



INSIGHTS FOR ACTION 2015

ANNUAL REPORT

POPULATION REFERENCE BUREAU



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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

PRB builds coalitions and conducts workshops around the world to give our key stakeholders 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that policymakers in developing countries and in the United States rely on sound evidence, rather than anecdotal or outdated information, when developing population, health, and environmental policies.

CORE THEMES



AGING



CHILDREN & FAMILIES



FAMILY PLANNING & REPRODUCTIVE HEALTH



GENDER



GLOBAL HEALTH



INEQUALITY & POVERTY



MIGRATION & URBANIZATION



POPULATION & ENVIRONMENT



YOUTH

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

In late September 2015, as PRB's operating year drew to a close, world leaders convened in New York to adopt the United Nations Agenda for Sustainable Development, which will guide national policy actions through 2030.

The Agenda's 17 Sustainable Development Goals target significant progress in reducing poverty, hunger, social inequities, and environmental risks, and advancing human health, education, and sustainable growth. The leaders also agreed to measure progress by a range of specific indicators.

How does this relate to PRB? The global goals have strong overlaps with our core issue areas in population, health, and the environment. And the countries' commitment to rigorous measurement will require careful analysis, interpretation, and synthesis of underlying data—a core element of the work we do at PRB.

The year brought several examples of how our work informs policy dialogue and decisions. Many are described in the Project Highlights section of this report, including:

- Groundbreaking research to catalogue a looming threat from noncommunicable diseases in Africa.
- An in-depth analysis yielding an estimate that over half a million women and girls in the United States have either undergone or are at risk of female genital mutilation/cutting.
- County-level support for partners in Kenya that led to the adoption of budget line items for family planning programs.

- Awards for health journalists who participated in PRB media training programs.

“We will continue to provide impartial, data-driven knowledge and strengthen the capacity of others to use this knowledge to advance the well-being of current and future generations.”

And, during the first full year of my tenure as president of PRB, we took steps to ensure sustained achievement in the future. Our senior leadership team added new members who broaden our capacity for innovation. A new strategy to enhance PRB's impact moved into full swing. And we adopted an organizational monitoring, learning, and evaluation program to better gauge PRB's performance.

But our focus is not changing. We will continue to provide impartial, data-driven knowledge and strengthen the capacity of others to use this knowledge to advance the well-being of current and future generations.

I believe the new priorities set by the world community point to an active role for PRB in 2016 and beyond, in support of academics, advocates, decisionmakers, funders, researchers, and the media. Indeed, significant multiyear awards recently received from the United States Agency for International Development



PRB Senior Leadership Team

Left to Right: Susan Rich, VP Global Partnerships; Viresh Desai, CFO; Jeffrey Jordan, President and CEO; Linda Jacobsen, VP U.S. Programs; Peter Goldstein, VP Communications and Marketing; Barbara Seligman, VP International Programs

for the PACE project, and from the U.S. Census Bureau to provide data user support services, reflect confidence in PRB's ability to deliver consistent value.

Finally, I would like to extend my deepest thanks and appreciation to three departing members of PRB's Board of Trustees: Margaret Neuse, who served as Board chair, Elizabeth Chacko, and Michael Wright. Their contributions extended well beyond their Board responsibilities, and their valuable input will be missed.

Sincerely,

Jeffrey Jordan
President and CEO, PRB



PRB IN FIGURES

52

NUMBER OF
PRB STAFF

12

NUMBER OF COUNTRIES WHERE
PRB CONDUCTED FIELD WORK

152

PRB INFORMATION PRODUCTS
COMPLETED, INCLUDING:
10 DATA SHEETS, 30 FACT SHEETS,
11 VIDEOS, 18 POLICY BRIEFS,
19 REPORTS, 5 DATA VISUALIZATIONS,
23 WEB ARTICLES, AND 8 WEBINARS

