

PRB

POPULATION REFERENCE BUREAU

# ANNUAL REPORT



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2016 YEAR IN REVIEW

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(as of Sept. 30, 2016)

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PRB informs people about population, health, and the environment. We also empower others to use that information to advance the well-being of current and future generations.

## INFORM

PRB produces innovative communication products and presentations that make data and research understandable, accessible, and compelling.

## EMPOWER

Through our trainings and coalition-building work, we equip others to apply evidence-based knowledge.

## ADVANCE

We create spaces where policy stakeholders can collaborate for positive change.

## CORE THEMES



AGING



CHILDREN & FAMILIES



FAMILY PLANNING & REPRODUCTIVE HEALTH



GENDER



GLOBAL HEALTH



INEQUALITY & POVERTY



MIGRATION & URBANIZATION



POPULATION & THE ENVIRONMENT



YOUTH



**JEFF JORDAN**  
PRESIDENT AND CEO, PRB

## Building the Evidence Base for Sound Decisionmaking

We all make decisions every day that affect outcomes in our work, our lives, and the lives of others. Like many people, I sometimes default to my instincts. But I usually make better decisions when I have evidence to consult.

I feel privileged to lead Population Reference Bureau because I am part of a team that helps people in the United States and globally—including policymakers and service providers in the public and private sectors—to stay well informed and equipped to act on what they know. PRB gives them accurate, evidence-based information and empowers them to apply knowledge for good. We ensure that data and evidence guide dialogue and decisions on important social issues, with the ultimate goal of improving people's lives.

Evidence-based decisionmaking is high on policy agendas these days. As we note in our *2016 World Population Data Sheet*, many countries are grappling with human needs growing faster than the resource bases to meet them; resources are actually shrinking in some cases. So governments, nonprofits, and businesses want evidence to help them design and advance the most efficient and effective programs and services.

In the United States, a Commission on Evidence Based Policymaking formed in 2016 is looking at how to make better use of administrative data to build evidence and inform program design. PRB Trustee Robert M. Groves is a member of the Commission, while PRB staff are participating in the Commission's open meetings and collaborating with other

stakeholders on requests for comments. Internationally, PRB is an active member of a global partnership to address data needs and gaps related to achievement of the United Nations Sustainable Development Goals.

PRB's evidence-based work spans a number of issue areas, including aging, reproductive health, gender equity, and child and family well-being. This Annual Report includes examples of how we generate evidence through research, how we are supporting civil society actors seeking change which improve lives, and how we help decisionmakers advance good policies. Our hallmarks are rigor and objectivity. More than 50 organizations chose to partner with us this year and benefit from PRB's combination of research, policy, and communication expertise.

We welcome your feedback on this Annual Report and the rest of our activities. All of our information products are publicly available at [www.prb.org](http://www.prb.org).

Sincerely,

A handwritten signature in white ink, appearing to read 'Jeff Jordan', written over a dark blue background.

P.S. I wish to express my sincere gratitude to two departing members of our Board of Trustees, Stanley Smith and Richard F. Hokenson, who most recently served as Board chair and treasurer, respectively. PRB has benefited immensely from their generous insight and counsel.

## Preparing for Aging U.S. Baby Boomers

The accelerating growth of the population ages 65 and older is one of the most significant demographic trends in the history of the United States. Although U.S. policymakers and others have had decades to plan for the inevitable aging of the baby boom cohort—those born between 1946 and 1964—it is not clear that sufficient preparations have been made to meet baby boomers' anticipated needs in old age.

The aging of the baby boom generation could fuel a 75 percent increase in the

number of Americans ages 65 and older requiring nursing home care, to about 2.3 million in 2030 from 1.3 million in 2010, PRB projected in the *Population Bulletin*, "Aging in the United States." The *Bulletin*, authored by PRB's Mark Mather, Linda A. Jacobsen, and Kelvin M. Pollard, examined recent trends and disparities among this cohort, and how baby boomers will reshape America's older population. Key findings were featured on National Public Radio and in other news outlets.

