

America After 3PM and the African-American Community

Afterschool programs are transforming the period of time after the last school bell rings and before parents return home from work into a time of learning, mentorship, exploration and creativity for children across the country. Between the hours of 3 and 6 p.m., afterschool programs are keeping kids safe, inspiring them to learn and supporting working families.

The need for afterschool programs is especially high in the African-American community. Although participation in afterschool programs is higher than the national average, so too is the unmet demand for programs. Four in 5 African-American parents agree that afterschool programs help provide working parents peace of mind about their children while at work. Agreement jumps even higher—to 88 percent—among African-American parents with a child in an afterschool program. To help ensure that students in communities with few opportunities for children and youth are able to access and afford afterschool programs, more than 9 in 10 African-American parents (91 percent) support public funding for afterschool programs.

Key findings in the 2014 edition of *America After 3PM* focused on the African-American community:

African-American children are more likely to participate in an afterschool program than children overall.

Close to 1 in 4 African-American children (24 percent), approximately 2.4 million children, participate in an afterschool program compared to 18 percent of children overall. Examining differences by race and ethnicity, **African-American children are two times more likely to participate in an afterschool program** as Caucasian children—24 percent versus 12 percent.

African-American children also spend more time in afterschool programs compared to Caucasian children, spending an average of 7.77 hours per week and 3.89 days per week in afterschool, whereas Caucasian children spend an average of 7.21 hours and 3.51 days per week in afterschool programs.

At the same time, unmet demand for afterschool programs is great in the African-American community.

In addition to the large percentage of African-American children who are unsupervised during the hours after school—18 percent or 1.7 million children—3 in 5 African-American children, approximately 4.5 million children, not currently in an afterschool program would be enrolled in a program if one were available. The unmet demand for afterschool programs is significantly higher among African-American children than children overall or Caucasian children, where 41 percent of children overall and 35 percent of Caucasian children would be enrolled in an afterschool program if one were available to them, a difference of 19 and 25 percentage points, respectively.

Together, the participation rate and unmet demand show that 7 in 10 African-American children have some measure of demand for afterschool programs.

Overall, 7 in 10 African-American children show some measure of demand (either met or unmet) for afterschool programs. In fact, for every child in an afterschool program, nearly two more children would be enrolled if a program were available to them.

African-American parents believe that afterschool programs are an essential source of support for working parents—giving them peace of mind when at work and helping them to keep their jobs.

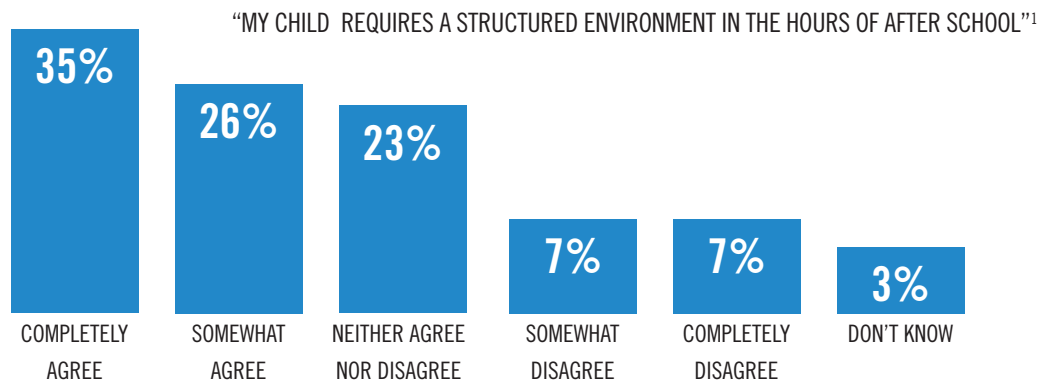
Agreement that afterschool programs support working parents is extremely high among African-American parents:

- Four in 5 African-American parents agree that afterschool programs help provide working parents peace of mind about their children while at work. Agreement jumps even higher—to 88 percent—among African-American parents with a child in an afterschool program.
- Seventy-nine percent of African-American parents agree that afterschool programs help working parents keep their jobs, with 53 percent completely agreeing with the statement. Among African-American parents with a child in an afterschool program, 84 percent agree.

Although demand for afterschool programs is high among African-American parents, they face specific barriers to enrolling their child in a program.

The strong afterschool participation rate and the high number of children who would be enrolled in an afterschool program if one were available illustrate the need for afterschool programs in the African-American community. The activities African-American parents report they would like their child to take part in, as well as the fears they have about the hours after school, also help to depict the need for afterschool programs. For instance, African-American parents are much more likely to agree that their child requires a structured environment during the hours after school and are more concerned with their child’s safety after school than parents overall. Sixty-one percent of African-American parents agree that their child needs a structured environment after school, compared to 49 percent of parents overall, and more than 2 in 5 African-American parents (41 percent) agree that they are “concerned that [their] children do not have a safe place to be in the hours after school,” compared to 31 percent of parents overall.

