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

Yacob Zewoldi, UNSD
“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"
We don’t give out information, we just collect it!
Thank you!