

America After 3PM and the Hispanic 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.

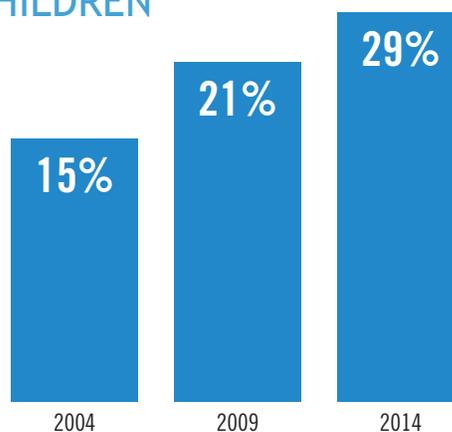
The need for and support of afterschool programs is especially high in the Hispanic community, where participation in afterschool programs, as well as demand for afterschool programs, has grown substantially. More than 3 in 4 Hispanic parents agree that afterschool programs help provide working parents peace of mind about their children while at work and agreement jumps even higher—to 87 percent—among Hispanic 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, close to 9 in 10 Hispanic parents (87 percent) support public funding for afterschool programs.

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

Hispanic children participate in afterschool programs at high levels.

Participation in afterschool programs has seen a significant increase among Hispanic children over the past decade, from 15 percent in 2004 to 21 percent in 2009 to 29 percent in 2014. The percentage of Hispanic children that participate in an afterschool program—which translates to approximately 3.8 million children—is 11 points higher than children overall (29 percent vs. 18 percent) and more than two times greater than Caucasian children (29 percent vs. 12 percent). Hispanic children also spend more time in afterschool programs compared to Caucasian children, spending 7.39 hours and 3.67 days per week in an afterschool program, compared to 7.21 hours and 3.51 days per week for Caucasian children.

PERCENTAGE OF HISPANIC CHILDREN PARTICIPATING IN AN AFTERSCHOOL PROGRAM



However, there remains a significant number of Hispanic children, 1.4 million children (11 percent), who remain alone and unsupervised during the after school hours.

At the same time, unmet demand for afterschool programs is higher among Hispanic parents than parents overall.

The unmet demand for afterschool programs among Hispanic parents has also increased dramatically over the past 10 years. In 2004, demand for afterschool programs was at 44 percent and in 2009, 47 percent of Hispanic parents said that they would enroll their child in a program if one were available. In 2014, 57 percent of Hispanic children—5.5 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 Hispanic children than both children overall and Caucasian children, where 41 percent of children overall and 35 percent of white children would be enrolled in an afterschool program if one were available to them, a difference of 16 and 22 percentage points, respectively.

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

Overall, 7 in 10 Hispanic children show some measure of demand (either met or unmet) for afterschool programs.

Hispanic 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.

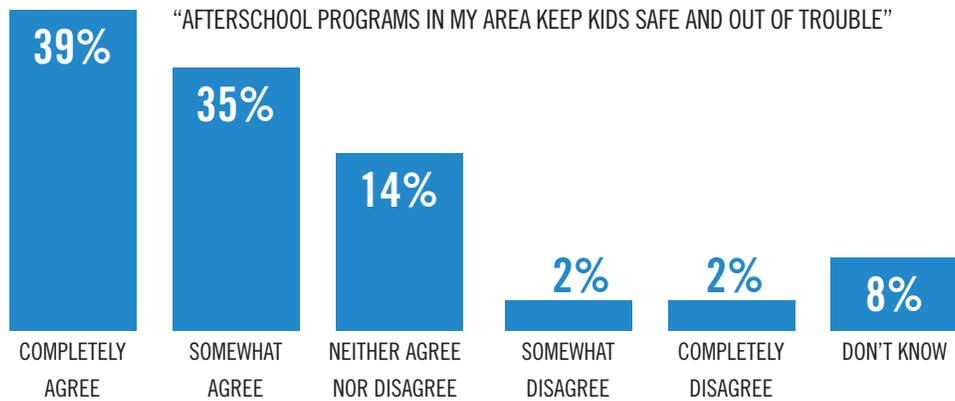
Agreement that afterschool programs support working parents is extremely high among Hispanic parents:

- More than 3 in 4 Hispanic parents (76 percent) agree that afterschool programs help provide working parents peace of mind about their children while at work. Agreement jumps even higher—to 87 percent—among Hispanic parents with a child in an afterschool program.
- Seventy-three percent of Hispanic parents agree that afterschool programs help working parents keep their jobs. Among Hispanic parents with a child in an afterschool program, 85 percent agree.

