

PRASC



**Project for the Regional
Advancement of Statistics
in the Caribbean**

**Projet régional pour
l'avancement de la statistique
dans les Caraïbes**



In partnership with

Canada



Census Proactive and Reactive Materials

Project for the Regional Advancement of Statistics in the Caribbean
(PRASC)

Statistics Canada
February 24-28, 2020
Kingston (Jamaica)

Delivering insight through data, for a better Canada



Statistics
Canada

Statistique
Canada

Canada

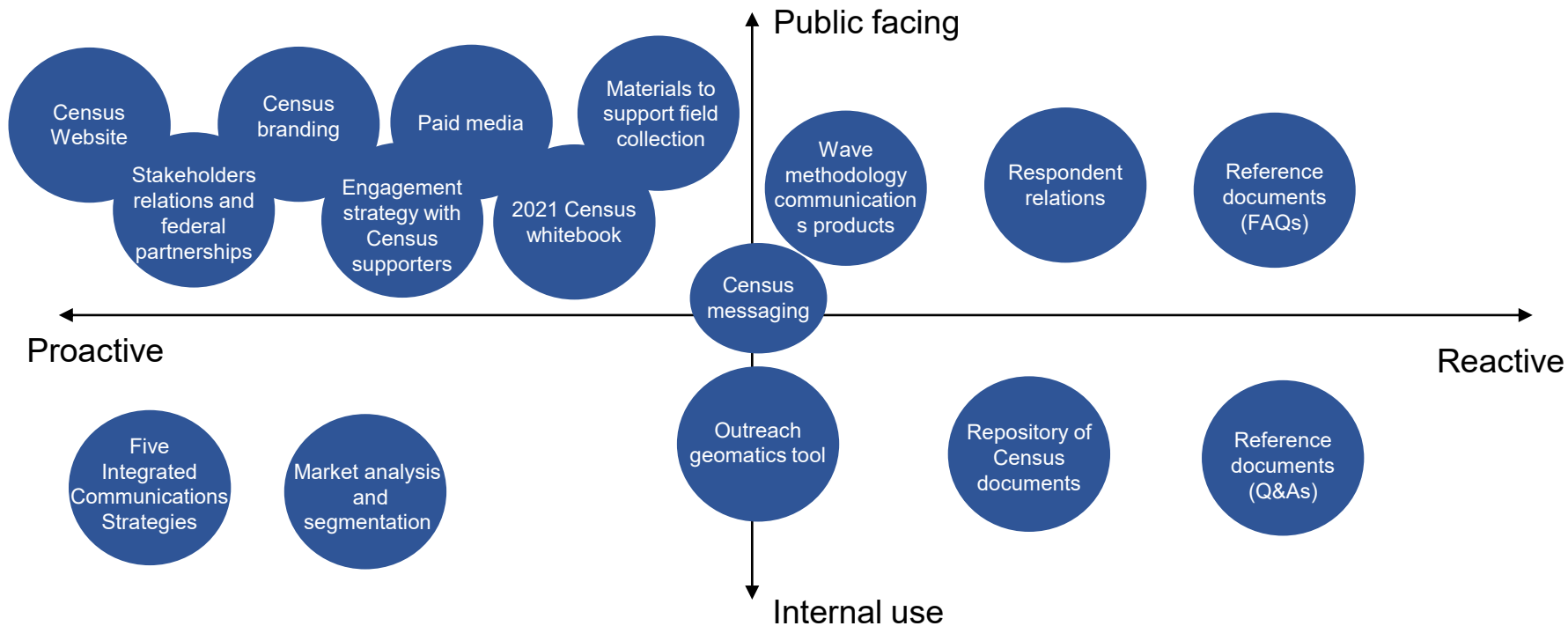
Overview

- Key differences: Proactive vs. reactive
- Examples
- Hands-on activities

Holistic communications strategy

- Include proactive and reactive activities and/or materials
- Identify if a proactive or reactive approach is required for specific situations or risks
- Proactive or reactive approach?
 - **Proactive:** Engage your audience.
 - **Reactive:** Maintain visibility at a low level.

