Census 2020
Make yourself count: April 1, 2020

Washington State Commission on Hispanic Affairs
The Commission

MISSION

The Commission on Hispanic Affairs strives to improve public policy development and the delivery of government services to the Hispanic community.
Top 5 counties with the highest percentage of Hispanic/Latinx residents

1. Yakima
2. Grant
3. Franklin
4. Adams
5. Douglas
Guiding Pillars

- Education
- Engagement
- Partnerships
- Research
Latinx Children Are Left Out of Our Nation’s Census Count

Approximately 400,000 young Latinx children ages 0 to 4 were left uncounted by the 2010 Census.

The net undercount rate for young Latinx children was 7.1 percent, compared to 4.3 percent for non-Latinxes.

According to NALEO and the Child’s Trends Hispanic Institute
Why does this happen?

Latinos are more likely than non-Latinos to live in hard-to-count places: for example, areas with multi-unit buildings and a high proportion of renters.

Latinos are more likely than non-Latinos to live in hard-to-count families and households, such as multigenerational and highly mobile families, and households with complex relationships.

Latino adults are more likely than non-Latino adults to believe that young children do not need to be reported on the census form.
<table>
<thead>
<tr>
<th>Education.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alert stakeholders to the potential implications of a high undercount among young Latino children.</td>
</tr>
<tr>
<td>All relevant stakeholders—including Latino families and communities, and state and local policymakers—should understand the negative consequences of this undercount.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Engagement.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve targeted outreach to those areas with the largest number of undercounted children.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Partnerships.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop more relationships with vested stakeholders, such as civic organizations and early childhood education organizations that will be able to reach households with young children.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Research.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Examine who the undercounted young children are and what neighborhoods they live in. Test language used in Census instructions with low-income Latino parents to gauge clarity.</td>
</tr>
</tbody>
</table>
1. Informational Tool Kit
2. Website
3. Community events
4. Collaborations
5. Radio
6. Video Campaigns
7. University Crawls
8. Interpreter equipment
Increase of presence and access to information through various channels

Cha Para La Comunidad

- Website
- Blogs
- Social Media
- Email campaigns
- Partnerships
Thank you!

Contact Information:
Nancy Aguilar
Communications & External Affairs
nancy.rochaaguilar@cha.wa.gov
O: 360.725.5661
C: 360.515.6101

CHA.WA.GOV