

Discussion Papers

Research to Practice:
Evaluating *Assessing
the New Federalism*
Dissemination Activities

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Assessing
the New
Federalism

*An Urban Institute
Program to Assess
Changing Social
Policies*

Assessing the New Federalism is a multiyear Urban Institute project designed to analyze the devolution of responsibility for social programs from the federal government to the states, focusing primarily on health care, income security, employment and training programs, and social services. Researchers monitor program changes and fiscal developments. Alan Weil is the project director. In collaboration with Child Trends, the project studies changes in family well-being. The project aims to provide timely, nonpartisan information to inform public debate and to help state and local decisionmakers carry out their new responsibilities more effectively.

Key components of the project include a household survey and studies of policies in 13 states, available at the Urban Institute's web site, <http://www.urban.org>. This paper is one in a series of discussion papers analyzing information from these and other sources.

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The nonpartisan Urban Institute publishes studies, reports, and books on timely topics worthy of public consideration. The views expressed are those of the authors and should not be attributed to the Urban Institute, its trustees, its funders, or other authors in the series.

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Introduction

From the outset in 1996, the Urban Institute’s *Assessing the New Federalism* project (ANF) and its funders considered dissemination an integral part of the overall project. The project understood that welfare reform—and the devolution of responsibility for policy making that was a central tenet of the new law—put new responsibilities in the hands of stakeholders at the state level. We wanted to make sure that stakeholders’ policymaking activities benefited from the latest research and data on cash assistance, child care, child welfare, child support, health insurance coverage, access, and use, Medicaid, the State Children’s Health Insurance Program, and the health safety net more generally.

To that end, the W. K. Kellogg Foundation invested significant resources specifically for dissemination. The grant supported a wide variety of activities to build upon Urban Institute’s existing public affairs capabilities including networking with national and state stakeholders, expansion of electronic communications, speaking opportunities, and media outreach. The 2002 Kellogg Foundation grant funded an evaluation of these dissemination activities. This report presents the results of that evaluation.

ANF Dissemination Goals, Objectives, and Strategies

To reach our goal—integrating ANF research and data resources into the policymaking process in the states—we established several objectives.

- Establish ANF data and analyses as credible by all sides of the policy debate.
- Reach a broad range of national and state stakeholders, including elected officials, agency administrators, advocates, service providers, and professional and trade associations.
- Incorporate ANF data and research into national and state policy discussions.

ANF adopted several strategies to meet these objectives.

- *Promote ANF data and analyses on an “equal opportunity” basis to a wide variety of stakeholders on all sides of the political debate.* We used several tactics to implement this strategy: maintaining transparency in our survey methodology; eschewing value judgments when describing data; suggesting both positive and negative outcomes from policy choices; promoting access to and use of the data by others; and issuing summaries—press releases in the project’s early days—for all ANF publications.
- *Make research available in a variety of formats intended to meet the differing needs of various stakeholders.* For instance, state policymakers have limited time and resources to review research. Publications targeted to them must be short, focus on one issue, highlight conclusions, and link the research to policy implications. Researchers, on the other hand, want more detail.

The project released research in four formats.

Policy briefs analyze a specific, policy-relevant issue. They use simple statistical tools, emphasize charts and graphics rather than tables, and are designed for stakeholders to read in about 30 minutes. ANF issued its first policy brief in January 1997. The “A” series briefs, of which there are currently 62, analyze many types of data. The “B” series briefs, inaugurated in August 1999, rely exclusively on NSAF data. There are 55 “B” series briefs so far.

Occasional papers are more detailed. They probe topics more deeply, require more complex analysis of the data, or report on qualitative data. Most of the papers that describe how the safety net adapted to welfare reform, based on our site visits to the 13 focal states, were published as occasional papers. ANF issued the first occasional paper in July 1997. There are currently 71 in the series.

In addition to these two major publication types, ANF issued three sets of *Snapshots of America’s Families* to announce the first findings from each round of the National Survey of America’s Families. *Snapshots* provide a first look at such topics as health insurance coverage, poverty and work, family structure, family environment, and child well-being.

“Fast Facts” highlight factoids from ANF publications. Most focus on a specific piece of information—differences in sanction policies in each of the 50 states, changes in health insurance coverage among low-income adults, or kin foster parents as a percentage of all foster parents. A few provide an overview of a broader topic—highlights from the ANF SCHIP evaluation or issues in TANF reauthorization. “Fast Facts” exist only on the web site; they are not printed. Thus far, ANF has issued 43 “Fast Facts.”

- *Use electronic communications to promote use of the web site and increase contact with stakeholders.* When the project began in 1996, many stakeholders had limited access to e-mail and the Internet. Since that time, the capacity of ANF’s audiences to use electronic communications has become universal.

Electronic communications are designed to give target audiences immediate access to the materials they choose. Stakeholders can access documents attached to e-mails or use hyperlinks to receive specific documents instantly. When ANF sends hard copies via bulk mail delivery takes one to three weeks.

ANF recognized that the ability of stakeholders to access the Internet is not even. To fit the capabilities of a broad range of stakeholders, we make our publications available as html documents as well as pdf documents. Html documents are easier for stakeholders with dial-up connections to use. Those accessing reports via the web site use both formats fairly equally.

Encouraging stakeholders to access publications via the web site allowed ANF to reduce printing and mailing costs. This reduced publication expenses by about two-thirds.

ANF used contact-management software to build and manage a dissemination network with more than 1,300 contacts. The software tracked the interests of each participant, kept a history of their involvement with the project, and automated personalized e-mail contact with many people in the network simultaneously. ANF uses Act!, Automated Contact Tracking, software to manage this database.

To alert a broad range of end users about new reports, ANF established an e-mail publication called *Hot Off the Press from ANF* (HOTP) in May 1999. HOTP provides short (100–150 word) summaries of new ANF publications. Unlike traditional abstracts that describe the topics a paper covers, HOTP summaries provide specific data highlighting the top-line findings. The reader gets something substantive about the research by reading the blurb. A link to the full report on the web site follows each description. To keep HOTP short, ANF limits each issue to 3 items. HOTP is distributed no more than once a week to avoid over-burdening stakeholders with e-mail. Ninety-one editions of HOTP have been issued so far. An independent contractor manages the listserv.

ANF created the listserv by pulling e-mail addresses from the Urban Institute mailing list. ANF also surveyed people receiving hard copies of our reports to see if they preferred receiving notice of reports via e-mail. Those that did were added to the listserv. New subscribers are added through referrals, conferences, and direct contact.

- *Network with national and state organizations to educate their members about new ANF data and analysis.* Stakeholders receive an overwhelming amount of policy-oriented materials from many different organizations. Stakeholders belonging to national organizations often give materials coming from those organizations first priority. To encourage the use of ANF research, ANF established relationships with the top two or three national organizations covering specific constituencies or issues. Through these relationships, ANF researchers placed articles in stakeholder newsletters, spoke at their conferences, and identified state and local contacts to add to the network.
- *Provide opportunities for stakeholders to use the research.* To encourage stakeholders to pay attention to ANF research, we developed a “commentator” strategy. The strategy involved stakeholders in dissemination and gave them a vested interest in the research. It created an incentive for stakeholders to become familiar with the research. Many commentators want to speak with reporters to promote their agenda. Since ANF does the legwork, it is easy for “commentators” to participate. If commentators know that they may receive a call from a reporter on ANF research, they are more likely to take the time to read the report. Once they read the report, we believe, they are more likely to use it in other ways.

- *Encourage media coverage of ANF research to communicate broadly about the new research.* Working with the Urban Institute’s Public Affairs office, ANF sought coverage in national media outlets. This included general news media, trade and association publications, and professional journals. ANF also targeted media outlets in the 13 states the project studied intensively (Alabama, California, Colorado, Florida, Massachusetts, Michigan, Minnesota, Mississippi, New Jersey, New York, Texas, Washington, and Wisconsin). As the project evolved, ANF expanded outreach to black, Hispanic, and faith-based outlets. Most media outreach activities were directed at print outlets, but ANF did issue several radio news releases and appeared in numerous television news stories.

