EVERY CHILD
COUNTS

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NC Child
The Voice for North Carolina’s Children
ABOUT NC CHILD

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.

Our Focus Areas:

- High Quality Early Childhood Education
- Family Economic Security
- Healthy Children
- Nurturing Homes and Communities
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.
CENSUS 2020 WILL HAVE SIGNIFICANT CHANGES

• The 2020 count began in the most remote areas of the United States the week of January 20th.

• U.S. Census Bureau was mandated to conduct the 2020 Census at a lower cost per household than 2010. Its plans have fallen short.

• New approaches have been instituted, which all have important implications for the count:
  - Internet response as primary response option
  - Reduction in number of local census offices, field staff, field “presence”
  - Use of administrative records and other third-party data for address canvassing and non-response follow-up (NRFU)
  - Redesign of questions on Hispanic origin and race
25% OF NC CHILDREN ARE UNDER AGE 5

Total Population: 10,383,620
Child Population: 2,442,881
Child Population, 0-5: 610,128

SOURCE: CDC, National Center for Health Statistics. Vintage 2018 postcensal estimates of the resident population of the United States
YOUNG CHILD RESIDENTS WERE THE NATION’S MOST UNDERCOUNTED IN 2010

SOURCE: US Census Bureau
AMONG YOUNG CHILDREN, BLACK AND HISPANIC CHILDREN ARE UNDERCOUNTED AT A HIGHER RATE

SOURCE: US Census Bureau, May 2012 DA release
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
- Highly mobile families

<table>
<thead>
<tr>
<th></th>
<th>Age 0-4</th>
<th>Age 10-17</th>
<th>Difference (0-4 minus 10-17)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age of Householder is 18-29</td>
<td>29</td>
<td>3</td>
<td>26</td>
</tr>
<tr>
<td>Living in Rental Housing Unit</td>
<td>44</td>
<td>32</td>
<td>12</td>
</tr>
<tr>
<td>Living in a Multi-Unit Structure</td>
<td>38</td>
<td>26</td>
<td>12</td>
</tr>
<tr>
<td>Different Address One Year Ago</td>
<td>15</td>
<td>8</td>
<td>7</td>
</tr>
<tr>
<td>Living in a Complex Household</td>
<td>40</td>
<td>33</td>
<td>7</td>
</tr>
<tr>
<td>Living Below the Poverty Level</td>
<td>25</td>
<td>19</td>
<td>6</td>
</tr>
<tr>
<td>Grandparent Responsible for Grandchild</td>
<td>5</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Living with One Parent or Two Unmarried Parents</td>
<td>36</td>
<td>34</td>
<td>2</td>
</tr>
<tr>
<td>Child-Serving Program in North Carolina</td>
<td>Fiscal Year 2015 Dollars</td>
<td></td>
<td></td>
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<tr>
<td>---------------------------------------------------------------------------</td>
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<td></td>
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<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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</tbody>
</table>

SOURCE: George Washington University, *Counting for Dollars 2020 – North Carolina*; Annie E. Casey Foundation KIDS COUNT program
The census is convenient, safe, and required…

RETURN YOUR QUESTIONNAIRE

COUNT EVERYONE IN YOUR HOUSEHOLD
NC CHILD – NCCHILD.ORG/CENSUS

Social Media Toolkit – NEW!
Promotional Videos
Presentations, Webinars upon Request
Census Day Early Childhood Curriculum

U.S. CENSUS BUREAU – 2020CENSUS.GOV

Diverse Family Fact Sheets
Posters in Various Languages
Brochures for Download
ACTIVITY

PLANNING FOR REAL LIFE