



Example: Belize Census Communication Plan (summary)

Communications and Dissemination Component

Prepared by **Statistical Institute of Belize**

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Census Communication plan (summary)

Statistical Institute of Belize (SIB)

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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 approaches that can be adapted to support the census program from recruitment, collection through to the dissemination of results.

Census program objectives

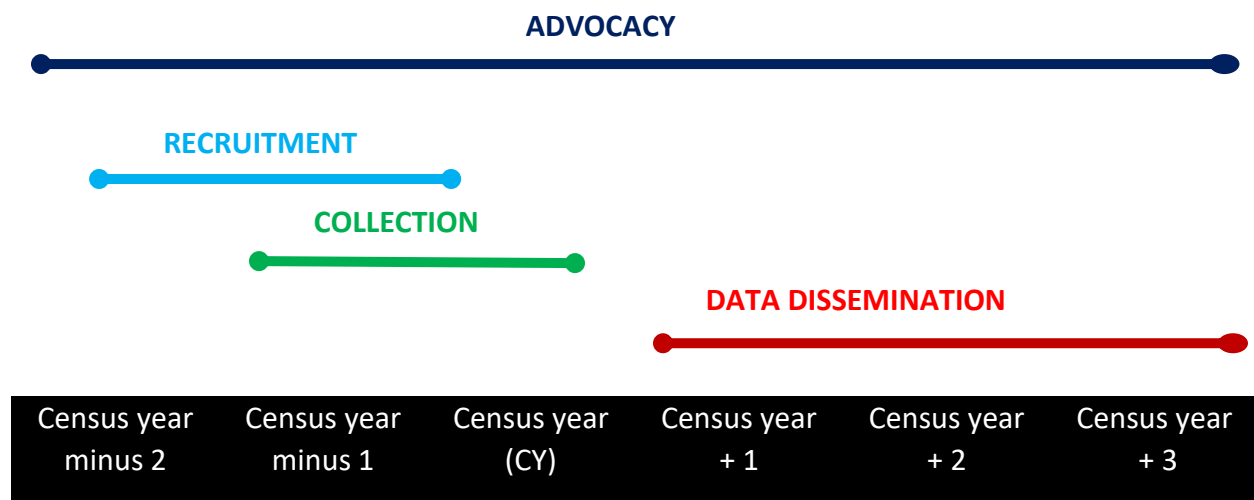
Identify operational goals that will be supported with the communications framework.

- Maintain or increase the previous census response rate of 95%.
- Reduce the census collection period from six months in 2010 to two months in 2020.
- Decrease census costs by x%.
- Increase use of census data by developing and implementing a census release strategy as well as a user engagement strategy.

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: **recruitment, collection and dissemination.**

Campaign timelines



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

Recruitment campaign

Activities that will support recruitment e.g., attract the maximum number of qualified candidates. These activities will also serve as a lead-in to collection activities.

Census year minus 2	Census year minus 1	Census year
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.	

Collection campaign

A campaign to raise awareness that census collection activities are taking place. These activities will maximize awareness and willingness of residents to complete the questionnaire with census staff.

Census year minus 2	Census year minus 1	Census year
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.	

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 outline early awareness communication activities for identified audiences.	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.

Components of communication campaigns (how)

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	TV/radio/billboard ads Paid ads on Facebook Public transportation/taxi decals
Earned publicity	Positive, publicity designed to generate maximum word-of-mouth	Engagement on social media Trade shows/community events Presentations at schools
Owned publicity	Publicity generated by self-generated materials	Website Printed and electronic materials Testimonials from citizens, businesses and others
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.	Engagement with partners (community-based organizations, non-governmental organizations (NGO) etc.)
Media relations	Engagement activities with credible sources to inform citizens about the census in a positive and credible manner.	Media tours and interviews Press conferences

Audiences (who)

Identify stakeholders, partners, supporters, community leaders etc. that can help share the census messages. For example:

- Employees, including census interviewers
- Governments and governmental agencies
- Business communities
- General population
- Media
- Etc.

Key messages (what)

Identify the key information points we want to communicate to our various audiences.

Campaign	Key message
Recruitment	<ul style="list-style-type: none"> • By supporting the census, you are transforming your community. • Your community benefits through your involvement.
Collection	<ul style="list-style-type: none"> • The census is coming on May 12, 2020. <i>(before)</i> • The census provides high-quality information that supports evidence-based decision-making. <i>(during)</i> • It's not too late to complete your census questionnaire. <i>(during)</i> • Thank you to all citizens who completed their census questionnaire. <i>(after)</i> • Thank you to all the census supporters in the community. <i>(after)</i>
Dissemination	<ul style="list-style-type: none"> • 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.

Evaluation

Determine measurement criteria based on pre-established objectives.

Objectives	Evaluation criteria
Increase Facebook follower base	x % increase in number of followers by xx 2020.
Maintain or increase response rate.	Overall response rate is x% (maintain) or 95% (increase).
Decrease collection period from six months (2010) to two months.	Collection activities are completed by July xx 2020.
Decrease census costs by x%.	2020 Census costs are x% lower than previous census.