The effects of population aging will depend largely on the policy choices that Americans make now and in the coming years. Although government programs such as Social Security, Medicare, and Medicaid have helped reduce poverty and improve the health of the older population, current projections indicate that these programs—as currently implemented—are not sustainable. Making policy changes now will ensure that an effective safety net is in place when the youngest baby boomers retire.



## Spotlight on Latino Children

Latino children currently account for one-fourth of U.S. children under age 18, and they will make up nearly one-third of this age group by 2050. Of the 18.2 million Latino children currently living in the United States, 95 percent are U.S.-born citizens.

“Toward a More Equitable Future: The Trends and Challenges Facing America’s Latino Children,” was produced by PRB and the National Council of La Raza (NCLR) to present a snapshot of Latinos under age 18 to highlight areas of concern to policymakers. Results from the report show that during the past decade, Latinos have made important gains in several key areas of well-being—especially on measures of educational attainment, health insurance coverage, teenage births, and youth incarceration. But Hispanic youth continue to lag behind white youth on many key social and economic indicators. New projections by PRB show that the number of low-income Latino youth could increase by 45 percent—from 11 million today to nearly 16 million by 2050—if current levels of inequality persist in the future.

Reducing these disparities—especially by reducing racial/ethnic gaps in poverty and education—will improve economic conditions for millions of Latino parents and children, and also fuel economic growth by creating a well-qualified workforce. For easy access to the data described in the report, disaggregated by race/ethnicity, state, and year, visit the NCLR Latino Kids Data Explorer at [dataexplorer.nclr.org](http://dataexplorer.nclr.org).

## Engaging Men in Family Planning

The United Nations Sustainable Development Goals set a target of universal access to sexual and reproductive health services by 2030, but this target will be difficult to reach without greater male participation in family planning. Only 16 percent of married couples worldwide use modern male methods (condoms and vasectomies), compared with 74 percent who use modern female methods.

Expanding family planning outreach and services to include men may help normalize the concept of men as contraceptive users. It can foster shared responsibility for contraceptive use

among couples, open the door to more gender-equitable relationships, and increase the use of male contraceptive methods.

As part of the Policy, Advocacy, and Communications Enhanced for Population and Reproductive Health (PACE) Project funded by the United States Agency for International Development (USAID), PRB created an interactive infographic to present a snapshot of men's use of modern contraceptive methods and highlight data that identify opportunities to engage more adolescent boys and men. The infographic includes data

on men's use and knowledge of modern contraceptive methods, men's attitudes towards family planning, and an interactive global map that provides country-level data on modern contraceptive prevalence rates. For example, data on men's attitudes toward family planning, as measured by Demographic and Health Surveys, show that most men are in favor of sharing the responsibility for family planning to avoid a pregnancy. Support for family planning among men rises among those with higher levels of education, greater wealth, more children, or who live in urban areas.

## Women's Media Training for All

GENDER

PRB has worked with hundreds of journalists to strengthen their capacity to report on population, reproductive health, and gender issues. Women's Edition, our signature initiative for global journalism training, has trained 84 women journalists from 35 countries. Our trainings, which include seminars, interactive sessions, study tours, and site visits, have proven highly effective in advancing coverage of these issues and even prompting policy changes in some countries.

This year, we took advantage of digital dissemination to broaden the reach

of our training knowledge. As part of the USAID-funded PACE Project, PRB international media training program director, Deborah Mesce, created a Media Toolkit: Helping Journalists Get the Story—and Get It Right, which is available on the PACE Project website ([www.thepaceproject.org](http://www.thepaceproject.org)). The toolkit is a step-by-step guide to conducting a Women's Edition-type training and reflects PRB's strong commitment to providing practical knowledge as well as empowering others to use and share that knowledge independently. The toolkit incorporates numerous examples of field experiences with the trainings

and provides a battery of ready-made training support and presentation materials.

In fact, this was the “Year of the Toolkit” for the PACE Project. Project staff also created toolkits for “Subnational Policy Communication” and “Population, Health, and Environment”, while a comprehensive “Policy Communication Toolkit” was scheduled to be released early in 2017. All can be accessed through the PACE Project website.



