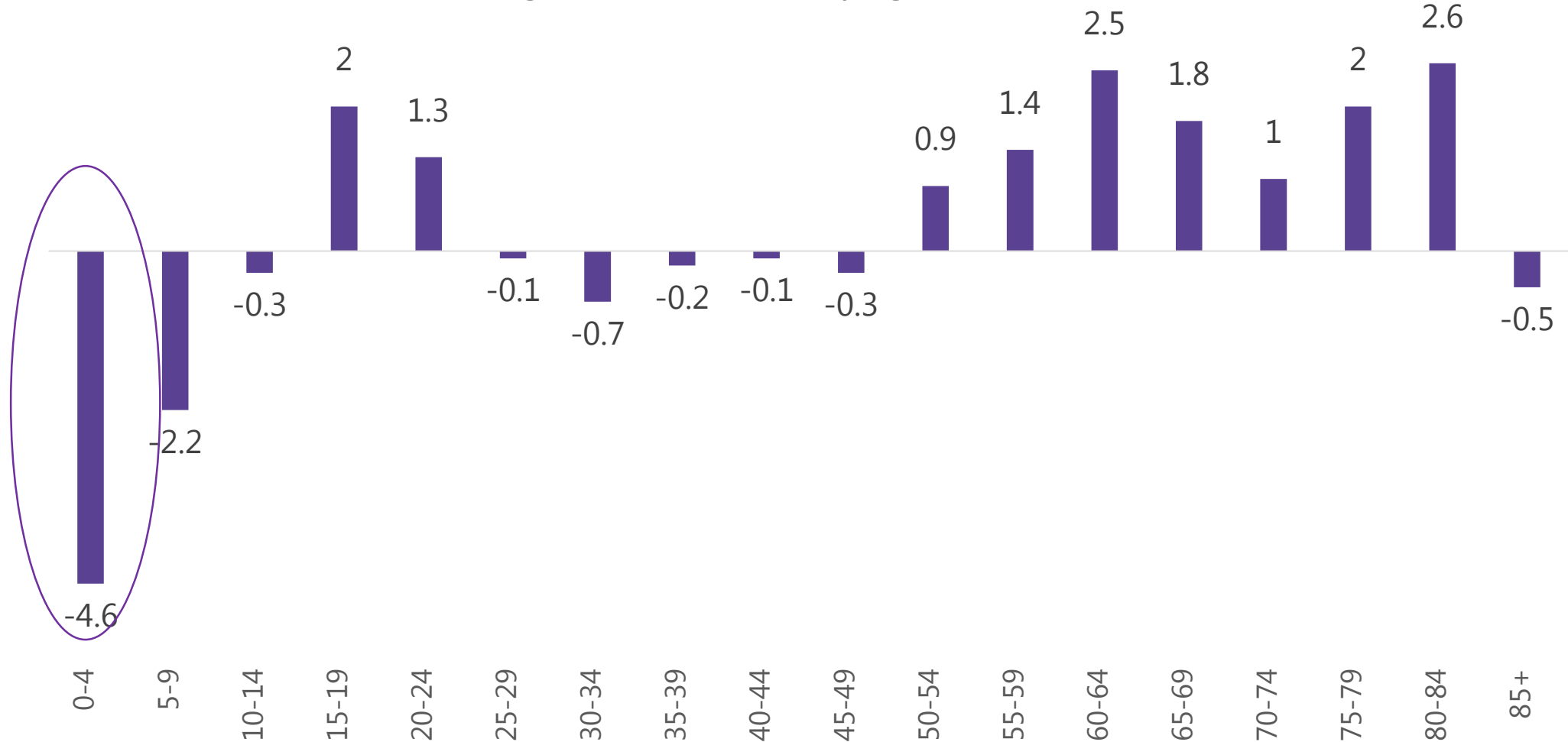
For Virginia's  
Children

# Key Points

- Young children are missed in the Census at a very high rate
- Young children are missed primarily because they are not included on Census questionnaires that are returned
- There are opportunities for Complete Count Committees to get involved in improving the count of young children in the 2020 Census

