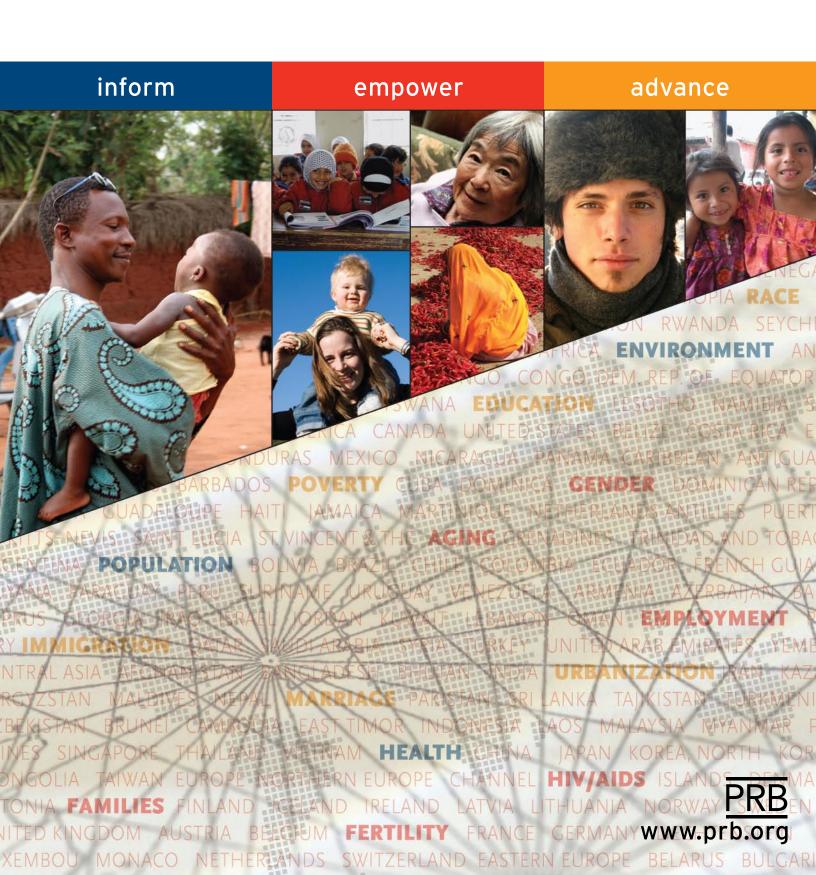
# **POPULATION REFERENCE BUREAU**

2007 Annual Report



## MISSION of PRB

## TABLE of Contents

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 analyzes complex demographic data and research to provide the most objective, accurate, and up-to-date population information in a format that is easily understood by advocates, journalists, and decisionmakers alike.

EMPOWER. Our commitment to putting information into action sets us apart. PRB builds coalitions and conducts workshops around the world to give our key audiences the tools they need to understand and communicate effectively about population issues.

ADVANCE. PRB works to ensure that policymakers in developing countries and in the United States rely on sound evidence, rather than anecdotal or outdated information, when creating population, health, and environment policies.

# PRB'S CORE THEMES AND STRATEGIC APPROACHES

We focus our work around these Core Themes: Reproductive Health and Fertility; Global Health; Children and Families; Population and the Environment; and Population Futures — Aging, Inequality and Poverty, Migration and Urbanization, and Gender. We also emphasize two Strategic Approaches: Building Coalitions and Mobilizing Civil Society.

PRB's work is funded by private foundations, government agencies, and individual donors, and we frequently collaborate with other nonprofit organizations and universities. To these partnerships, PRB brings broad expertise and innovative, cost-effective approaches to analysis, information sharing, and capacity building.

Letter From the President
Reproductive Health and Fertility 2
Children and Families 2
Global Health
Population and Environment
Population Futures 4
Building Coalitions and Mobilizing Civil Society
Partners, Contributors
Sources of Support, Support PRB
Consolidated Statements
Officers, Trustees, StaffInside Back Cover

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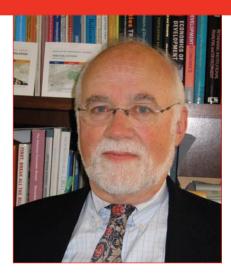
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## LETTER From the President

Two recent experiences have brought home to me the enormous width, and yet the subtleties, of the demographic divide—the

historically unprecedented gulf that separates the pace of population growth of developing countries from that of industrialized countries.