The need for afterschool programs is high among Hispanic parents. However, specific barriers to participation exist.

The strong afterschool participation rate and the high number of children who be enrolled in an afterschool program if one were available illustrates the need for afterschool programs in the Hispanic community. The activities Hispanic 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, close to 3 in 4 Hispanic parents (74 percent) agree that afterschool programs in their area keeps kids safe and out of trouble and more than 3 in 5 Hispanic parents (61 percent) agree that their child requires a structured environment during the hours after school. Additionally, more than half of Hispanic parents (52 percent) who would enroll their child in an afterschool program if one were available agreed that they were concerned that their children don't have a safe place to be in the hours after school, compared to 37 percent of Caucasian parents.

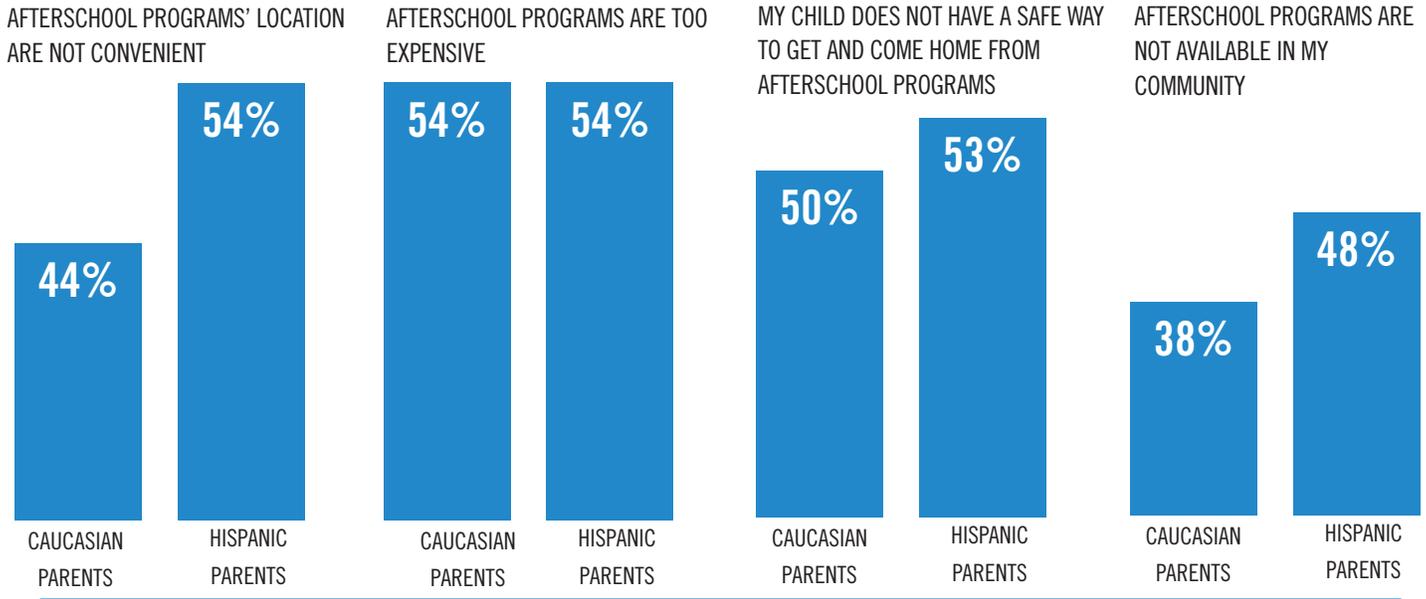
HISPANIC PARENTS' RESPONSE TO:



Although the demand for afterschool programs is high among Hispanic parents, they face distinct challenges to enrolling their child in a program, especially when comparing differences by race and ethnicity.

- Hispanic parents who would enroll their child in an afterschool program if one were available were much more likely to agree with the statement “finding an enriching environment for my child in the hours after school is a challenge,” compared to Caucasian parents. Close to 7 in 10 Hispanic parents agree with the statement (69 percent), compared to 58 percent of Caucasian parents.
- Additionally, Hispanic parents were more likely than Caucasian parents to agree that lack of available afterschool programs was a barrier to enrolling their child in a program, 48 percent versus 38 percent.
- Lack of a safe way to get to and come home from afterschool programs, cost, and an inconvenient program location were also identified as top barriers to enrolling a child in an afterschool program among Hispanic parents. Sixty-one percent of Hispanic parents with a child in an afterschool program agree that the current economic conditions have made it difficult for them to afford placing their children in an afterschool program, compared to 50 percent of Caucasian parents.
- Even among Hispanic parents with a child enrolled in an afterschool program, finding an enriching environment for their child during the hours after school was more challenging than for Caucasian parents. Among parents with a child enrolled in an afterschool program, 70 percent of Hispanic parents agree that it was challenging to find an enriching environment for their child after school, compared to 60 percent of Caucasian parents.