AFRICAN-AMERICAN PARENTS ANSWER TO THE STATEMENT



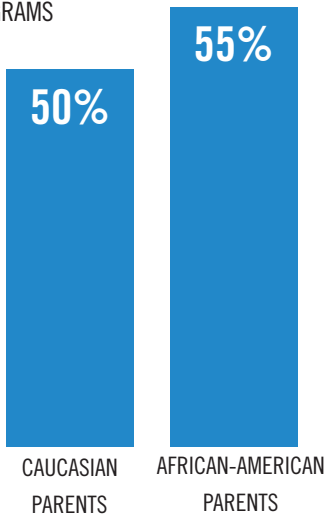
1. Charts may total more than 100% due to rounding

Despite the demand for afterschool programs among African-American parents, challenges—such as lack of a safe way for their child to get to and from an afterschool program and lack of available afterschool programs—keep them from enrolling their child in a program.

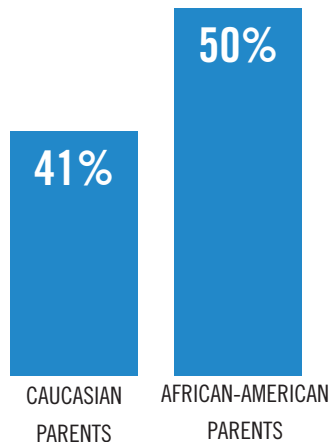
- African-American parents who would like to enroll their child in an afterschool program were much more likely to cite lack of a safe way to get to and come home from afterschool programs and lack of available afterschool programs as barriers to participation than Caucasian parents.
- They were also much more likely to agree with the statement “finding an enriching environment for my child in the hours after school is a challenge,” than Caucasian parents. More than 2 out of 3 African-American parents (67 percent) agree with the statement—with 42 percent strongly agreeing with the statement—compared to 58 percent of Caucasian parents.

FACTORS THAT WERE IMPORTANT IN PARENTS’ DECISION NOT TO ENROLL THEIR CHILD IN AN AFTERSCHOOL PROGRAM

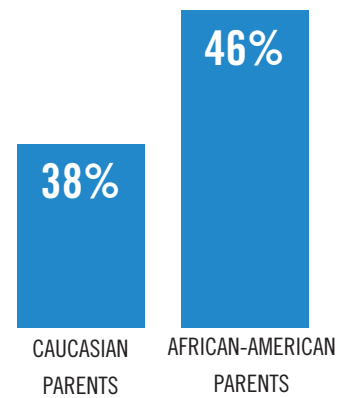
MY CHILD DOES NOT HAVE A SAFE WAY TO GET TO AND COME HOME FROM AFTERSCHOOL PROGRAMS



THE AFTERSCHOOL PROGRAMS’ HOURS OF OPERATION DO NOT MEET MY NEEDS



AFTERSCHOOL PROGRAMS ARE NOT AVAILABLE IN MY COMMUNITY



African-American parents with a child in an afterschool program are highly satisfied with their program, both overall and with specific program features.

African-American parents with children in an afterschool program are extremely satisfied with their child’s program on a number of fronts:

- More than 9 in 10 African-American parents (92 percent) said that they are satisfied with their afterschool program overall, higher than parents overall (89 percent). Close to 3 in 5 African-American parents (59 percent) said that they are “extremely satisfied” with their afterschool program overall.
- African-American parents are very satisfied with the safety of their child’s program’s environment (90 percent), their child’s opportunity to interact with his or her peers (87 percent) and their afterschool program’s quality of care (85 percent).
- African-American parents are highly satisfied that their child’s afterschool program is helping to excite their child about learning (79 percent).
- African-American parents are also more satisfied with their child’s afterschool program’s family/parent activities (66 percent) than parents overall (61 percent).

