# 12 Advocacy, Publicity and Resource Mobilization

## 12.1 Introduction

Communication and publicity are key for the successful implementation of a population and housing census. During implementation of preparatory activities, effective communication is key to mobilizing the required support from all the stakeholders. Effective communication and publicity results in high data quality as the campaigns encourage people to open their doors to enumerators and promote understanding of the content and purpose of the census. Additionally, it reduces the cost of census enumeration because of the increased understanding and reception to interviewers as it also reduces the time per interview and nonresponse. The specific objectives of census communication and publicity include:

* To create awareness among the public on the conduct of population and housing census (including the date, methodology and questions to be asked).
* To promote public understanding of the significance of census data as a veritable tool for socio-economic planning.
* To neutralize possible misconceptions, suspicion and tensions that could be generated while planning and conducting the census.
* To solicit the understanding and cooperation of the public in all census activities.
* To solicit the support of all stakeholders, influential/pressure groups (e.g., women, youth groups, persons with disability groups) and civil society groups in the conduct of census enumeration.
* To promote wider utilization of census products.

The United Nations and other international organizations advocate for the census as a public good that contributes to improving people’s wellbeing and advocate for evidence-based policy making. Civil society organizations advocate for the data needs and awareness for specific population groups to ensure inclusiveness in the census.

Resource mobilization for a digital census may need to go beyond financial and personnel resources that are not available within the NSO, such as technology, data infrastructure, and cybersecurity.

This chapter focuses on census advocacy, publicity and resource mobilization in the digital era.

### 12.1.1 Comparison of advocacy, publicity and resource mobilization in the non-digital versus digital census era

In the non-digital era, advocacy was about getting the "go-ahead" from the powerful. Success meant the Minister of Finance signed off on the budget. In the digital era, advocacy is about building a broad social contract. Success means citizens understand why the census is important and demand its successful completion. Digital tools allow advocacy to become a tool for accountability.

The biggest change in publicity is the move from a monologue to a dialogue using various media to convey the same message to the same person unlike before where one channel was authentic enough. The digital era's greatest publicity challenge is also its greatest opportunity. Misinformation and disinformation (e.g., "the census data will be used for taxes") can spread like wildfire on platforms like WhatsApp. However, the same platforms allow census bodies to rapidly deploy "truth squads" to debunk these rumors in real-time, preventing them from derailing the entire operation. The digital era is not without its challenges, for instance due to a digital divide, publicity campaigns may fail to reach populations without mobile access or internet connectivity, requiring a hybrid approach that still includes radio and community meetings.

The non-digital census was seen as a massive, one-off operational expense. The digital census is increasingly viewed as an investment in national data infrastructure. In the digital era, the ability to solicit in-kind support is a game-changer that diversifies the resource base beyond the strained national budget.

The digital census era has transformed advocacy, publicity, and resource mobilization from linear, top-down processes into dynamic, multi-stakeholder ecosystems. It has introduced new efficiencies and opportunities for engagement while also demanding new skills and vigilance against new risks.

### 12.1.2 Considerations for advocacy, publicity and resource mobilization in a digital census

Some key considerations for advocacy in a digital census include:

