The 2020 Census: Why it Matters for YOUR community and how you can help!

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Decennial Census Overview

- The Decennial Census is required in the *U.S. Constitution*
- Conducted since 1790, the next decennial census will be in 2020
- April 1, 2020 is official “Census Day” (starts earlier in Alaska)
- Short form questionnaire asking about age, sex, race, ethnicity, housing tenure, relationship to householder, and (potentially)*
- Online option for majority of people for the first time (with phone, mail, and in-person options)

*U.S. Territories will receive a longer version form.
Census Data Uses

• Political apportionment and districting
• Determining program eligibility
• Allocating government funding
• Defining rural-urban status
• Serving as the basis for numerous other statistics used in research and planning
• Inform decision making
2010 Census Participation

AVERAGE MAIL RESPONSE TO 2010 CENSUS

- States & DC: 73%
- Metro Counties: 75%
- Non-Metro Counties: 68%
Census Participation Tools

- **2010 Census Participation Rates**
  (state, county, census tract levels)

- **Response Outreach Area Mapper**
  (census tract level data from 2010 Census Participation Rates coupled with other Low Response Score items from the American Community Survey)
Research on Hard to Count Groups

- Rural-urban location
- Complex living arrangements
- Age
- Race, ethnicity, and nationality
- Language and Literacy
- Computer & broadband internet access
- Distrust & concern for confidentiality


[Mississippi State University Extension] [SRDC] [State Data Center of MS] [Kids Count] [Mississippi] [MISSISSIPPI STATE UNIVERSITY EXTENSION]
2020 Census Outreach and Education
First Steps

SRDC, the State Data Center of Mississippi and MS KIDS COUNT are working to:

- Conduct research on factors associated with low Census participation
- Identify lessons learned, such as (to date):
  - Limited general knowledge about the Census
  - Need for community-level action
  - Concern over privacy and use of data
  - Literacy levels must be accounted for in messaging
  - Focus messages to key stakeholder groups
2020 Census Outreach and Education
Next Steps

- Outreach and engagement with community residents, leaders, and non-traditional stakeholders
- Resources include:
  - Complete Count Committees
  - Partners
  - Promotional Materials
  - State Data Centers
2020 Census and Families
2020 Census & The Families You Serve

• MS KIDS COUNT funded by Annie E. Casey Foundation (AECF)
• One KC grantee in each state
• Been at MSU since 2007
• Responsible for disseminating statistics about the well-being of children and promoting pro-child policies
• AECF and KIDS COUNT concerned about impacts of 2020 Census on children and families
2020 Census & The Families You Serve

• In past censuses, children under age 5 have been the hardest group to count.
  • 1M not counted in 2010 Census

• Living arrangements
  • Non-traditional household arrangement
  • Parents divorced
  • Child too young
  • Having young parents
  • Renting/Living in a multi-tenant building
2020 Census & The Families You Serve

• Low census counts of children can result in less funding coming to the state and communities

• $2B federal dollars allocated to MS annually for programs benefiting vulnerable children and families- based on accurate census counts

• This will impact:
  • Education (Title I, Special Education, Child Care Vouchers, Head Start)
  • Foster care
  • Nutrition programs (SNAP, WIC, School Lunches)
  • Public health insurance (Medicaid, CHIP)
Mississippi has the highest federal reimbursement rate per state dollar spent of any state due to our low per capita income.

Based on 2015 estimates, for every child not counted in the 2010 census, $2700 in federal dollars was lost to the state.
MS YOU COUNT Collaborative

• Funded by Annie E. Casey Foundation

• Partnership between MS KIDS COUNT & Center for Population Studies at University of MS

• Goals
  • Identifying areas where children most at risk of undercounts
  • Holding community engagement meetings in areas where children most at-risk
  • Producing and disseminating fact sheets for parents and policymakers
MS YOU COUNT: Lessons Learned

• Limited general knowledge about the census
• Participants felt trust in govt and having outsiders come into the area would be a big barrier
• Also literacy levels in filling out the form and understanding the importance of the census
• Participants saw local partnerships/trusted messengers to spread the word as the best way to address these concerns
• And getting the word out about where people could access the internet
2020 Census and Extension: Why Should Extension Partner?

• Importance
  • Undercount could significantly affect South
  • Extension is in almost every county

• Allocations Dependent on Census Data
  • Medicare (10%), Medicaid (45%), and USDA (15%) account for over 70% of federal allocation
  • SNAP, CES, WIC, School Lunch and Breakfast, 1890 Payments
2020 Census and Extension: What Can Extension Do?

- Inform
  - University and Extension faculty and staff
  - Community leaders and organizations

- Educate
  - Role of Extension
  - Adult and Youth
  - Hard to Count Populations
2020 Census and Extension: How Can Extension Contribute?

- Materials
  - Infographic one page
  - Census material
  - State tailored materials

- State and Local Communication Outlets
  - Extension offices
  - Social media
  - TV and radio
  - Presentations
August 22 Planning Meeting

• August 22nd, 1:00 – 5:00 following Program Leadership Network Meeting

• The Westin New Orleans Canal Place
  100 Rue Iberville St.
  New Orleans, LA 70130

• Some travel assistance available through 4-H National Council

• Notify Rachel Welborn for instructions.
  Rachel.welborn@msstate.edu
Questions & Discussion