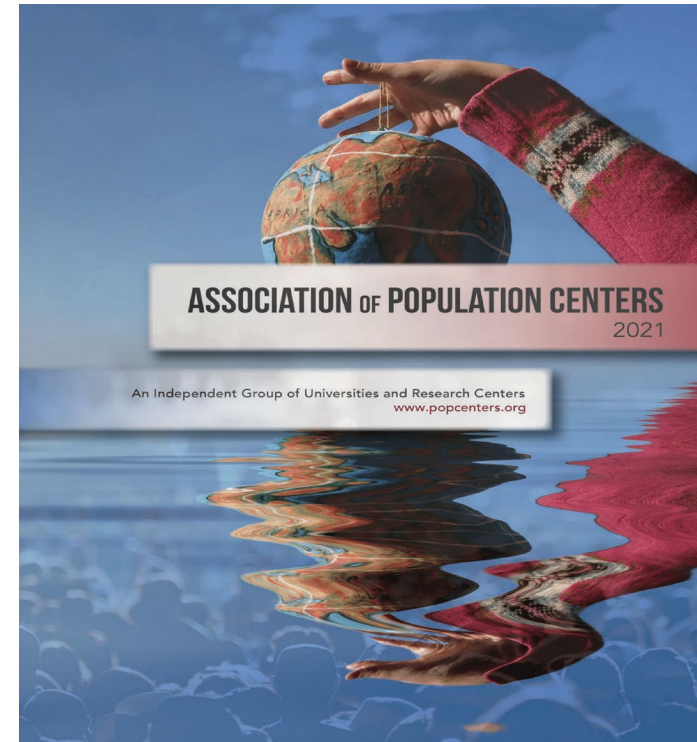


APC Resource Guide Review: APC Fall 2021 Meeting

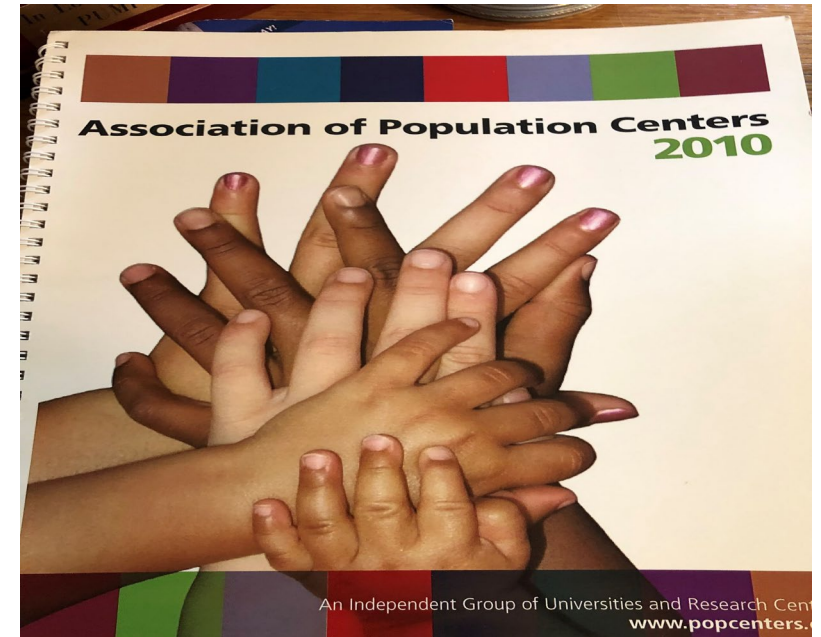
*Mary Jo Hoeksema, Director, Government
and Public Affairs, PAA and APC*

October 15, 2021



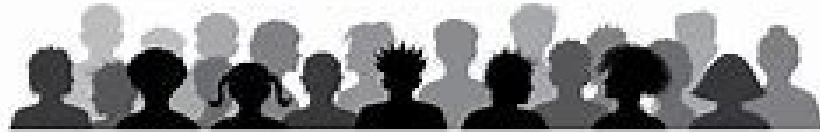
***The APC Guide was created in 2010.
Its purpose is to ...***