Media outreach activities sought to protect ANF’s reputation as a credible, nonpartisan, objective source of data and analysis. Working with “commentators” enabled ANF to offer a reporter a contact that could discuss the policy implications of the research and what the data means in terms of real people. This made it easier for ANF researchers to focus on the research findings.

- *Update the dissemination strategy in response to the changing environment and feedback from stakeholders.* ANF changed its dissemination priorities and updated its outreach strategies to meet new challenges and opportunities, including growing reliance on e-mail and the web (as described above), altering the focus from state implementation to TANF reauthorization, and building the capacity of stakeholders to use datasets created by the project.

Research Methodology

Based on these objectives and strategies, this paper answers six research questions.

- *Do ANF research materials satisfy the needs of stakeholders?* To answer this question, we analyze the different types of papers developed, assessing their readability and analyzing end user opinions about the formats and content.
- *Are stakeholders satisfied with using electronic communications to access ANF data and analysis?* The report describes the structure of the web site and the system for communicating with stakeholders electronically, reviews trends in the number of subscribers to the ANF listserv, reviews use of the web site, analyzes end user use of and satisfaction with the web site, and users’ satisfaction with the listserv.
- *Did ANF generate significant media coverage nationally and in each of the 13 focal states?* An analysis of press clippings examines where stories relating to ANF research appeared, the types of stories generated, and topics most likely to be covered.

- *Did ANF successfully integrate “commentators” into our media outreach efforts?* We analyze the press clipping database to identify how frequently reporters incorporated commentators into their stories.

Do stakeholders consider ANF research credible and ANF analysis objective? We measure credibility in three ways. First, publication of ANF data and research in peer-reviewed journals demonstrates that ANF data and analysis have credibility among the community of scholars. Second, we review press clippings to see how reporters characterize the Urban Institute. Third, we ask end users directly about any perceived ideological bias in ANF materials.

- *Do stakeholders use ANF research to make policy?* Information on how valuable people find ANF publications and data from a survey of stakeholders are used to test this hypothesis. Open-ended answers on how respondents use ANF materials are used to flesh out the quantitative data.

Four primary sources of data are used to test these hypotheses.

- The research uses the Flesch Reading Ease score and Flesch-Kincaid Grade Level score to test the readability of ANF publications. The Flesch Reading Ease score computes readability based on the average number of syllables per word and average number of words per sentence. It uses a 0–100 scale where higher scores indicate a document is easier to read. The Flesch-Kincaid Grade Level reports the score in the form of a grade level. Microsoft Word includes both of these tests.
- The Urban Institute used WebTrends software to track usage of our web site. WebTrends measured user sessions for the ANF web site on a monthly basis. WebTrends also included valuable information on access to individual publications and pages on the ANF web site.
- ANF created a press clipping database. The database tracked when and where each article appeared, who wrote it, the type of article, the issues covered by the article, the presence of a commentator in the article, the prominence of ANF, and how the Urban Institute was described.

The press clipping database ran from January 1, 2001, to August 31, 2003. It included 693 articles and 1,542 clippings. Articles referred to stories written by individual reporters. Press clippings referred to the number of times an article appeared. For example, we collected 27 press clippings from a single Associated Press article by Laura Meckler on children’s health insurance. About 10 percent of all press clippings collected appeared on the first page (160).

We identified six types of stories.

- o News stories reported on the events of the day. Articles focusing on ANF research were considered news stories. ANF generated 343 news stories.

- o Feature stories put a human face on an issue. They frequently begin with a focus on a particular individual and then describe how that individual's situation is typical of what others face. ANF data and researcher comments were generally used to provide context to understand the broader issues. Ninety-five of the articles collected were feature stories.
- o Factoids focused on a single fact or chart to tell a story. These articles rarely exceeded 50 words. Seventy-eight ANF articles were categorized as factoids or graphics.
- o Editorials and syndicated columns represent the opinion of the newspaper in which they appear (editorial) or the opinion of a columnist (such as Marie Cocco). Editorials most commonly use a specific fact from an ANF report, although several focus on ANF research. ANF research generated 77 editorials or syndicated columns.
- o Op ed pieces are opinion pieces written by responsible parties (experts, government representatives, and advocates) not affiliated with the newspaper. These pieces generally appear only in one newspaper. ANF researchers wrote many, but not all, of the 61 op ed pieces identified.
- o Journal articles are scholarly pieces by ANF researchers that appear in peer-reviewed journals. ANF researchers placed 52 journal articles.

Press clippings were coded into eight categories by issue—welfare reform and cash assistance, health care (including Medicaid, SCHIP, and the safety net), child care, child welfare (child protective services and child well-being generally), immigrants, fiscal and budget issues, race and ethnicity, and devolution. An individual article could cover more than one issue. For instance, an article could discuss welfare reform and immigrants.

- ANF surveyed the 19,150 subscribers to our listserv four times between June 16 and July 16, 2003. About 3,310 were bad e-mail addresses. Three invitations to participate in the survey were sent to subscribers. We received 538 responses, a disappointing 3.4 percent response rate.

Several factors may have contributed to the low response rate. Some subscribers may have been on summer vacation. Most state legislatures were out of session. Since we subscribe people to the list before they have an opportunity to “opt in,” they may be less willing to answer a survey.

Nonetheless, when we analyzed the respondents, we found that they represented a cross-section of ANF stakeholders. To test this finding, we compared the proportion of people with various extensions on the listserv (e.g., .gov, .org, .edu) with the proportion of survey respondents from different end user groups.

Respondents were asked to choose a category that best described their current position. The categories were government (elected, appointed, or civil service—101 responses, 20.2 percent), advocate (59 responses, 11.8 percent), service provider (28 responses, 5.6 percent), trade or professional association (20

responses, 4 percent), researcher (107 responses, 21.4 percent), reporter or media representative (10 responses, 2 percent), university faculty or student (104 responses, 20.8 percent), and other (71 responses, 14.2 percent). Those responding “other” were asked to specify their position.

The government (20 percent .gov extensions on the listserv and 21 percent of survey respondents) and university audiences (20 percent .edu extensions on the listserv and 23 percent, respectively) lined up almost exactly. While 32 percent of survey respondents represented advocacy, service, or trade organizations, only 25 percent of the listserv had .org extensions. Researchers accounted for 22 percent of those responding to the survey, but there was no extension that matched this group. On the other hand, 34 percent of the e-mail addresses had .com or .net extensions (5 percent are AOL subscribers). These did not line up with specific end users. Researchers, advocates, service providers, and trade associations were likely to use Internet services that used these extensions or work for companies.

While respondents probably over represented heavy users of ANF material, they reflected the ANF subscriber base. The authors concluded that the sample was sufficiently large and representative to draw useful inferences on the ANF dissemination program.

Five stakeholder groups were created from this sample.

- o Government stakeholders identified themselves as government.
- o Advocates, service providers, and trade association representatives (ASA) were grouped together into one stakeholder group. The main work of these constituencies differed, but they all operated outside of government, had a self-interest in the outcome of the policy debate, and participated in the policymaking process.
- o Researchers.
- o University faculty and students.
- o Media representatives.

The survey asked respondents to comment on how they used ANF research and what ANF could do differently. These comments fleshed out the quantitative data and illustrate how the dissemination strategies worked for stakeholders.

Do ANF research materials satisfy the needs of stakeholders?

While clearly a shorter format, ANF policy briefs still demanded a sophisticated reader. The Flesch Reading Ease score indicated that both occasional papers and policy briefs were more difficult to read than “standard writing.” The reading ease score for occasional papers averaged 34.4 and ranged from 24.7 to 43.5 (compared to an average of 60–70 for “standard writing”). The score for policy briefs averaged 32.6 and ranged from 18.9 to 43.2. Except for one occasional paper that scored 9.5, all ANF reports analyzed had a Flesch-Kincaid Grade Level score of 12.0.

