



**United Nations**

Department of  
Economic and  
Social Affairs

**Expert Group Meeting on the Revision of the Principles and Recommendations for Population and Housing Censuses**

# **Task Team 6 - Communication, Dissemination and Utilisation**

**Richard McMahon, Central Statistics Office, Ireland**

Chair of the Task Team 6 of Revision of the P&R for Population and Housing Censuses

13 - 15 December 2023



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# 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



## 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



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## 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



## 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:

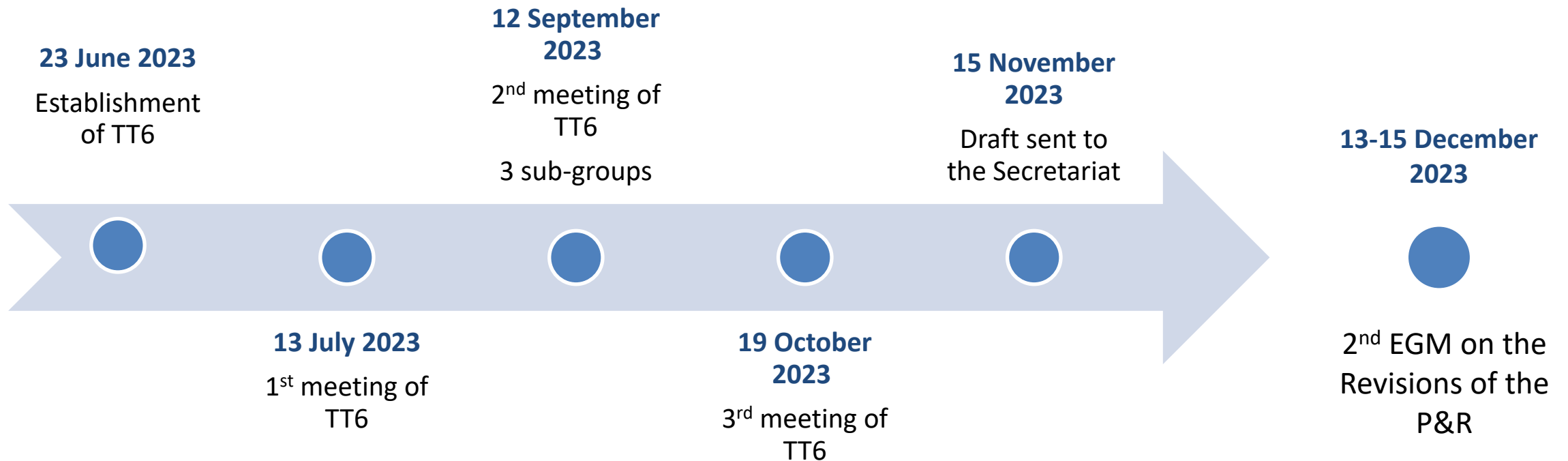
Countries:
Australia
UAE
Ireland

Organisations:
CIS-Stat
UNECLAC
UNFPA-HQ
UNFPA-ASRO
UNSD
UNECE
UNHABITAT
UN Population Division
UNESCWA
Eurostat
World Bank



# Revision of the P&R: Task Team 6

## Timeline of the Task Team 6 meetings:





## 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





## 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



## 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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# Revision of the P&R: Task Team 6

## 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



## 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



## 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



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# Thank you!