Census Communications ecosystem



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Proactive vs. Reactive

Proactive Materials

Produced to generate awareness and facilitate a call-to-action.

Ask yourself: “What is the expected outcome of this proactive material?”

Type of material	Includes
Awareness/ promotional	fact sheets, articles, @statcan article, blogs, statistical announcements, StatCan weekly, radio reads, daily announcements, posters, admail cards, banners, brochures, pamphlets, business cards
Communications with stakeholders and supporters	Letters, emails, newsletters, Community Supporter Toolkit, Teacher's Kit
New media	Infographics, infobytes, videos, social media campaigns, social media calendars
Web	Wrapper content not taken from QAs, StatCan website, content for other departments' websites, rEQ and aEQ text that is also required for the wrapper (i.e. FAQs, about the census etc.)

Toolkits

Community Supporter Toolkit



Census Teacher's Kit

2016 Census Teacher's Kit

Overview of activities

<p>Activity 1 Counting classmates</p> <p>Suggested grade level: grades 2 to 4</p> <p>Primary and junior-level students will learn about collecting data to better understand a group of people. They will gather information and compare their findings with simplified statistics derived from the 2011 Census.</p>	<p>Activity 2 Our class, our community</p> <p>Suggested grade level: grades 5 and 6</p> <p>Junior-level students will think about the class as a community, similar to other small groups of people who live in Canada. They will learn how data can be used to make sure people in communities have services to support their needs. They will make decisions for their class community, using survey data to inform those decisions.</p>
<p>Activity 3 Food, feed and function</p> <p>Suggested grade level: grades 7 to 9</p> <p>Intermediate-level students will investigate current data from the Census of Agriculture and become familiar with some of the agricultural products from their region. They will consider geographic factors that contribute to the success of these products in their region, and compare their region's production with those of others in Canada.</p>	<p>Activity 4 92 years from now</p> <p>Suggested grade level: grades 10 to 12</p> <p>Senior-level students will investigate some of the questions asked in the census, using the 2011 Census as a tool. They will think critically about the census questionnaire and consider how this information would be useful to past and future generations. They will also be asked to devise their own census questions.</p>

2016 recruitment Admail card

Census jobs

CCR-008-16

The 2016 Census is staffing 35,000 jobs across Canada

Period of employment:

early March to end of July 2016 (start date varies by assignment)

Hours of work:

flexible, but must commit to at least 20 hours per week

Rate of pay:

\$16.31 to \$19.91 per hour plus authorized expenses

Requirements:

must be 18 years of age or older and eligible to work in Canada



Apply now / tell a friend

www.census.gc.ca/jobs

1-877-325-2016

TTY (a telecommunications device for people who are deaf): 1-866-753-7083



Activity: Stakeholder letter

- Write a list of possible stakeholders that you would engage shortly before the census/survey of your choice
- What would you put in a letter to these stakeholders?
- When would you send it?

Proactive vs. Reactive

Reactive Materials

Produced to provide support to members of the public or respond to inquiries, issues, risks etc.

Type of material	Includes
Front-facing staff and spokesperson support	Questions and answers, key messages, spokesperson training
Communications with respondents	Messaging for collectives residents, wave letters, envelopes, self-mailers, text reminders, voice broadcast messages, scripts (CSU, CHL), voicemail messages, rEQ and aEQ text that is specific to the portal, and not required for the wrapper (i.e. maintenance messages, as well as iEQ text.
Field collection materials	Enumerator intro card, enumerator ID card, building access form/letter/email, DOV/AOV/DCS, collectives letters/emails, notice of visit, door hangers, forms 1A and 7A, 7B card
Questionnaires	EQ help text, EQ edit text, questionnaire component, questions and reasons why, alternate formats, questions and reasons why (English, French, third and Indigenous languages), CS message



Respondent material

- Invitation and refusal letters
- Brochures or inserts
- Notice of visit
- Reference card for interviewers

What can we say to respondents?