ANF wants its research to meet the needs of stakeholders. To measure effectiveness, the survey asked end users how useful they found the various series of ANF publications.

Respondents to the end user survey familiar with ANF publications found policy briefs most useful. Sixty-eight percent rated policy briefs very useful compared to 48 percent for “Fast Facts” and 55 percent for occasional papers. Thirty-nine percent considered *Snapshots* very useful (table 1).

Looking at these numbers across stakeholder groups indicated that ASA stakeholders were much more likely to find policy briefs and “Fast Facts” very useful in their work than were all other stakeholder groups combined. Researcher stakeholders were much less likely to find policy briefs and “Fast Facts” very useful when compared to all other stakeholder groups. University audiences were much more likely to find occasional papers very useful.

Stakeholders generally found “Snapshots of America’s Families” and “Short Takes on Welfare Policy” less useful than other ANF publications. Several factors may have contributed to this result. Since neither of these series were ongoing series, they may not have the recognition of policy briefs and occasional papers. Snapshots did not focus on policy issues, so stakeholders may not have found them as useful. Short Takes emphasized issues being raised in TANF reauthorization. Stakeholders not involved in this process may have found them of less interest.

Table 1. Usefulness of ANF Publications by Stakeholder Group (percent finding ANF publications very useful)

	Policy briefs	Occasional papers	Snapshots of America’s Families	Fast Facts	Short Takes on Welfare Policy
Advocate/Service/Association	75*	55	46*	55*	49
Government	66	56	31*	59	46
Researcher	57*	53	32	44*	37*
University	74	65*	44	63	57*
All stakeholders	68	55	39	48	59

Notes: Usefulness was measured as respondents who selected “very useful” on a four-value scale. Respondents that said they had never used a publication were excluded from calculations for that row.

* Estimate is significantly different from estimate for all other stakeholder groups combined at the 0.10 level.

ANF provided a range of publications to meet the needs of its various stakeholder groups. The series of publications targeted to government, advocate, service, and association stakeholders—policy briefs and “Fast Facts”—appeared to meet their information needs. As expected, the greater detail available in occasional papers appealed more to researchers and the university community.

Here’s a sample of what end users said about ANF publications.

- The summary of welfare reform data that Sheila [Zedlewski] put together helped provide quick facts for advocates working on TANF reauthorization—and Connect for Kids could disseminate it widely.
- Excellent project [ANF]. The volume of publications is a little difficult to keep up with. Big picture summaries of what you have found, putting many different reports together, would help.

Does the content of ANF publications meet stakeholder needs? To gauge content, the survey asked end users to rate their satisfaction with the topics covered, timeliness, depth of analysis, and research relevance (table 2).

Nearly six of 10 end users (62 percent) responding to our survey and familiar with ANF publications were very satisfied with the topics covered by ANF research. Thirty-six percent were somewhat satisfied. This did not vary much by stakeholder group or issue. University stakeholders were much more likely to be very satisfied with the topics ANF covered than were all other stakeholders combined.

Table 2. Satisfaction with ANF Publications by Stakeholder Group (percent very satisfied)

	<u>Topics covered</u>	<u>Relevance to work</u>	<u>Depth of analysis</u>	<u>Timeliness</u>
Advocate/Service/ Association	63	54	74*	65
Government	67	60	59*	44*
Researcher	58	59	63	62
University	69*	60	64	74*
All stakeholders	62	57	66	62

Notes: Satisfaction was measured as respondents who selected “very satisfied” on a four-value scale. Respondents who said they were not familiar enough to rate satisfaction were excluded from each column.

* Estimate is significantly different from estimate for all other stakeholder groups combined at the 0.10 level.

Sixty-two percent of those surveyed were very satisfied with the timeliness of ANF publications. University respondents were more likely to consider ANF research timely while government respondents were less likely to see ANF research as timely; 44 percent were very satisfied with the timeliness of ANF publications compared with all other stakeholder groups. This probably reflected the different time frames in which these stakeholders operated.

More than six out of 10 (66 percent) of all respondents were very satisfied with the depth of analysis of ANF publications. Government stakeholders were less likely to be very satisfied (59 percent) than all other audiences combined while advocate-service-

association (ASA) respondents were more likely to be very satisfied (74 percent) compared with all other end users combined.

More than half of respondents (57 percent) found ANF research very relevant to their work. This ranged from 60 percent of government and university respondents to 54 percent of ASA respondents.

Are stakeholders satisfied with using electronic communications to access ANF data and analysis?

To answer this question the report reviewed the growth of the ANF listserv, *Hot Off the Press from ANF* (HOTP), and what end users thought about it. It then looked at changes in the use of the ANF web site and how useful end users found it.

The subscription list for HOTP began with nearly 3,800 names. After a year, subscribers nearly doubled to 7,900. The second year saw an increase of 45 percent to 11,400. Forty-four percent more subscribers were added in the third year to reach just over 16,400. Since that time, the number of subscribers remained fairly stable. Conversations with other national nonprofits operating listservs indicated that this was one of the larger non-funder-based subscription lists in the social service field. Besides reaching subscribers directly, many of the items highlighted in HOTP appeared in listserv announcements, such as those distributed by Connect for Kids, Children's Defense Fund, Families USA, Welfare Information Network, Association of State Territorial and Health Officials, and Call to Renewal.

End users were very satisfied with HOTP. Of those responding to the ANF enduser survey, 67 percent were very satisfied with the frequency and length of *Hot Off the Press*. A full 70 percent were very satisfied with the job HOTP did summarizing the research (see appendix A, question 9).

HOTP also served as a primary gateway to ANF publications. Eighty-eight percent of respondents reported receiving information about new ANF publications from the listserv. Since respondents were all subscribers to HOTP, this was not surprising.

Significant proportions of respondents also learned about ANF materials in other ways. Nearly 27 percent of respondents received copies of ANF reports by mail. A significant proportion of respondents saw references to ANF work in other publications (18 percent) or tracked ANF publications through Internet search engines (15 percent). (see appendix A, question 5.)

Survey respondents frequently passed on information about ANF research. Thirty-seven percent of survey respondents often shared ANF publications with others. Thirteen percent always shared materials. An additional 37 percent sometimes shared materials (see appendix A, question 7).

Here is a sample of comments on *Hot Off the Press from ANF* from survey respondents:

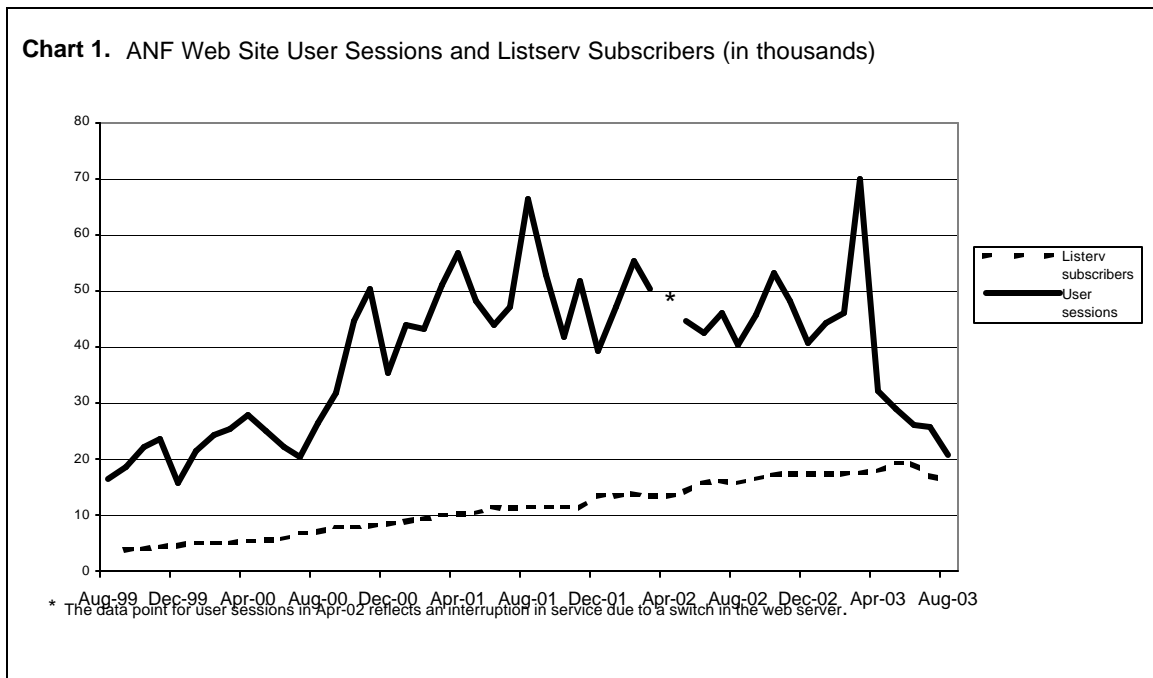
- I very much appreciate the information provided via e-mail. I often copy an article or two and/or pass it along to a colleague. Because I lead a small nonprofit, I do not have time to read as many publications as I would like. The brief summaries are helpful and allow me to dig deeper into articles of particular interest.
- Your alerts and updates are extremely helpful.
- Have found your electronic [Hot Off the Press] timely, informative, and easy to access.
- I use your publications and data to keep informed nearly 1,300 journalists covering social issue by summarizing your releases in a weekly electronic publication.
- I primarily forward these publications to executive level staff with the state human services agency.