In November in Addis Ababa, Ethiopia, we co-hosted a conference in which participants from nearly a dozen nations shared approaches to integrated development for East Africa, linking population, health, and environment programs. High fertility, disease, and environmental problems remain difficult challenges in these countries. Three weeks later in Vienna, I attended a conference of social scientists addressing whether policies can increase fertility in Europe. Fiscal difficulties of old-age support, the economic challenges of shrinking labor forces, and political and cultural implications of aging populations have called governments to action, just in the last two years.



The demographic challenges in both worlds are real and serious. These two conferences reminded me of three key realities.

In the complexities of people's behavior lie both the causes and the solutions for the demographic divide. In East Africa, high fertility interacts with crowded living and increased demand for natural resources to spread disease and harm the environment. Consequently, interventions incorporating population, health, and the environment can be more cost-effective than narrow sectoral approaches. And in Europe, women's and men's work behavior, along with their housing options and choices, are tied up with their fertility. Consequently, family-friendly work environments along with housing subsidization for larger families might be expected to induce higher fertility.

Each side of the divide has its own divides. The fertility rate in Addis Ababa, for example, is well below replacement level, while nationwide, Ethiopian women average almost five and a half children each. In Europe, Hungary has among the most "family friendly" and pronatalist policies, but nevertheless an exceedingly low fertility rate. In contrast, Ireland has no policies that particularly favor childrearing, yet has a fertility rate among Europe's highest. And across Europe, more than 20 countries are experiencing something of an uptick in fertility in the last five years. Such variation on either side of the divide complicates the search for simple remedies.

The policies of choice are clearer in the poor countries than in rich ones. The field experience and research reported in Addis added to other substantial evidence that access to family planning, girls' schooling, gender-inclusive programs, and integrated development approaches can effectively address population, health, and environment challenges. Policymakers in developing countries can therefore proceed with confidence to scale up programs and policies that work. In Vienna, on the other hand, reports of policies that appear to increase fertility rates conflicted with reports from other countries that are maintaining reasonably high fertility without such policies, and still other countries where such policies have no apparent effect. Hence, neither social science theory nor the available data yet provide clear policy guidance for increasing fertility in the industrialized countries.

At PRB we connect data, science, and policy to these on-the-ground realities—from documenting the well-being of America's immigrant children to disseminating information worldwide on best health "buys" to combat more than 100 diseases; from researching the U.S. science and engineering workforce to educating the global media about reproductive health and family planning. Major innovations in our web and communication capabilities are extending our global reach, enabling decisionmakers to obtain accurate and up-to-date information when they need it and in appropriate language and formats.

You—our sponsors, donors, members, partners, and friends—make it possible for PRB to inform these global dialogues, whether in Addis, Vienna, or around the states and the world. Together, as this annual report shows, we are doing important work.

Thank you.

William P. Butz

## PROGRAM HIGHLIGHTS 2007

### REPRODUCTIVE HEALTH AND FERTILITY

PRB works around the world to help partners enhance family planning and reproductive health programs and policies. This work contributes to achieving the Millennium Development Goals and to reducing health inequities.

Engaging the Media on Reproductive Health Topics. A major theme of PRB's work is enhancing the media's understanding of key issues in reproductive health and family planning. PRB's East African Reproductive Health Journalists' Network improves the quantity and quality of news coverage of reproductive health issues in that region. Four one-day workshops in Nairobi, attended by journalists from Kenya, Tanzania, and Uganda, focused on violence against women. PRB staff also organized a seminar for 14 South Asian journalists on the availability and use of information about reproductive and child health. In addition, nine journalists from PRB's Women's Edition program covered the Women Deliver conference on maternal health, in London in October. JHPIEGO, an international health organization affiliated with The Johns Hopkins University, and PRB trained 20 radio journalists in Haiti to report on family planning and reproductive health topics.