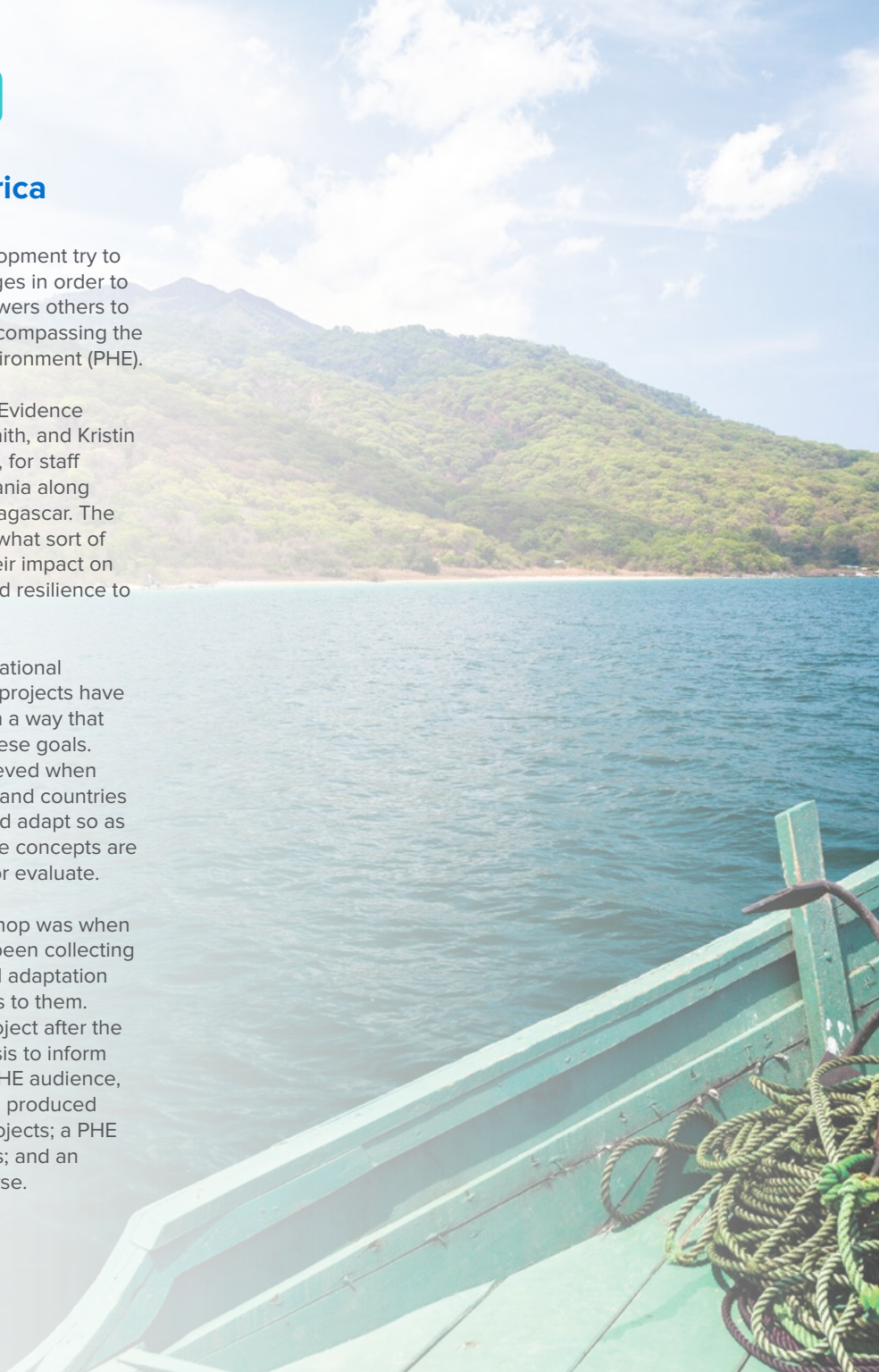
## Measuring Resilience in Africa

Integrated approaches to community development try to address multiple issues and their interlinkages in order to achieve greater positive impact. PRB empowers others to apply integrated approaches in projects encompassing the elements of population, health, and the environment (PHE).

