

The **POPULATION REFERENCE BUREAU** informs people around the world about population, health, and the environment, and **empowers** them to use that information to **advance** the well-being of current and future generations.

inform

PRB informs people around the world and in the United States about issues related to population, health, and the environment. To do this, we transform technical data and research into accurate, easy-to-understand information.

Innovative Tools. PRB's wallcharts, including the *World Population Data Sheet* and the *Map of Persistent Child Poverty in the U.S.*, are searchable via our DataFinder web tool and make accurate demographic information accessible to a wide audience.

Influential Reports. Health workers in the developing world use PRB's report on cervical cancer prevention, created in collaboration with the global health nonprofit PATH, to design successful screening programs. PRB and the Russell Sage Foundation published *The American People: Census 2000*, 14 reports that describe America in the year 2000.

Unbiased Policy Analysis. For more than 20 years, PRB has hosted a monthly seminar series focused on the policy implications of population issues including the color line in American society and HIV/AIDS in India.

Online Resources. PRB's website offers full text of all PRB publications, including our respected *Population Bulletins* and web-exclusive data and analysis on world issues ranging from aging to family planning. Our Center for Public Information on Population Research puts new population research findings into context for journalists and policymakers.

empower

PRB empowers people—researchers, journalists, policymakers, and educators—to use information about population, health, and the environment to encourage action.

Information alone can be powerful. Frequently, however, people have knowledge but lack the tools needed to communicate it effectively to decisionmakers. PRB builds coalitions and conducts trainings in the United States and throughout the developing world to share techniques to inform policy.

Journalist Networks. Since 1996, PRB has shared techniques for fact-based, reproductive health reporting with a network of West African editors. The Pop'Médiafrrique program, one of several PRB journalist networks, has improved news coverage and increased demand for family planning in the region.

Policy Communications Training. Over the past five years, PRB has trained nearly 500 advocates, health professionals, and government workers in Asia, Africa, and Latin America. For example, participants in a workshop in Madagascar learned how to develop a fact sheet for policymakers to explain the complex linkages between population, health, and the environment.

Data Workshops. PRB's data workshops assist the Annie E. Casey Foundation's KIDS COUNT network in using vital data about the status of children in the United States. Workshop participants take away the knowledge needed to access data about their particular state and communicate with policymakers.

advance

PRB works to advance the well-being of current and future generations. Toward that end, we analyze data and research, disseminate information, and empower people to use that information in order to inform policymaking.

While the numbers of publications created or workshops conducted are one way to measure PRB's work, the creation of evidence-based policies, increased demand for health services, and active coalitions are better gauges of progress toward positive social change.

Evidence-Based Policies. PRB provides analysis for the *KIDS COUNT Data Book*, an annual report card on the well-being of children and families in the United States, that has helped promote the passage of several U.S. policies, including the State Children's Health Insurance Program.

Increased Demand for Health Services. Information broadcast by women radio journalists who attended PRB's reproductive health workshop in Senegal has increased local demand for family planning and health services.

Active Coalitions. PRB worked with local groups in the Philippines to establish a national coalition that helps decisionmakers understand the impact of population on the environment through events such as an International Earth Day celebration near the endangered Pasig River in Manila.

PRB's *World Population Data Sheet* is used around the world and is widely considered to be the most accurate source of information on population. If you value the *Data Sheet* and are among the tens of thousands of people who eagerly anticipate its publication each year, please consider making a contribution to PRB. Your donation will help ensure that PRB can maintain its commitment to keeping the *Data Sheet* as affordable as possible. Visit our website to donate now: www.prb.org.



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