Task Team 6 - Communication, Dissemination and Utilisation

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Chair of the Task Team 6 of Revision of the P&R for Population and Housing Censuses
13 - 15 December 2023
Revision of the P&R: Task Team 1

Outline:

- Objectives and the scope of work
- Members and timeline
- New sections/topics added
- Revised sections/topics
- Suggested further revisions
- AOB
Revision of the P&R: Task Team 1

Scope of Work:

- Review and update of the P&R covering:
  - Communication
    - User and stakeholder consultations to determine census topics to be collected and disseminated
    - Methods of communication with key groups in light of developments in technology and social media
    - Comms, publicity and media during operational phases of the census
    - Guidance on provision of key messages for general population and special groups
    - Ongoing engagement with key population groups during census and intercensal periods
    - Communication activities for the recruitment of field staff
Scope of Work:

- Review and update of the P&R covering:
  - Dissemination
    - Identify products & services, target users in light of advances in technology
    - Grid data, geo-referenced outputs and other innovative outputs
    - Approaches to the release of microdata
    - Dealing with confidentiality and disclosure control for very detailed aggregate outputs
    - Provision of information required for international development programs and international migration
    - Archival and preservation of census data and related documentation for future access and use
Revision of the P&R: Task Team 1

Scope of Work:

- Review and update of the P&R covering:
  - Utilisation
    - Expansion of information on the analytical use of results
    - Dealing with use of adjusted and/or unadjusted results and national and legal context
    - Expand on use of census data for crisis response/humanitarian settings
    - Increasing role of administrative data in improving utilization of census data
Revision of the P&R: Task Team 1

Task Team 6 members:

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<td>Australia</td>
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Revision of the P&R: Task Team 6

Timeline of the Task Team 6 meetings:

- 23 June 2023: Establishment of TT6
- 13 July 2023: 1st meeting of TT6
- 12 September 2023: 2nd meeting of TT6 (3 sub-groups)
- 19 October 2023: 3rd meeting of TT6
- 15 November 2023: Draft sent to the Secretariat
- 13-15 December 2023: 2nd EGM on the Revisions of the P&R
New sections/topics added: Communication

- Recognition of need for different communications strategy for traditional and administrative based censuses
- Continuous consultation and engagement with culturally diverse groups
- Use of online and social media to maximise broad user consultation
- Strong awareness building of value of census to mobilise society
- Differentiation between communications campaigns for recruitment of staff and general campaign to drive participation
- Role of clear communication in training of field staff
Revision of the P&R: Task Team 6

New sections/topics added: Communication

- Proactive and reactive media management across multiple channels
- Consideration given to: use of call centre/ online chat for support; census spokespersons; census slogan and logo; social media strategy
- Large scale publicity and inclusive information campaign with appropriate messaging recommended
  - Emphasis on use of digital media channels
- Communications and engagement requirements for digital first census
- Media monitoring and responding to emerging issues and misinformation
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New sections/topics added: Dissemination

- Geo-spatial dimension
  - Unlocking potential of census data through GIS databases and innovative products
  - Grid-based census outputs
  - Creation of thematic maps to visualize census outputs
  - Include in dissemination strategy
  - Importance of geospatial metadata

- Publication of release calendar

- Shift towards online electronic publications with increased visualization

- Use of flexible table builders with automated disclosure control
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New sections/topics added: Dissemination

- Approaches to statistical disclosure control
- Use of international metadata standards
- Consideration given to use of video, podcast or e-learning platforms
- Use of cloud based data storage and issues arising
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New sections/topics added: Utilisation

- Use in humanitarian settings
- Monitoring internationally agreed development indicators
- Use for population estimates and projections
- Use in producing model based small area estimation
- Increasingly used as key data source for statistics on environment
- Sampling frames for surveys
Revision of the P&R: Task Team 1

Suggested further revisions/updates:

Dissemination:
- Technological information on microdatabases
- Basic or essential tabulations: update from TT7

Utilisation:
- Inclusion of more detail on intercensal population estimates
- Maintain reference to SDGs?
- Increasing role of administrative data in improving utilisation
Revision of the P&R: Task Team 1

Thank you!