- *Inform policymakers about population centers in districts/states*
- *Update federal agency officials about major population research activities*
- *Educate PAA staff about centers' activities and areas of expertise*
- *Serve as a resource for media inquiries*



Target Audiences:

- *Congressional staff*
- *Federal agency and program officials*
- *Media contacts*
- *PAA staff*



APC Guide: Section-by-Section Explanation

Welcome letter

- Introduce reader to APC
- Introduce APC officers
- Describe population research interests
- Identify federal funding sources

Table of Contents

- Alphabetical listing of centers
- Arranged by state

APC Guide: Section-by-Section Explanation

Key Areas of Research

- Identify no more than 5 major areas of emphasis.
- Guides reader when looking for centers with expertise on specific topics.

Domestic/International/Regional

- Created to capture major ongoing research projects addressing domestic, international, and regional topics or issues.
- “Regional” projects are especially important to share with congressional offices.

APC Guide: Section-by-Section Explanation

In the News

Retrospective listing of media hits (previous 12 months ideally) featuring centers' research findings and/or quotes from center experts.


Research to Policy

Illustrations of how a center's research findings have been used to inform policies and programs at the federal, state, or local government level.

Organizational Collaborations

Reinforce interdisciplinary nature of center's activities and mission.

Tips for Effective Submissions

- *Avoid using scientific jargon*
 - *Describe research projects*
 - *Do not list projects by title and P.I. only*
 - *Regional projects should explicit state locality*
 - *Research to Policy examples should describe how research was used*
- 
- A large yellow triangle is positioned in the bottom right corner of the slide, pointing towards the top right.

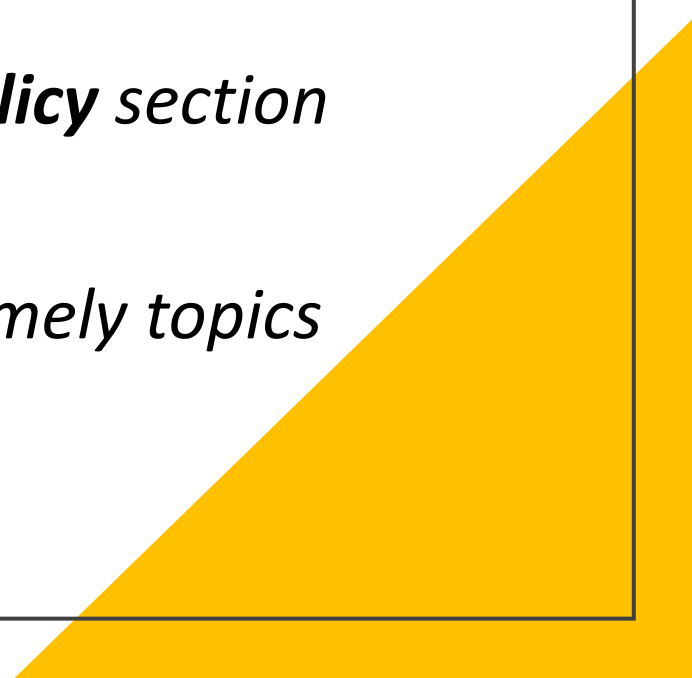
Tips for Effective Submissions: Examples

Research to Policy

- “U.S. Commission on Civil Rights briefing on the school-to-prison pipeline for students with disabilities”
- “COVID-10 Modeling Team Updated Governor”
- “Research provides evidence that an investment in the Children’s Health Insurance Program can improve public safety outcomes, such as reduced incarceration, in a cost-effective manner.”
- “Researchers found that sugary drink warnings not only reduced purchases of sugary drinks, but also impacted other key indicators. These results provide evidence that requiring warnings for sugary drinks could be an effective policy strategy for informing consumers and reducing consumption of sugary drinks.”

Consider submitting one anecdote rather than list of examples

Changes to the APC Guide

- Include *hyperlinks* to media articles and reports
 - Encourage more anecdotes in **Research to Policy** section
 - May create “research highlight” section on timely topics
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