In February 2016, under the USAID-funded Evidence Project, PRB's Kristen P. Patterson, Smita Gaith, and Kristin Bietsch led a workshop in Arusha, Tanzania, for staff from the Tuungane project in western Tanzania along Lake Tanganyika and Blue Ventures in Madagascar. The workshop focused on brainstorming about what sort of data the projects can collect to measure their impact on communities' climate change adaptation and resilience to environmental and other shocks.

Resilience and adaptation have been international development buzzwords for years but PHE projects have not always collected or analyzed the data in a way that effectively illustrates their contribution to these goals. Resilience and adaptation can only be achieved when individuals, their households, communities, and countries can withstand crises, recover from them, and adapt so as to better cope with them in the future. These concepts are abstract, making them difficult to measure or evaluate.

However, an “aha” moment from the workshop was when participants realized that they had already been collecting data on relevant indicators of resilience and adaptation but had not been applying an analytical lens to them. PRB continued to support the Tuungane project after the workshop in data collection and data analysis to inform their project implementation. For a global PHE audience, under the USAID-funded PACE Project, PRB produced an interactive activity map of global PHE projects; a PHE Toolkit of resources and reference materials; and an updated PHE Global Health eLearning Course.





## Youth Speak Out on the Demographic Dividend

The demographic dividend refers to an economic boost that can happen when a country's fertility rate declines and the ratio of working-age adults to dependent-age children rises. Realizing the dividend depends on timely investments in the capacities of youth so they can become productive adults.

PRB helped youth advocates to engage decisionmakers on this important issue through a short video, "Demographic Dividend: Reaching Our Potential as Young People and Nations." It delivers a compelling message from the perspective of young people about the need to provide them with access to education and health services—including family planning.

This effort was youth-driven; the decision on the medium and the content was led

by youth advocates convened by PRB at the International Conference on Family Planning in January 2016, with support from the David and Lucille Packard Foundation. "We asked the participants to tell us what their governments should do to ensure that the youth in their countries are headed towards successful and healthy lives. Their answers are in the video," said PRB's Stephanie Kimou, who led the project.

The video, supported by the USAID-funded PACE Project, launched in New York during the United Nations General Assembly session in September 2016 through multiple channels, including a TweetChat that engaged young people from Niger, Kenya, Nigeria, and elsewhere. The video also was featured at a General Assembly side event sponsored by Family Planning 2020 to celebrate 120 youth leaders under age 40.

## Striving for Sustainability at 10 Billion

Countries face a difficult balancing act between meeting their citizens' growing material and health needs, and sustainably managing natural resources—a balance at the center of the Sustainable Development Goals. For the *2016 World Population Data Sheet*, PRB chose the theme “Human Needs, Sustainable Resources” to explore linkages between the global population outlook, the state of people's health and well-being, and our planetary stewardship.

This edition of the Data Sheet included PRB's latest projection showing a world population just shy of 10 billion people in 2050, about a one-third increase from today. This projection points to significant human and environmental challenges ahead.

From a natural resource perspective, Data Sheet indicators show, for example, that global carbon emissions rose 60 percent between 1992 and 2013, and renewable resources met only 18 percent of current energy demand in 2013. These indicators, along with

23 others can be explored in an online interactive map and data query tool, while an Insights feature delves into issues such as rising particulate matter air pollution in middle-income countries and municipal waste management in large cities. A data visualization ranks countries by how large their projected populations will be in 2050 as a multiple of 2016 fertility levels. Dissemination of Data Sheet information to the global media yielded substantial coverage, including in *Newsweek International*, *Dawn Pakistan*, *The Citizen Tanzania*, and Spain's *El Pais*.

# PARTNERS

PRB had the opportunity to collaborate with the following organizations during 2016.

