HEALTH FOR A CHANGE

U.S. Census 2020: An update from Kentucky

February 20, 2019

Foundation for a Healthy Kentucky’s MISSION

To address the unmet health needs of Kentuckians
Investing in communities.
Informing health policy.

By…

• Developing and influencing policy
• Improving access to care
• Reducing health risks and disparities
• Promoting health equity

Foundation for a Healthy Kentucky
Investing in Communities. Informing Health Policy.

@kyhealthfacts

www.kentuckyhealthfacts.org

www.facebook.com/FoundationForAHealthyKentucky

www.healthy-ky.org
50 WAYS CENSUS DATA ARE USED

1. Decision-making at all levels of government.
2. Drawing federal, state, and local legislative districts.
3. Attracting new businesses to state and local areas.
4. Distributing over $675 billion annually in federal funds and even more in state funds.
5. Forecasting future transportation needs for all segments of the population.
6. Planning for hospitals, nursing homes, clinics, and the location of other health services.
7. Forecasting future housing needs for all segments of the population.
8. Directing funds for services for people in poverty.
10. Development of rural areas.
11. Estimating the number of people displaced by natural disasters.
14. Creating maps to spend emergency services to households in need of assistance.
15. Delivering goods and services to local markets.
16. Designing facilities for people with disabilities, the elderly, or children.
17. Planning future government services.
18. Planning investments and evaluating financial risks.
19. Publishing economic and statistical reports about the United States and its people.
20. Facilitating scientific research.
22. Providing proof of age, relationship, or residence certificates provided by the Census Bureau.
23. Distributing medical research.
25. Planning and researching for news as backing for news stories.
26. Drawing school district boundaries.
27. Planning budgets for government at all levels.
29. Planning for public transportation services.
30. Planning health and educational services for people with disabilities.
31. Establishing market rents and enforcing fair lending practices.
32. Directing educational services to children and adults with limited English proficiency.
33. Planning urban land use.
34. Planning outreach strategies.
35. Understanding labor supply.
36. Assessing the potential for spread of communicable diseases.
37. Making business decisions.
38. Understanding consumer needs.
40. Locating factory sites and distribution centers.
41. Distributing catalogs and developing direct mail pieces.
42. Setting a standard for creating both public and private sector surveys.
43. Evaluating programs in different geographic areas.
44. Providing genealogical research.
45. Planning for school projects.
46. Developing adult education programs.
47. Researching historical subject areas.
48. Developing accessibility for people with disabilities.
49. Influencing college tuition grant and loan programs.
50. Determining areas eligible for housing assistance and rehabilitation loans.

2020 Census

ARTICLE I, SECTION II

Census data guides federal spending allocations of over $675 BILLION to state and local governments every year.
PER CAPITA: $2,021

2000 Census
- Kentucky self-response 72%
- Both short and long form
- 2005 American Community Survey (monthly survey)

2010 Census
- Increased KY’s response 77%
- 192 Complete Count Committees
- Trusted voices in the community

2020 Census
- Online Response Options
- Online Recruiting/Training Process
- APRIL 1st 2020 IS CENSUS DAY
Letcher County Elementary School
Constitution Day, September 17 2018

census.gov/schools
Kentucky Low Response Score Areas and Partner Colleges & Universities

Examples of Hard-to-Count (HTC) Populations
- Renters
- Low-income HHs
- Seniors
- African American Males
- Foreign-Born
- College Students
- Children Age 0-4
- Etc.
The Census is Confidential

The Census Bureau is required by law to keep information confidential. All responses provided on the 2020 Census questionnaire or to a Census Bureau employee are confidential and protected under Title 13 of the U.S. Code.

We will never share a respondents personal information with other government agencies.

Results from the census are reported in statistical summary format only.

Records are confidential for 72 years by law (Title 44, U.S. Code).

All Census Bureau employees swear a lifetime oath to protect respondent information.

Penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of $250,000.

