



National Voices Project

Understanding barriers
Measuring opportunities
Informing initiatives for change

For children - through the voices of adults in
their communities

Impact Report: Boys and Young Men of Color

Introduction

In January/February 2015, the National Voices Project (NVP) conducted the Boys and Young Men of Color (BYMOC) survey, in partnership with the National Collaborative for Health Equity (NCHE). The survey was administered by GfK, an international survey research organization that maintains KnowledgePanel®, a nationally representative, web-enabled panel of adults 18 years or older across the United States.

The sample included 10,046 adults from KnowledgePanel® and 1,598 from supplementary households. Respondents working or volunteering on behalf of children or young adults (age 0-25) were eligible to complete the full NVP BYMOC questionnaire. A total of 2,081 respondents from 50 states and District of Columbia completed the survey; 1,132 respondents indicated they have jobs that affect education, health/healthcare/nutrition, economic opportunities, social justice or community and civic engagement for children or young adults. Another 949 respondents identified themselves as volunteering in similar ways that affect children and young adults.

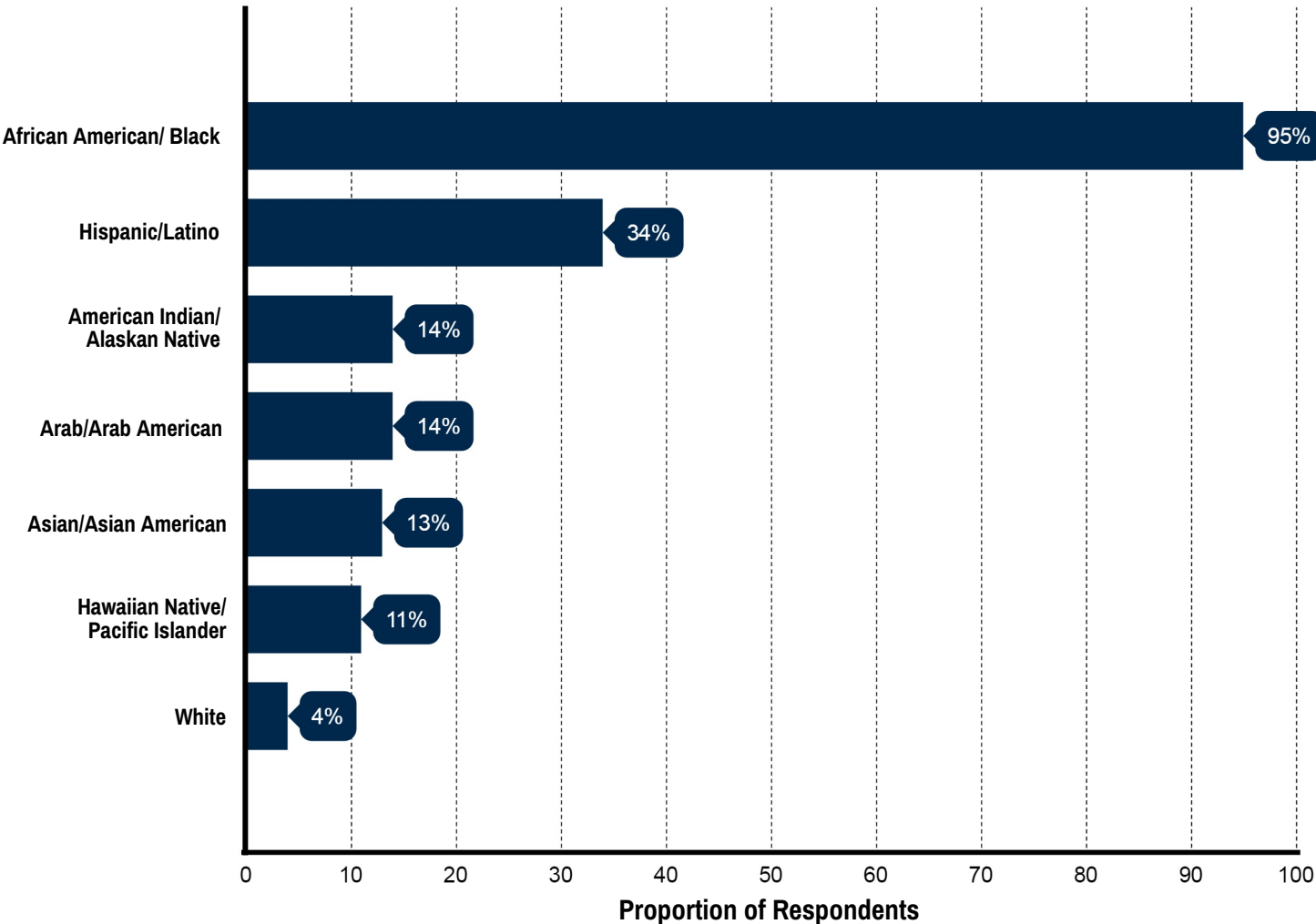
The NVP BYMOC survey was also fielded in Spanish via a supplemental panel who preferred to answer in Spanish. Overall, 1,164 individuals participated by using the Spanish-language version and 229 were eligible to complete the full NVP BYMOC questionnaire.