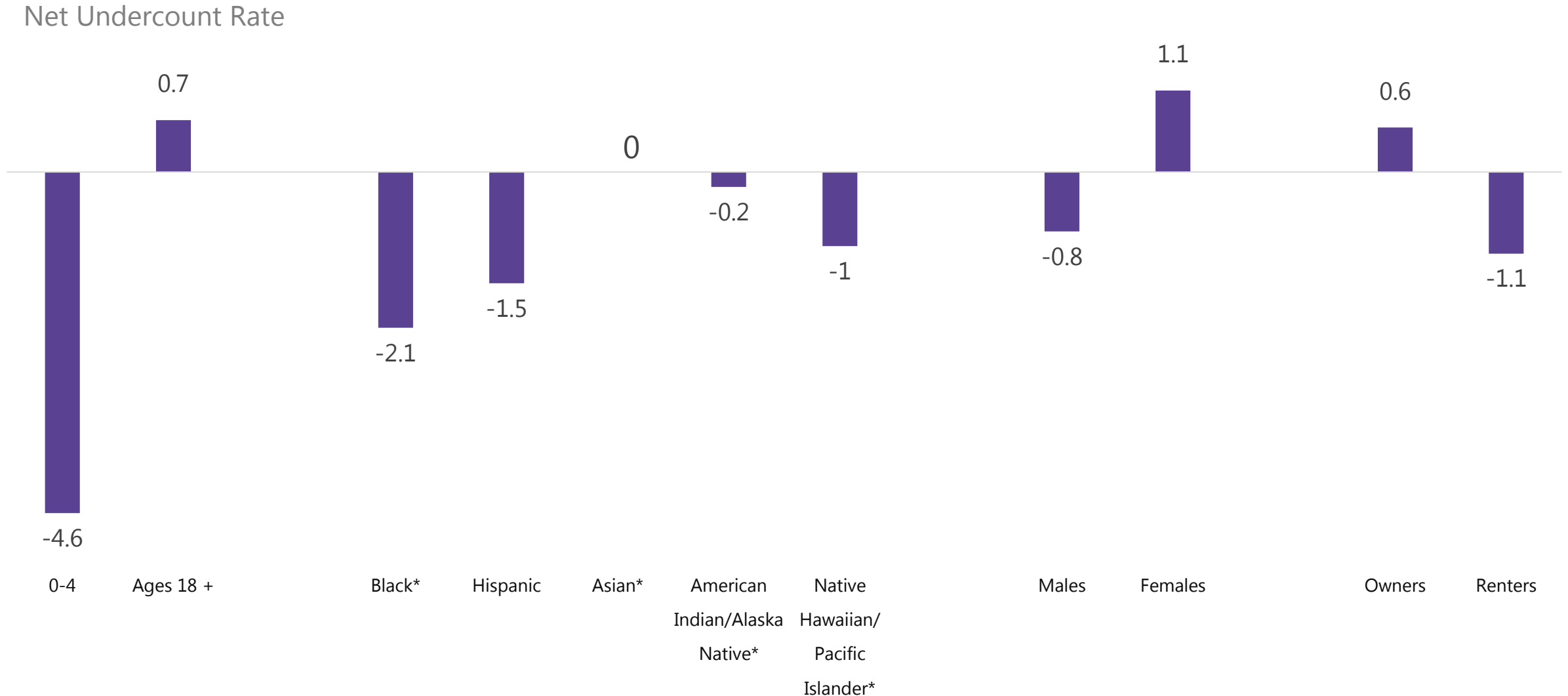
# Young children had a higher net undercount (by far) than any other age group in the 2010 Census