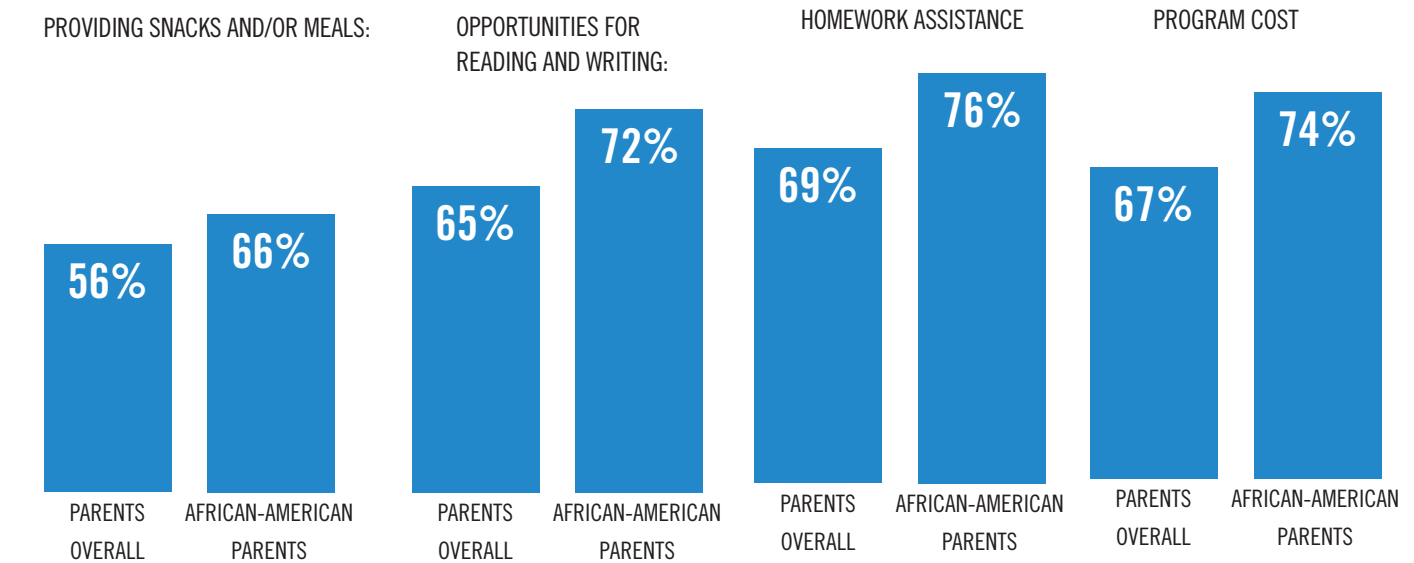
African-American parents recognize a wide array of benefits afterschool programs provide to children when they are able to participate.

African-American parents—including both parents with children in an afterschool program and those with children not in an afterschool program—recognize the multitude of benefits children gain from participating in an afterschool program, ranging from becoming more engaged in learning to increased access to caring adults and mentors to improving behavior and school day attendance:

- Close to 4 in 5 African-American parents (79 percent) agree that afterschool programs provide children with access to caring adults and mentors.
- More than 3 in 4 African-American parents (77 percent) agree that afterschool programs help children gain workforce skills, such as teamwork, leadership and critical thinking.
- Seventy-four percent of African-American parents agree that afterschool programs can help excite children about learning.
- More than 7 in 10 African-American parents (71 percent) agree that afterschool programs can help improve children’s behavior in school.
- Seven in 10 African-American parents agree that participating in an afterschool program can help improve children’s school day attendance.

Similar to parents overall, a safe environment (84 percent), quality of care (82 percent), a convenient location (82 percent) and their child’s enjoyment (81 percent) were among the top reasons African-American parents selected their child’s afterschool program. Factors that were more important to African-American parents than to parents overall in selecting their child’s afterschool program include whether the afterschool program provides snacks and/or meals, homework assistance, opportunities for reading or writing, and program cost.

REASONS VERY IMPORTANT FOR SELECTING YOUR CHILD'S AFTERSCHOOL PROGRAM



There is strong support among African-American parents for public funding of afterschool programs.

Support for public funding for afterschool programs is bipartisan, strong across all geographic regions, and high regardless of racial or ethnic background, but especially high among African-American parents.

- Overall, more than 5 in 6 parents (84 percent) report that they favor public funding for afterschool programs, but more than 9 in 10 African-American parents (91 percent) support public funding for afterschool programs to help ensure that students in communities with few opportunities for children and youth are able to access and afford afterschool programs.

The percentages and the projected numbers of children and families in America After 3PM are based on survey responses from parents. The Afterschool Alliance contracted with Shugoll Research to collect the data for America After 3PM. Nationally, 30,720 households were screened and 13,709 households completed in-depth interviews via an online survey using a blend of national consumer panels. The goal of at least 200 completed interviews was reached in every state and the District of Columbia. In states where this goal could not be reached using online panels, random digit dialing was used to complete supplementary telephone interviews. In order to participate, respondents had to live in the U.S and have a school-age child in their household for whom they are the guardian. All interviews were completed between Feb. 28 and April 17, 2014. Data are weighted on race and income within state, state population and the rate of afterschool program participation. Projections for African-American child-level data represent the 9.91 million African-American youth in the U.S. based on numbers from the 2012 Census Bureau, Current Population Survey. For the full America After 3PM report, visit: <http://www.afterschoolalliance.org/AA3PM/>.

The Afterschool Alliance is a nonprofit public awareness and advocacy organization working to ensure that all children and youth have access to quality afterschool programs. More information is available at www.AfterschoolAlliance.org.