Hot Off the Press from ANF seemed to increase use of the ANF web site (chart 1). Even though web traffic rose overall from the late 1990s onward, ANF user sessions increased dramatically from 16,283 in August 1999, the month before HOTP was launched, to 26,480 in August 2000. By August 2001, the figure was 43,890. User sessions then leveled off, though they occasionally surpassed 50,000 per month. Factors effecting user sessions included the size of the HOTP subscription list, the number of papers published in the month, and the “news value” of the topics. Some seasonal variations also occurred.

Two factors likely accounted for the dramatic decline in web site usage in 2003. ANF produced fewer publications in 2003 than in previous years. In addition, more than 70 percent of those responding to our survey preferred accessing ANF research electronically. That’s what web site visitors did; 66 percent of those responding to the end user survey always or often accessed a specific report when they visited the web site. This probably reflected stakeholders “clicking through” to the web site from HOTP (see appendix A, question 11).

ANF end users visited the ANF web site frequently. Nearly half (47 percent) visited several times a year. Nearly a third (32 percent) visited several times a month (see appendix A, question 10).

ANF end users visited the web site to find information on issues they considered important. Stakeholders were most likely to look for papers on a particular topic (19 percent always and 58 percent often) or specific reports (16 percent always and 50 percent often). NSAF survey data or documentation also had a high use rate. Eleven percent of survey respondents always visited the site to use the survey while 37 percent did so often (see appendix A, question 11).



Hot Off the Press from ANF linked stakeholders directly to our newest publications. But when people came to the web site, could they find what they wanted? While 57 percent were very satisfied with the content of the site and 49 percent were very satisfied with the appearance, satisfaction with the ease of finding things and the ability to move around was much lower (41 percent and 42 percent, respectively). This result was consistent with feedback on the Urban Institute site in general. It was probably a function of the low-end content-management software that the Institute hopes to replace soon (see appendix A, question 12).

These comments were typical:

- ANF’s web site is incredible. The most thorough and valuable resource for my work, along with Kaiser Family Foundation’s page.
- Although I use it rarely, the welfare rules database is incredibly important because it’s so hard to find centralized multistate information. This kind of tracking of what’s happening in various states really facilitates comparison and innovation as we deal with the new federalism.
- The search engine on your site is terrible and that’s my major gripe with your web site.
- The Welfare Rules Database is very difficult to move around in and understand.

Did ANF generate significant media coverage nationally and in each of the 13 focal states?

The ANF media strategy sought press coverage in the 13 states the project studied intensively. Analysis of the press clipping database identified press coverage by state:

California, 235 clips; New York, 140 clips; Massachusetts, 82 clips; Florida, 65 clips; Miami, 57 clips; Minnesota, 54 clips; New Jersey, 53 clips; Washington, 38 clips; Texas, 31 clips; Colorado, 28 clips; Wisconsin, 26 clips; Alabama, 16 clips; Mississippi, 7 clips.

With three notable exceptions, press coverage of ANF research in each of the 13 focal states followed the state's population ranking. Texas, the second most populous state, ranked ninth in terms of the number of clips generated. Massachusetts, third in press clips, was seventh in population. The tenth most populous state, Minnesota, ranked sixth in press clips. This ranking may reflect editorial policies among Texas media compared with those in Massachusetts and Minnesota.

ANF also secured media coverage in national publications. This included the *New York Times* (19), *Christian Science Monitor* (14), *Los Angeles Times* (8), *Washington Post* (8), *National Journal* (6), *Business Week* (5), *Wall Street Journal* (4), *Nation* (2), *USA Today* (2) and *Time*, *Newsweek*, and *US News and World Report* (1 each). ANF also received coverage from national wire services: AP (16), Knight Ridder (15), Gannett (8), Reuters (7), Scripps Howard (3), Newhouse News Service (3), and Hearst (2).

ANF research covered many issues. How were stories distributed across this range of issues?

The most popular topics for articles covering ANF research were welfare (258 articles) and health care (230 articles). Given the project's focus and the breadth of these topics, this made sense. These were also the topics featured in the largest number of research publications (68 for cash assistance and 132 for health).

Two narrower categories also received significant attention in the media. One hundred fifty nine articles focused on child care (ANF issued 17 papers on this topic) and 120 articles focused on child welfare and child well-being (45 ANF publications). These topics probably received attention for different reasons. While most American families used child care, few data existed that described the child care arrangements that parents used and the cost of child care. The universality of the issue and the dearth of data probably drove interest media coverage of the research.

Child welfare and child well-being research also generated coverage because ANF provided unique data on children living with relatives and the structure of child welfare programs. In addition, child deaths as a result of abuse and neglect created hooks for data and analysis capable of putting the horror stories into perspective.

Three other topics received less coverage. Forty-six articles dealt with immigrant issues; ANF was cited in 35 articles dealing with fiscal and budget topics and in 34 articles discussing racial and ethnic disparities. Relatively few ANF publications dealt with these topics (immigrants, 8 reports; fiscal and budget, 24 reports; and race/ethnicity, 5 reports).

Table 3. Type of News Article by Policy Issue (percent)

	Child care	Child welfare	Fiscal budget	Health care	Immigration	Race and ethnicity	Welfare and work	Total
Factoid	29	14	6	21	3	0	27	100
Editorial	10	18	4	18	6	8	37	100
Feature article	32	15	1	12	7	4	29	100
Journal article	2	2	7	49	5	2	32	100
News	19	13	5	27	6	4	26	100*
Op-ed	13	10	1	10	7	9	49	100

* Total includes 0.7 percent of news articles that covered devolution, not depicted in the table.

The type of story varied by topic (table 3). News stories were most likely to cover health care (27 percent) or welfare and work (26 percent). Feature articles focused more frequently on child care (32 percent) and welfare and work (29 percent). Child care also figured prominently in factoids (29 percent), followed by welfare and work (27 percent). Welfare and work was most frequently the subject of editorials (37 percent) and op-ed pieces (49 percent). Health care was the focus of 18 percent of the editorials citing ANF data, with child welfare and well-being the focus of an additional 18 percent. Thirteen percent of op-eds focused on child care.

Did ANF successfully integrate “commentators” into its media outreach efforts?

Promoting “commentators” capable of both localizing the research and placing it into a policy perspective helped ANF maintain its objectivity. ANF researchers described the data and forwarded reporters to people capable of discussing the implications.

The commentator strategy also provided an incentive for stakeholders to think about ANF research as this survey respondent explained.

- We’ve really appreciated the opportunity to work with the Institute on releases—getting pre-release information in time to determine the best strategy for framing the issue from our state viewpoint.