Net Undercount Rates (in Percentages) in 2010 Census, by Age Group



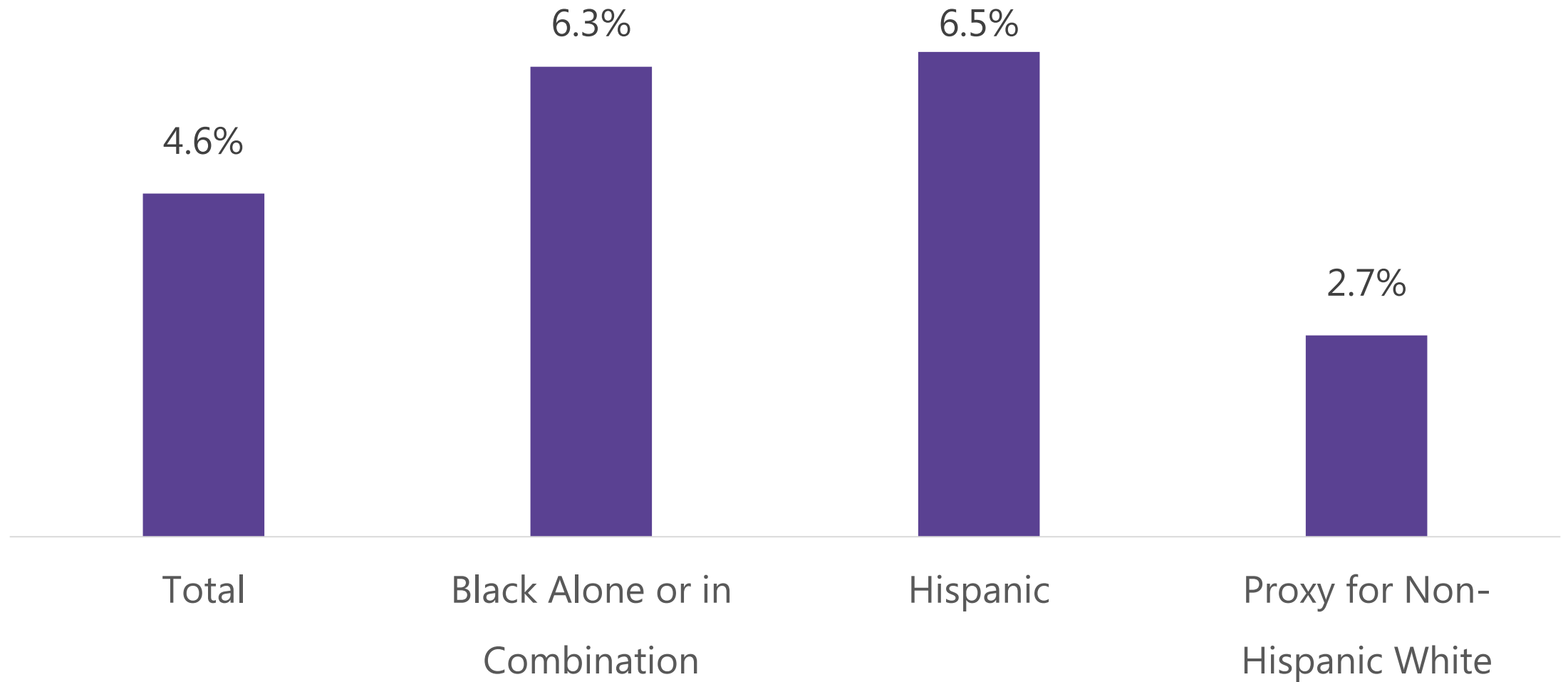
Undercount= 2010 Census Count – 2012 Demographic Analysis (DA) Estimate  
Source: U.S. Census Bureau, May 2012 Demographic Analysis (DA) release

