Lurie Children’s & the 2020 Census: Every Child Counts

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Background on the US Census

- The U.S. Constitution requires a count of the population each decade, starting in 1790.

- The federal government distributes over $1.5 trillion per year to states and localities based on census data. Programs include:
  - Medicaid
  - Head Start
  - Women, Infants and Children (WIC)
  - Supplemental Nutrition Assistance Program (SNAP)
  - Foster Care
  - School Lunches
  - And more!
Background on the US Census

- Census data determines the number of Congressional seats allocated to each state

- Census data is 100% Confidential

- Children's hospitals use census data for research, quality improvement, needs assessments and staffing decisions.

- During the most recent census count in 2010, nearly 10% of young children were missed. This resulted in states losing over half a billion dollars per year in funding
Chicago is ranked #2 in the 100 largest cities ranked by children living in hard-to-count (HTC) census tracts.

► 55% of Chicago children under 5 live in HTC areas.

The two lowest mail-back rates in Cook County are on the West Side of Chicago, at 43% and 49.6% response rates.

Based on 2010 Census reporting, 35,906 children were missed. Each individual missed in the census resulted in a loss of about $953 per year*.

Illinois is projected to lose 1-2 congressional representatives in the 2020 census.

*Source: George Washington University: estimated federal $$ welfare programs would have lost in 2015 if the census undercounted the state by 1% in 2010
Hard-to-Count (HTC) Census Tracts

Hardest to Count (HTC) Tracts in the Nation
Tracts with 2010 mail return rates of 73% or less (in the bottom 20 percent of return rates nationwide) are shaded on the map.
(See "What is HTC?" for more info)
- 0 - 60% mail return rate
- 60 - 65%
- 65 - 70%
- 70 - 73%
- above 73% (no HTC tracts)
Why we care about being counted

- Children under 5 are at the greatest risk of being missed

- Many federal funding resources allocated based on census data impact our hospital and the families we serve

- **Children’s Hospitals can make a difference!**
  - Family physicians ranked as the #1 trusted voice in a recent family focus group
Who Is At The Greatest Risk of Getting Missed?

- Children under the age of 5
- People in rural populations
- People without access to the internet
- Ethnic and Racial minorities
- Highly mobile people
- LGBTQ+
- Individuals with disabilities
- Persons experiencing homelessness
- Non-English speakers
- Immigrants
- Low income individuals
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Why Are Children Missed?

- They live in large and complex households.
- They live with single parents or young parents between the ages of 18-29.
- They are not the biological or adopted child of the householder.
- They live with their grandparents, aunts and uncles, or other family members.
- They live in families that do not speak English or their family includes immigrants.
- Their families rent rather than own their home.
- They live in poor families.
2020 Census Timeline

- **March 2020**: Mailings begin, including letters with paper questionnaire and invites to take the census online
- **April 1, 2020**: Census Day
- **May - July 2020**: Follow up with non-respondents
- **December 31, 2020**: Apportionment counts must be sent to the President
What Can We Do?

• **Be aware there is a problem.**
  – Educate ourselves so that we may educate others
  – Understand that each person counted means more funding for schools, libraries, state aid programs for health care and more.
  – Make sure your household is counted by April 1
What Can We Do?

- **Spread Awareness.**
  - Offer up information on the Census to those who are interested
  - Discuss the following talking points with the families that you serve
Talking Point #1

- I wanted to talk to you about the upcoming 2020 census. The constitution requires a count of the population, every 10 years.
Talking Point #2

- Census data helps the government plan and determine where $1.5 trillion a year goes, including to medical services, the Nutrition Program for Women, Infants, and Children (WIC), child care, public schools, public transit, and low-income housing.
Children are considered particularly hard to count. Because the census only happens once every 10 years, if a child is not counted, your community will have less funding for education, child care, and other services children need.
Talking Point #4

- Census data is completely confidential and cannot be released, even to the FBI, for 72 years. Any Census employee that releases data can go to prison.
Talking Point #5

• You will receive a census invitation in the mail by April 1st. It only takes 10 minutes to complete and you can respond online, by phone or by mail in.
Resources: Website

- Luriechildrens.org/census

2020 U.S. Census

The government uses census data to allocate over $1.5 trillion a year for insurance programs, food stamps, school lunches, foster care and many other supportive services for children and their families.

Census day is April 1, 2020. The census can be done online or over the phone, in addition to mailing it back.

What you need to know about the U.S. Census:

35,906
Resources: Website

• For Health Care and Community Professionals

Census data determines the number of congressional seats for each state and federal allocations to programs that children's hospitals and families rely upon such as Medicaid. The last census was conducted in 2010. During this time, nearly 10% of young children under the age of 5 years old were missed. This resulted in states losing over half a billion dollars a year in funding.

For the 2020 U.S. Census we will bring awareness, educate and encourage participation from our families, employees and community.

CLICK HERE TO LEARN MORE ABOUT THE U.S. CENSUS

What We Can Do...

• Be aware. Explain to families their participation is critical to the community.
Resources: Talking Points

The 2020 US Census Will Greatly Impact the Health of the Children We Serve...
Help Us Make Sure Every Kid is Counted

Here's what you can say....