Table 4. Commentators Quoted in News Articles, by Occupation

	Total	Advocate/ Service/ Association	Government	Researcher	College
Number of commentators	416	213	121	65	16

Note: Total includes one commentator who is a media representative and not depicted in the table.

Many articles generated by ANF incorporated “commentators.” Of the 693 articles written citing ANF research, 260 contained a total of 416 quotes. Not all of these quotes were from commentators identified by ANF; the press clipping database did not identify which quotes were from ANF commentators. Advocates, service providers, or association representatives were quoted in 213 articles (see table 4). Government commentators were quoted in 121 articles. Researchers (not affiliated with a college) were quoted in 65 articles and university representatives in 16.

Articles focusing on child care, welfare and work, child welfare, and immigration were most likely to include commentators (60 percent, 59 percent, 58 percent, and 54 percent respectively; see table 5).

Issue type	Total articles	Total articles quoting commentators	Percent of articles with commentators
Child care	156	94	60
Child welfare	106	61	58
Fiscal and budget	35	12	34
Health care	190	59	31
Immigration	46	25	54
Race and ethnicity	33	16	49
Welfare and work	246	145	59

Do stakeholders consider ANF research credible and ANF analysis objective?

Getting published in peer-reviewed journals indicates that the data and research had credibility among the community of scholars. Urban Institute researchers frequently contributed to academic journals. ANF continued this pattern. These publications held research to high standards and opened the data and analysis to critique. Credibility among academic audiences enhanced the authority of the materials among policymakers.

Despite producing over 400 papers in-house, ANF researchers had a strong presence in the academic literature. Since 1996, ANF researchers published 52 articles in peer-reviewed journals (see appendix C). Publication of 24 articles in *Health Affairs* and 8 articles in *Inquiry* reflected the larger number of outlets for policy research in the health field than in the other topics covered by ANF. Nonetheless, 3 articles on child welfare appeared in *Children and Youth Services Review*, and *National Tax Journal* accepted 2 on taxes. Peer-reviewed journals also published ANF articles on welfare, child care, and food stamps. This quantity and distribution of articles in scholarly journals indicated that academics considered ANF data and analysis credible.

The media also influenced the way stakeholders thought about the research. If given an ideological tag consistently by reporters, end users might have considered ANF research biased. The press clipping database included data on how reporters describe ANF.

Most reporters named the Urban Institute (rather than ANF) without any description. Of the 177 articles that went further, 74 described Urban as “Washington, DC based;” 40 used the term “think tank;” 37 called Urban “nonpartisan;” 14 noted Urban’s “nonprofit” status; and 11 identified Urban as “liberal or left-leaning.” These data indicated that reporters generally saw ANF as an objective source of data and analysis.

To test end user attitudes about ANF bias, the survey asked respondents about the perceived partisanship and objectivity of Urban Institute research. Fifty-four percent of those sampled considered ANF as somewhat (50 percent) or very (4 percent) liberal. Forty-three percent saw ANF as nonpartisan (see appendix A, question 8). Those who considered themselves liberal or conservative were more likely to see ANF as liberal (67 percent and 57 percent, respectively) while the majority of those who were nonpartisan considered ANF nonpartisan (51 percent). In other words, stakeholders who had an ideological bias were more likely to see an ideological bias in ANF research (table 6). Fifty-seven percent of survey respondents characterized the organization that they work for as nonpartisan, 32 percent said liberal, and 7 percent said conservative (see appendix A, question 17).

This finding was consistent with the way end users saw the objectivity of ANF publications. Overall, 60 percent of end users were very satisfied with the objectivity of ANF publications. ASAs were much more likely to be very satisfied with ANF’s objectivity (72 percent) while government end users were much less likely to be very satisfied (54 percent).

Sample comments:

- I trust the data-collection process and analysis of the data.
- I’m particularly impressed with the great effort made to comply with requirements for “full and fair disclosure” of an issue. You don’t see that a lot. ...For example, I remember a report on child care mentioning that a parent’s preference for use of relative/informal care could actually represent a value-driven decision and not circumstance-driven decision. It’s that kind of statement that puts your work head and shoulders above organizations that ignore that truth in an attempt to build case for greater shortage of regulated care than actually exists.
- I appreciate the care you apparently take in staying nonpartisan, which is really difficult, especially in such a highly partisan political and business environment.
- I would be careful about political leanings in your work. There’s times when you seem to focus disproportionately on negative aspects of particular policies... You work for an organization that is already considered somewhat partisan, so repeated criticism is easier viewed as biased.
- Perceived liberal bias taints ability to use research.

Table 6. Perceived Objectivity of the Urban Institute Overall and by Political Leaning of the Respondent's Organization (percent)

Perceived Urban Institute objectivity:	Liberal	Nonpartisan	Conservative
Overall	54	43	3
By Political Leaning:			
Liberal	67	31	3
Nonpartisan	46	51	3
Conservative	57	39	4

Do stakeholders use ANF research to make policy?

ANF dissemination efforts were designed to encourage stakeholders to use ANF research in their policy activities.

To estimate how stakeholders used ANF research, we asked them how valuable the materials were to them in various aspects of their work. ANF stakeholders were most likely to conduct research, prepare speeches or presentations, and prepare policy or position papers. They frequently advocated for a particular policy and prepared funding proposals. Respondents were least likely to teach, prepare testimony or legislation, provide direct services to families or individuals, or write media stories.

Table 7. Value of ANF Publications by Work Activities of End Users (percent)

	End users engaged in activity	Very valuable	Somewhat valuable	Not too valuable	Not at all valuable
Conduct research	80	50	43	6	2
Prepare speeches or presentations	78	43	47	9	2
Prepare policy or position papers	73	50	44	5	1
Advocate for a particular policy	63	50	43	5	2
Prepare funding proposals	62	31	47	19	3
Teach	50	47	36	14	3
Prepare testimony or legislation	47	35	47	16	3
Assist clients	41	24	48	22	7
Write media stories	30	22	48	24	6

Note: Respondents who said they did not participate in each activity were excluded from calculations for that row.

In general, there was little variation among ANF audiences in how valuable they found the publications (table 7).

Four out of five ANF end users conducted research. About half of those who conducted research considered ANF publications very valuable in their work, as these comments show.

- I am a research and development coordinator for the Sheriff. ANF provides me with helpful background information that is used to shape the direction of my research as well as understand clients' needs from a broader perspective.
- I have used the materials to give me background information and stay current on welfare policy for my job as an ALJ.
- I am a librarian with the California State Library. We provide an electronic current awareness publication of research, studies, and reports on policy-oriented topics to members of the executive and legislative branches of government. Your publications and data have been very useful.

Seventy-eight percent of those responding to our survey prepared speeches or presentations. Of these, about 43 percent considered ANF publications very valuable in their work.

- I am a clergy person. I use them in sermons, teaching in adult programs, and advocacy.
- Have quoted in speeches or op eds.
- I have used the data as background information for my presentations to county elected officials...
- As an overview of what is happening nationally in preparing speeches for national, state and tribal conferences and workshops.
- We used several pieces of data in preparing for meeting of the National Conference of State Legislatures.
- Testimony to City Council on implications of block granting of Medicaid.

Seventy-three percent of respondents prepared policy or position papers as a regular part of their jobs. Fifty percent of those who prepared policy or position papers considered ANF publications very valuable and about 44 percent found them somewhat valuable. There were no significant differences among end user groups.

- We are using the NSAF data as evidence of material hardship among low-income working families. We frequently cite ANF reports and briefs in our own publications.
- To provide current federal program updates to the members of the joint legislative committee that I staff for Tennessee State Legislature. ANF articles provide detailed information in a concise format that is very useful.
- In our agency we find ANF publications very useful in confirming what we are seeing "in the field" in our locality. It lends credibility to our claims that bad, or good, things are happening as a result of policy changes. We have referenced

ANF in legislative updates to department head or our legislative representatives. My agency cannot advocate, but I have often shared ANF publications with service partners who can.