Highlighting Key Family Planning Links. Of the wealth of information PRB published this year about family planning, three efforts were especially important. PRB's Population & Economic Development Linkages 2007 Data Sheet explores how the resources devoted to family planning programs affect economic well-being. This data sheet provides information on population, inequalities within developing countries, and economic opportunities. Another PRB publication, Powerful Partners: Adolescent Girls' Education and Delayed Childbearing, describes adolescent girls' reproductive health risks and how increasing their educational attainment reduces those risks, including early and unwanted fertility, and how it benefits their future families and society. With funding from the Ford Foundation Office in Cairo, Young People's Sexual and Reproductive Health in the Middle East and North Africa distills recent research on young people's sexual and reproductive health needs and provides recommendations for policymakers and program planners in the region.

## CHILDREN AND FAMILIES

PRB works closely with U.S. and international advocacy groups to inform decisionmakers about trends in child well-being.

Partnering With KIDS COUNT. For the 16th year, we provided data analysis and other technical assistance to the Annie E. Casey Foundation for the KIDS COUNT project, including the 2007 KIDS COUNT Data Book and the KIDS COUNT online data system. In collaboration with foundation staff, PRB conducted a series of workshops to help child advocates access and use data from the American Community Survey and other sources. We also collaborated with foundation staff to publish two reports: Factors Affecting State Differences in Child Well-Being and Testing the Validity of the KIDS COUNT State-Level Index of Child Well-Being. And we worked with foundation staff and Harris Interactive to design and conduct a survey of senior-level congressional staff to help evaluate the effectiveness of KIDS COUNT in providing relevant information to key policy audiences.

#### Analyzing and Disseminating Data From the American Community Survey.

With continued funding from the Annie E. Casey Foundation, PRB created 18 indicators of well-being of immigrant children for each of the 50 states and the District of Columbia, based on the latest data from the American Community Survey. We collaborated with Child Trends to produce a report comparing the well-being of children in low-income and higher-income families. PRB staff authored a chapter on the U.S. foreign-born population that appeared in the Council of State Governments' 2007 Book of the States.



### GLOBAL HEALTH

PRB contributes to reducing the burden of disease in developing countries, with a special focus on the poor, by providing information on critical health issues and cost-effective approaches to addressing them.

Getting the Most for Your Health Dollars. Through our work with the Disease Control Priorities Project (DCPP), supported by the Bill & Melinda Gates Foundation, PRB is providing research and resource materials to help the government of India make choices about how best to implement the country's health priorities with limited resources. An international seminar held in Santiago, Chile, in April, showcased key results of DCPP and emphasized cost-effectiveness analysis. This seminar was a collaborative effort between PRB, the Pan American Health Organization, the World Bank, and the Chilean Ministry of Health. DCPP and the West African Health Organization collaborated on a high-level consultative meeting on strategies to reduce infant and maternal illness and death. PRB also received a large grant from an anonymous donor to launch a global initiative with the Gapminder Foundation on reproductive health. This project will strengthen existing activities, engage new audiences, and help accelerate the pace of policy reforms.

Publicizing Information on the Best Health 'Buys.' As part of the Disease Control Priorities Project, the Communicating Health Priorities project at PRB continues to spearhead the global dissemination of the DCPP flagship publications—Disease Control Priorities in Developing Countries (2d ed.); Global Burden of Disease and Risk Factors; and Priorities in Health. One of the most successful products has been the project's website, www.dcp2.org, where users can download, at no cost, all three publications in their entirety; and create and download custom books and PowerPoint presentations.

Addressing Nutrition as a Critical Determinant of Health. Nutrition is central to broader issues of human health, productivity, and well-being. In July, PRB sponsored a seminar on nutrition and chronic diseases. In August, PRB held a press briefing for the release of its annual World Population Data Sheet, which focused on malnutrition. Nutrition was also featured in an accompanying Population Bulletin and policy brief. Additionally, PRB published a policy brief on nutrition and the elderly, part of a program on aging sponsored by the U.S. National Institutes of Health. PRB also prepared to launch the revival of a well-known newsletter on nutrition, New & Noteworthy in Nutrition. The first issue will be published in December 2007.

## POPULATION AND ENVIRONMENT

PRB helps program managers and decisionmakers engage in more sustainable development practices by addressing critical links between population, health, and the environment.