1,387

MEMBERS OF THE AMERICAN
COMMUNITY SURVEY DATA
USERS ONLINE COMMUNITY
MANAGED BY PRB

4 MILLION

VISITS TO THE PRB WEBSITE,
UP 54% FROM 2014

2,298

RESEARCHERS, JOURNALISTS, POLICY
ADVOCATES, AND OTHERS WHO
PARTICIPATED IN PRB CAPACITY
STRENGTHENING ACTIVITIES

PROJECT HIGHLIGHTS

IDENTIFYING NEW HEALTH CHALLENGES

IN AFRICA

In April 2015 in Nairobi, PRB launched a report on the growing threat of noncommunicable diseases (NCDs) in Africa. NCDs—notably, cardiovascular disease, cancer, chronic respiratory conditions, and diabetes—are the leading causes of death in every world region except Africa. Current trends show Africa joining the rest by 2030.

The PRB report focuses on NCD risk factors among youth and includes detailed country-level data for the prevalence of tobacco and alcohol use, unhealthy diets, and insufficient exercise. The report, supported by the AstraZeneca Young Health Programme, included recommendations for keeping young people on a healthier path: taxes on cigarettes, sodas, and other harmful products; involving young people, families, schools, and communities in addressing risks; and integrating NCD prevention with sexual and reproductive health programming for young people since the associated risk and protective factors overlap.

David Smith, AstraZeneca’s executive vice president for Global Operations, said, “Our hope is that [the report] will be used to raise awareness, inform planning, and ultimately contribute to preventing the unhealthy behaviors by adolescents.” ■

VISUALIZING DATA

ON WOMEN’S EMPOWERMENT

Every year, PRB’s World Population Data Sheet package is a go-to reference on population, health, and environment statistics. For 2015, we made it more accessible and compelling through digital mediums. The worldpopdata.org microsite is a wealth of information about general population trends and the theme of women’s empowerment. PRB has expertise in this topic through our work managing the Interagency Gender Working Group and our other research on gender topics.

The microsite includes a video, “Measuring Up,” assessing women and girls’ social progress. An interactive dashboard allows users to select any country and view current and projected population figures as well as a range of gender-specific indicators. The Insights section summarizes countries’ progress on women’s education, employment, and political representation targets that were included in the Millennium Development Goals, the precursors to the SDGs. The site generated a substantial increase in online visitor traffic and received recognition from the global design community—for example, Visually’s design blog tapped worldpopdata.org as one of the 24 best interactive websites of 2015. ■

MEASURING RISKS TO GIRLS AND WOMEN

IN THE UNITED STATES

Female genital mutilation/cutting (FGM/C) is a traditional rite of passage in many cultures. But it is also a dangerous practice that can cause serious lifelong health and social problems. More than 3 million girls and women, mainly in sub-Saharan Africa, are at risk each year.

The practice is also a threat in the United States, despite laws forbidding it. FGM/C prevalence rates have held steady or declined in many African countries in recent years, but the number of women and girls at risk of FGM/C in the United States has increased.

A PRB analysis produced an estimate in February 2015 showing that up to 507,000 girls and women in the United States have undergone or are at risk of FGM/C. This was more than twice the estimate in 2000 of 228,000 from a previous study.

The PRB analysis generated significant press coverage and helped put FGM/C on U.S. policy radar screens. PRB staff were interviewed for feature stories by ABC News, Al Jazeera, The Guardian, and others. They also presented the findings at an informal U.S. congressional briefing. ■



Many researchers aspire to see their work inform policy discussions, but the path to doing so is not always clear. PRB's training in policy communication strengthens the capacity of young researchers in doctoral-level population and health studies to engage policy influencers and decisionmakers effectively.

PRB has conducted policy communication trainings for researchers from developing countries over four decades, primarily with funding from USAID. For the first time last year, an inaugural class of U.S.-focused doctoral students convened in mid-2015, thanks to new support from the *Eunice Kennedy Shriver* National Institute of Child Health and Human Development.

One participant, Aresha Martinez-Cardoso, a Ph.D. candidate from the University of Michigan, said, "My research and work focuses on immigration policy and racial/ethnic health disparities, which can at times be controversial. So I really hope to be able to learn how to control my message and communicate my findings outside of academia." ■



The world is saturated with data sources. But the deluge also generates soaring demand from users for advice and assistance in understanding, analyzing, and applying new data resources—assistance that PRB's technical staff is well-placed to provide.