- Used information on health access in other states as a proxy to what we could expect if we adopted similar policies.
- Cite data in reports prepared for a state agency trying to understand impact of state budget cuts. Cite studies and data for community coalitions building local health coverage programs for the uninsured.
- Your publications are very helpful...in preparing for meetings and position papers for both federal legislators and state policymakers (both welfare administration and elected officials).
- Preparing briefing/policy papers on TANF-Child Welfare linkages for state executive staff.
- Preparing testimony on child support and fragile families for legislative hearing... Preparing research summary to promote unique approach to promoting marriage in our state.

Sixty-three percent of respondents advocated for a particular policy. Of these, about 50 percent found ANF publications and data very valuable and 43 percent found them somewhat valuable. There were no major differences among stakeholder groups.

- Informing Michigan legislators how types of child care are used by Michigan parents.
- I have passed on information to interested groups and they have responded by e-mailing or writing their Congressmen/Senators.
- I have used this information to prepare testimony before state legislative committees considering issues related to TANF. I have used this information in preparing position papers for my commissioner and board members.
- Proposal to provide health insurance for children in our county.
- This information has been helpful for community coalitions working in our community on seven different priority service areas....They have in turn developed action plans to implement addressing various needs identified under each area.
- We're a local injury prevention coalition... We used research you released on time children spend at home alone to launch a public education campaign... We found Wisconsin statistics about percentages and ages of kids spending time without supervision in your study...particularly useful. We referenced your report in a media release about the campaign that resulted in a lead story on a local TV broadcast and a front page story with an above-the-fold photo.
- Used work, education, and child care research findings when doing Hill visits.
- Providing information on kinship care to a state taskforce on kinship care. Referring state senator to ANF publications and data to help with legislation on kinship care. Sharing information with other kinship care advocates via listserv and meetings.

Sixty-two percent of respondents prepared funding proposals. Of these, non-university researchers were much less likely to find ANF publications very valuable for this purpose while college faculty and students were much more likely to find ANF publications very valuable in preparing funding proposals than all other stakeholder groups combined.

- I use the research on kinship care to inform my own research, have cited these studies in my successful grant proposals, presentations, and publications.
- I work as a childcare eligibility worker in Birmingham, AL. I've used the data from ANF to write grants and lobby for funding.

The end user survey asked respondents how important in their work were such topics as health care, welfare and work, child welfare and child well-being, and immigration. Health care was very important for 63 percent of respondents followed by child welfare and child well-being (52 percent), welfare and work (49 percent), racial and ethnic disparities (46 percent) and fiscal and budget issues (47 percent). Federalism and devolution (35 percent) and immigration (20 percent) were more likely to be somewhat important than very important.

Interest in topics varied somewhat by audience type. Advocates, service providers, and trade association representatives are much more likely to find health care very important than other stakeholders combined. Government workers and university faculty and students reported welfare and work to be more important to their work while researchers outside of academe were less likely to find the topic very important than all other stakeholders. Respondents affiliated with universities were significantly more likely to find racial and ethnic disparities very important in their work than others. Researchers were much less likely to find immigration issues very important in their work. ASA and reporters were more likely to find fiscal and budget issues very important in their work while researchers were less likely to find these issues very important. University-affiliated respondents were more likely to find federalism and devolution very important in their work.

Another measure of use is the extent to which those surveyed shared ANF materials with others. Thirty percent of government end users always shared ANF publications and 22 percent often shared them. The numbers for ASAs were even higher—36 percent always shared our materials and 35 percent often shared them.

Conclusion

Led by the W. K. Kellogg Foundation, the Urban Institute's *Assessing the New Federalism* project and its funders dedicated significant resources to dissemination. The project sought to integrate data and analysis into the federal and state policymaking process. To achieve this goal, ANF developed new publication formats, increased the use of electronic communications, established relationships with federal and state end user organizations, and reached out to state and national media.

This evaluation shows that ANF generally met these objectives.

A wide range of state and federal stakeholders were willing to incorporate sophisticated research in the policy process. As expected, advocates, service providers, association representatives, and government officials preferred shorter formats. Analysis of the language used in both occasional papers and policy briefs shows that even shorter publications used complex language and required readers' full attention.

Interest in shorter pieces, such as "Fast Facts" demonstrated that **stakeholders wanted materials that summarized key data and highlighted top-line findings.** "Snapshots of America's Families" did not fit this model. Two factors probably contributed. First, "Snapshots" did not build the same identity as policy briefs and "Fast Facts" because they were issued more than two years apart. Second, "Snapshots" looked broadly at such topics as like health, income, and well-being; they were not as topical as other ANF publications.

Stakeholders were generally satisfied with the topics of ANF research. Government respondents tended to be less satisfied. This may reflect the reality that policy was often made before researchers could evaluate alternative options.

Without e-mail and the web site, ANF dissemination activities would have cost much more and reached fewer people more slowly. ANF coordinated distribution of the listserv, *Hot Off the Press from ANF (HOTP)*, with the web site. Because the listserv descriptions included top findings, end users found it useful even if they did not click through to the full report. The format made it easy for many end users to share with others. Given the web use spike after introducing HOTP, this strategy also built the constituency for ANF research. Periodic reminders of new research encouraged subscribers to use the web site. Many end users reported frequent visits to the site.

ANF's media outreach strategy worked. Articles appeared in all focal states. With a few notable exceptions, the proportion of clips that appeared in each state reflected the relative population of each state. Articles appeared on all of the issues that ANF covered. Child care and child welfare generated greater attention than the quantity of research on each topic would anticipate. In both cases, ANF data provided detailed analysis available nowhere else.

More than an end in itself, **ANF used media outreach as a mechanism for getting end users to incorporate the research into their thinking.** The strategy enabled ANF to maintain its objectivity while responding to reporters' need to place the research in a policy context. "Commentators" appeared in both news and feature stories.

To be considered credible by all sides of the political debate, ANF needed to maintain the Urban Institute's reputation for objectivity. The project worked hard at—and generally achieved—this goal. News articles generally considered ANF nonpartisan or objective. Among end users, an interesting pattern developed. Those considering themselves nonpartisan were more likely to see ANF as nonpartisan. Those identifying themselves as liberal or conservative were more likely to see ANF as liberal.

The end user survey demonstrated that end users did use ANF data and analyses in their policymaking activities. Some variation among end users existed in how the research was used. Comments by end users reinforced the quantitative findings in this area. Indeed, ANF also had a long list of specific examples where stakeholder groups used specific findings to reach their policy objectives.

The evaluation also points to areas where ANF can improve performance.

- Synthesize research in terms of national and state policy debates in order to improve the timeliness and relevance of the materials. This can also extend the shelf life of the research.
- Update the Urban Institute’s web site to ease navigation and strengthen the search function. This includes cataloging the research to simplify access.
- Evaluate the extent to which the commentator strategy increased use of ANF research. A limited-sample telephone survey comparing those who became commentators with those who did not can answer this question.
- Evaluate the use of ANF research by government end users more systematically. A limited-sample telephone survey could identify variations between legislators and administrators.
- Expand the use of ANF data and analysis among government audiences such as the National Governor’s Association, National Conference of State Legislatures, and American Public Human Services Association.
- Recast the third round of “Snapshots” so they deal specifically with policy issues such as welfare, child support, health insurance, and child care. Issue them as a series to build their identity. (ANF implemented this change to “Snapshots.” Initial indications showed that this new approach increased interest among stakeholders.)

Moving forward, ANF can provide a useful role by synthesizing its research. This can take two forms. ANF can expand the “Fast Facts” series to highlight key findings. ANF can also summarize findings from a variety of papers in the context of the policy choices federal and state stakeholders must make. Where ANF summarized research in a policy context—TANF reauthorization and SCHIP—stakeholders found it useful. Such recasting of the research can also serve as an annotated catalog to the materials. Finally, the Urban Institute can improve the web site’s searchability and navigability.

