



Example: Census Publicity and Dissemination Implementation

Communications and Dissemination Component

Prepared by **Statistical Institute of Belize**

December 2018



Statistical Institute of Belize Census 2020 Publicity and Dissemination Broad Timeline

Before the end of 2018:

- Airing of jingle to commence on the radio
- Formal request to MOE to include content on census in 2019-2020 curriculum
- Introduction of additional social media presence
- Addition of Census 2020 section on SIB's website

First Quarter 2019

- Media appearances – focus on mapping (February)
- Short informative video on mapping exercise prepared for website, social media, media appearances, community meetings, other public appearances
- Additional content on website
- Develop material for inclusion in 2019-2020 curriculum
- Place census logo decals on all SIB vehicles
- Flyer/banners in utility bills
- Printing of first batch of promo items
- Presentation on mapping exercise at March 2019 press conference
- Identifying locations and local artists for commissioning of census inspired murals
- Expos – Corozal Junior College expo, Spanish Lookout Day
- Community visits, town/city hall presentations as needed
- Continued radio advertising, other paid advertising as budget allows

Second Quarter 2019

- Media appearances – focus on questionnaire pilot (May)
- Short informative video on census questionnaire prepared for website, social media, media appearances, community meetings, other public appearances

- Finalize material for inclusion in 2019-2020 curriculum
- Additional content on website
- Presentation on questionnaire pilot at June 2019 press conference
- Flyer/banners in utility bills
- Identifying locations and local artists for commissioning of census inspired murals
- Expos – National Agriculture & Trade Show
- Continued radio advertising, other paid advertising as budget allows
- Community visits, town/city hall presentations as needed

Third Quarter 2019

- Media appearances – focus on CAPI pilot, recruitment (August)
- Short informative videos on CAPI, census recruitment prepared for website, social media, media appearances, community meetings, other public appearances
- Introduction of content on census in schools for 2019-2020 school year
- Commissioning of census inspired murals by local artists
- Additional content on website
- Presentation on CAPI, recruitment at August 2019 press conference
- Flyer/banners in utility bills
- Expos – BCCI Expo
- School presentations
- If not yet commenced, advertising by billboard, decals, etc.
- Continued radio advertising, other paid advertising as budget allows
- Community visits, town/city hall presentations as needed

Fourth Quarter 2019

- Media appearances – focus on recruitment (November)
- Short informative video on census recruitment prepared for website, social media, media appearances, community meetings, other public appearances
- Commissioning of census inspired murals by local artists
- Additional content on website
- Presentation on census recruitment at November 2019 press conference
- Flyer/banners in utility bills
- Expos – BCCI Christmas Expo, UB Open Day
- School presentations
- If not yet commenced, advertising by billboard, decals, etc.
- Continued radio advertising, other paid advertising as budget allows
- Community visits, town/city hall presentations as needed

First Quarter 2020

- Media appearances – focus on final preparations, public participation in census
- Short informative video on importance of participating in the census prepared for website, social media, media appearances, community meetings, other public appearances
- Commissioning of census inspired murals by local artists
- Additional content on website
- Expos – Corozal Junior College expo, Spanish Lookout Day
- Presentation on importance of participating in census at March 2020 press conference

- Flyer/banners in utility bills
- Printing of second batch of promo items
- School, community, town/city hall presentations
- Advertising by television, radio, billboards, decals, etc.

Second and Third Quarters 2020

- Media appearances – encouraging participation, what to expect when households are enumerated, why census is important, confidentiality of data, what data will be used for, progress of the census, etc.
- School, community, town/city hall presentations
- Advertising by television, radio, billboards, decals, etc.
- Additional content on website
- Caribbean Statistics Day – highlight completion of census

Fourth Quarter 2020

- Media appearances – preliminary population counts
- Press release, publication, website updates on preliminary population counts
- Launch of preliminary population information
- Raffles of household appliances (one per district)

Quarterly 2021

- Media appearances – census results on selected themes
- Press releases, publications, website updates on selected themes