# Young children had a higher net undercount rate than other major demographic groups in 2010 Census



\*Race Alone or in Combination

# Young Black and Hispanic children have higher net undercounts in the 2010 Census

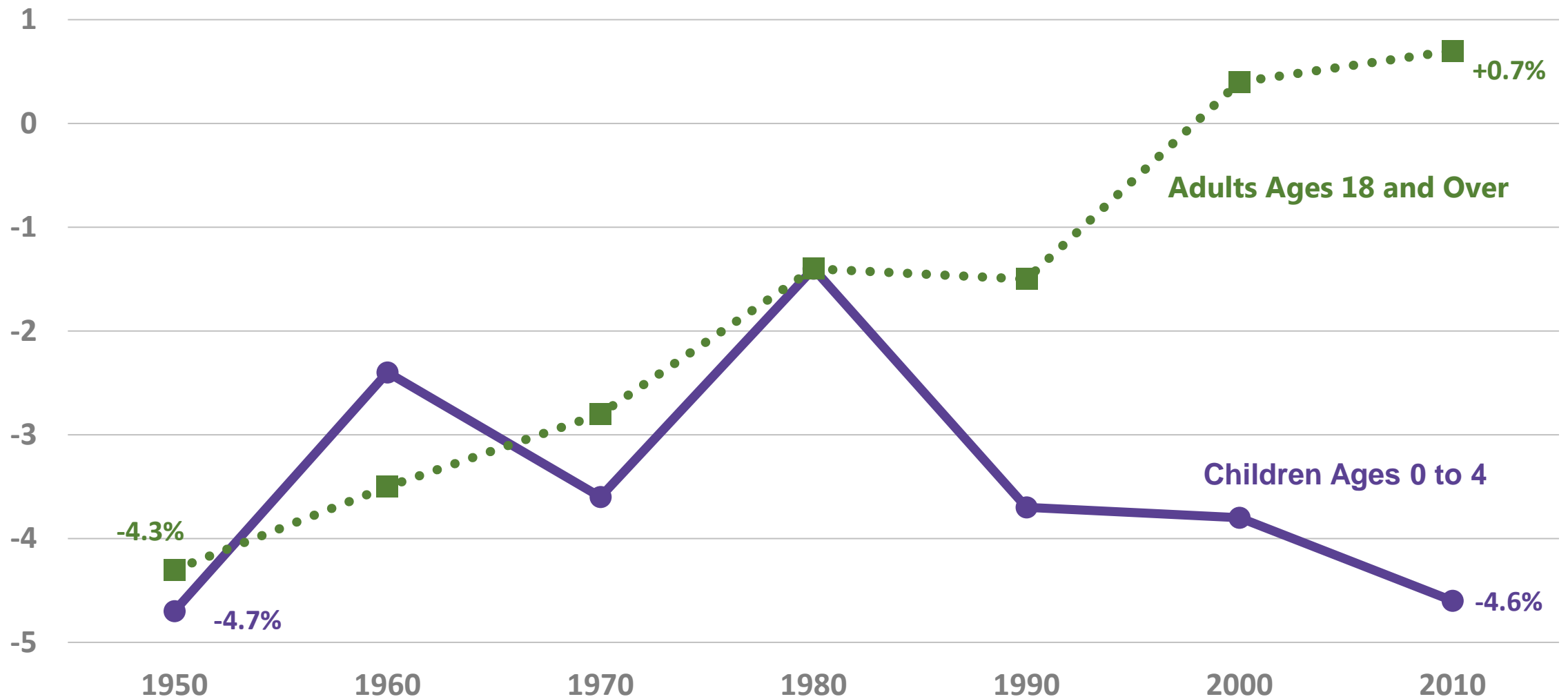


\* Updated from original estimate

Source: O'Hare 2015, Table 3.2

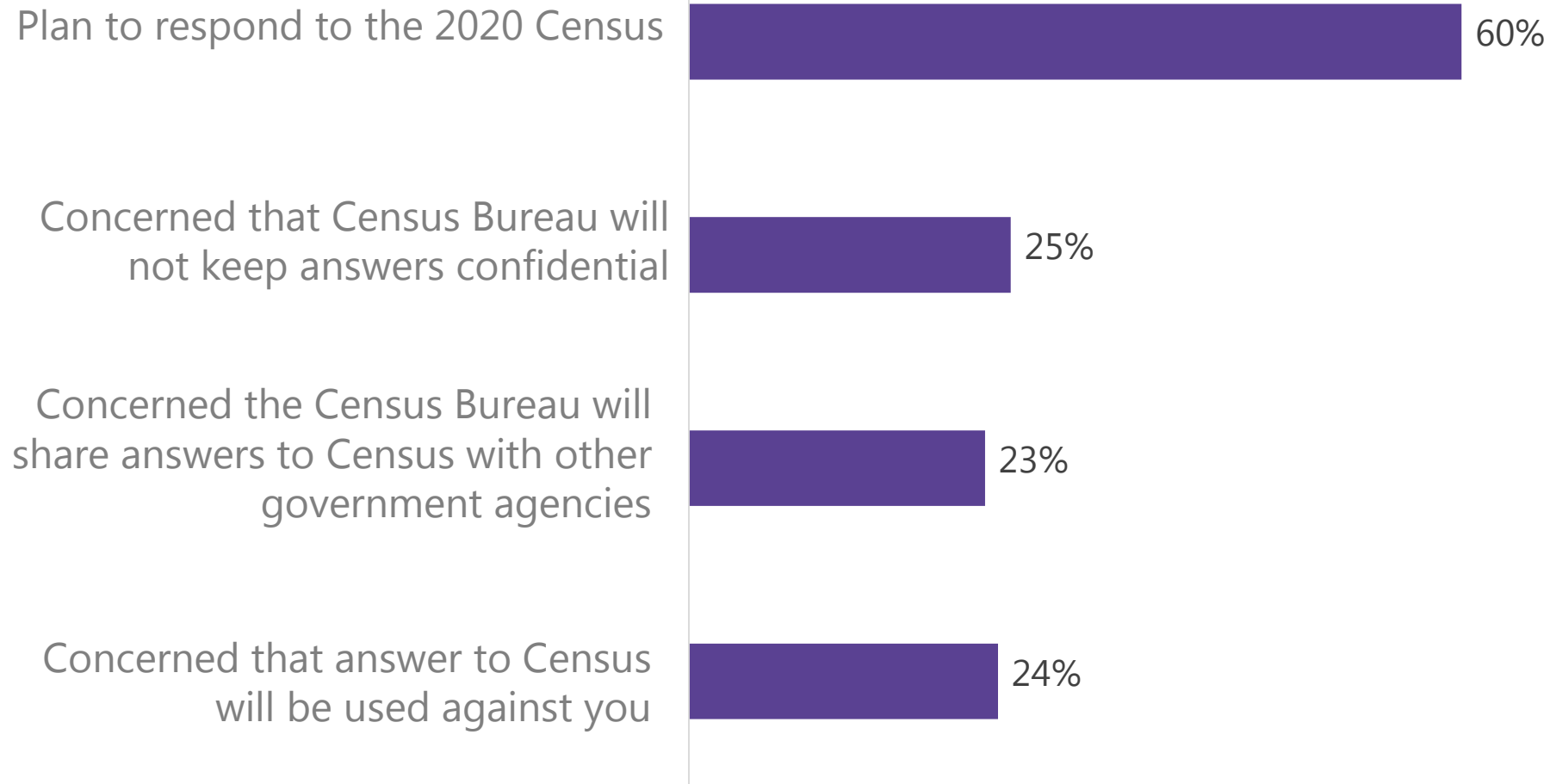
# The net undercount of young children is getting worse while the coverage of adults has improved

Net Undercount Rates (in %) of Young Children and Adults in the Census: 1950-2010



# Public perception: Concern about the Census

Percent of Respondents with young children who are EXTREMELY or VERY CONCERNED



Source: U.S. Census Bureau Census Barriers, Attitudes and Motivators Study 2018

# 2 main reasons young children are missed

## Confusion

- Don't know that person was supposed to be included in the Census (NALEO survey results 15% did not know young children were supposed to be included)
- Who is in my family? Young child not thought of as part of respondent's family.

## Fear

- Young children living in housing units where they are not supposed to be
  - Too many people in unit when child is included
  - Child too young to be living in age-restricted housing unit
- 2 million people age 0-4 live with an unauthorized immigrant
- 5 million people age 0-4 live with one or more non-citizens

# Characteristics of young children likely to be missed

- Racial or ethnic minorities
- Those living in complex households
  - Grandchild living with grandparent or other relative
  - Cohabiting households
- Those not biological or adopted child of the householder
  - Stepchild
  - Grandchild
  - Niece/nephew
  - Child in foster care

# COMMON SITUATIONS WHERE CHILDREN COULD BE MISSED

## The child splits time between two homes — for example, divorced parents

Count the child where he/she lives most often. If the child spends an equal amount of time between homes, count the location on April 1. Don't forget to coordinate with other caregivers!

## The child stays with another family or relative

Children should be counted where they live most often, even if the living arrangement is temporary or the parents do not live there.

## The child is a newborn

Parents should include all babies born on or before April 1, even if the child is still in the hospital.

## The child lives in a household with more people than allowed on the lease

The U.S. Census Bureau does not share information with ANYONE. Strict laws, that include severe penalties and jail time, protect you —so everyone should be counted!

## Parents or caregivers of the child speak limited or no English

The 2020 Census will be available in 13 languages both online and by phone, so families can complete it in the language they choose.

# What can be done to prevent the undercount?

- What the Census Bureau is doing
- What Voices for Virginia's Children is doing
- What can Richmond City Complete Count Committee members do?

