
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