

# DEVELOPING A DISSEMINATION PLAN

*THE BARBADIAN EXPERIENCE.*



**POPULATION &  
HOUSING CENSUS**

Our Nation | Our Future | Be Counted

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- Background
- Purpose of dissemination plan
- Objectives
- Users of Census Data
- Types of products
- Software and Tools

# BACKGROUND

- Census August 1, 2021
- Census Analysis and Dissemination Sub- Committee
- Tabulation Plan
- Dissemination Plan

# OUR PURPOSE FOR A DISSEMINATION PLAN

- A need to develop strategies on how information would be distributed
- A need to develop and/or source outlets that gives the general public easy access
- A need to have the analysis in a concise manner

# OUR OBJECTIVES OF THE DISSEMINATION PLAN

- Release Products on a Specified Date
- User Friendly
- Easily Understood
- Relevant Products
- Encourage use of Census Data
- Unique and Modern

# USERS OF CENSUS DATA

- Government
- Private Sector
- Regional and International Organisations
- Countries
- Non-government Organisations
- Students
- Academia

# TYPES OF PRODUCTS

- Press Conference
- Infographics
- Physical Books
- PDFs
- Workshops
- Presentations to Students
- PowerPoint Slides
- Database

# SOFTWARE AND TOOLS

- Microsoft Office (Word, PowerPoint, Excel, Access)
- Redatam
- Government Printery
- Graphic Design Software - Canva
- SPSS
- eViews

# STRATEGIES TO CONSIDER AND UTILIZE

- Budget
- Evaluation
- Product Templates
- Strategic Considerations- Eg. What will be the main mode of dissemination.

Release Calendar for Census products.

**THE END!**

Happy Disseminating!