"I wanted to talk to you about the upcoming 2020 census. The constitution requires a count of the population, every 10 years. I wanted to make sure that you were aware that:

Census data helps the government plan and determine where $1.5 trillion a year goes, including to medical services, the Nutrition Program for Women, Infants, and Children (WIC), child care, public schools, public transit, and low-income housing.

Children are considered particularly hard to count. Because the census only happens once every 10 years, if a child is not counted, your community will have less funding for education, child care, and other services children need.

Census data is completely confidential and cannot be released, even to the FBI, for 72 years. Any Census employee that releases data can go to prison.

You will receive a census invitation in the mail by April 1st. It only takes 10 minutes to complete and you can respond online, by phone or by mail in.

Do you have any questions?"
Resources: Family Flyer

What You Need to Know About the Upcoming US Census...

Did you know?
The census results are used to give out over $1.5 trillion a year in federal funding.
This money goes towards insurance programs, food stamps, school lunches, foster care, child care assistance and many other services for children and families.

What you can do...
Fill out your 2020 US census invitation!

☑️ The census takes 10 minutes and can be done online, by phone, or by mail.

👶 All newborns should be counted, even if they are born on April, 1st!

🏠 Everyone who lives in your residence should be counted, even if it’s part of the time or temporary.

Census data is kept confidential.
Census employees can go to prison for sharing census data.

To learn more about the census, visit www.LurieChildrens.org/Census
Resources: Infographic

What you need to know about the US census...

35,906 KIDS
It is estimated that 35,906 children in Illinois were missed in the 2010 census.

LOST FUNDING $34,218,418
About $1000 is lost per year for each child that is missed in Illinois.

100% CONFIDENTIAL
Census data is confidential, even to the FBI. Any Census employee that releases data can go to prison.

ALLOCATED $1.5 TRILLION
Census numbers are used to allocate funds for insurance programs, food stamps, school lunches, foster care, and more.

#2 CHICAGO
Chicago is ranked the #2 city with amount of children living in hard-to-count census areas

TO FIND OUT MORE
Please go to the following web page to learn more about the census: www.LurieChildrens.org/Census

Ann & Robert H. Lurie
Children's Hospital of Chicago
Resources: Social Media Posts

**DID YOU KNOW....**
During the 2010 census, about 10% of children under the age of 5 were not counted...

Because of this, states lost over half a billion dollars in funding each year.

*Every child counts.*

To learn more about the census, go to www.LurieChildrens.org/Census

**DID YOU KNOW....**
The federal government uses census data to give out over $1.5 trillion a year in federal funds?

Census data is confidential. Any Census employee that releases information can go to prison or pay a large fine.

*Every child counts.*

To learn more about the census, go to www.LurieChildrens.org/Census

**DID YOU KNOW....**
In Illinois, about half of the children under the age of 5 are at risk for not being counted in the 2020 US census.

About $1,000 of federal funding is lost each year, for every child not counted.

*Every child counts.*

To learn more about the census, go to www.LurieChildrens.org/Census

**DID YOU KNOW....**
The federal government uses the results of the US Census to give out Medicaid funding?

About 38% of children in Illinois rely on Medicaid for their healthcare coverage.

*Every child counts.*

To learn more about the census, go to www.LurieChildrens.org/Census
El censo de los Estados Unidos de 2020 tendrá un gran impacto sobre la salud de los niños que servimos...

Ayúdenos a garantizar que se incluyan todos los niños

"Quiero hablar con usted sobre el próximo censo de 2020. La constitución requiere un conteo de la población. Se hizo para usted... Quiero asegurarme de que usted sepa que...

Los datos del censo ayudan al gobierno a planificar y determinar adónde asignar un billón y medio de dólares al año, incluyendo servicios médicos, el Programa de Nutrición para Mujeres, Bebés y Niños (WIC, por sus siglas en inglés), cuidado de niños, escuelas públicas, transporte público y vivienda para personas de bajos ingresos.

Se considera que los niños son particularmente difíciles de contar. Destaca que el censo ocurre solamente cada 10 años, si no se lo cuenta a un niño, su comunidad tendrá menos fondos para la educación, el cuidado de niños y otros servicios que necesitan los niños.

Los datos del censo son completamente confidenciales y no se pueden divulgar, ni el Negociado Federal de Investigaciones (FB), por sus siglas en inglés, por 72 años. Cualquier empleado del censo que divulgue datos podrá ir a la cárcel.

Usted recibirá una invitación para el censo por correo antes del 1 de abril. Solo tome 10 minutos en completarse y se puede responder en línea, por teléfono o por correo postal.

¿Tiene alguna pregunta?"
Census data determines the number of Congressional seats for each state and federal allocations to programs that children’s hospitals and families rely upon such as Medicaid.

Children under age 5 are the most undercounted population in the census. Chicago is ranked the #2 city in the country for children living in hard-to-count census tracts.

Illinois could lose roughly $1000 for each child missed in the census.

Lurie Children’s hopes to have a role in making sure that every child gets counted.
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Thank you!

• Any questions?