# What is the Census Bureau doing?

- New outreach strategy
- Enhanced training
- Language translations
- Revised wording
- Creating messaging with national and local partners
- Internal Census Bureau Taskforce
  - Reports and research on the undercount of young children

What is Voices for Virginia's Children doing?

# Appointed to the Governor's Complete Count Commission



## Virginia Complete Count Commission

*United States 2020 Census*

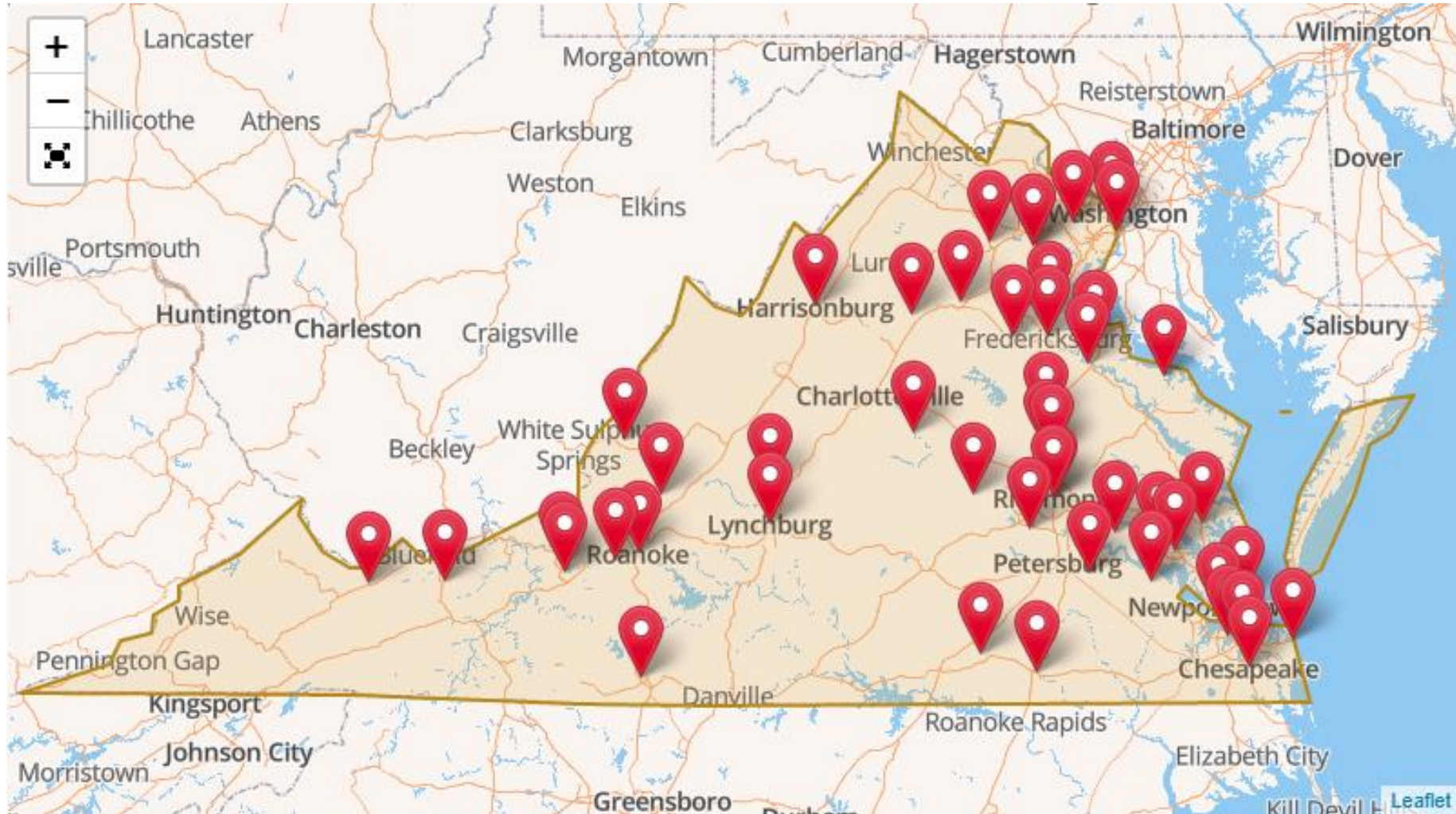
On April 1, 2020, a census mandated by the U.S. Constitution will be taken. The Virginia Complete Count Commission was established to serve as a trusted voice and resource to educate, empower, and engage communities to ensure that all of the diverse voices in the Commonwealth of Virginia are counted in the 2020 Census.