* Frame the census as the bedrock for all other national developments. For instance, Create targeted policy briefs for the Ministry of Finance showing the return on investment of good data. Develop presentations for sector ministries (Health, Education, Agriculture) demonstrating how census data will improve their own planning and efficiency.
* Emphasize efficiency, transparency, and speed in advocacy. For instance, advocate to finance ministries and anti-corruption bodies by highlighting how digital tools especially mobile money for paying enumerators create a transparent audit trail and reduce fraud. Emphasize that preliminary results can be available in weeks, not years, allowing for more timely, evidence-based policy.
* Frame the census as a flagship project in the national digital transformation strategy. This can build political pride and will, and align the project with broader national goals, making it harder to de-prioritize.
* While traditional partners remain vital, a digital census requires a much broader coalition of support. Engage the technology and telecom sector early, empower civil society and the media as "Trust Brokers" from the beginning.
* Redefine the role of international partners. Advocate for technical assistance in niche, high-skill areas like cybersecurity, data processing architecture, and geospatial analysis. Ask them to act as brokers for technology partnerships and to provide independent quality assurance, which boosts the credibility of the final data.
* Advocacy must include a clear, simple, and public commitment to data security. This means advocating for a strong legal framework for data protection before the census begins. Publicly explain the anonymization and encryption measures being taken. This is non-negotiable for building public trust.
* The advocacy budget and plan must include a major component for upskilling the staff of the National Statistical Office (NSO). Advocate for investment in training on project management, device management, data science, and cybersecurity.
* The advocacy strategy must clearly articulate the plan for offline data capture. Explain how enumerators will work offline for days and upload data later. Reassure stakeholders that traditional methods (community engagement, radio) will still be used for publicity in these areas, demonstrating a hybrid approach that leaves no one behind.
* Use digital tools for digital advocacy, methods of advocacy must reflect the digital nature of the project itself to make the case. Build a real time advocacy channel

For census resource mobilization, consider the following and see UN P&R rev4 for further guidance on communication and publicity para 2.109 to 2.111. Resource mobilization should be rooted in seeking funding that is supported by a solid legal basis to ensure effective census operations especially when lobbying government support. Set up a resource mobilization committee in advance.

The high cost of digital censuses necessitates creative approaches to resource mobilization to save costs. Consider collaborating with private sector firms, through public-private partnerships, especially technology and telecommunication companies that can provide access to expertise and resources. As demonstrated by the loan of tablets from South Africa to Eswatini, inter-country cooperation can lead to significant cost savings in procurement. Leveraging Donor Funding while striving for national ownership, strategic partnerships with international donors like the World Bank and UNFPA remain crucial for many African nations to cover funding gaps, especially for technology acquisition and technical assistance.

For census communication and publicity, consider the following and see UN P&R rev4 for further guidance on communication and publicity para 2.183 to 2.202.

* During census planning to ensure adequate resources for census communication activities should be mobilized.
* A document outlining the strategic plan for communication, publicity and advocacy should be developed. The strategic document should contain a list of stakeholders; target communication channels/media to be used; implementation plan for the various activities; collaborations; required resources; budget for the implementation; a monitoring and evaluation plan.
* The strategy should have a description of the statement of purpose; current situation (SWOT, PEST, and good practices); organizational and communications objectives; identifying stakeholders; key messages; key communications methods; work plan: outcomes and key performance indicators; and evaluation plan. This is an important input to the census [planning process](#_CHAPTER_TWO:_Digital).
* Establish a rumor control or myth-busting team that monitors social media (especially WhatsApp and Facebook) and works with CSOs and media to rapidly debunk misinformation before it can derail public participation.

Consider stakeholder engagement for successful advocacy, publicity and resource mobilization. See UN P&R rev4 for further guidance on user consultation, para 2.175 to 2.182.

* Map and engage all stakeholders during all census phases (Pre-enumeration, enumeration, and post-enumeration) to build public trust in every step, increase use of census products and avoid resistance during enumeration and dissemination of census products.
* Census implementing agencies must understand the data needs of all stakeholders, segment the users, develop appropriate tailored messages, and identify appropriate communication channels. This raises awareness, modernizes communication, and puts in place mechanisms to increase access and use of census products. When planning for stakeholders’ engagement there is need to identify: Who to talk to? What do we want to say to them? Who should say it? How should we say it? When to talk to them?
* The characteristics used to segment an audience will vary between countries, however a quantitative approach to audience segmentation is preferred. The process can also be applied through qualitative consideration of the subgroups found in a population. While segmenting take into consideration, the stages of the census implementation activities.
* Some of the stakeholders that should be reached out to include: Government departments and ministries, universities and other research institutions, the private sector, organizations (or individuals) representing the economic, social, educational, cultural or other sectors of a country, representatives of special groups –ethnic communities, religious and faith groups, persons with disabilities, etc., donors/development partners, NGOs, sub-national government authorities and institutions, civil society organizations like disability society, political leaders, media/journalists, businessmen, the public, investors, faith-based organizations, other statistical organizations, schools, other statisticians who use census data, students etc.