Launching a PHE Initiative in East Africa. With the assistance of the David and Lucile Packard Foundation, USAID's Kenya mission, and PRB's USAID-supported BRIDGE Project, PRB's Population, Health, and Environment (PHE) program began a one-year initiative in East Africa to undertake PHE assessments in Ethiopia, Kenya, and Tanzania. The assessments include an analysis of population, health, and environment data; the development of PHE case studies; and reviews of country policies. The assessments will lay the foundation for more effective policies and promote cross-sectoral collaboration in the region. Planning began for an East Africa Regional PHE Conference as part of this initiative.

Mitigating the Impact of AIDS on the Environment. To combat the double threats of HIV/AIDS and ecological decline, a new PRB report, *Guidelines for Mitigating the Impacts of HIV/AIDS on Coastal Biodiversity and Natural Resource Management*, describes the problems that lie at the intersection between AIDS, gender, population, and coastal biodiversity conservation and resource management. This work represents a collaboration between PRB and USAID, the University of Rhode Island's Coastal Resources Center, and the World Conservation Union, and was funded by USAID's Tanzania mission.



### POPULATION FUTURES

Population is at the core of many pressing global challenges. PRB focuses a population lens on aging, gender, migration and urbanization, and inequality and poverty.

Translating Recent Findings From Demographic Research. PRB's grant from the National Institute of Child Health and Human Development was renewed for an additional five years, from 2007 through 2012. This funding supports a broad range of PRB activities to foster greater understanding and use of the results of research in the population sciences. During the past year, we organized and led a panel discussion for demographers on effectively using the media to communicate demographic research results. PRB also established a joint annual Symposium on Policy and Health with the Johns Hopkins Population Center; our first symposium focused on the long-term consequences of low birth weight. With funding from the University of Michigan and the National Institute on Aging, PRB started the bimonthly e-newsletter *Today's Research on Aging: Program and Policy Implications*, covering such topics as trends in disability at older ages, prescription drugs and Medicare, and the impact of HIV/AIDS on the elderly. PRB also co-hosted a symposium with the National Institute on Aging on the significance of the Health and Retirement Study (HRS). Also, with support for staff sabbaticals from the Fred H. Bixby Foundation, PRB carried out a series of projections that provide glimpses into India's long-term population future. The results have been published in the report *The Future Population of India: A Long-Range Demographic View*.

Researching the U.S. Science and Engineering Workforce. With funding from the Alfred P. Sloan Foundation, PRB assessed the size, characteristics, and geographic distribution of the U.S. science and engineering workforce. We published on PRB's website 50 state profiles that highlight state-level variations in earnings, education, and the participation of minorities, women, and foreign-born workers in the high-tech economy. We also published the 2007 U.S. Population Data Sheet, with labor force data for all 50 states and the top-50 metropolitan areas. With funding from the U.S. National Institute of Medicine of the National Academies of Sciences, PRB staff also produced national and state-level estimates and projections of the U.S. health care workforce.

### Reporting on Emerging Issues in U.S. Population Growth and Diversity.

Building on the extensive media coverage PRB received in connection with the U.S. reaching 300 million in 2006, PRB conducted original analyses and wrote a series of web articles based on new population estimates. The articles described the latest trends in U.S. racial and ethnic composition, rural population change, child poverty, and immigration. On these and other U.S. population topics, PRB staff were interviewed by journalists from the New York Times, CNN, Wall Street Journal, Washington Post, Associated Press, and many other media outlets.

**Developing Teams of Excellence**. Supported by the William and Flora Hewlett Foundation, two research teams have been awarded grants for two years to carry out their work on population, reproductive health, and economic development. A team from Duke University is investigating reproductive health, women's empowerment, and economic prosperity in Bangladesh, Indonesia, Mexico, and South Africa. A team from Brown University's Population Studies and Training Center is investigating the effects of health and demographic change on economic growth.

## PROGRAM HIGHLIGHTS 2007

# BUILDING COALITIONS AND MOBILIZING CIVIL SOCIETY

By making information accessible and by facilitating dialogue between data producers and users, PRB contributes to informed decisionmaking around the world.

