

# 2025 Year in Review

Communications

# Meet the Team



**Marian Starkey**  
VP for Communications



**Olivia Nater**  
Communications Manager



**Hannah Evans**  
Senior Analyst



**Florence Blondel**  
Digital Media Manager



# Earned Media



- Media placements:
  - Trump wants Americans to make more babies. Critics say his policies won't help raise them (CNN)
  - Could smaller families 'rewild' the planet — and make humans happier? (NPR)
  - They Want More Babies. Now They Have Friends in the White House. (NYT)
  - This is the number of babies each woman needs to have to avoid human extinction—and the U.S. is nowhere close (Fortune)
  - US housing costs are the single biggest factor preventing Americans from having all the kids they want — but is low birth rate really a bad problem? (Moneywise)
  - Letter: Why we shouldn't cheer Earth's growing population (The Guardian)
  - Letter: More Babies, but Little Support for Them? (NYT)
  - Beyond Motherhood (podcast)

# YouGov Survey



- Americans' Knowledge and Perception of Demographic Trends
- online survey of 2,000 US adults
- pitched results to journalists who have written about low birth rates in the US and got a couple mentions:
  - Fortune
  - The New York Times
- recording of World Population Day virtual event here (presentation of survey findings)

# Our Anti-Pronatalism Response



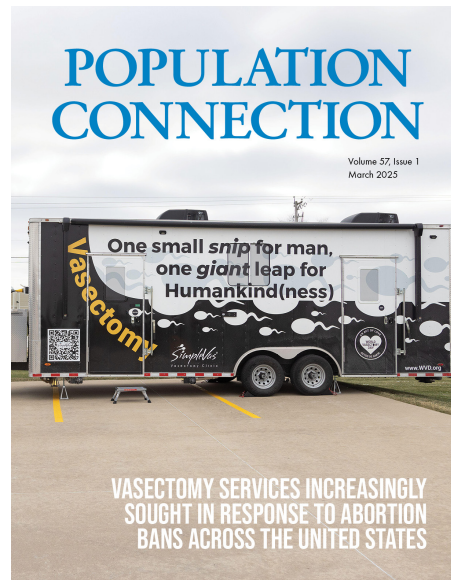
- new webpage: [Pronatalism in the US: the Trump administration's push for more births](#)
  - documents actions and statements by Trump administration
- open letter to US journalists: Panic over low fertility is a distraction from the true crisis
  - collecting signatures and quotes from people who work on reproductive health, population and environment, and international development

# Population Connection Blog

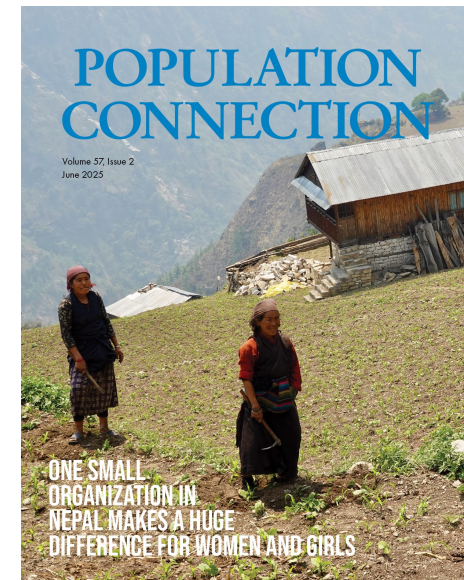


- 32 blog posts in 2025
- example topics covered:
  - pronatalism
  - USAID devastation under Trump
  - air pollution
  - gender equality
  - Earth Overshoot Day
  - species extinction
  - planetary boundaries
  - COP30 climate conference