For effective communication, appropriate communication channels and messages for specific stakeholders need to be identified and used. Some of the communication channels that have been used include:

* **Print:** These include reports, policy briefs, brochures, articles, newspaper supplements, posters, fact sheets, wall charts and fliers.
* **Radio**: adverts, interviews in studio and recorded interviews.
* **Television:** adverts, Live coverage of national launches, interviews in studio, recorded interviews and talk shows.
* **Digital Media**: Website; dissemination portal.
* **Social media:** Twitter, Facebook, Instagram, YouTube, and LinkedIn.
* **Mass Media:** Press releases, press briefings and press conferences.
* **In person engagements:** Participatory seminars, Workshops, Breakfast meetings, Public Barazas / Launches, public speeches, road shows, webinars.
* **Interactive Media:** Podcasts, short video clips, memes.

## 12.3 Key implementation areas for advocacy, publicity and resource mobilization in a digital census

The following strategic issues need to be addressed when implementing advocacy, publicity and resource mobilization in a digital census:

* A separate document outlining the strategic plan for communication, publicity and advocacy should be developed. The strategic document should contain a list of stakeholders; target communication channels/media to be used; implementation plan for the various activities; collaborations; required resources; budget for the implementation; a monitoring and evaluation plan.
* A stand-alone resource mobilization strategy should be developed in a consultative manner during the planning phase and followed through.
* Conduct briefings on key census findings relevant to the Civil society organizations’ constituencies to support advocacy and program development.
* Integrate training of the mass media with the overall census public relations and advocacy work because they can carry the message to a wide audience. Include schools - both students and teachers as well as geographers.
* The proposed courses or materials for enhancing promotion of, and training in, the use of statistical data should be fully integrated into the overall census advocacy or training programme.

## 12.4 Selected country experiences

**Gambia** Bureau of Statistics (GBoS) did not have a designated communication and publicity unit, GBOS engaged with the National Population Commission from the start of the census planning. It therefore utilized the existing governance structures, expertise and technical skills in communication.

**Zimbabwe** Bureau of statistics (ZimStat) initially thought they do not need a census communication and publicity officer, and this was not factored in the plan. However, ZimStat leveraged on [partnership and collaboration](#_Selected_country_experiences) with the government communication ministry to have an effective census communication and publicity.

In **Uganda** a publicity and communication strategy was developed at time of planning. This enabled bringing various stakeholders on board to support the census.

**Sierra Leone** undertook a comprehensive and inclusive approach to build public trust during its Mid-Term Census. Multiple stakeholders were engaged, including civil society organizations (CSOs), parliamentary committees, political parties, and local leaders such as mayors, youth groups, and paramount chiefs. Publicity efforts were intensified through media partnerships, town hall meetings, and digital campaigns. Key messages emphasized the benefits of the census, legal obligations, and the risks of non-participation. Communication tools included radio and TV simulcasts, social media, printed materials, toll-free helplines, and community outreach via town criers and loudspeaker vehicles. Special attention was given to resistant communities with tailored messaging to encourage participation.

**Kenya** implemented a strategic publicity and advocacy plan for its 2019 Kenya Population and Housing Census (KPHC), engaging a communications firm to manage the campaign. The plan segmented target audiences—ranging from the general public to special groups like nomads—and tailored messages to each. Activities included media briefings, production of IEC materials, training census personnel, and extensive use of television, radio, and social media. Roadshows in local languages and partnerships with educational institutions helped spread awareness. A call center and bulk SMS platform were established for public inquiries, and a dedicated hashtag, #KenyaCensus2019, was used to centralize online communication. A web portal and branded email signatures further supported the campaign.

**Namibia** provided a valuable insight during a central meeting where regional statisticians shared their experience of engaging with neighborhood watch schemes and farmers during data collection. This grassroots approach was recommended for adoption in other regions to enhance community engagement and data accuracy.

