The Young Child Undercount in North Carolina

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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.
An estimated 73,000 kids are at risk of being undercounted in NC. More than $5 billion of North Carolina’s federal funding for children’s services is at stake in the census, so it’s critical to get the count right.

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.
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

In North Carolina

73,000 young children are at risk of being missed in the 2020 Census
In most states, urban counties have the highest net undercount rates for children 0-4.
In the last census, North Carolina failed to enumerate thousands of young children.

If they had all been counted, the state would have gained an additional seat in Congress.

North Carolina’s growing young Latino population will be especially critical to enumerate in Census 2020.
More than $5 billion of North Carolina’s federal funding for children’s services is at stake in the census, so it’s critical to get the count right.

If missed in the Census, kids in hard to count communities also stand to suffer the most from reductions in funding to vital programs.

<table>
<thead>
<tr>
<th>Child-Serving Program in North Carolina</th>
<th>Fiscal Year 2015 Dollars</th>
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</thead>
<tbody>
<tr>
<td>Medicaid (Children's Portion Only)</td>
<td>$1.9 billion</td>
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<tr>
<td>Supplemental Nutrition Assistance Program (SNAP) (Children's Portion Only)</td>
<td>$1 billion</td>
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<tr>
<td>Title I Grants to Local Education Agencies</td>
<td>$416 million</td>
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<tr>
<td>National School Lunch Program</td>
<td>$375 million</td>
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<tr>
<td>Special Education Grants (IDEA)</td>
<td>$327 million</td>
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<tr>
<td>State Children's Health Insurance Program (S-SCHIP)</td>
<td>$395 million</td>
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<tr>
<td>Head Start/ Early Head Start</td>
<td>$212 million</td>
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<tr>
<td>Supplemental Nutrition Program for Women, Infants, and Children (WIC)</td>
<td>$193 million</td>
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<tr>
<td>Foster Care (Title IV-E)</td>
<td>$70 million</td>
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<tr>
<td>Child Care and Development Fund (CCDF) Entitlement</td>
<td>$122 million</td>
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The NC state Complete Count Commission was recently established by executive order.

Appointments to the Commission include three diverse early childhood voices.

Whitney Tucker
Research Director, NC Child

Heather Strickland
Communications Director, NC Partnership for Children

Dr. Denauvo Robinson
President and CEO, Albemarle Alliance for Children and Families
NC Census planning now has 3 unofficial levers of leadership, which interact with each together to educate and motivate communities.
What Can You Do?

- Start or serve on a Complete Count Committee.
- Be a trusted messenger to neighbors about the importance of the 2020 Census
- Ask decisionmakers to promote and financially support Census 2020
- Spread information – not misinformation.
NC Complete Count Commission - official state Census strategists

NC Child - your resource on all things N.C. kids

Count All Kids - national info on young kids & Census 2020