College Student Challenges

Difficult to catch at home
Highly mobile
Spring Break / March Madness / Midterms
Dormitories
Renters
Often live with roommates
First time participating in census
Often list parent’s address on census form (educate parents too!)
Non-response follow-up in May, June, July – vacant houses
Foreign-born population and exchange students
Children Under 5 Are Most Undercounted

- Respondents don’t think to include children, especially infants
- Non-biological children more likely to be left off
- Grandparents raising grandchildren
- Fear of repercussions
  - 1.5 million children age 0-4 living with at least one unauthorized parent
  - Restrictive housing units
- Their families more likely to be hard-to-count (HTC):
  - Rental and multi-unit housing
  - Young parents (householder under 30)
  - Below poverty line
Complete Count Committees

CCC Structure: Key Points

- **Government CCCs**: Usually appointed by the highest elected official and are "census ambassadors" that play an integral part in the 2020 Census

- **Community CCCs**: Community leaders and/or organizations brought together to design an outreach plan for low responding areas or populations in their community

- Tasked with developing and implementing a census awareness campaign that motivates every resident to complete the census thoroughly and return it in a timely manner

- CCCs should be all-inclusive, addressing the various racial, ethnic, cultural and geographic considerations of the community

- Census Bureau staff serve as liaisons and information resources for CCCs

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Census and health data

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Census and health data

Low birthweight rate:
How many?
By race?
Where?
By age?
Kentucky Complete Count Task Force

- Chaired by Jon Park, Director of Constituent Services
- Feb 2017 (3-year-out)
  - Hosted 2020 Census Kick-off Meeting
- Oct 2017
  - Governor’s LUA Video
- March 2018 (2-year-out)
  - Executive Order
- Committee Meetings
  - May 2018
  - September 2018
  - November 8, 2018
  - January 22, 2019
- #CountOnKY

Louisville’s MC3

- Chaired by Katie Dailinger, Deputy Chief of Staff
- March 2018 - MC3 Kick-Off meeting with Mayor Fischer
- Helped with locating ACO space in Louisville
- June 2018 - Budget approved to hire a temporary census liaison
- December 2018 - Interviews for CCC Project Manager
RESPONSE OUTREACH AREA MAPPER (ROAM)

– Public mapping application that displays characteristics of hard-to-count areas from the Planning Data Base
– ACS 5-year estimates data
– Census tract level

https://www.census.gov/roam
Kentucky Timeline

- **2017** – LUCA: LOCAL UPDATE OF CENSUS ADDRESSES
- **2018** – EDUCATING COMMUNITY LEADERS

**2019 – JOBS, JOBS, JOBS!**
- Currently seeking applicants from EVERY county
- Complete Count Committees (CCCs) trainings across Kentucky
- April 1st – One-Year-Out Events
- Summer 2019 – Open offices in Louisville & Lexington

**2020 – AWARENESS AND MOTIVATION**
- March 2020 is “GO TIME”
- Internet Response Option
- April 1st 2020 is Census Day
- May 2020 – Final Reminder
- May—July 2020
  - Non-response Follow-up
  - Thank You Campaign

Ball’s in YOUR court, Kentucky

- September 17, 2019 – Constitution Day
  ~ Partnering with Kentucky’s educators!
  - Racing to the finish line!
  - Coming around the home stretch!
  - Run for the money in 2020!
RECRUITING IN 2019

Largest peacetime mobilization of the American public in history!
Census Offices Open (LOUISVILLE and LEXINGTON)
Management and Office Positions
National Processing Center (NPC)
Temporary work-from-home jobs
Good paying, part-time
Federal background check
Improved Economy is Challenge
Veterans, Seniors, College Students
Automated – require computer access:
Online Testing and Computer-Based Trainings (CBTs)
Hand-held devices
National Background Investigations NBIB.OPM.GOV

DUI’s, drug possession, and crimes over a decade ago may not always disqualify someone when they go through the suitability process. We encourage everyone to apply!

Position Proposed ACO Pay Rate (subject to change)
Area Census Office Manager $26.50 – $29.00
Census Field Manager $19.50 – $21.50
Administration Manager $19.50 – $21.50
IT Manager $19.50 – $21.50
Recruiting Manager $19.50 – $21.50
Recruiting Assistants $15.50 – $18.50
Census Field Supervisor $17.00
Office Operations Supervisor $16.00
Enumerators $15.50
Clerks $12.00

888-480-1639 (USAjobs.gov)
855-562-2020 (Area Census)

2020 Census Jobs—Be A Census Taker
YouTube Recruiting Videos

Census YouTube channel:
https://www.youtube.com/uscensusbureau/featured

English:
https://www.youtube.com/watch?v=vTlPb4Q7JK4&list=PLewV-zKXDZkijL0EFRiuFaAxxJBDY1uFCI

