



## **Example: Belize Census Communication Plan (summary)**

Communications and Dissemination Component

Prepared by **Statistical Institute of Belize**

August 2018



# ***Census Communication plan***

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**Statistical Institute of Belize (SIB)  
August 2018**

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## **Purpose**

The purpose of this plan is to establish a framework for statistical advocacy and a consistent approach for communicating with various audiences and stakeholders about the census. The plan includes communication templates, messages and approaches that can be adapted to support the census program from recruitment, collection through to the dissemination of results.

## **About the Statistical Institute of Belize**

The Statistical Institute of Belize (SIB) is an autonomous body created to collect, compile, extract, analyze and disseminate official statistics related to demographic, social, environmental, economic and general activities of Belize.

SIB is the only authorized Institute which can approve the official status of any data or other statistical information published by any other public body. SIB has the authority to approve the processes of data collection, compilation and analysis by any public body.

## **Background**

SIB is responsible for conducting the Census of Belize, and for analyzing and disseminating the results. A National Census Advisory Committee was constituted in early 2017 and consists of members representing a cross-section of stakeholders including the public sector, private sector, international agencies, non-government organizations, academia and civil society. The next Census of Belize will be conducted in May 2020.

SIB will use coordinated communication activities to encourage residents to complete the census. Respondents need to understand the importance of the information that will be gathered and the authority under which the information is collected.

This Communication Plan is designed as a social marketing campaign. The emphasis is placed on research, segmentation, targeting, and positioning. The overall targeting strategy includes the use of various activities to reach all audiences, including those that have proven more difficult to enumerate.

The census should foster a spirit of understanding and cooperation among residents of Belize.

## **Census program objectives**

With this framework for census communications and statistical advocacy, SIB aims to support the following operational goals:

- Maintain or increase the previous census response rate of 95%.
  - Increase awareness about the census and engage respondents to increase participation.
- Reduce the census collection period from six months in 2010 to two months in 2020.
- Maintain census cost at approximately BZD \$20.00 per person.
- Reduce respondent burden by using tablets to streamline the collection process. The use of tablets increases data quality (with built-in edits, prompts etc.) and as a result, less follow-up with respondents is required.

- Actively seek partnerships with stakeholders to generate awareness, reduce collection costs, improve data quality and make census results readily available to data users and supporters. From a stakeholder’s perspective, the collection of quality information will result in effective policy making.
- Increase use of census data by developing and implementing a census release strategy as well as a user engagement strategy.

## **Strategic considerations**

- For the 2020 Census of Belize, canvasser methodology is the preferred collection method. The alternative - mail-out methodology - is not feasible due to the lack of accurate address information, and the distances between dwellings in rural areas.
- While testing is being done prior to the census, consideration should be given to factor in pilot tests during the 2020 collection period to explore potential efficiencies in the census program (e.g., self-completion in select mail-out areas, modifying the web-based subscription form to collect demographic information on the data users to allow for targeted outreach).
- Encourage the use of consistent messaging to support recruitment, collection and dissemination activities of the 2020 Census. This will allow a uniform interpretation of SIB’s key messages.
- Actively seek partnerships with stakeholders to expand the reach of key messages. This collaboration will leverage the established networks and maximize use of resources.
- Operationally, revise the call-back form (that allows respondents to indicate the best time for the enumerator to return) in order to reduce the number of visits, collection time and costs.

## **Census communications approach**

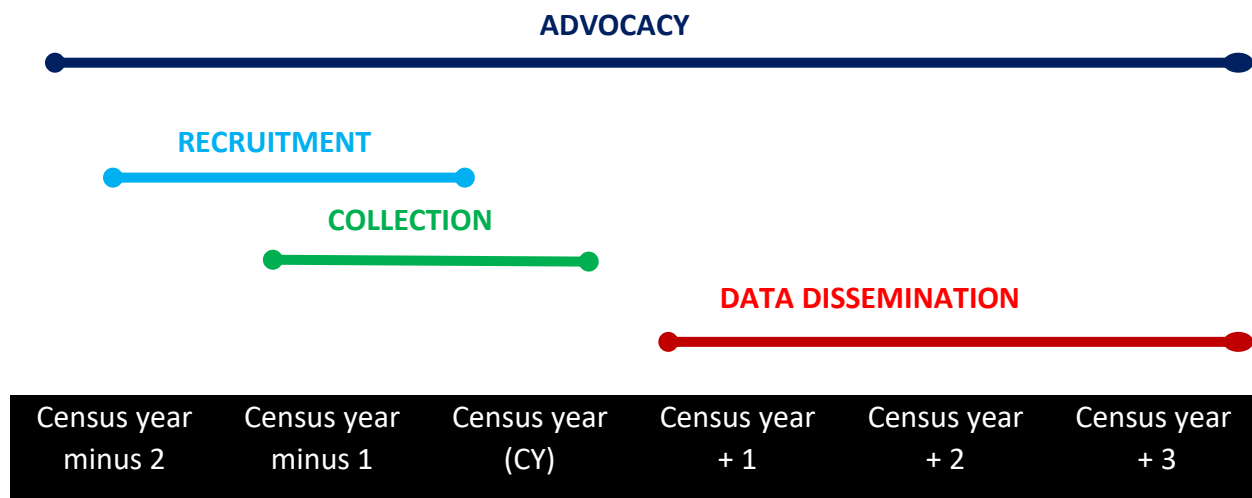
The census communications strategies will outline objectives, timelines and activities to support three (3) distinct campaigns that take place over the course of the census cycle:

- A campaign to support the recruitment of field employees
  - Develop products and materials to support the recruitment, collection and dissemination activities (editorial calendars, promotional materials, interaction protocols, templates of communications materials to be adapted for use across the country, etc.).
- A campaign to raise awareness that census collection activities are taking place
  - Develop strategies to generate awareness and increase participation by collaborating with partners, stakeholders and national committees.
- A campaign to raise awareness of census data and their subsequent data usage
  - Develop strategies to generate awareness and increase use of census data by collaborating with partners, stakeholders and national committees.

## Campaign description and activities

Campaign	Description	Activities
Recruitment	Activities that will support recruitment e.g., attract the maximum number of qualified candidates, to staff 1000 positions in less time etc.	Identify, develop and execute promotional activities that will support recruitment. These activities will also serve as a lead-in to collection activities. Detailed activities are listed in the <a href="#">recruitment campaign timelines</a> .
Collection	Activities to raise awareness of census collection	Identify, develop and execute promotional activities that will maximize awareness and willingness of residents to complete the questionnaire with census staff. Detailed activities are listed in the <a href="#">collection campaign timelines</a> .
Dissemination	Activities to raise awareness of census data dissemination	Identify, develop and execute promotional activities that will maximize awareness of the release and subsequent usage of census data. Detailed activities are listed in the <a href="#">dissemination campaign timelines</a> .

## Campaign timelines



*Advocacy: activities that will support three phases: recruitment, collection and dissemination and generate awareness for all audience groups.*

## Recruitment campaign

*A campaign to support recruitment activities [efficiencies in hiring, pre-awareness to collection, cost efficiencies.]*

Census year minus 2 (CY-2)	Census year minus 1 (CY-1)	Census year (CY)
Outline communication activities required to support recruitment activities.	Identify and develop promotional tactics to support recruitment campaign objectives.	Execute all promotional activities in support of pre-collection activities.
Identify key stakeholders and prospective community partners.	Start engagement with key stakeholders and prospective community partners.	Report on progress and impact of communication activities, and adapt/adjust as required.

## Collection campaign

*A campaign to raise awareness that census collection activities are taking place [efficiencies in collection, accelerated release schedule.]*

Census year minus 2 (CY-2)	Census year minus 1 (CY-1)	Census year (CY)
Identify special audience segments that will require added consideration and targeted communication strategies.	Identify and develop promotional tactics targeting specific audiences.	Execute all promotional activities in support of collection activities.
Outline communication activities for broader audience segments.	Identify and develop promotional tactics for broad audience segments.	Report on progress and impact of communication activities, and adapt/adjust as required.
Identify key stakeholders and prospective community partners.		

## Dissemination campaign

*A campaign to raise awareness of data dissemination and their subsequent data usage [increase awareness/use]*

Census year	Census year + 1	Census year + 2	Census year + 3
Identify stakeholders and all prospective audiences for census data releases.	Start engagement with stakeholders and all prospective audiences for data dissemination.	Support engagement with stakeholders and new/prospective audiences.	Support engagement with stakeholders and new/prospective audiences.
Outline early awareness communication activities for identified audiences.	Execute communication activities to raise awareness among identified audiences.  Report on progress and impact of communication activities, and adapt/adjust as required.	Report on progress and impact of communication activities, and adapt/adjust as required.	Report on progress and impact of communication activities, and adapt/adjust as required.

## Components of communication campaigns

The communication campaigns will leverage components that are composed of a number of tactical activities.