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



Hispanic parents with a child in an afterschool program are highly satisfied with their program, both overall and with specific program features:

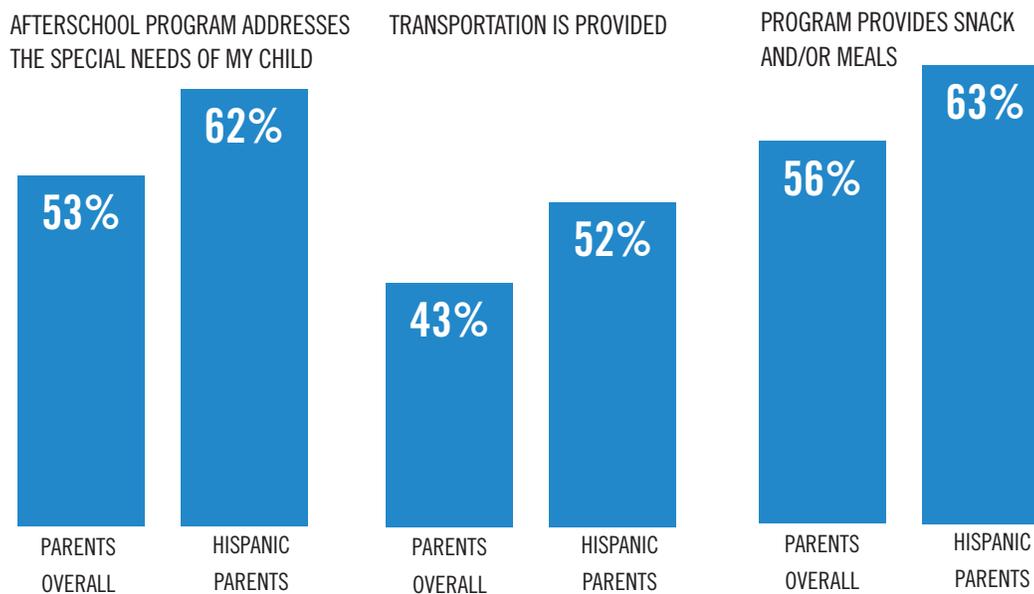
- Close to 9 in 10 Hispanic parents (89 percent) are satisfied with their afterschool program overall, and more than half (54 percent) report that they are “extremely satisfied.”
- An overwhelming majority of Hispanic parents also report being satisfied with their program’s quality of care (90 percent), safe environment (87 percent), and knowledge and training of their program’s staff (84 percent).

Hispanic parents recognize the wide array of benefits afterschool programs provide to children when they are able to participate.

Additionally, Hispanic parents—including both parents with a child in an afterschool program and those with a child not enrolled in a program—recognize the multitude of benefits children gain from participating in an afterschool program, ranging from becoming more engaged in learning to opportunities to be physically active to improving behavior and school day attendance:

- Close to 8 in 10 Hispanic parents (78 percent) agree that afterschool programs provide children with opportunities to be physically active.
- Close to 3 in 4 Hispanic parents agree that afterschool programs can help excite children about learning (73 percent) and agree that afterschool programs help children gain workforce skills, such as teamwork, leadership and critical thinking (73 percent).
- Seventy-three percent of Hispanic parents agree that afterschool programs can provide children with opportunities to learn about various cultures, countries, languages and global issues.

REASONS VERY IMPORTANT FOR SELECTING YOUR CHILD'S AFTERSCHOOL PROGRAMS



- Seven in 10 Hispanic parents agree that afterschool programs can help improve children's behavior in school and 67 percent agree that afterschool programs can help improve children's school day attendance.

Similar to parents overall, quality of care (83 percent), a convenient location (83 percent), a safe environment (82 percent) and their child's enjoyment (81 percent) were among the top reasons for Hispanic parents selecting their child's afterschool program. Factors that were more important to Hispanic parents than to parents overall in selecting their child's afterschool program include whether the afterschool program addresses the special needs of their child, transportation is provided, and the program provides snacks and/or meals.

There is strong support among Hispanic 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 support is especially high among Hispanic parents.

- Overall, more than 4 in 5 parents (84 percent) report that they favor public funding for afterschool programs, but 87 percent of Hispanic parents 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 Hispanic child-level data represent the 13.3 million Hispanic 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.