For example, PRB manages the American Community Survey (ACS) Data Users Group in partnership with the U.S. Census Bureau. The ACS, conducted by the Census Bureau, provides demographic, social, economic, and housing information annually for communities across the United States.

The ACS Data Users Group facilitates learning and information sharing through an online community, webinars, and sessions at professional meetings. PRB also organizes and leads an annual ACS Data Users Conference. The second of these took place in May 2015, attracted more than 250 participants, featured speakers John H. Thompson, director of the U.S. Census Bureau, and Mark Doms, under secretary of Commerce for Economic Affairs, and included eight breakout sessions covering specific data-use cases. Many who attended are also members of the ACS Online Community, a platform that promotes information sharing among ACS data users. ■



PRB's "communities of practice" are spaces to exchange ideas, pursue collaboration, and disseminate results on priority themes in population, health, gender, and the environment. Through online hubs, trainings, data workshops, conference programs, and other methods, PRB fosters knowledge sharing and dialogue, and helps develop policy champions.

One PRB community focuses on the demographic dividend—the accelerated economic growth that may result when a rapid decline in a country's fertility rate leads to an increase in the working-age population relative to the number of dependents, and the right mix of policies are in place to take advantage of this.

With support from the David and Lucille Packard Foundation, PRB took two important steps in 2015 to facilitate global discussion and advocacy around the demographic dividend in Africa:

- A demographic dividend website launched in partnership with the Bill & Melinda Gates Institute for Population and Reproductive Health at the Johns Hopkins University to aggregate relevant research, resources, and news.
- A Regional Coordination Group in sub-Saharan Africa comprising nearly 60 individuals from 24 organizations, who focus on the issue and meet quarterly to share knowledge. ■



MOVING THE POLICY NEEDLE

FAMILY PLANNING IN KENYA

Around mid-2015, policymakers in Kenya's Embu and Bungoma counties approved budget commitments in the 2016 fiscal year for family planning, marking success for PRB's work with local partners to bolster family planning policies in the country.

Kenyan political devolution has tasked county officials with new governance, financial management, and other functions. PRB, through USAID's IDEA project, worked with the National Council for Population and Development in Kenya on decentralized family planning advocacy activities:

- Identifying local champions who have links to decisionmakers.
- Convening a policy communication workshop to strengthen skills, learn about the county budgeting process, and develop advocacy plans.
- Using PRB's ENGAGE multimedia presentations to help make the case for family planning.

Beatrice Okundi, the coordinator in Embu County, said her most important jobs were to build relationships, provide relevant data, and show county leaders that family planning was a county-level issue. Localizing messages is important, so the approach of each county advocacy team took a different shape. ■



STRENGTHENING MEDIA

TO IMPACT POLICY

Media are crucial in informing the public about policy issues, providing evidence for policy decisionmaking, and holding governments accountable. For the past 25 years, PRB has strengthened the capacity of journalists to understand and cover population, health, and gender issues. Our model includes convening workshops where journalists learn from subject-matter experts, forming networks for ongoing knowledge sharing, mentoring reporters, conducting study tours, and attending relevant conferences where the journalists produce stories.

This year brought accolades for alumni of PRB media activities. Members of the Health Journalists Network in Uganda won the Population Institute's top Global Media Award for a 43-page special edition of the Health Digest analyzing Uganda's reproductive health policy and highlighting improvements for women. PRB provided training and editorial guidance, along with dissemination support.

Senegalese journalist Maimouna Gueye won a Global Health Reporting award from the International Center for Journalists for a series on high rates of teen pregnancy in southern Senegal, a "freestyle" method of natural childbirth, and reproductive health care among migrants in informal settlements in central Dakar. ■



ADDRESSING MALNUTRITION

IN NIGERIA

Each year, malnutrition contributes to about half of child deaths globally. As a result of malnutrition, more than 160 million children under 5 are stunted—shorter than normal for their age and unlikely to ever reach their full potential.