APPENDIX A END-USER SURVEY RESULTS SUMMARY

1. How satisfied are you with the following aspects of ANF (Assessing the New Federalism) publications?						
	Very Satisfied	Somewhat Satisfied	Not Too Satisfied	Not At All Satisfied	Not Familiar Enough	Response Average
Topics Covered	59% (311)	34% (178)	2% (10)	0% (2)	5% (27)	1.41
Relevance to Your Work	54% (281)	37% (191)	4% (22)	0% (2)	5% (25)	1.49
Depth of Analysis	62% (323)	30% (154)	2% (11)	0% (0)	6% (32)	1.36
Timeliness	58% (299)	32% (166)	3% (15)	1% (4)	7% (36)	1.43
Objectivity	60% (310)	31% (159)	3% (13)	0% (2)	6% (33)	1.39
Total Respondents						529
(skipped this question)						9

2. How useful in your work are the following types of ANF publications?						
	Very Useful	Somewhat Useful	Not Too Useful	Not At All Useful	Have Never Used	Response Average
Policy Briefs	63% (329)	28% (145)	2% (12)	0% (1)	6% (32)	1.58
Occasional Papers	51% (261)	35% (179)	6% (30)	0% (1)	8% (40)	1.79
Snapshots of America's Families	35% (177)	40% (206)	13% (66)	1% (7)	11% (56)	2.14
Short Takes on Welfare Policy	40% (208)	32% (166)	10% (50)	2% (12)	16% (80)	2.21
Fast Facts	51% (262)	30% (155)	5% (27)	1% (3)	13% (67)	1.95
Total Respondents						522
(skipped this question)						16









3. We are interested in how people use ANF publications and data. For each of the following activities, how valuable do you find ANF publications and data in your work?

	Very Valuable	Somewhat Valuable	Not Too Valuable	Not At All Valuable	I Do Not Do This	Response Average
Advocate for a Particular Policy	31% (157)	27% (136)	3% (17)	1% (7)	37% (188)	1.60
Prepare Policy or Position Papers	37% (184)	32% (161)	4% (19)	1% (5)	27% (134)	1.58
Prepare Speeches or Presentations	33% (166)	37% (184)	7% (35)	1% (7)	22% (110)	1.70
Prepare Testimony or Legislation	16% (80)	22% (109)	7% (36)	1% (6)	53% (264)	1.86
Prepare Funding Proposals	19% (94)	29% (144)	12% (60)	2% (10)	38% (191)	1.95
Write Media Stories	7% (33)	14% (70)	7% (35)	2% (9)	70% (348)	2.14
Assist Clients	9% (47)	20% (97)	9% (44)	3% (13)	59% (294)	2.11
Teach	23% (115)	18% (90)	7% (35)	1% (7)	50% (248)	1.73
Conduct Research	40% (203)	34% (173)	5% (23)	1% (6)	20% (99)	1.59
Total Respondents						522
(skipped this question)						16




4. Please give us one or two specific examples of how you have used ANF publications and data.

<input type="text"/>	Total Respondents	299
(skipped this question)		239






5. How do you usually find out about new ANF publications? Check all that apply.

		Response Percent	Response Total
I receive information from the ANF list serve		88.4%	449
I receive information from another list serve		12%	61
I receive copies through the mail from ANF		26.8%	136
I receive the material from someone in my office		8.1%	41
I hear about ANF at conferences		4.5%	23
I track ANF publications through Internet search engines		15.4%	78
I read news stories about ANF research		8.7%	44
I see references in other publications		17.5%	89
Total Respondents			508
(skipped this question)			30

6. How do you prefer receiving ANF publications?

		Response Percent	Response Total
Printed copies		16.4%	85
Access electronically		70.6%	365
No preference		13%	67
Total Respondents			517
(skipped this question)			21

7. How often do you share ANF publications or pass them on to others?






		Response Percent	Response Total
Always		12.6%	65
Often		36.7%	189
Sometimes		36.5%	188
Rarely		8.5%	44
Never		5.6%	29
Total Respondents			515
(skipped this question)			22

8. Overall, do you view research from the ANF project as being:

		Response Percent	Response Total
Very Liberal		4.1%	20
Somewhat Liberal		50.2%	247
Non-Partisan		43.1%	212
Somewhat Conservative		2.6%	13
Very Conservative		0%	0
Total Respondents			492
(skipped this question)			44









9. How satisfied are you with these aspects of the ANF list serve "Hot Off the Press from ANF?"

	Very Satisfied	Somewhat Satisfied	Not Too Satisfied	Not At All Satisfied	Response Average
Frequency	67% (327)	30% (146)	3% (13)	0% (2)	1.36
Length	67% (322)	29% (142)	3% (15)	1% (3)	1.38
Summary of the Research	70% (332)	28% (130)	1% (7)	0% (2)	1.32
Total Respondents					488
(skipped this question)					50




10. How often do you visit the Urban Institute and/or Assessing the New Federalism web sites?			
		Response Percent	Response Total
More than once a week		4.1%	21
Several times a month		32%	163
Several times a year		46.9%	239
Once or twice in the last year		12%	61
Never or not in the past year		5.1%	26
Total Respondents			510
(skipped this question)			28

11. When accessing the ANF web site, how often do you look for the following?						
	Always	Often	Sometimes	Rarely	Never	Response Average
A Specific Report	16% (74)	50% (234)	25% (118)	6% (28)	4% (17)	2.32
Papers on a Particular Topic	19% (93)	58% (281)	15% (72)	3% (16)	4% (20)	2.15
Papers by a Particular Author	1% (6)	14% (64)	30% (136)	34% (155)	21% (95)	3.59
Fast Facts or Press Releases	12% (55)	28% (132)	33% (152)	15% (70)	12% (55)	2.87
Welfare Rules	8% (36)	20% (91)	25% (113)	22% (99)	26% (117)	3.37
Survey Data or Documentation	11% (54)	37% (174)	28% (132)	14% (64)	10% (46)	2.73
Total Respondents						490
(skipped this question)						48

12. How satisfied are you with these aspects of the ANF web site?						
	Very Satisfied	Somewhat Satisfied	Not Too Satisfied	Not At All Satisfied	Not Familiar Enough	Response Average
Ease of finding things	41% (202)	43% (210)	4% (19)	0% (2)	12% (58)	1.59
Ability to move around	42% (206)	43% (209)	2% (12)	1% (3)	12% (58)	1.56
Content	57% (278)	31% (151)	1% (5)	0% (1)	11% (54)	1.38
Appearance	49% (232)	38% (181)	1% (7)	0% (2)	11% (54)	1.48
Total Respondents						491
(skipped this question)						47

13. Which of the following best describes your current position?			
		Response Percent	Response Total
Government (elected, appointed, or civil service)		20.2%	101
Advocate		11.8%	59
Service Provider		5.6%	28
Trade or Professional Association		4%	20
Researcher		21.4%	107
Reporter or Media Representative		2%	10
College Faculty or Student		20.8%	104
Other (please specify)		14.2%	71
Total Respondents			500
(skipped this question)			38

14. Are you most interested in obtaining national information or information on states?

		Response Percent	Response Total
National		10.7%	54
State		12.1%	61
Both are equally important to me		77.1%	388
Total Respondents			503
(skipped this question)			35

15. How important to you are these topics in your work?

	Very Important	Somewhat Important	Not Too Important	Not At All Important	Response Average
Health Care	63% (312)	22% (110)	11% (57)	3% (17)	1.55
Welfare and Work	49% (246)	34% (171)	11% (57)	5% (24)	1.72
Child Welfare and Child Well-Being	52% (260)	31% (152)	13% (66)	4% (20)	1.69
Racial and Ethnic Disparities	46% (228)	35% (173)	15% (72)	4% (20)	1.76
Immigration	20% (97)	36% (177)	34% (166)	10% (49)	2.34
Fiscal and Budget Issues	47% (235)	40% (200)	9% (46)	3% (16)	1.68
Federalism and Devolution	35% (170)	40% (196)	20% (97)	6% (27)	1.96
Total Respondents					504
(skipped this question)					34