Advance Family Planning

Advocacy for Better Health Project, Uganda

African Institute for Development Policy

Ahfad University for Women, Sudan

Alexandria High Institute for Public Health, Egypt

American Association for the Advancement of Science

Aspen Institute

Association of Population Centers

Bill & Melinda Gates Institute for Population and Reproductive Health, Johns Hopkins Bloomberg School of Public Health

Blue Ventures

CARE

Centre de Recherche en Economie et Finance Appliquées de Thiès (CREFAT), Université de Thiès

Child and Adolescent Health Measurement Initiative

Civil Society-Scaling Up Nutrition in Nigeria

Communications Consortium Media Center

Deutsche Stiftung Weltbevölkerung

Egyptian Family Health Society

Ethiopian Economics Association

FHI 360

General Conference of Seventh-Day Adventists

Global Women's Institute

Hopkins Population Center, Johns Hopkins University

ICF International

I Choose Life - Africa

Institute for Reproductive Health, Georgetown University

Instituto Promundo

Institut Supérieur des Sciences de la Population, Université de Ouagadougou

International Center for Research on Women

International Food Policy Research Institute

International Social Survey Programme

Kenya Center for the Study of Adolescence

Kenya Reproductive and Maternal Health Services Unit, Ministry of Health

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

Knowledge for Health (K4Health) Project

Michigan Center on the Demography of Aging, University of Michigan

National Council of La Raza

National Population Council of Egypt

Ouagadougou Partnership

PAI

PATH

Palladium

Pan American Health Organization

Pan Arab Project for Family Health of the League of Arab States

Pathfinder International

Population and Sustainability Network

Population Association of America

Population Council

Population Studies and Research Institute, University of Nairobi

Sierra Club, Population and Environment Program

The Nature Conservancy

Union for African Population Studies

United Nations Population Fund, West and Central Africa Regional Office

University of Kinshasa Department of Population and Development Sciences

Women Deliver

Woodrow Wilson International Center for Scholars

World Bank

Worldwatch Institute

## SOURCES OF SUPPORT

Annie E. Casey Foundation  
Appalachian Regional Commission  
Association of Monterey Bay Area Governments  
AstraZeneca Young Health Programme  
Bill & Melinda Gates Foundation  
Bill & Melinda Gates Institute for Population and Reproductive Health, Johns Hopkins Bloomberg School of Public Health  
Brandon Roberts + Associates, LLC  
Charities Aid Fund  
Capital for Good  
Department for International Development of the United Kingdom  
Ford Foundation  
Girl Scouts of the USA  
National Institute on Aging  
National Council of La Raza  
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  
World Health Organization

Sources of support during fiscal year ending September 30, 2016.

## 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 at [www.prb.org/donate.aspx](http://www.prb.org/donate.aspx)

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\* Denotes contribution of \$500 or more.

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

\*\*\* Denotes contribution of \$5,000 or more.

Contributors during fiscal year ending Sept. 30, 2016.

# Financials

For the fiscal year ended September 30, 2016.

## ASSETS

### CURRENT ASSETS

|   |                  |
|---|------------------|
| Cash and cash equivalents                 | \$2,433,784      |
| Grants and contracts receivable           | 749,695          |
| Prepaid expenses and other current assets | 82,391           |
| <b>Total current assets</b>               | <b>3,265,870</b> |

### PROPERTY AND EQUIPMENT, AT COST

|  |                     |
|--|---------------------|
| Furniture and equipment                        | 677,471             |
| Leasehold improvements                         | 840,656             |
| Less—accumulated depreciation and amortization | (1,105,004)         |
| <b>Net property and equipment</b>              | <b>413,123</b>      |
| <b>Long-term investments</b>                   | <b>8,422,649</b>    |
| <b>Total assets</b>                            | <b>\$12,101,642</b> |

## LIABILITIES AND NET ASSETS

### CURRENT LIABILITIES

|   |                  |
|---|------------------|
| Accounts payable and other accrued expenses | \$310,956        |
| Accrued compensation                        | 159,999          |
| Deferred dues and subscriptions             | 18,823           |
| Deferred rent                               | 84,901           |
| Advances received for grants and contracts  | 1,683,233        |
| <b>Total current liabilities</b>            | <b>2,257,912</b> |
| <b>Long-term deferred rent</b>              | <b>873,563</b>   |
| <b>Total liabilities</b>                    | <b>3,131,475</b> |

