



# Innovation in Communications: A StatCan COVID-19 Response

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Delivering insight through data for a better Canada



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# Overview

- StatCan and COVID-19
- New ways of doing business
- Whole-of-government approach
- Proactive media
- Social media
- Partnerships and stakeholder relations
- Aligning to new priorities: supporting each other
- Where we go from here

# StatsCan and COVID-19

- Prioritized under exceptional operating conditions
- In-person survey collection ceased and all surveys were conducted by telephone or online
- Focused on mission critical programs
- Adapted to an evolving situation
- Accelerated the collection and release of information
- Capturing an accurate portrait of what is happening in our country

# New ways of doing business – digital, remote, virtual collection and dissemination

- Data collection and creation
- Innovative tools
- Modelling and simulation consulting services
- Custom Data Requests





# Crowdsourcing and web panels

## HOW ARE CANADIANS COPING WITH THE COVID-19 SITUATION?

What are Canadians doing during the crisis?

Proportion of Canadians who...

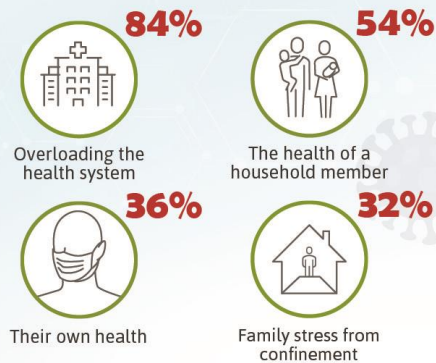
	Aged 15-49	Aged 50+	All
Spend more time on Internet	75%	58%	68%
Spend more time watching TV	66%	60%	63%
Spend more time playing video games	35%	7%	22%
Increased their alcohol consumption	20%	7%	14%

Source: Canadian Perspectives Survey Series, March/April 2020.

## HOW ARE CANADIANS COPING WITH THE COVID-19 SITUATION?

Many Canadians are anxious

Proportion of Canadians aged 15 and older who are "very" or "extremely" anxious about...



Source: Canadian Perspectives Survey Series, March/April 2020.

## Child care use during and after the pandemic

Among parents who were not using child care during the pandemic

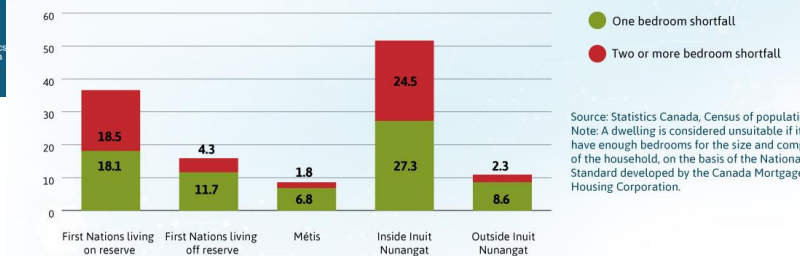


When child care services reopen, why will your child or children not attend?



## First Nations people, Métis and Inuit and COVID-19

Proportion of First Nations people, Métis, and Inuit living in unsuitable housing, Canada, 2016

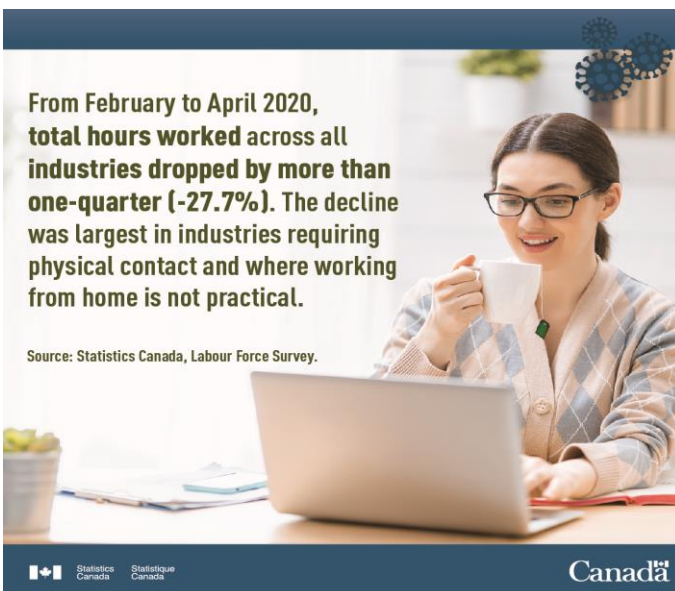


Source: Statistics Canada, Census of population 2016  
Note: A dwelling is considered unsuitable if it does not have enough bedrooms for the size and composition of the household, on the basis of the National Occupancy Standard developed by the Canada Mortgage and Housing Corporation.

# Connecting Canadians to the Data and the Analysis

From February to April 2020, **total hours worked across all industries dropped by more than one-quarter (-27.7%)**. The decline was largest in industries requiring physical contact and where working from home is not practical.

Source: Statistics Canada, Labour Force Survey.



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## CANADIANS' MENTAL HEALTH DURING COVID-19

64%

OF YOUTH AGED 15 TO 24 REPORTED THAT COVID-19 HAS HAD A NEGATIVE IMPACT ON THEIR MENTAL HEALTH SINCE PHYSICAL DISTANCING BEGAN.