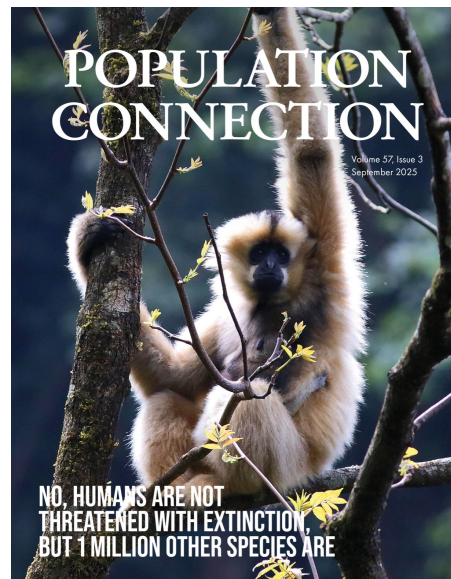
# Quarterly Magazine



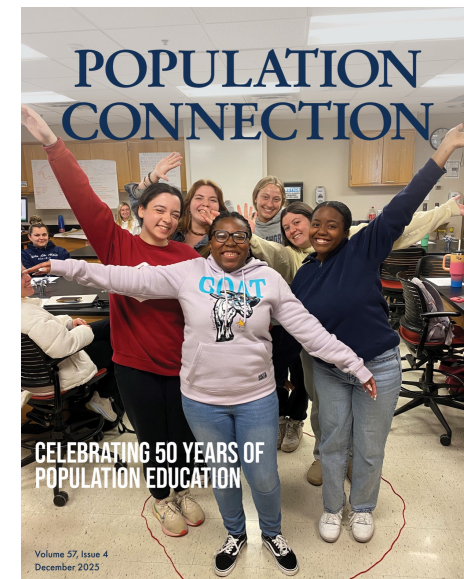
March 2025



June 2025



September 2025




December 2025



# Chapter in *Encyclopedia of Biodiversity*



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[Cited by \(1\)](#)



## Encyclopedia of Biodiversity (Third Edition)

Volume 3, 2024, Pages 512-525



### Population Stabilization, Human

[Justin Stoler](#)

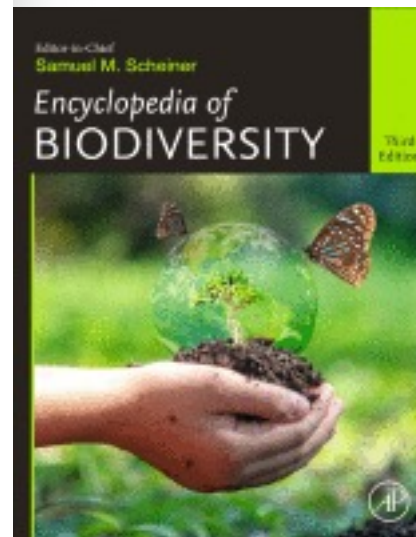
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[Link to chapter here](#)



# Updated Info Brief



## Solutions Through Reproductive Health: Why Family Planning Matters to Climate Change



Access to family planning services is recognized internationally as a human right, as there are few rights more fundamental than the ability to choose whether, when, and with whom to have children. Expanding access to family planning services yields myriad social, economic, and environmental benefits. It also is vital for achieving the United Nations Sustainable Development Goals for 2030, including for climate action <sup>(1)</sup>. Unfortunately, 259 million women worldwide have an unmet need for family planning.

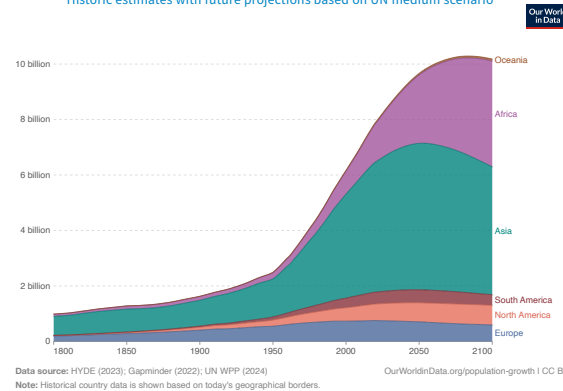
Population growth and climate change are directly linked. Reproductive health and education play a role in climate change mitigation and adaptation strategies. This is true because slowing population growth through rights-based investments in voluntary family planning services can reduce emissions and significantly increase individual, community, and national resilience in a changing climate.

### POPULATION GROWTH AND CLIMATE VULNERABILITY

Population growth exacerbates the threats posed by climate change in a number of ways. Rapid population growth can lead to resource depletion, economic insecurity, and negative health outcomes, all of which make it harder for communities to adjust to a changing climate. Many countries experiencing rapid

population growth are also those most affected by climate change impacts. The world's low-income populations are especially vulnerable to population and climate pressures—both of which are expected to rise significantly in coming decades (see Figures 1 and 2) <sup>(2)(3)</sup>.

FIGURE 1.  
World population by world region  
Historic estimates with future projections based on UN medium scenario



1) United Nations, Department of Economic and Social Affairs, Population Division (2024). World Population Prospects: The 2024 Revision, custom data acquired via [website](#). (2) United Nations, Department of Economic and Social Affairs, Population Division (2024). Model-based Estimates and Projections of Family Planning Indicators 2024, custom data acquired via [website](#).