**Expanding PRB Discuss Online.** Begun in October 2006, PRB Discuss Online offers participants from around the world the chance to interact directly with population, health, and environment experts—asking questions and receiving answers in real time. The wide range of visitors and the thoughtfulness and depth of their questions, as well as the energy and time that our experts devoted to answering these questions, has marked this online initiative as very successful. During FY2007, we held nine discussions and received 428 questions from 60 countries.

#### Disseminating PRB Publications and Demographic Information Worldwide.

PRB mailed more than 104,000 printed copies of our publications to audiences worldwide, and more than 300,000 files were downloaded from PRB's website (www.prb.org). We published four *Population Bulletins*: "The Global Challenge of HIV and AIDS"; "Population: A Lively Introduction (5th ed.)"; "Challenges and Opportunities—The Population of the Middle East and North Africa"; and "World Population Highlights: Key Findings From PRB's 2007 World Population Data Sheet." With continued funding from USAID, the William and Flora Hewlett Foundation, and the David and Lucile Packard Foundation, PRB released the 2007 edition of our popular *World Population Data Sheet* at a press briefing in August. This year's theme was "Malnutrition Is a Major Contributor to Child Deaths." Press coverage was worldwide, including RTVI (Russian Television), Voice of America, C-SPAN, Associated Press, TASS News Agency, Washington Times, EFE News Service, Al Jazeera, the International Herald Tribune, Pravda, CNN.com (Spanish), Univision, and American Public Media's "Marketplace Morning Report." The webcast of the briefing has been viewed more than 2,000 times.

Redesigning the PRB Website. In January, we updated PRB's website with a new design and navigation. The redesigned site allows visitors to quickly see our country pages; content by world region, topic, and country; other PRB websites and web sections; and our membership and donation initiatives. We also began redesigning and upgrading DataFinder, a very popular feature on the website. Once launched, visitors will be able to create customized maps, tables, and charts from a database of nearly 400 population, health, and environment variables.

Commemorating the 4th Anniversary of International Day of Zero Tolerance for Female Genital Cutting. In February, PRB organized a day-long symposium on the 4th Anniversary of International Day of Zero Tolerance for Female Genital Cutting. The symposium, entitled "Broadening the Base, Renewing the Agenda," was funded by USAID's Bureau for Global Health. At the symposium, we released a new publication, *Abandoning Female Genital Mutilation/Cutting: An In-Depth Look at Promising Practices*, which is the product of a year-long collaboration between PRB and Family Health International, The Manoff Group, PATH, and the Population Council.

Facilitating Understanding of Gender-Based Violence. Supported by USAID's BRIDGE project, PRB and the School of Public Health at Uganda's Makerere University co-facilitated a two-week workshop on *Gender-Based Violence: Communicating Information and Good Practice Interventions to Policymakers*, in Kampala in April. Participants included 18 program officials, researchers, and women's advocates from eight countries in sub-Saharan Africa. In September, PRB staff, in collaboration with *Réseau Liberté*, an organization that supports the development of the media, facilitated a three-day media training seminar for 11 Haitian journalists in Port-au-Prince. The seminar, funded by the USAID mission in Haiti, focused on access to family planning and violence against women—two key factors that affect women's health and wellbeing. In May, PRB held the second of four seminars for its Women's Edition journalists with visits to a rape crisis center and a community-based health project in India.

## **PARTNERS**

Kenya

Council, Tanzania

Mongolia

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Population Council

Réseau Liberté

Sierra Club

Syracuse University

Partnership

Environment

Research Center

World Bank

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Lake Victoria Management Project

Demography of Aging

**JHPIEGO** 

John Snow, Inc.

The Manoff Group Michigan Center on the

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Anonymous

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National Institute on Aging

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CHECKS: Donations made by check should be made out to the Population Reference Bureau and mailed to the address below.

DONATE MONTHLY: To set up a monthly donation plan, please contact our Development Office. You determine the duration and the amount you wish to give each month, and you can make changes to your plan at any time.

PRB, consider doing so in memory of someone or to commemorate a birthday, holiday, or other special occasion. A special acknowledgment will be sent to your designees. Visit our website to download a form, or call the Development Office.

PLANNED GIFTS: Consider putting PRB in your will. Our newsletter, *PRB Matters*, outlines giving opportunities and provides valuable information about estate planning. To receive *PRB Matters* or to speak with a professional about planning your estate, please contact our Development Office. *PRB Matters* is available online at www.prb.org.