Link to case studies

**Statistics Sierra Leone**

Several stakeholders were involved to build public trust in every step of the way namely: Engaged CSOs for Mid-Term Census (National Elections Watch(NEW),Institute for Governance Reforms(IGR), Native Consortium, Accountability Sierra Leone, Heal Sierra Leone, Health for All Coalition etc; engaged Parliamentary Oversight Committee on Population to help in publicity, Members of Publicity Committee also did media engagements on behalf of NSOs, All Political Parties Association of Sierra Leone (APPA) also joined them in Publicity, Nation Wide Stakeholders Engagement via town hall meetings in all districts of Sierra Leone. All Critical Voices (CSOs, Press, Political Parties) etc. were given an opportunity to monitor both the census and cartographic mapping. Those engaged included district council chairperson’s/mayors, MDAs, Youth Groups, Women's Group, Paramount Chiefs etc.

During preparation of the mid-term census, publicity was stepped up by creating new communication content that required signing of MOUs with Media Houses that translated into census hour, media engagement on flagship radio/TV Programs, as well as social media hypes & content creation for digital communication such as Websites.

New key messages were created toincrease awareness about the census, educate the public about the census benefits (to them and the country), Remind them about their legal obligation and duty to take part in the census, explained to them WHAT to do, WHEN and HOWcommunities will be enumerated including dates, duration, ways of data collection, target population, etc. Special messages were prepared for the resistant communities e.g., *‘’If you don’t allow to be counted, you stand the risk of your communities not being planned for’’*-This helped a lot to ease the resistance.

Several channels were used such as printed MTPHC Banners and deployed them across Sierra Leone, engaged Town criers with handheld megaphones, printed MTPHC T-Shirts/Wristbands/ Posters, established Census Toll Free Helpline (881) in Partnership with Telcos who sent census bulk SMSs to their customers, they brought on board CSOs/Brand influencers/ambassadors to support in the engagements.

The key tools used were: Media Engagement (Stats SL Hour-Radio and TV, Simulcast (40 Radio Stations) Country Wide, Simulcast (4 Television Stations) Country Wide, Newspaper publications –Hypes etc, Mid-Term Census countdown Screen tag/pop up on TV stations, Press Briefings, Digital Communication(Social Media & Website)); Sensitization**(**Meetings (Regional and District), Jingles (Different Languages), TVC and Short videos, Door to Door Announcements with Megaphones ( District and National), Public Announcement(Loud Hailer Vehicles), Census Billboards, Banners, Posters, Census Theme Song (English & Krio)).

**Tanzania**

The 2022 PHC used intensive and extensive publicity and advocacy programmes to educate, sensitize and mobilize the people to participate in the census process. In Tanzania, most people were sensitized and motivated to participate in census enumeration in such a way they were calling at the office within the enumeration time asking for the enumerator to visit their households.

The Census Logo and Slogan remained the same as those of the 2012 census: “SENSA KWA MAENDELEO: JIANDAE KUHESABIWA” that is “CENSUS FOR DEVELOPMENT: PREPARE TO BE COUNTED”. There were two Census Commissioners one for Tanzania Mainland and the other for Tanzania Zanzibar. The main function of the Commissioners was to publicize the implementation of the Population and Housing Census and Advocacy activities. To standardize publicity and advocacy campaigns throughout the country, the NBS and OCGS developed publicity guidelines that were used during the Census publicity and advocacy operations. The guidelines explained in brief, the meaning and purpose of the Census as well as broad topics covered.

One month before the Enumeration Day, an intensified mass media campaign known as SENSABIKA [Be counted] coordinated by the Ministry of Culture, Arts & Sports was launched. The campaign helped to mobilize the entire country to participate in the census enumeration. Massive SMS campaign (daily messages) reaching about 45 million mobile subscribers daily and other social media campaigns were also intensified in this period.