Component	Description	Examples
Paid publicity	Positive publicity gained through paid advertisement	<ul style="list-style-type: none"> <li>• TV ads</li> <li>• Radio ads/jingles</li> <li>• Broadcast texts</li> <li>• Paid ads on Facebook</li> <li>• Speaker trucks/bullhorns</li> <li>• YouTube trailer (with or without scope)</li> <li>• Billboard/electronic billboard ads</li> <li>• Public transportation/taxi ads/decals</li> <li>• Sponsored content</li> <li>• Placement of logo at sporting events</li> <li>• Sponsored bus stops</li> <li>• Raffles</li> </ul>
Earned publicity	Positive publicity designed to generate maximum word-of-mouth	<ul style="list-style-type: none"> <li>• Engagement on social media (YouTube, Facebook).               <ul style="list-style-type: none"> <li>○ Facebook live event</li> </ul> </li> <li>• Trade shows (National Agriculture and Trade Show, UB Open Day)</li> <li>• Community events (Corozal Community College Open Day, Caribbean Statistics Day, Lobsterfest, Spanish Lookout Day)</li> <li>• Presentations at various schools</li> <li>• Press conferences</li> </ul>
Owned publicity	Publicity generated by self-generated materials	<ul style="list-style-type: none"> <li>• Website</li> <li>• Printed and electronic (PDF) posters</li> <li>• Testimonials from citizens, businesses and others</li> </ul>
Public relations and outreach	Activities organized in partnership with stakeholders and trusted voices in the community to increase the reach and impact of earned and owned publicity	<ul style="list-style-type: none"> <li>• Engagement with:               <ul style="list-style-type: none"> <li>○ all levels of governments</li> <li>○ community-based organizations (CBO)</li> <li>○ non-governmental organizations (NGO)</li> <li>○ private sector organizations</li> </ul> </li> </ul>

		<ul style="list-style-type: none"> <li>○ religious leaders and faith-based organizations</li> <li>○ ethnic/cultural organizations</li> <li>○ sport/arts celebrities</li> </ul>
Media relations	Engagement activities with credible sources to inform citizens about the census in a positive and credible manner.	<ul style="list-style-type: none"> <li>● Media tours and interviews</li> <li>● Press releases</li> <li>● Press conferences</li> </ul>

### **SIB audiences/partners**

- SIB employees
- Stakeholders
- Governments and governmental agencies
- Business communities
- National Census Advisory Committee
- International partners (UNFPA, UNICEF, IDB...etc.)
- NGOs
- Civil societies (or CBOs)
- Community influencers
- Religious leaders and faith-based organizations
- Regional and national universities
- Trade unions
- Educators
- Students
- Interviewers
- General population
- Media

## **Key messages**

### **Recruitment campaign**

- By supporting the census, you are transforming your community.
- Your community benefits through your involvement.
- The SIB will be hiring soon!
- Jobs are available in your district/SIB is hiring
- You can now apply
- It's not too late to submit your application
- You can apply online
- SIB will be in your community recruiting
- Successful applicants will undergo specialized training
- No experience is required

### **Collection campaign**

- The census is coming on May 12, 2020.
- The Census of Belize is mandatory.
- The census is confidential/your information is protected.
- The census provides high-quality information that supports evidence-based decision-making.
- Slogan "Count Me In"
- The census is here/it's census time
- It's not too late to complete your census questionnaire
- The census benefits your community, your region and your country.
- The census tells the story of our changing country.
- Thank you to all who completed their census questionnaire.
- Thank you to all the census supporters in the community.
- When in doubt, interviewers can be verified
- Every household will be visited, every person will be counted
- Was your household missed? Please contact our hotline

### **Dissemination campaign**

- New census data available soon!
- The data collected during the census benefits your community, your region and your country.
- Policy makers, community groups, businesses and individuals use census data to benefit our country.
- Statistics support evidence-based decisions.
- Thank you to all the census supporters in the community.

## Evaluation

Objectives	Evaluation criteria
Increase Facebook follower base	Increase to 5000 followers by January 2020.
Maintain or increase response rate. <ul style="list-style-type: none"> <li>• Increase awareness about the census and engage respondents to increase participation.</li> </ul>	Overall response rate is 95% (maintain) or increase.
Decrease collection period from six months (2010) to two months.	Collection activities are completed by July 31 2020.
Maintain census cost at approximately BZD \$20.00 per person.	2020 Census costs are less than or equal to BZD \$20.00
Increase use of census data	Enhance visibility and appreciation of statistical data overall.  Promote the use of census data and foster statistical literacy.
Complete the recruitment of 1000 employees by January 2020	Have 1000 employees hired by January 2020.

## Indicators by campaign

SIB will evaluate the impact of the communication framework using a number of indicators:

Indicator	Recruitment	Collection	Dissemination
Feedback	x	x	x
Reach of communication components ( <i>e.g., likes, shares, questions, comments etc.</i> )	x	x	x
Media coverage	x	x	x
Reduce staff attrition	x	x	
Cost efficiencies	x	x	x
Response rate		x	
Coverage data		x	
Dissemination dates			x

## Recommendations from CARICOM Secretariat

(in terms of generic communication materials/activities)

- Printed materials (posters, handouts, stickers, comic books)
- Storytelling
- External/electronic billboards
- Scripts/key message for regional (text) blasts
- Jingle competitions
- Content for social media - template for Editorial Calendar
- Podcasts
- Regional Facebook presence maintained by SIB Secretariat
- Regional branding - census logo competitions
- Countdown to Census Day - *What are your statistics?*
- Relate sports statistics to census data
- Celebrity endorsements (talk show hosts, sports stars)
- Teacher's/educator kits

- Census app competitions - Code sprint/hackathon
- Best practices on how to engage with hard-to-contact households

### Calendar

Activity	Timeline

### Budget