### NET ASSETS

|   |                     |
|---|---------------------|
| Unrestricted                            | 250,000             |
| Unrestricted—Board designated           | 8,663,287           |
| Permanently restricted                  | 56,880              |
| <b>Total net assets</b>                 | <b>8,970,167</b>    |
| <b>Total liabilities and net assets</b> | <b>\$12,101,642</b> |

## ACTIVITIES

### REVENUES

#### GRANTS, CONTRACTS, AND COOPERATIVE AGREEMENTS

|                        | UNRESTRICTED     | PERMANENTLY RESTRICTED | TOTAL            |
|------------------------|------------------|------------------------|------------------|
| Federal Government     | \$4,165,361      | \$ -                   | \$4,165,361      |
| Foundations            | 3,708,004        | -                      | 3,708,004        |
| Interest and dividends | 239,245          | -                      | 239,245          |
| Contributions          | 83,470           | -                      | 83,470           |
| Dues and subscriptions | 51,991           | -                      | 51,991           |
| Sale of publications   | 13,509           | -                      | 13,509           |
| <b>Total revenues</b>  | <b>8,261,580</b> | <b>-</b>               | <b>8,261,580</b> |

### EXPENSES

#### PROGRAM SERVICES

|                               |                  |          |                  |
|-------------------------------|------------------|----------|------------------|
| International programs        | 5,095,526        | -        | 5,095,526        |
| U.S. programs                 | 1,545,607        | -        | 1,545,607        |
| Communications                | 1,341,106        | -        | 1,341,106        |
| <b>Total program services</b> | <b>7,982,239</b> | <b>-</b> | <b>7,982,239</b> |

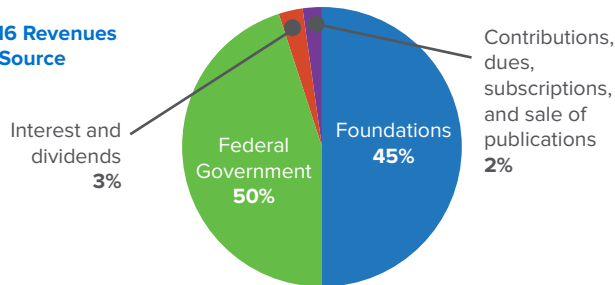
#### SUPPORT SERVICES

|                               |                  |          |                  |
|-------------------------------|------------------|----------|------------------|
| Management and general        | 522,912          | -        | 522,912          |
| Fundraising                   | 97,041           | -        | 97,041           |
| <b>Total support services</b> | <b>619,953</b>   | <b>-</b> | <b>619,953</b>   |
| <b>Total expenses</b>         | <b>8,602,192</b> | <b>-</b> | <b>8,602,192</b> |

#### Decrease in net assets before net realized and unrealized gain

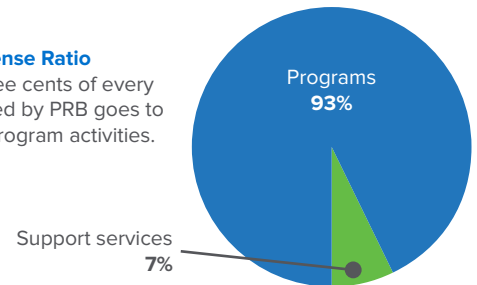
|   |                    |                 |                    |
|---|--------------------|-----------------|--------------------|
|   | (340,612)          | -               | (340,612)          |
| Net realized and unrealized gain on investments | 482,494            | -               | 482,494            |
| <b>Change in net assets</b>                     | <b>141,882</b>     | <b>-</b>        | <b>141,882</b>     |
| <b>Net assets, beginning of year</b>            | <b>8,771,405</b>   | <b>56,880</b>   | <b>8,828,285</b>   |
| <b>Net assets, end of year</b>                  | <b>\$8,913,287</b> | <b>\$56,880</b> | <b>\$8,970,167</b> |

### 2016 Revenues by Source



### 2016 Expense Ratio

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



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