There was high level of political will as:

* The President of the United Republic of Tanzania Her Excellence Samia Suluhu Hassan declared the census date and launched the census logo in April 2022. The launch was held officially and involved various media. This event motivated all citizens to participate in the 2022 PHC
* After the President declared the census date, the Census Logo was printed for distribution throughout the country. The Logo was printed in newspapers, stickers, leaflets, wheel covers, flags and envelopes. Stickers with the logo were placed at strategic places, including public service vehicles and public notice boards in order to inform and educate the public about the census process and date.
* On the census night that is the of night of 22nd /23rd August 2022, the President addressed the nation, her speech was broadcasted in all televisions and various radio stations. SMS from the President urging the public to participate and wishing them a successful enumeration were distributed. There was also special night program (Fireworks) on in six major cities (Dar es Salaam, Mwanza, Arusha, Dodoma, Mbeya and Tanga) just before Enumeration started (12:00 midnight) to attract the public attention. The President of the United Republic of Tanzania and the President of Zanzibar were enumerated early on the first day of the census enumeration period and soon after enumeration they addressed the nation to create awareness and raise publicity.
* The initial Census Results was launched by the President of the United Republic of Tanzania in public.

In terms of resource mobilization, the Census Stakeholders Committee, which comprises the development partners and chaired by the Principal Secretary of the Ministry of Finance, was established to undertake resources mobilization for the census’s activities. The Central Census Committee co-chaired by the Prime Minister and the Second Vice President, Zanzibar provided general guidelines and mobilized the required resources. The Government of the United Republic of Tanzania financed the 2022 PHC by 97% the 3% was from the Development Partners.

**Namibia**

Namibia developed a communication plan focusing on advocacy and publicity of the census mapping project at national level. The most convenient method used was the distribution of flyers and distribution and displaying of posters to create awareness. During this project, the RS were able to engage community leaders through meetings and had the opportunity to elaborate on the objectives of the census mapping. Mobilization was done in each selected EA before commencement of data collection exercises to ensure that local people were aware of the project and what was expected of them.

Courtesy visits to the constituency and local councilors were also undertaken to introduce the Census Mapping Project and its components as well as to request for their assistance in informing their constituency inhabitants about the Census Mapping Project during their respective radio announcements and community meetings. In addition, FM Radio announcements complimented by newspaper articles and newspaper advertisements were also placed in local newspapers to inform the public about the Census Mapping Project and its approach. Television strips were run on NBC-TV before the News Bulletin and specific talk shows such as Good Morning Namibia and Business Today to announce the commencement of fieldwork.

**Kenya**

Kenya developed a publicity and advocacy strategic plan and established a respective sub-committee. A communications firm was engaged to implement the Publicity and Advocacy strategy and address any other publicity and advocacy issues during the 2019 KPHC. In Kenya, the firm was able to segment various groups and arrange for sensitization workshops with specific messages developed for them. The target audiences and their intended outcome of interventions were identified as follows:

**Target Audience and Intended Outcome of Interventions**

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| --- | --- | --- |
| **S. No** | **Target Audience** | **The intended outcome of interventions** |
| 1 | General public | To create awareness of the importance of Census and the need to give accurate information. |
| 2 | Media | To bring all media on board to assist in disseminating accurate Census messages. |
| 3 | Government officials | To lobby their support in disseminating accurate Census messages. |
| 4 | Community leaders | To sensitize them on the importance of Census and their role in sensitizing the public. |
| 5 | Civil Society and other pressure groups | To sensitize them on the Census and request for their support in disseminating accurate Census information. |
| 6 | Religious leaders | To sensitize them on the importance of Census and the need for their support in sensitizing their congregations. |
| 7 | Parliamentarians, Governors etc. | To appeal for accurate dissemination of Census messages. |
| 8 | School Children | To educate them on the importance of Census and solicit their support in spreading Census messages. |
| 9 | Individuals with limited media access | To ensure that Census messages reach even those with no media access. |
| 10 | Special groups (e.g., nomads and the homeless) | To ensure that everyone is included in the Census. |

Publicity and advocacy activities that were undertaken included:

* Conducting **media** briefings/press releases including Editors Guild briefing and launch of census countdown as well as development and production of Information, Education and Communication (IEC) Materials (brochures, banners, fliers, posters, t-shirts, reflector jackets). Training of key census personnel on media handling; Television Advertisements, Radio Announcements and Talk Shows. Press Tour to the Production and Assembly Line and documentation of the production and assembly of the mobile tablets used in the Census and this was aired in the respective media stations.
* Partnering with the Ministry of Education and sponsored census theme songs and poems for the 93rd Edition of Kenya Music Festival; The KNBS choir composed, produced, and recorded **audio and video songs** which focused on the Census theme.
* A firm was contracted to undertake publicity through **roadshows** using vernacular/local languages in every county.
* Set up a Call Centre and Bulk SMS Platform used to inform the public of the enumeration period and a Call Centre was established at the KNBS head office where all communications and complaints, questions and concerns were received through a toll-free number provided to the public.
* Different **social media** channels were used including Facebook (Kenya Stats) and Twitter (KNBStats). An integrated social media management software was procured and integrated all the social media networks into one portal for ease of maintenance and monitoring. A Census 2019 hashtag “*KenyaCensus2019”*, was created to share all Census related information.
* A **web portal** was also procured and developed by the publicity firm. A generic email signature, with the Census theme and slogan, was developed and used in all KNBS emails.

## 12.5 Challenges and Lessons Learnt

Although census publicity and advocacy are carried out, there are challenges that may arise and should be anticipated in the design of the publicity and advocacy strategy, such as:

* + Opposition political parties formally pronounce a boycott of the census leading to resistance and rejection of enumerators in opposition party stronghold areas.
  + Funding challenges, for instance in Sierra Leone the main donor (World Bank) withdrew funding during the main enumeration.
* Delays in delivery of some publicity materials to the sub national levels arising from lack of clear guidelines and procedures for carrying out publicity and advocacy at these levels; inappropriate planning. For example, in Kenya, the use of caravans/roadshows was not effective in some areas. The caravans did not cover some parts of the counties and arrived late; therefore, their regular monitoring is important to ensure the effectiveness of the publicity.
* In Namibia there was a lesson learned on being clear about the different phases of census - public were concerned that their data had already been collected, not realizing there was listing, then enumeration, then also PES stages. See more lessons in the [pre-enumeration household listing](#_10.1.2￼Lessons_Learnt). There was a useful lesson in Namibia where some regional statisticians informed the central meeting that they were in close contact with neighborhood watch schemes and took more time to talk to farmers in their usual data collection. This point was suggested to the other regions.

Some of the challenges faced in dissemination of census products include:

* Technical obstacles to disseminate census products e.g., websites are not optimally functional, no/outdated microdata dissemination platforms, funding constraints, staff shortages, skills constraints (IT, data and metadata management, data anonymization skills, training in data platform administration); technical skills: microdata archiving skills, knowledge of data anonymization techniques.
* Presenting the right data with the right context to meet user’s needs. Accuracy of the data. Ensuring the most recent and most correct data are used and displayed use of ICT and data accessibility, challenges in the use-How best to take advantage of the spatial dimension of census data.

## 12.6 Recommendations

* A comprehensive publicity and advocacy plan should be put in place to target all population groups, especially the rural or urban residents, residents of formal or informal housing, participants in the formal or informal economy, fully literate, semi-literate, and illiterate groups, speakers of minority languages, recent internal or international migrants, remotely situated or nomadic populations. In addition, special messages should be tailored for the resistant communities. It is important to understand the local situation, and what works for them in any other contact you have with them.
* Publicity for the census should commence from the onset of the census process including during cartographic mapping, and pre-enumeration listing to the end. This will help build the confidence of the public over time and mitigate issues such as fake advertisements. During the census preparatory phase, the implementing agencies need to undertake a wide publicity and advocacy campaign to inform the public of the census and to explain its purpose and hence mobilize support and participation.
* Each census phase should have a subsection on communication and publicity clearly outlining the linkages and requirements to be incorporated in the budget estimates. This helps to fully budget for communication in each phase and avoid omissions.
* It is important to have a fully dedicated census communication and publicity expert within the NSO right at the start of the planning process to avoid realizing the need during implementation as was the case in Zimbabwe.
* The engagement of a communications firm to lead the process of publicity and advocacy plays a major role in getting the public and leaders to support the census. It is more impactful if the firm is brought on board early. A media firm should carry out road shows rather than the NSO as a good strategy for publicity. Outsourcing or collaborating with the private sector could be considered as another potential

cost-saving option, particularly in the context of publicity and advocacy.

