Communicating Demographic Results to Policy Makers

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Communication Goals (1)

Providing Useful Information...

- **Providing**
  - Spoken (Meetings / Phone Calls)
  - Written (Letters / E-mails / Reports)
  - Visual (YouTube / DVDs)

- **Useful**
  - Timely (Topical / Relevant)
  - Accurate (Credible / Reliable)
  - Understandable (Clear / Concise)

- **Information**
  - Data
  - Research
  - Analysis
Communication Goals (2)

...to Promote a Safe and Prosperous Society

- **Promote**
  - Establish Goals and Objectives
  - Develop Policies and Procedures
  - Communicate Intentions and Results

- **Safe**
  - National Security
  - Personal Health and Safety

- **Prosperous**
  - Innovation
  - Education
  - Opportunity
Who Uses Information?

- Congress
  - Members / Staff

- Agencies
  - Legislative (CBO / JCT / CRS / GAO)
  - Executive (OMB / OTA / OACT – SSA & CMS)

- Organizations
  - Education (Think Tanks)
  - Advocacy (Lobbyists)
How Do They Use It?

- Constituents
  - Mail / Newsletters / Press Releases

- Legislation
  - Speeches / Hearings / Reports

- Policy Analysis
  - Social and Economic Well-being
  - Budget Estimates ("Scoring")
“Scoring” Social Security

☐ Economics
  ■ Employment / Wages / Inflation

☐ Demographics
  ■ Fertility / Disability / Mortality / Immigration

☐ Program Rules
  ■ Taxes / Benefits