Research Question

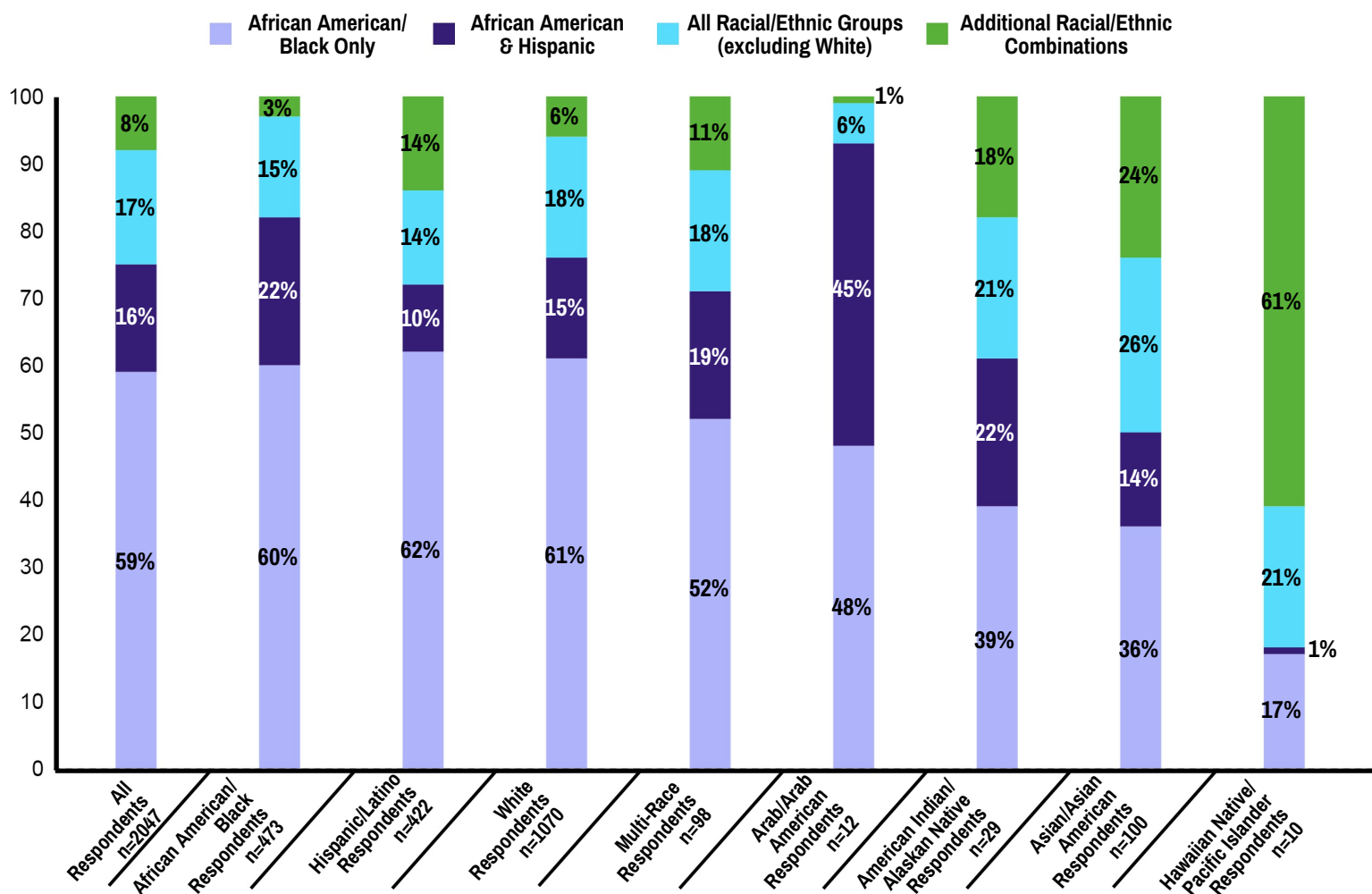
When you hear the term "boys and young men of color," which racial/ethnic groups come to mind?

