Why is the 2020 Census Important to African Americans?

In 2010, the African American population was undercounted by more than 800,000.

Today, one in three African Americans live in hard-to-count Census tracts.

An undercount in the African American community could lead to their communities being under-resourced and under-represented. By participating in the Census, they are making their voices and perspectives heard.

Federal agencies rely on Census data to monitor discrimination and implement civil rights laws to protect:

Voting Rights

Equal Employment Opportunity

Barriers to Consider:

- Distrust of government and confidentiality of the data
- The Census is not a priority

Motivators:

- Trusted Messengers - local government
- Education on the purpose and process

About the Ohio Census Advocacy Coalition

The Ohio Census Advocacy Coalition (OCAC) is a nonpartisan network of statewide nonprofit organizations, advocacy organizations, and trusted faith, business, education, and community leaders working to prepare for and conduct outreach to encourage full participation in the 2020 Census, with a focus on historically undercounted or “hard-to-count” (HTC) populations. The OCAC executive committee consists of Children’s Defense Fund-Ohio, Innovation Ohio Education Fund, Ohio Voice, ASIA Inc., Philanthropy Ohio and Faith in Public Life.