NEW TOOLS AND BEST PRACTICES IN COMMUNICATING RESEARCH RESULTS TO MEDIA AND POLICY AUDIENCES

Wendy Manning  Bowling Green State University
Outreach

- Responsibility to share scientific knowledge
  - Public
  - Taxpayers
  - Practionners
  - Policy
  - Government representatives
Advantages

- “Real facts” enter public discourse
- Reach large and diverse audiences
- New science and ideas
- Support research mission organization
- University recognition for their investment
- Alumni networks
- Opportunities engage public venues
- Funder recognition for their investment
Family Profiles

FAMILY PROFILES
Bowling Green State University / NCFMR / Resources / Data / Family Profiles

Original reports summarizing and analyzing nationally representative data with the goal to provide the latest analysis of U.S. families. These profiles examine topics related to the NCFMR’s core research themes.

TOP 5 FAMILY PROFILES OF 2016

FAMILY PROFILES SERIES

2017

• FP-17-10
  Women’s Experiences of Unintended Childbearing

• FP-17-09
  Unintended Births: Variation Across Social and Demographic Characteristics

• FP-17-08
  A Quarter Century of Change in Unintended Births

• FP-17-07
  Generational Differences During Young Adulthood: Families and Households of Baby Boomers and Millennials

• FP-17-06
  Generational Differences During Young Adulthood:

![Graph showing birth intervals and related statistics.](image)
Ohio Population News

February 2017
Ohio's Young Children

Ohio's Young Children

The number of young children (aged 0-4) in Ohio dropped from 758,248 in 2001 to 696,414 in 2010—a 8.1% decrease. Ohio’s young children make up 4.3% of Ohio’s total population in 2010. The majority of Ohio’s young children were White (57.3%), 14.5% Black, 3.3% Hispanic of any race, 1.9% Asian, and 8.6% identify as another race.

Young Children in Poverty: Geographic Variation

In 2014, over a quarter of Ohio’s young children lived in poverty (27.7%), representing an increase over the last decade (25.4%) of young children in Ohio living in poverty. The poverty rate of young children in Ohio exceeded that of the nation as a whole.

There was a variation across counties in the proportion of young children living in poverty in 2014, ranging from a low of 5.1% in Delaware County to a high of 41.3% in Meigs County. Additionally, there was a divide between the state’s large metropolitan counties, where 26% of young children living in a metropolitan area were in poverty, compared to 37% of young children living in a non-metropolitan area.

Poverty Status by Race and Ethnicity

Figure 3 shows the percentage of young children living in poverty by race and ethnicity. In 2014, 40.4% of young children were White, 11.9% were Black, and 3.4% were Hispanic of any race. The poverty rates for these groups were 40.1% for Whites, 50.0% for Blacks, and 47.3% for Hispanics.

Poverty rates among young children aged 0-4 varied greatly by race and ethnicity and by poverty concentration. While poverty rates were higher among children of color, race was not the only factor influencing poverty levels. Factors such as family income and education level also played a significant role in determining poverty rates among young children in Ohio.

Notes:

- The estimates in this profile are based on the December 2013 ACS 1-year estimates and represent the most current data available.
- The percentages shown are based on the latest available data from the U.S. Census Bureau.
- The poverty rate is defined as the percentage of individuals living below the federal poverty level.
MPC
@minnpop
The Minnesota Population Center (MPC) is a University-wide interdisciplinary cooperative for demographic research.
Joined August 2014

Who is going to #PAA2017? Still have a few spots in our @pums workshop on Thursday.

Minnesota Population Center - Introduction to IPUMS
Free Data Training from the Minnesota Population Center! Register here for
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Wendy D. Manning,
You have a new follower on Twitter.

PennPSC
@PennPSC
The Population Studies Center of the University of Pennsylvania has fostered research and training in population since its founding in 1962.
Philadelphia, PA: https://www.pop.upenn.edu/
Professor Wendy Manning studies family formation and stability. She has a soft spot for French bulldogs, especially her adorable Blasko.

Bowling Green State University
Joined January 2011

39 Photos and videos

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Mary Jo Hoeksema @PAAGPac - Apr 22
@PopAssocAmerica Pro Demography, Pro Democracy! #marchforscience

Pro-Demography
Pro-Democracy
Ripple Networks

- Faculty: 20 on Twitter and 2,796 Followers
- Students: 17 on Twitter and 681 Followers
Keep pace with new platforms

- Snapchat
- Instagram
Survey of Income and Program Participation
2014 Panel Users' Guide
First Edition
Washington, D.C.
2014

BOWLING GREEN STATE UNIVERSITY
NATIONAL CENTER FOR FAMILY & MARRIAGE RESEARCH

News and Notes
Winter 2017

Marriage-to-Divorce Ratio in the U.S.

In 2015, there were about two marriages for every divorce in the United States (marriage-to-divorce ratio). As shown in the NCFMR profile, Marriage-to-Divorce Ratio in the U.S. Geographic Variation, 2015 (FP-17-01), the ratio ranges from a high of 3.9 (Hawaii) to a low of 1.4 (Wyoming).

2,298,977 : 1,110,579
NUMBER of MARRIAGES : NUMBER of DIVORCES
2 Marriages per every 1 Divorce

New at the NCFMR

paisley_wilhelm, herbies_humans,
marshenal and raenicolet04 like this

parttimephdmom The latest NCFMR News
& Notes is out! ncfmr
demographytherescue #datagirl
#datageek #marriageandfamily
#parttimephdmom
delphine_mariecamille_agathe Its the
same sad ratio in France

Add a comment...
Not for everyone ...
Journalists

- Follow twitter
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- Exclusives
  - Bloomberg News
Raymond Craig (@DeanRayCraig) liked one of your Tweets!

Raymond Craig (via Twitter) <notify@twitter.com>
Today, 10:41 AM
Wendy Diane Manning

Raymond Craig liked your Tweet.

Wendy D. Manning @wmannin
Great new work on unintended fertility - Karen Guzzo finds that almost half of mothers have had at least one unintended birth. @kbguzzo twitter.com/NCFMRBGSU/stat...
University Media Relations

- Forward queries from reporters
- Help release research findings
- Develop relationship let them know when you speak to reporters
Funders

- Check with Program Officers

- NSF
  - @NSF_SBE

- NIH
  - @NICHD_NEWS
  - @NIA_DEMOGRAPHY
Access best science

Challenge draw a direct line linking a specific publication to a new policy
Advocacy days

Does population research matter?
Our goal is ensure our outstanding research reaches broad audiences

Share your research via traditional venues and extend the audience by using social media and interacting with reporters
Thank you!

Ideas for new ways to connect?

Consider starting a twitter account and follow me @wmannin and all your favorite demographers!

Check out our centers:

http://www.bgsu.edu/arts-and-sciences/center-for-family-demographic-research.html
http://www.bgsu.edu/ncfmr.html