[View full info brief](#)  
[More in the series here](#)

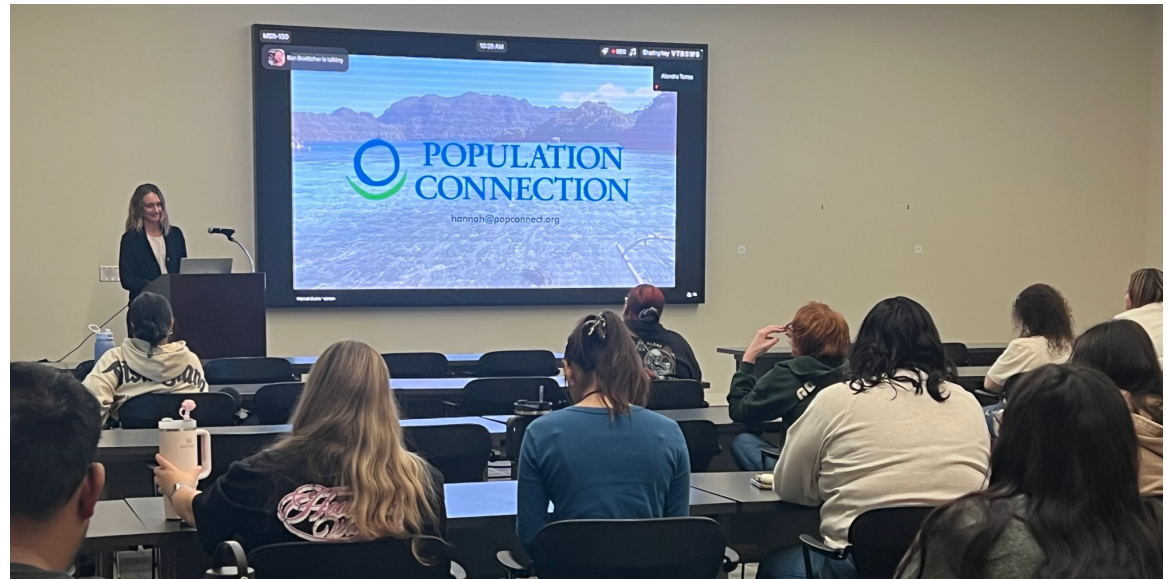
# College Presentations



90 presentations to college and university classes in 2025!

“Thank you so much for joining our class and delivering such an insightful presentation on population, climate, and gender equality. [...] Some students and I continued the discussions even after class, an indication your perspectives added great value to our course. Thanks again for your time and I hope we can collaborate again in the future!”

– Thelma Abu, PhD, Assistant Professor, University of Connecticut



Hannah's recent presentation at California State University, Stanislaus

# UNCG Summer Course



- **Global Populations, Planetary Health, and Justice**
- University of North Carolina at Greensboro
  - open to students at all UNC schools
- five-week virtual summer course for 15 undergraduate and graduate students
- selected student testimonials:
  - “I leave this course with a heightened sense of urgency, possibility, and responsibility. I believe that a just and sustainable future is still attainable, but only if we are willing to act in ways that prioritize both human and nonhuman life, as well as the planetary systems that sustain us all.”
  - “I feel like I’ve been exposed to and learned so much in a short period of time. I’ve personally felt the impacts of population growth and consumption in the many places I’ve lived but understanding demography and population theory puts my personal experience into deeper context.”

# United Nations Involvement



- Participation in conferences and publications through our ECOSOC Special Consultative Status
- Written statements and recordings of oral statements on new UN participation webpage



Florence gives oral statement at 58<sup>th</sup> Session of Commission on Population and Development

# 2025 Commission on Population and Development (CPD58)



- submitted joint written statement with Population Matters (PM) and Population Media Center (PMC)
- Florence attended in person in NYC in April 2025
  - gave two oral statements, one to full plenary and one to PHE panel
  - distributed branded fact sheet to conference attendees
  - interviewed experts for social media
- CPD58 side event featuring Sara Inés Lara of Women for Conservation (Colombia); Bill Ryerson and Natalia Cereser of Population Media Center

# 2025 Commission on the Status of Women (CSW69)



- submitted joint written statement with Population Matters and Population Media Center

# Colombia



- International Conference on Family Planning in Bogotá
  - [blog post recap](#)
- Women for Conservation site visit
  - Santa Marta
  - El Dorado Nature Reserve in the Sierra Nevada
  - virtual event with W4C planned for March 2026
  - [blog post recap](#)



From left: Florence, Isabella, Sofia, Sara, and Hannah



# Guatemalan Global Partner Site Visits



- WINGS
- Manos Abiertas
- Wuqu' Kawoq (Maya Health Alliance)
- Seeds for a Future



Hannah (far right) with Seeds for a Future staff

# Follow Us on Social Media



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[bsky.app/profile/popconnect.bsky.social](https://bsky.app/profile/popconnect.bsky.social)

[youtube.com/populationconnection](https://youtube.com/populationconnection)

[linkedin.com/company/population-connection](https://linkedin.com/company/population-connection)

# New About Us Video



Video on [YouTube](#) and [About Us webpage](#)

# Contact Us



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