With support from the Bill & Melinda Gates Foundation, PRB's RENEW project focused on strengthening commitments and resources to alleviate malnutrition in pregnant women and children.

In Nigeria, PRB collaborated with a multisectoral task force, headed by the Nutrition Division in the Ministry of Health's Department of Family Health, to produce a multimedia presentation, "Malnutrition: Nigeria's Silent Crisis." The presentation has been used by about 20 nutrition organizations and shown to an estimated 1,050 high-level government officials, medical officers, civil society partners, religious leaders, donors, academics, and journalists to foster policy dialogue and advance policy actions. It has been featured in numerous policy venues, including a briefing with the minister of the National Planning Commission.

PRB also provided technical assistance to a Nigerian civil society organization (CSO), Scaling-Up Nutrition, which supports other local CSOs. ■

NEW FACES AT PRB



KRISTIN BIETSCH
Research Associate,
International Programs



CANDI CARPENTER
Executive Assistant
to the President



HANNA CHRISTIANSON
Program Assistant,
International Programs



ELIZABETH GAY
Policy Analyst,
International Programs



PETER GOLDSTEIN
VP, Communications and
Marketing

“I am helping PRB
carve out its niche
in addressing
gender.”

- Elizabeth Neason



AASHA JACKSON
PRB Policy Fellow at USAID

“Research is only
useful if it makes it
into the hands of
the right people.”

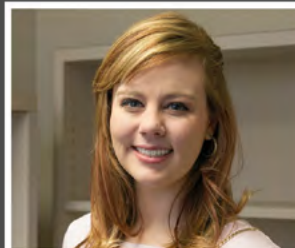
- Elizabeth Gay



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Program Assistant,
International Programs



ELIZABETH NEASON
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Support, International Programs



ANNEKA VAN SCOYOC
Communications Associate,
International Programs



BARBARA SELIGMAN
VP, International Programs



ANGELINE SIPARO
Regional Advisor for East Africa,
International Programs

“Our work brings
value, whether it is
information to be
used for advocacy
or training media
partners.”

- Angeline Siparo



ALICIA VANORMAN
Research Associate,
U.S. Programs

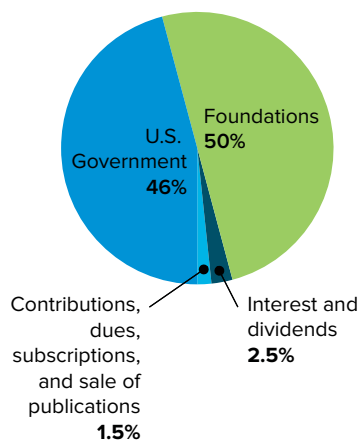
“I think accurate
data can help
solve social
problems.”

- Alicia VanOrman

FINANCIALS

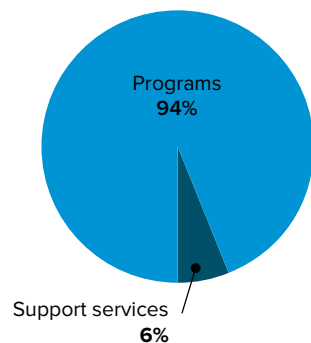
For the fiscal year ended September 30, 2015

2015 Revenues by Source



2015 Expense Ratio

Ninety-four cents of every dollar raised by PRB goes to fund our program activities.



ASSETS

CURRENT ASSETS

Cash and cash equivalents	\$2,857,467
Grants and contracts receivable	271,020
Prepaid expenses and other current assets	147,892
Total current assets	3,276,379

PROPERTY AND EQUIPMENT, AT COST

Furniture and equipment	656,745
Leasehold improvements	840,656
Less—accumulated depreciation and amortization	(1,011,928)
Net property and equipment	485,473

Long-term investments 8,290,043

Total assets \$12,051,895

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES

Accounts payable and other accrued expenses	\$169,695
Accrued compensation	179,721
Deferred dues and subscriptions	25,150
Deferred rent	50,547

Advances received for grants and contracts 2,051,762

Total current liabilities 2,476,875

Long-term deferred rent 746,735

Total liabilities 3,223,610

NET ASSETS

Unrestricted	250,000
Unrestricted—Board/designated	8,521,405
Permanently restricted	56,880
Total net assets	8,828,285