[About the Census](#) [About VCCC](#) [Ways to Engage](#) [Resources for Localities](#) [Stay Connected](#) [FAQs](#) [U.S. Census Jobs](#)



NAME OF EVENT
NAME OF ORGANIZATION OR GROUP
DATE AND TIME OF EVENT MM/DD/YY hh:mm
LOCATION OF EVENT
AUDIENCE SIZE
SPEAKER REQUESTED <ul style="list-style-type: none"><li><input type="radio"/> Kelly Thomasson, Secretary of the Commonwealth</li><li><input type="radio"/> Traoi DeShazor, Deputy Secretary of the Commonwealth and Director of African American Outreach</li><li><input type="radio"/> Fernando Mercado-Violand, Special Assistant for Community Engagement and Director of Latino Outreach</li><li><input type="radio"/> Commissioner, Virginia Complete Count Commission</li></ul>
NAME OF REQUESTER
EMAIL OF REQUESTER

# Supporting the formation of local CCCs

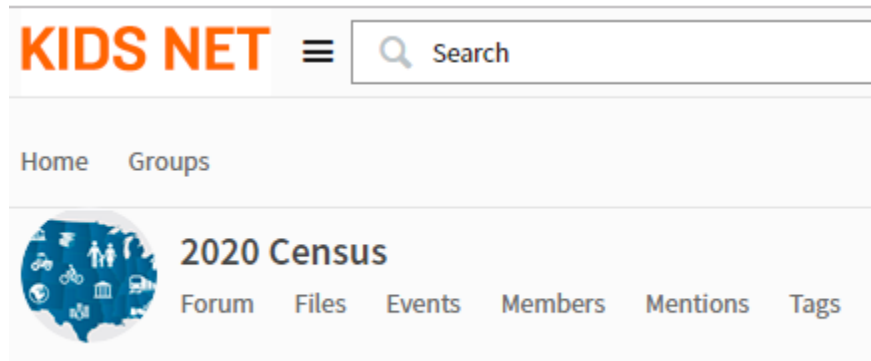


# Forming partnerships for outreach



- Working with community foundations, nonprofit partners
- Using our our 8,000+ member email list, social media channels, website for communication
- Working with Commission partners to reach other hard-to-count populations

# Annie E. Casey's KIDS COUNT Network



#CountAllKids



A new short video produced by the Annie E. Casey Foundation is something you should watch if one of the following describes you: city councilperson, nurse, small business owner, educator, county social services worker, member of the clergy, librarian, hospital administrator, parent, neighbor or someone who simply wants to see America's kids thrive.

## 2020 Census

### It's Almost Time for YOU to be Counted! 2020 Census

Every year, more than **\$10 billion** in federal funds is allocated to **Virginia** and localities based on census data, either directly or through Census population estimates.



**The potential undercount of children deeply impacts Voices for Virginia's Children and the programs that directly affect our child.**

- We rely on accurate census data to track and measure child well-being over time. We use this data to support our policy advocacy. If the data is undermined, our advocacy is in jeopardy and our ability to improve the lives of Virginia's children is impacted.
- The Commonwealth receives federal funding for several programs that impact the well-being of children, many of which rely in part on the accurate count of everyone. Without an accurate count, we stand to lose federal support for programs that mean a healthier start for kids.

**Here are some tools to learn more and get your community involved in the 2020 Census.**

- Do you need a quick, comprehensive guide? Here's the VA Complete Count [Tool Kit](#).
- The Census Bureau's [Counting Young Children in the 2020 Census](#) fact sheet details different household situations.

#### Every dollar counts in the fight for Virginia's children

Allow us to continue our work and help make children a top priority in Virginia!



#### I count!

Says Ellen, a very important person — age three.  
Yes indeed, **EVERYBODY COUNTS!** Just follow along and see.  
You count as a person, a very special you.  
And wherever you live, that's where you count, too.  
Like you, Ellen is Number 1.  
To her family she's dear...