Spanish:
https://www.youtube.com/watch?v=PQGBUz8Omyc&list=PLewV-zKXDZkiRns8DEB1JVQ_CWF4khCBE

1. Be A Census Taker (Overview) – This video provides an overview of the thousands of jobs the U.S. Census Bureau is recruiting and hiring for to complete the 2020 Census.
2. Be A Census Taker (Getting Started) – This video shows the easy steps to apply online for any of thousands of jobs available to work with the Census Bureau to conduct the 2020 Census.
3. Be A Census Taker (The Work) – This video shows a few key highlights depicting a typical day as a Census Taker working on the 2020 Census.
4. Be A Census Taker (The People) – This video shows how interacting with the public, to obtain an accurate count, is an essential component for a Census Taker.
5. Be A Census Taker (The Benefits) – This video shares many of the benefits of working as a Census Taker for the 2020 Census.
USAjobs.gov

• Partnership Specialists

• Media Specialists

• Regional Technicians

USAJOBS

Regional Technician, GG-0301-9/11/12-Census-EXT-MBE

Overview

Salary: $48,950 to $71,440 per year

Position: 40% Full-Time Equivalent, Full-Time Temporary

Responsibilities:

The Regional Technician will perform duties such as:

- Setting up and maintaining equipment
- Conducting surveys
- Preparing reports
- Attending meetings

Requirements:

- Bachelor’s degree
- Experience in a similar field

Benefits:

- Health insurance
- Retirement plan

USAJOBS

Media Specialist, GG-0301-11/12- Census- EXT- BAW

Overview

Salary: $48,950 to $71,440 per year

Position: 40% Full-Time Equivalent, Full-Time Temporary

Responsibilities:

The Media Specialist will perform duties such as:

- Creating and managing media content
- Coordinating with other departments
- Monitoring and evaluating media performance

Requirements:

- Bachelor’s degree
- Experience in a similar field

Benefits:

- Health insurance
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National Processing Center

Jeffersonville, Indiana

NOW HIRING!

About Us:

The National Processing Center in Jeffersonville, Indiana is responsible for processing and analyzing data from the Census 2020. We offer competitive benefits, a positive work environment, and opportunities for career growth.

Why Work at USPC?

- Competitive pay and benefits
- Opportunities for advancement
- Positive work environment
- Competitive benefits package
- Retirement plan

Join Our Team!

Join the team at the National Processing Center in Jeffersonville. We are seeking skilled, detail-oriented workers for a variety of positions, including:

- Customer Service
- Data Entry
- Quality Control

Apply Online:

Applying for a job is easy. Visit our website to apply online and learn more about the National Processing Center in Jeffersonville.

YOU have the skill, WE have the Opportunity!

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How Can Your Organization Partner with the 2020 Census?

* Air or run census promotions through TV/Radio
* Allow census to post your org name on census website
* Appoint a census liaison
* Display digital materials through social media/website
* Display/distribute printed materials & advertisements
* Encourage employee & constituent participation
* Engage local and regional chapters
* Form or host a Complete Count Committee (CCC)
* Serve on a Complete County Committee (CCC)
* Highlight key operational events in publications
* Host a Census event
* Host Census meetings
* Identify job applicants/assist recruiting
* Issue a public endorsement
* Link to census website from org website
* Participate in partnership kick-off meetings
* Print materials for distribution
* Provide computer lab space and dedicated desktops
* Provide list of shelters/soup kitchens
* Provide refreshments
* Provide speakers/participate in speaker bureau
* Provide speaking opportunities and exhibit space
* Provide training space
* Provide translator/translate materials
* Provide volunteers
* Public articles & donate ad space
* Put 2020 Census on agendas
* Sponsor a Census event
* Translate materials
* Use Census drop-in articles/messages/logos
* Use & distribute educational materials
* Use & distribute faith-based materials
* Use & distribute press releases
* Volunteer/participate in census events
* Write/publish article

Become a Partner

Get Email Updates
https://www.healthy-ky.org/events/health-for-a-change

- **May 22** Smoke-free Campaigns: Making Your Community a Better Place to BREATHE 11:30 AM-3:00 PM CT Workshop Ballard Convention Center Madisonville, KY
- **June 19** Census Updates Webinar with Kentucky Youth Advocates

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**Post-event survey: Via email**

- Give your feedback
- Suggest future topics
- Only 3 minutes
Thank you!

Contact

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