For information about making gifts of stock, our matching gift program, contributing through the Combined Federal Campaign, and other giving opportunities, please contact our Development Office.

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# **CONSOLIDATED STATEMENTS OF**

## FINANCIAL POSITION

For the fiscal year ending September 30, 2007

#### **ASSETS**

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Cash and cash equivalents

Accounts receivable	580,644
Prepaid expenses and other current assets	55,791
Total current assets	5,118,154
PROPERTY AND EQUIPMENT, AT CO	ST
Furniture, equipment, and lease- hold improvements	841,965
Less—accumulated depreciation and amortization	<501,782>
Net property and equipment	340,183
Long-term investments	6,314,609
Total assets	11,772,946

\$4,481,719

#### LIABILITIES AND NET ASSETS

#### **CURRENT LIABILITIES**

Accounts payable and other accrued expenses	118,339
Accrued compensation	135,480
Deferred dues and subscriptions	57,450
Deferred rent payable	56,392
Advances received for grants and contracts	4,911,780
Total current liabilities	5,279,441
Long-term deferred rent payable	194,809
Total liabilities	5,474,250
NET ASSETS	
Unrestricted	250,000
Unrestricted—Board-designated	5,996,816
Permanently restricted	51,880
Total net assets	6,298,696
Total liabilities and net assets	\$11,772,946

## **ACTIVITIES**

For the fiscal year ending September 30, 2007

	UNRESTRICTED	RESTRICTED	TOTAL						
REVENUES, GAINS, AN	ID OTHER	SUPPORT							
GRANTS AND COOPERATIVE AGREEMENTS									
U.S. Government	\$2,925,447	\$—	\$2,925,447						
Foundations	5,009,816	_	5,009,816						
Contributions	190,984	10,000	200,984						
Dues	92,373	_	92,373						
Sale of publications	43,666	_	43,666						
Interest and dividends	477,600	_	477,600						
Total revenues	8,739,886	10,000	8,749,886						
EXPENSES									
PROGRAM SERVICES									
International programs	5,214,034	_	5,214,034						
Communications	1,213,868	_	1,213,868						
Domestic programs	1,376,290	_	1,376,290						
Total program services	7,804,192	_	7,804,192						
SUPPORTING SERVICES									
Management and general	553,334	_	553,334						
Fundraising	121,090	_	121,090						
Total expenses	8,478,616	_	8,478,616						
Increase in net assets before	247.474								
realized and unrealized gains	261,270	10,000	271,270						
Realized and unrealized gains on investments	560,579	_	560,579						
Total increase in net assets	821,849	10,000	831,849						
Net assets, beginning of year	5,424,967	41,880	5,466,847						
Net assets, end of year	\$6,246,816	\$51,880	\$6,298,696						

PERMANENTLY

Full audited financial statements are available upon request.

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## POPULATION REFERENCE BUREAU

## Highlights of the 2007 Annual Report

#### REPRODUCTIVE HEALTH AND FERTILITY

Engaging the Media on Reproductive Health Topics Highlighting Key Family Planning Links

#### CHILDREN AND FAMILIES

Partnering With KIDS COUNT

Analyzing and Disseminating Data From the American

Community Survey

#### GLOBAL HEALTH

Getting the Most for Your Health Dollars

Publicizing Information on the Best Health 'Buys'

Addressing Nutrition as a Critical Determinant of Health

#### POPULATION AND ENVIRONMENT

Launching a PHE Initiative in East Africa
Mitigating the Impact of AIDS on the Environment

#### POPULATION FUTURES

Translating Recent Findings From Demographic Research Researching the U.S. Science and Engineering Workforce Reporting on Emerging Issues in U.S. Population Growth and Diversity

**Developing Teams of Excellence** 

# BUILDING COALITIONS AND MOBILIZING CIVIL SOCIETY

Expanding PRB Discuss Online

Disseminating PRB Publications and Demographic

Information Worldwide

Redesigning the PRB Website

Commemorating the 4th Anniversary of International Day of

Zero Tolerance for Female Genital Cutting

Facilitating Understanding of Gender-Based Violence