- Why survey is conducted/repeated
- Survey method (phone, in person)
- Timeframe of survey collection
- What results are used for (what's in it for me)
- Formal confidentiality statement
- Coordinates for more information

How to design respondent material?

Content

- Write short paragraphs with plain language
- Focus on ensuring content is clear and enticing
- Make main message stand out (e.g., confidentiality, for more information)
- Include clear instructions/steps

Format

- Have section titles in bold to separate text
- Use bullet lists for easy scanning
- Keep a simple look and feel
- Insert images, graphs or text boxes (when appropriate; do not overdo it)
- Use readable fonts, sizes
- Have your organization's logo or signature (branding and legitimacy)

Examples of respondent material: invitation and refusal letters

Month xx, 2019

Street address

Dear Sir or Madam:

Your household has been selected to participate in the **Survey of Household Spending**, conducted by Statistics Canada. Information from this survey will provide a snapshot of the spending habits of Canadian households.

Your participation is important

By taking part in this survey, you will be representing thousands of other Canadian households that are similar to yours.

Information will be used to:

- track where the money goes - food, shelter, health care, car repairs, entertainment, etc.
- gauge the availability of affordable housing
- determine the amount spent on health care that is not covered by public or private health insurance.

Using this information, governments and businesses will be able to provide appropriate programs and services across the country—for you, your family, and your community.

**Find out where your money goes!
Ask your interviewer for a snapshot of your spending.**

Participating is easy and secure

- Sometime in the next few weeks, a Statistics Canada interviewer will contact you to make an appointment for an interview.
- To accommodate your schedule, interviewers work days, evenings and weekends.
- This survey is conducted under the authority of the *Statistics Act*, which ensures that the information you provide will be kept confidential.

For more information

Please see the enclosed brochure, or visit www.statcan.gc.ca/survey. If you have any questions, please contact xxx at xxx-xxx-xxxx or toll-free at 1-8xx-xxx-xxxx (TTY: 1-8xx-xxx-xxxx).

Thank you,

Signature

Month xx, 2019

Street address

Dear Sir or Madam:

Your household was selected to participate in Statistics Canada's **Survey of Household Spending**, but you have told us that you do not want to take part in this survey. We hope that you might reconsider that decision—we will make participating as convenient for you as possible.

You cannot be replaced

Households are randomly selected across Canada, and we cannot replace you with someone else. We rely on the participation of all selected households to ensure that the information collected is accurate and useful.

Information from this survey will be used to:

- guide decisions regarding pensions, income support, housing programs, education, health care, and labour negotiations
- update the Consumer Price Index (the rate of inflation)
- determine the amount spent on health care that is not covered by public or private health insurance.

The information you provide about your household's spending patterns represents thousands of other Canadian households.

Participating is easy and secure

- In the next few days, an interviewer will contact you again to ask if you will participate, and if so, to arrange an interview.
- To accommodate your schedule, interviewers work days, evenings and weekends.
- This survey is conducted under the authority of the *Statistics Act*, which ensures that the information you provide will be kept confidential.

For more information

If you have any questions, please contact xxx at xxx-xxx-xxxx or toll-free at 1-8xx-xxx-xxxx (TTY: 1-8xx-xxx-xxxx), or visit www.statcan.gc.ca/survey.

Thank you,

Signature

Questions & Answers

QUESTIONS & ANSWERS



2016

CENSUS • RECENSEMENT

Provides answers to the most popular questions including, but not limited to:

- Recruitment and collection procedures
- Privacy and confidentiality
- Response channels
- Dissemination

Activity: Let's build a reactive plan

- What are the strategic considerations for each campaign?
- How will they be addressed?
- What materials are required?
- Who is the target audience?



Messaging consistency

- Messaging unit reviews all public-facing communications materials to ensure consistency in content and terminology across all products
- Unit employees should cover all languages that you will publish materials in (i.e.: English and French)
- Consider using a searchable repository of terms
- Messaging review process includes:
 - **Delegation**
 - **Review**
 - **Approval**
- Estimated timelines should be communicated