



Census Analysis and Dissemination Workshop

December 2022

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Statistical Institute of Belize

**Developing a Dissemination Plan for Census: The Belize
Experience**

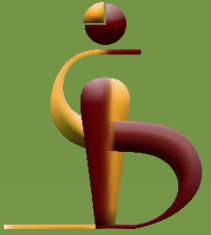


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**STATISTICAL
INSTITUTE OF
BELIZE**

**Developing a census
dissemination plan**
December 1st, 2022

Objectives of a Dissemination Plan

1

Improve access to, and usage of census data

2

Disseminate relevant data

3

Disseminate data in a timely manner

4

Have adequate resources to respond to data requests from users

5

Provide training to data users in how to access, use and interpret data

Strategic considerations

A good dissemination plan should consider:

1 
Target audience
(government, researchers, academia, media, general public etc.)

4 
Mode of dissemination
(website, interactive web portals, social media etc.)

7 
Responsibilities (e.g. who will prepare the output? what is the review process, who will publish?)

2 
Products/outputs
(reports, press releases, infographics etc.)

5 
Timeframe for dissemination of outputs
(monthly, quarterly, bi-annually?)

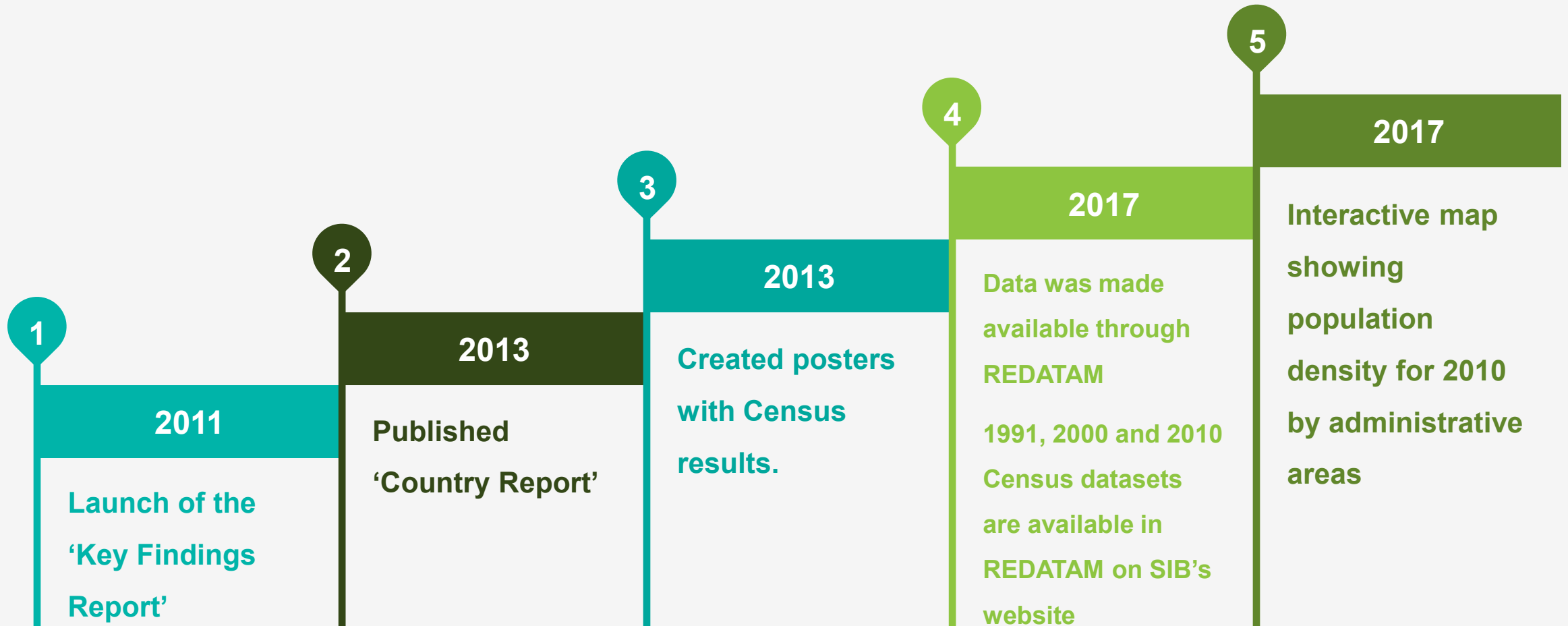
8 
Budget (how much will printing cost? will you have to pay for the preparation of reports? will you have to invest in IT infrastructure?)

3 
Key Messages

6 
Potential impact on government

9 
Evaluation (how effective was the plan? what improvements can you make for next census?)

Dissemination approach: What did we do for 2010 Census?