- ☐ African American/Black
- ☐ American Indian/Alaskan Native
- ☐ Arab/Arab American
- ☐ Asian/Asian American
- ☐ Hawaiian Native/Pacific Islander
- ☐ Latino/Hispanic
- ☐ White
- ☐ Other

Racial/Ethnic Groups Selected by Respondents to Define "Boys and Young Men of Color"



Respondent Views of Racial/Ethnic Groups Included in "Boys and Young Men of Color"



Note: Respondents who identified with more than one racial/ethnic group were counted in each racial/ethnic group they chose to describe themselves.

Key Findings

The majority of adults who work and volunteer with children (59%) believe the term "boys and young men of color" refers only to African Americans.

African American, Hispanic, and White adults shared the same predominant perception: almost two-thirds believe that "boys and young men of color" refers only to African Americans.

Alaska Natives, American Indians, Arabs/Arab Americans, Asians/Asian Americans, Hawaiian Natives, and Pacific Islanders are the groups most likely to believe that "boys and young men of color" refers to all non-White racial/ethnic groups.

Analyses

Some groups of color that the W.K. Kellogg Foundation wishes to reach may not feel included when the term "boys and young men of color" is used.

If organizations wish to be inclusive with a term regarding boys and young men, they should consider asking communities how they wish to be identified.

Whenever the term "boys and young men of color" is used in communications, it should be defined.

The W.K. Kellogg Foundation and its partners involved in national advocacy regarding boys and young men of color should consider coming together to jointly clarify terms and definitions in national dialogue.

Future Research

- Qualitative research is needed that will engage individuals from different racial/ethnic backgrounds in a conversation about the term "of color", and whether there are alternative terms that may be more broadly accepted.
- Additional research is also needed to understand how individuals' preferences about the term "of color" relates to their personal experiences of discrimination and disadvantage.

Mission of the National Voices Project

Led by researchers at the University of Michigan, the National Voices Project is an effort to bring the perspectives of thousands of people in communities across the United States to the national dialogue about opportunities and barriers for children related to race/ethnicity. For more information, visit the project website: NationalVoicesProject.org.

The National Voices Project team is grateful for the support and collaboration of the W.K.Kellogg Foundation, through the America Healing Initiative.

For this survey on Boys and Young Men of Color (BYMOC), NVP partnered with the National Collaborative for Health Equity (NCHE). The mission of the NCHE is to promote health equity by catalyzing collaboration among racial equity advocates, grassroots and community-based organizations, researchers, public health professionals, and other key stakeholders. For more information, visit their website: NationalCollaborative.org.

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