16. Please specify any other topics you want ANF to cover.

<input type="text"/>	Total Respondents	107
(skipped this question)		431




17. How would you characterize the organization you work for?

		Response Percent	Response Total
Very Liberal		8.9%	44
Somewhat Liberal		23%	114
Non-Partisan		56.7%	281
Somewhat Conservative		9.1%	45
Very Conservative		2.4%	12
Total Respondents			496
(skipped this question)			42

18. How useful in your work is information from the following organizations?

	Very Useful	Somewhat Useful	Not Too Useful	Not At All Useful	Have Never Used	Response Average
Center on Budget and Policy Priorities	46% (228)	31% (154)	5% (26)	1% (6)	16% (78)	1.54
Manpower Demonstration Research Corp. (MDRC)	18% (89)	27% (129)	16% (80)	3% (13)	36% (175)	2.05
American Enterprise Institute	5% (26)	22% (106)	23% (112)	11% (53)	39% (193)	2.65
Assessing the New Federalism/Urban Institute	58% (289)	36% (179)	2% (12)	1% (4)	3% (13)	1.44
Brookings Institution	31% (153)	41% (202)	10% (47)	2% (11)	16% (79)	1.80
Center for Law and Social Policy	37% (183)	35% (173)	5% (26)	2% (10)	20% (101)	1.65
Center for Studying Health Systems Change	23% (112)	20% (100)	11% (56)	2% (8)	44% (215)	1.86
Child Trends	31% (152)	27% (131)	9% (46)	2% (12)	31% (151)	1.76
Heritage Foundation	7% (34)	22% (106)	24% (116)	16% (80)	31% (152)	2.72
Total Respondents						502
(skipped this question)						36

19. Anyone who wants access to ANF data (NSAF, Welfare Rules, State Database) must complete a short registration form. Have you ever registered to use ANF data?

		Response Percent	Response Total
Yes		32.2%	161
No		32.4%	162
Not Sure		35.4%	177
Total Respondents			500
(skipped this question)			38

20. Is there anything else you would like to tell us?

<input type="text"/> Total Respondents	120
(skipped this question)	418

**APPENDIX B
PUBLICATIONS READABILITY STATISTICS**

Occasional papers	Flesch Reading Ease score	Flesch-Kincaid Reading Grade Level score
OP12: Long-Term Care for the Elderly: Profiles of Thirteen States	26.8	12.0
OP09: Does Work Pay? An Analysis of the Work Incentives under TANF	36.9	9.5
OP62: Getting Help with Child Care Expenses	43.5	12.0
OP64: Families Coping without Earnings or Government Cash Assistance	38.7	12.0
OP26: Medicaid Managed Care Payment Methods and Capitation Rates: Results of a National Survey	34.9	12.0
OP58: What Happens when the School Year Is Over? The Use and Costs of Child Care for School-Age Children during the Summer Months	36.6	12.0
OP57: Health Policy for Low-Income People: Profiles of 13 States	29.7	12.0
OP55: Getting and Retaining Child Care Assistance: How Policy and Practice Influence Parents' Experience	42.5	12.0
OP40: Child Care Expenses of America's Families	37.0	12.0
OP59: Primary Child Care Arrangements of Employed Parents: Findings from the 1999 NSAF	31.9	12.0
OP08: Counting the Uninsured: A Review of the Literature	29.9	12.0
OP61: The Cost of Protecting Vulnerable Children III: What Factors Affect States' Fiscal Decision	30.0	12.0
OP41: Child Care Patterns of School-Age Children with Employed Mothers	38.1	12.0
OP20: The Cost of Protecting Vulnerable Children: Understanding Federal, State, and Local Child Welfare Spending	32.8	12.0
OP60: Reforming Welfare: Institutional Change and Challenges	42.0	12.0
OP13: Public Policy, Market Forces, and the Viability of Safety Net Providers	24.7	12.0
*OP10: Job Prospects for Welfare Recipients: Employers Speak Out		
OP49: Ambulatory Care for the Urban Poor: Structure, Financing, and System Stability	28.9	12.0
Average occasional paper	34.4	11.9
* OP10 was not accessible		

A-Series briefs	Flesch Reading Ease score	Flesch-Kincaid Reading Grade Level score
A-28: Does Work Pay? A Summary of the Work Incentives under TANF	40.9	12.0
A-33: How Well Can Urban Labor Markets Absorb Welfare Recipients?	32.7	12.0
A-55: Five Things Everyone Should Know about SCHIP	24.1	12.0
A-32: Where Are They Now? What States' Studies of People Who Left Welfare Tell Us	39.9	12.0
A-31: Child Support Enforcement Is Working Better Than We Think	28.9	12.0
A-25: Job Prospects for Welfare Recipients: Employers Speak Out	31.3	12.0
A-58: Ten Things Everyone Should Know about Welfare Reform	32.3	12.0
A-46: Unemployment Insurance and Welfare Recipients: What Happens When the Recession Comes?	31.2	12.0
Average A-Series brief	32.7	12.0

B-Series briefs	Flesch Reading Ease score	Flesch-Kincaid Reading Grade Level score
B-05: Racial and Ethnic Disparities: Key Findings from the NSAF	33.3	12.0
B-49: Who Returns to Welfare?	38.5	12.0
B-07: Child Care Arrangements for Children Under Five: Variation across States	34.0	12.0
B-52: The Health, and Well-Being of Children in Immigrant Families	34.5	12.0
B-36: How are Families That Left Welfare Doing? A Comparison of Early and Recent Welfare Leavers	38.0	12.0
B-01: How Families That Left Welfare Are Doing: A National Picture	43.2	12.0
B-08: The Hours That Children under Five Spend in Child Care; Variation across States	37.7	12.0
B-41: Children's Eligibility for Medicaid and SCHIP: A View From 2000	22.7	12.0
B-12: The Number of Child Care Arrangements Used by Children under Five: Variations across States	33.4	12.0
*B-17: Stressful Family Lives: Child and Parent Well-Being		
B-27: Who Knows about the Earned Income Tax Credit	38.1	12.0
B-31: Beyond the Two-Parent Family: How Teenagers Fare in Cohabiting Couple and Blended Families	18.9	12.0
B-38: "Honey, I'm Home:" Changes in Living Arrangements in the Late 1990s	21.4	12.0
B-15: Gaps in Prevention and Treatment: Dental Care for Low-Income Children	31.9	12.0
B-48: The Kids Are Alright? Children's Well-Being and the Rise in Cohabitation	25.8	12.0
B-13: Welfare Leavers, Medicaid Coverage, and Private Health Insurance	34.8	12.0
B-32: Before and After Reform: How Have Families on Welfare Changed?	36.2	12.0
B-28: Children Cared for by Relatives: Who Are They and How Are They Faring?	39.7	12.0
B-40: Children's Participation in Medicaid and SCHIP: Early in the SCHIP Era	24.8	12.0
B-47: Children Cared for by Relatives: What Services Do They Need?	37.1	12.0
B-42: Health Care Access for Uninsured Adults: A Strong Safety Net Is Not the Same as Insurance	28.3	12.0
B-29: Hardship among Children of Immigrants: Findings from the 1999 NSAF	32.6	12.0
Average B-Series brief	32.6	12.0
<i>*B-17 was not accessible</i>		

APPENDIX C

Assessing the New Federalism

Journal Articles

March 25, 2004

Acs, Gregory, and Sandi Nelson. Forthcoming. "Changes in Living Arrangements during the Late 1990s: Do Welfare Policies Matter?" *Journal of Policy Analysis and Management* 23(2).

Kortenkamp, Katherine, Rob Geen, and Matthew Stagner. Forthcoming. "The Role of Welfare and Work in Predicting Foster Care Reunification Rates for Children of Welfare Recipients." *Children and Youth Services Review*.

Ehrle, Jennifer, Cynthia Andrews, and Rob Geen. Forthcoming. "Teaming Up: Collaboration between Welfare and Child Welfare Agencies since Welfare Reform." *Children and Youth Services Review*.

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