



United Nations Statistics Division

Development of Strategies for Census Data Dissemination

Introduction

**United Nations Regional Seminar on
Census Data Dissemination and Spatial
Analysis**

Santiago, Chile 31 May – 3 June, 2011

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“A census is not complete until the information collected is made available to potential users in a form suited to their needs”

(UN Principles and Recommendations for Population and Housing Censuses, Revision 2, para. 1.206)



Developing Dissemination Strategy: Key Elements

- Users – User types
- Uses/Needs
- Technologies
- Dissemination Media
- Products
- Dissemination Policy
- Quality Assurance
- Census Meta-data
- Confidentiality/Privacy measures
- Budget and Human resources



UN Regional Seminars on Census Data Dissemination and Spatial Analysis

- **African region, September 2010, Nairobi, Kenya**
 - 29 countries
- **Asia & the Pacific** October 2010, Bangkok, Thailand
 - 20 countries
- **Arabic speaking countries, May 2011, Amman, Jordan**
 - 13 countries
- **Latin America and Caribbean region**
 - 20 countries



Main recommendations of previous seminars on dissemination strategy

- Dissemination strategy needs to be an integral part of the overall planning process of the census
- Budget and human resources need to be determined (and protected) from the beginning of the census project.
- The supply of census products and services goes far beyond the first couple of years after the census



Main recommendations of previous seminars ... cont'd

- Diversify the means of dissemination, taking advantage of existing as well as new technologies to enhance the dissemination process to reach a wider audience, including the media and general public.
- Timely release of census results - while there is no simple definition of "timeliness", it was recognized that it is useful to develop a realistic schedule of data dissemination, and make it public.



Main recommendations of previous seminars ... cont'd

- Prior to the conduct of a census, NSOs should have a concrete plan to ensure effective consultation with various users to determine the form and scope of data
- *During user consultations, the NSO should be careful not to promise what cannot be delivered.*



Main recommendations of previous seminars ... cont'd

- Enhancing statistical literacy of the general public, media and potential users crucial for successful dissemination of census results.
- UNSD and UNFPA should play a critical role, in collaboration with national governments, on developing strategies to **improve statistical literacy and awareness among users**, in particular policy makers and the media.



In conclusion,

"A census is not complete until the information collected is made available to potential users in a form suited to their needs"





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Thank you !