Total liabilities and net assets \$12,051,895

ACTIVITIES

	Unrestricted	Permanently Restricted	Total
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REVENUES, GAINS, AND OTHER SUPPORT

GRANTS AND COOPERATIVE AGREEMENTS

U.S. Government	\$4,808,486	\$ -	\$4,808,486
Foundations	5,185,215	-	5,185,215

Interest and dividends	263,816	-	263,816
Contributions	95,681	-	95,681
Dues and subscriptions	56,800	-	56,800
Sale of publications	16,229	-	16,229
Total revenues	10,426,227	-	10,426,227

EXPENSES

PROGRAM SERVICES

International programs	7,383,241	-	7,383,241
Communications	1,261,677	-	1,261,677
Domestic programs	1,305,296	-	1,305,296
Total program services	9,950,214	-	9,950,214

SUPPORT SERVICES

Management and general	502,181	-	502,181
Fundraising	114,911	-	114,911
Total support services	617,092	-	617,092
Total expenses	10,567,306	-	10,567,306

Decrease in net assets before net realized and unrealized losses	(141,079)	-	(141,079)
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Net realized and unrealized losses on investments	(462,455)	-	(462,455)
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Change in net assets (603,534) - (603,534)

Net assets, beginning of year 9,374,939 56,880 9,431,819

Net assets, end of year \$8,771,405 \$56,880 \$8,828,285

Full audited financial statements are available upon request.

CONTRIBUTORS

Contributions from the individuals listed below allowed PRB to fund essential program expansion and organizational innovations during the year. If you would like to help us continue to inform, empower, and advance, please visit the donations page on our website, www.prb.org/Donate.aspx.

Michael Allen	Linda Fiorey	Juanita Tamayo Lott	Richard H. Sander
Albert F. Anderson	John J. Flynn	Terri Ann Lowenthal	Karen P. Schaefer
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H.K. Faulkner	Milton Lehman	John A. Ross	
Dottie Ferrell	McCoy Livingston	James Rubenstein	

*Denotes contribution of \$1,000 or more.

Contributors and sources of support during fiscal year ending September 2015.

SOURCES OF SUPPORT

Annie E. Casey Foundation
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 Association of Monterey Bay Area Governments
 AstraZeneca Young Health Programme
 Bill & Melinda Gates Foundation
 The Johns Hopkins Bloomberg School of Public Health
 Brandon Roberts + Associates, LLC
 Charities Aid Foundation
 Department for International Development of the United Kingdom
 Ford Foundation
 Girl Scout Research Institute
 National Institute on Aging
 William and Flora Hewlett Foundation
 David and Lucile Packard Foundation
 Lucile Packard Foundation for Children's Health
 Eunice Kennedy Shriver National Institute of Child Health and Human Development
 United States Agency for International Development
 United States Census Bureau
 Wallace Global Fund

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PRB had the opportunity to collaborate with the following organizations during 2015.

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Sudan

Alexandria High Institute
for Public Health, Egypt

Aspen Institute

Association Béninoise pour la
Promotion de la Famille

Association of Population
Centers

AstraZeneca Young
Health Programme

Blue Ventures

CARE

Child and Adolescent Health
Measurement Initiative

Civil Society-Scaling Up
Nutrition in Nigeria

CU Population Center,
University of Colorado
Boulder

Developing Radio Partners

Direction de la Santé de la
Mère et l'Enfant, Ministère de
la Santé, Bénin

Direction de la Santé de la
Reproduction et de la Survie
de l'Enfant, Ministère de la
Santé et de l'Action Sociale,
Senegal

Egypt National
Population Council

Egyptian Family
Health Society

EMINENCE, Bangladesh

Ethiopian Economic
Association

Family Planning Association
of Malawi

FHI 360

Bill & Melinda Gates
Institute for Population and
Reproductive Health, Johns
Hopkins University