Dissemination approach for 2022 Census

- ✓ Census results will be disseminated through a series of thematic reports
- ✓ Reports will be prepared by various agencies
- ✓ Reports will be released on a quarterly basis
- ✓ Reports will be published on SIB's website

Thematic Reports



- ✓ Each release will be done through a press conference
- ✓ Presenter will be the analyst from the agency that prepared the report
- ✓ Target audience will include media, academia, government and non-government agencies

Press Conferences

Dissemination approach for 2022 Census

- ✓ A press release will be prepared for each topic on release date
- ✓ These will be sent to the media and other subscribers and posted on SIB's website and social media accounts after the press conference
- ✓ Will highlight the main findings of each topic

Press Releases



- ✓ These will be scheduled nationally and regionally during the week immediately following the press conference

Media Appearances

Dissemination approach for 2022 Census

- ✓ Charts and graphs to be circulated for each topic at press conference

Infographics



- ✓ Release schedule of thematic reports will be posted on social media

Social Media

Dissemination Approach: Schedule for release of thematic reports

June 2023

Census Product	Description	Target Audience	Mode of Dissemination	Agency Responsible
Key Findings Report	Report containing information on the population (location, age, sex etc.); housing stock	General	Published Report (tables and brief summaries) on website; press conference highlighting preliminary findings of 2022 Census	SIB
Press Release	1-2 pager highlighting main findings	General/Media	Website; Social Media; Media outlets; subscribers	SIB
Infographics	Charts and graphs showing population by location, sex, age-groups etc.	General	Website; Social Media	SIB

Plans for 2022 Census

September 2023

Census Product	Description	Target Audience	Mode of Dissemination	Agency Responsible
General Report	Report containing summary statistics from selected sections e.g. Economic Activity, Education, Food Security, Mortality, Access to internet etc.	General	Press Conference Published report on website (tables and summary of each topic)	SIB
Press Release	1-2 pager highlighting main findings	General/Media	Website; Social Media; Media outlets; subscribers	SIB
Infographics	Charts and graphs for each topic	General	Website; Social Media	SIB

Plans for 2022 Census

December 2023

Census Product	Description	Target Audience	Mode of Dissemination	Agency Responsible
Poverty Report	Report measuring poverty from a Multi-dimensional perspective			SIB/MED/UB
Labour Market Report	Report on economic activity; size and composition of the labour force etc.	Government; Policy makers; Researchers	Press Conference; published reports on website and thematic maps	SIB/CBB
Housing Conditions, amenities and assets Report	Report on the housing stock, housing characteristics and ownership of assets			UB
Press Release	Inform the public/media about the release of the reports and provide link to access reports on website	General/Media	Website; Social Media; Media outlets; subscribers	SIB
Infographics	Charts and graphs highlighting main findings for each report	General	Printed and distributed at press conference; Website; Social Media	SIB

Plans for 2022 Census

March 2024

Census Product	Description	Target Audience	Mode of Dissemination	Agency Responsible
Education and Training Report	Educational profile of the 5-year and older population. Training received by persons 14 years and older.			MED, MOE, UWI
Report on Children	Report on the situation of children in Belize as it relates to their living arrangements, educational attainment, family composition food security etc.	Government; Policy makers; Researchers	Press Conference; published reports on website and thematic maps	NCFC/UB
Migration Report	Report on Emigration and Immigration			Unassigned
Press Release	Inform the public/media about the release of the reports and provide link to access reports on website	General/Media	Website; Social Media; Media outlets; subscribers	SIB
Infographics	Charts and graphs highlighting main findings for each report	General	Printed and distributed at press conference; Website; Social Media	SIB

Plans for 2022 Census

June 2024

Census Product	Description	Target Audience	Mode of Dissemination	Agency Responsible
Agriculture & Environment	Report on households that engage in agricultural activities. Report will also include population's concern regarding environmental issues and access to information about the environment.			Unassigned
Report on food security	Report on the prevalence of moderate and severe food insecurity in Belize	Government; policy makers; researchers	Press Conference; Published report on website; thematic maps	MED
Health and disability	Report on the population's difficulty in performing activities in seeing, hearing, walking etc. Chronic illnesses, access to healthcare and insurance			MOWH
Press Release	Inform the public/media about the release of the reports and provide link to access reports on website	General/Media	Website; social media; media outlets; subscribers	SIB
Infographics	Charts and graphs highlighting main findings for each report	General	Printed and distributed at press conference; website; social media	SIB

Plans for 2022 Census

September 2024

Census Product	Description	Target Audience	Mode of Dissemination	Agency Responsible
Fertility, Mortality, Population Projections	Projected growth of the population and its age and sex profile as well as mortality and fertility rates			SIB/MED/UB
Report on Crime	Covers reported and unreported crime experienced by the population	Government; Policy makers; Researchers	Press Conference; Published report on website; thematic maps	BCO/UB
Information and Communication Technology	Report on population's use, access and ownership of functional ICT devices			Unassigned
Press Release	Inform the public/media about the release of the reports and provide link to access reports on website	General/Media	Website; Social Media; Media outlets; subscribers	SIB
Infographics	Charts and graphs highlighting main findings for each report	General	Printed and distributed at press conference; Website; Social Media	SIB

Other Channels of Dissemination



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REDATAM

Access to Census database
on REDATAM and BNSS
Portal



DATA USER CONFERENCE

How to interpret Census
results



SCHOOLS

Presentations to schools on
Census results

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