* It is important to train all people that will be involved in the publicity campaigns to ensure uniformity and consistency. The media engagement training should be extended to more key personnel, especially the CSOs to ensure they pass the correct message on to the public.

For resource mobilization in a digital census;

* Strong advocacy and resource mobilization efforts to secure multi-year funding commitments from governments and partners is required in a digital census given that budgets in a digital must be front-loaded to accommodate the high initial cost of technology procurement.
* There should be strong political will built for the census to handle cases of shortage of funds or any other unexpected challenges for instance in Sierra Leone when the funder withdrew, Government came in to cover the funding gap.

It is necessary for the census implementing agencies to:

* Solicit feedback from users through sharing questionnaires, use of documented strengths and weaknesses of the dissemination products and modalities to improve the dissemination plan.
* Ensure that the messages based on the census results are newsworthy to the audience. They should state the who, what, where, when why and how of the data presented using graphs, charts, quotes from experts, etc.
* Embrace development of posters that are eye-catching, using visual means of communication such as infographics to display key facts; brochures and flyers are useful for promoting upcoming dissemination events; Instructional materials e.g. kits for use in schools to encourage interest in census data; offering and promoting online access to products and services ‘on demand’.
* Build capacity for use of census products - Potential users are not always aware of the benefits of the use of the census for informed, evidence-based decision-making. Users may be willing to use the information but require additional training to more fully understand the data (Identify users’ training needs early and ensure adequate funds are available. Request users or donors to provide funding for specific courses, where necessary. Fully integrate training into the census process so that users are involved and interested in the census throughout. Identify and utilize partnerships on different topics e.g. gender, Provide learning-at-a-distance opportunities (for example, e-learning).
* Provide data user support through regular User-Producer meetings, and user surveys, post-census press releases and meetings with the media.
* Embrace data visualization helps to give a fast overview or summary of a dataset and creates impact and understanding of the main messages. NSOs should strive to communicate memorable or important stories in a dataset(s) to reveal insights that would otherwise be hidden.
* Strategize and apply innovative modern technology to improve the quantity, frequency, disaggregation, and availability of relevant statistics. This responds to the global SDG framework that calls for a “data revolution”, which fully integrates statistics into decision-making processes and promotes open access to and use of data.
* Embrace measurement of success to help them check whether they produced the right thing, whether they have reached everyone they thought they would, to justify continuing developing new products, and identifying improvements for the next product (if regular) or requirements for new products.
* Topics for dissemination depend on census content. Census topics should meet the requirements of users, considering cost-effectiveness, human resources, time availability and respondent burden. After census enumeration, priority should be given to development and dissemination of the census products. Implementing agencies should ensure dissemination of the right data, to the right people, at the right time, and in the right format taking into consideration that census data is a public good.
* There is a need to undertake measurement of success after dissemination of census products. NSOs and other agencies are encouraged to measure the impact and use of their census data through google analytics to monitor visits to the website, and heatmaps (via Hotjar) to see how much people are reading on a page, monitoring social media and news coverage of the disseminated statistics, sends out surveys with newsletters added to the websites etc.
* NSOs need to return to the people they reached out to before and find out what people are telling them about the latest releases, what questions they are now asking, make a record of this and see how it changes over time.
* NSOs should conduct a stakeholder/user satisfaction survey such measurements help to check whether you produced the right product, whether you reached everyone you thought you would, justify continued development of new products, and working out the next steps.

## 12.7 References

1. <https://www.census.gov/content/dam/Census/library/working-papers/2016/demo/stic-publicity-final.pdf>
2. <https://www12.statcan.gc.ca/census-recensement/2021/ref/prodserv/overview-apercu-eng.cfm>
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