George Washington University

Global Women's Institute

Grassroots Alliance for
Community Education—
G.R.A.C.E. Africa, Kenya

Hopkins Population Center,
Johns Hopkins University

ICF International

Institute for Reproductive
Health, Georgetown
University

Institute of International
Education, New York and
Addis Ababa

Institut National de la
Statistique et d'Analyse
Economique du Bénin

Instituto Promundo

International Center for
Research on Women

Kenya Center for the Study
of Adolescence

Kenya Centers for Disease
Control and Prevention

Kenya Division of
Reproductive Health,
Ministry of Health

Kenya Inter-Religious Council

Kenya National AIDS and STI
Control Programme

Kenya National Council for
Population and Development,
Ministry of Devolution and
Planning

Kenya Nutrition Division,
Ministry of Health

Michigan Center on the
Demography of Aging,
University of Michigan

Ministère du Développement,
de l'Analyse Economique et
de la Prospective, Direction
des Politiques et Programmes
en Population, Bénin

Ministry of Economic
Planning and Development,
Development Division,
Population Department,
Malawi

Ministry of Youth and Sports,
Malawi

National Population Council
of Ghana

National Youth Council of
Malawi

The Netherlands Organization
for Scientific Research

Nigeria Nutrition Division,
Department of Family Health,
Federal Ministry of Health

Ouagadougou Partnership

PAI

Palladium

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Family Health of the League
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Research Council of Norway

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Sierra Club, Population and
Environment Program

Uganda Radio Network

Women Deliver

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*Stanley Smith became Chair of the Board in October 2015 after Margaret Neuse rotated off the Board.

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THOMAS MERRICK

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Policy Analyst

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Research Associate

JASON BREMNER

Associate Vice President and
Program Director Population
Health and Environment

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Program Assistant

DONNA CLIFTON

Information Specialist

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and Program Director Gender

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Policy Analyst

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Senior Policy Analyst

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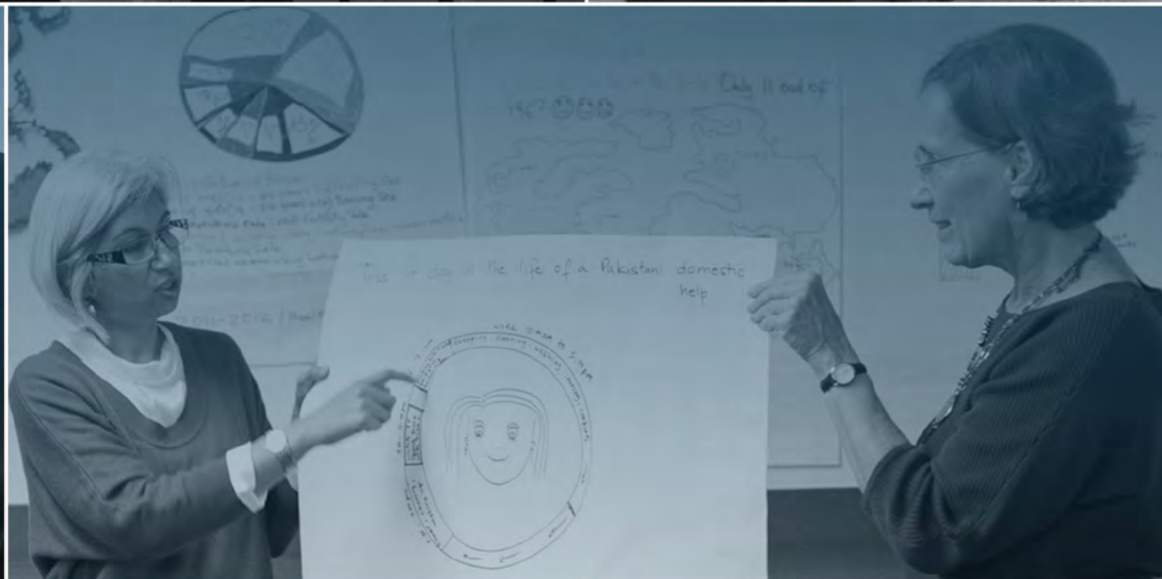
All staff listed as of Sept. 30, 2015.

*Resigned in FY2015.



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