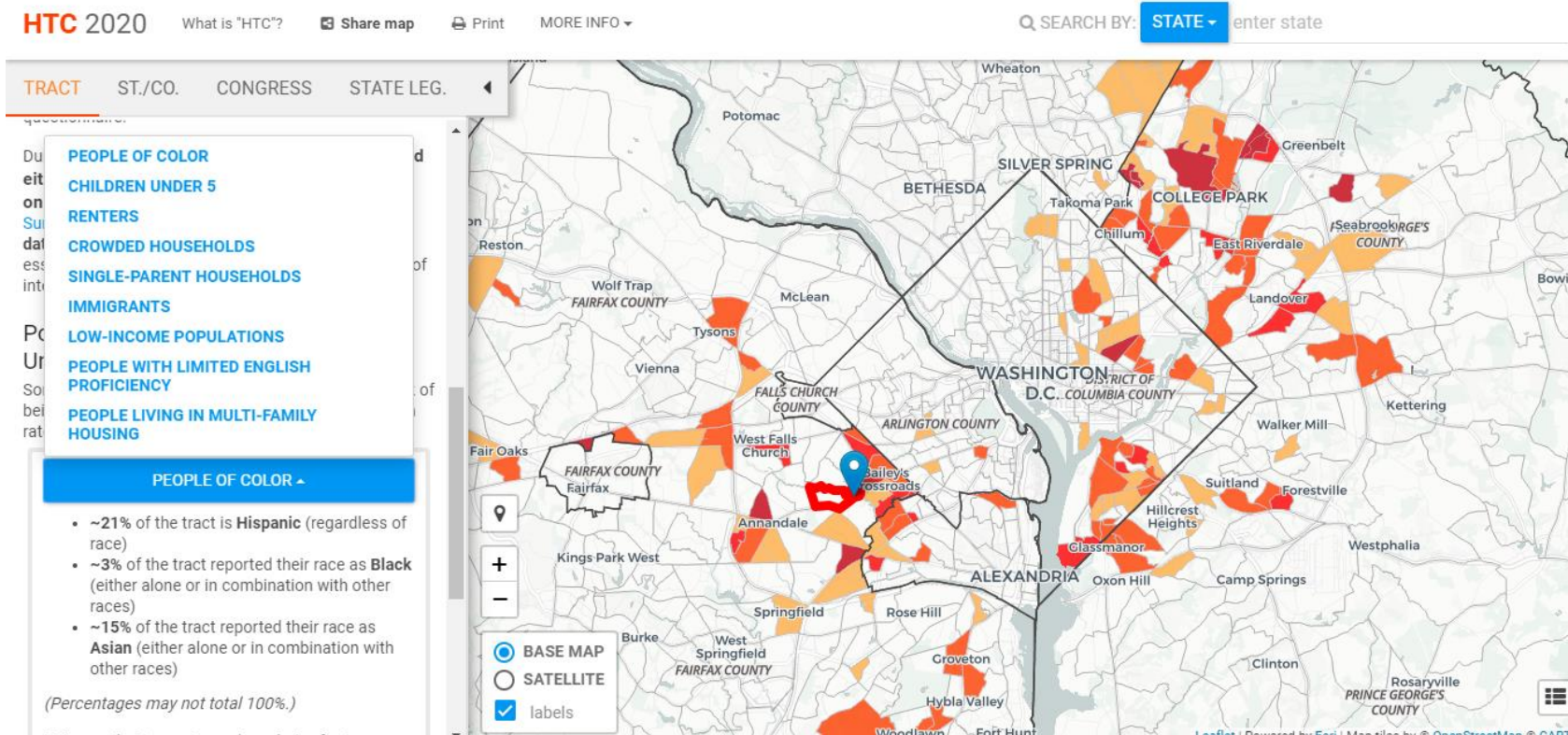


# What can Complete Count Committees do?

- Include representation from families of young children:
  - Libraries
  - Child care providers/preschool/Head Start
  - Health care (hospitals, pediatricians, free clinics)
  - Faith communities
  - Multi-family housing
  - Major community, ethnic groups

# What can Complete Count Committees do?

- Learn where the HTC child populations are



# Conclusion



KIDS CAN'T FILL OUT A CENSUS FORM THEMSELVES.  
**Let's make sure we #CountAllKids.**



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