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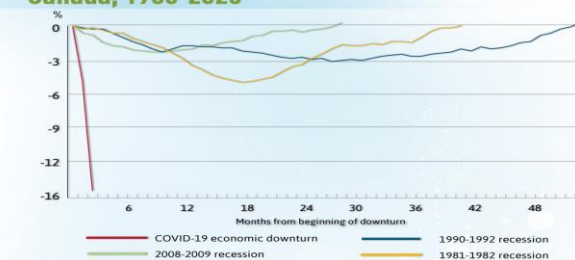
Statistics Canada @StatCan\_eng · Jun 8  
#CdnBiz owners: Your insight on the needs and requirements of businesses during this reopening stage is invaluable as we plan for #EconomicRecovery.  
[ow.ly/wxmN50A1Fcm](https://ow.ly/wxmN50A1Fcm)

Has your business been selected to participate in our **Canadian Survey on Business Conditions?**  
If so, thank you for participating!



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## Employment changes indexed from beginning of notable downturns, Canada, 1980-2020



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# Communications: Supporting COVID Response

- Remote, digital and virtual data collection and dissemination
- Internal communications on a daily basis to begin
- Teams needed time to adjust
- Needed be agile, fast, creative and economical



# Communications - Whole-of-Government approach

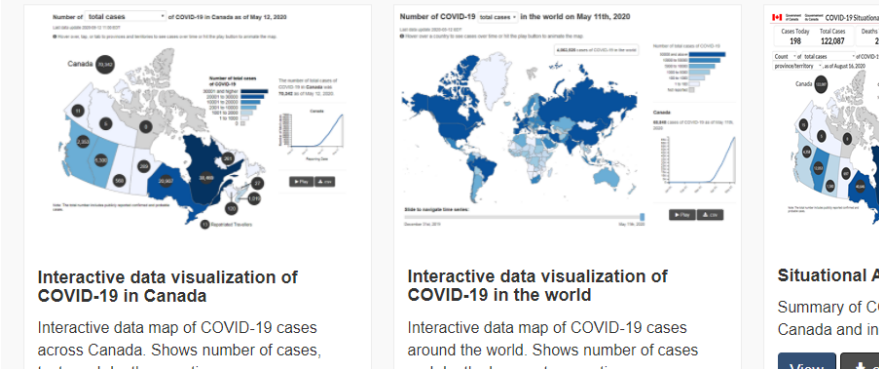
STATCAN COVID-19: DATA TO INSIGHTS FOR A BETTER CANADA

## Interactive data visualizations of COVID-19

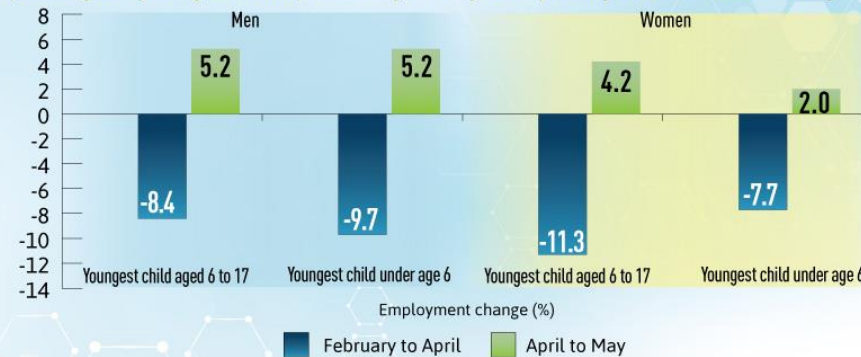
Canada International Visual data gallery

Telling the COVID-19 story through numbers. Includes maps, charts, graphics, models and projections.

Search this page: Enter search term(s) here



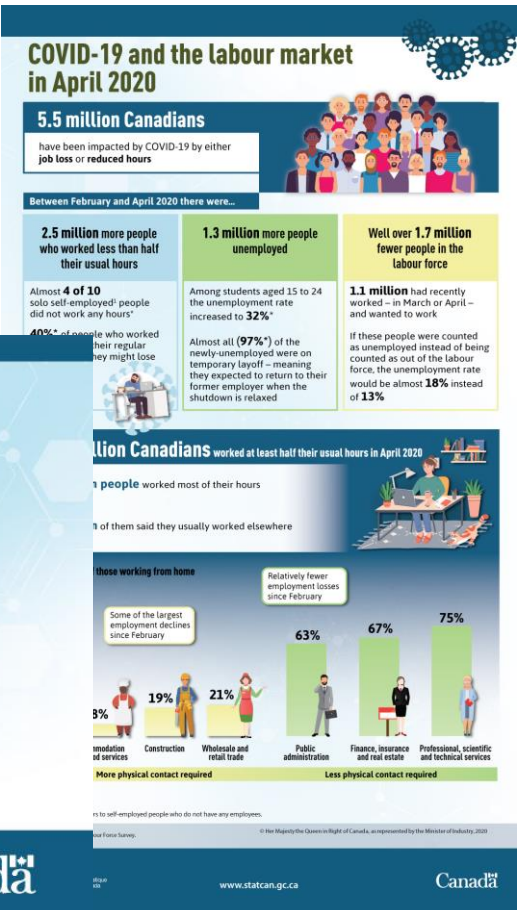
## Employment change among people aged 25 to 54 with children under 18 in the household, by sex, and age of youngest child, February to May 2020, unadjusted for seasonality



Source: Statistics Canada, Labour Force Survey.

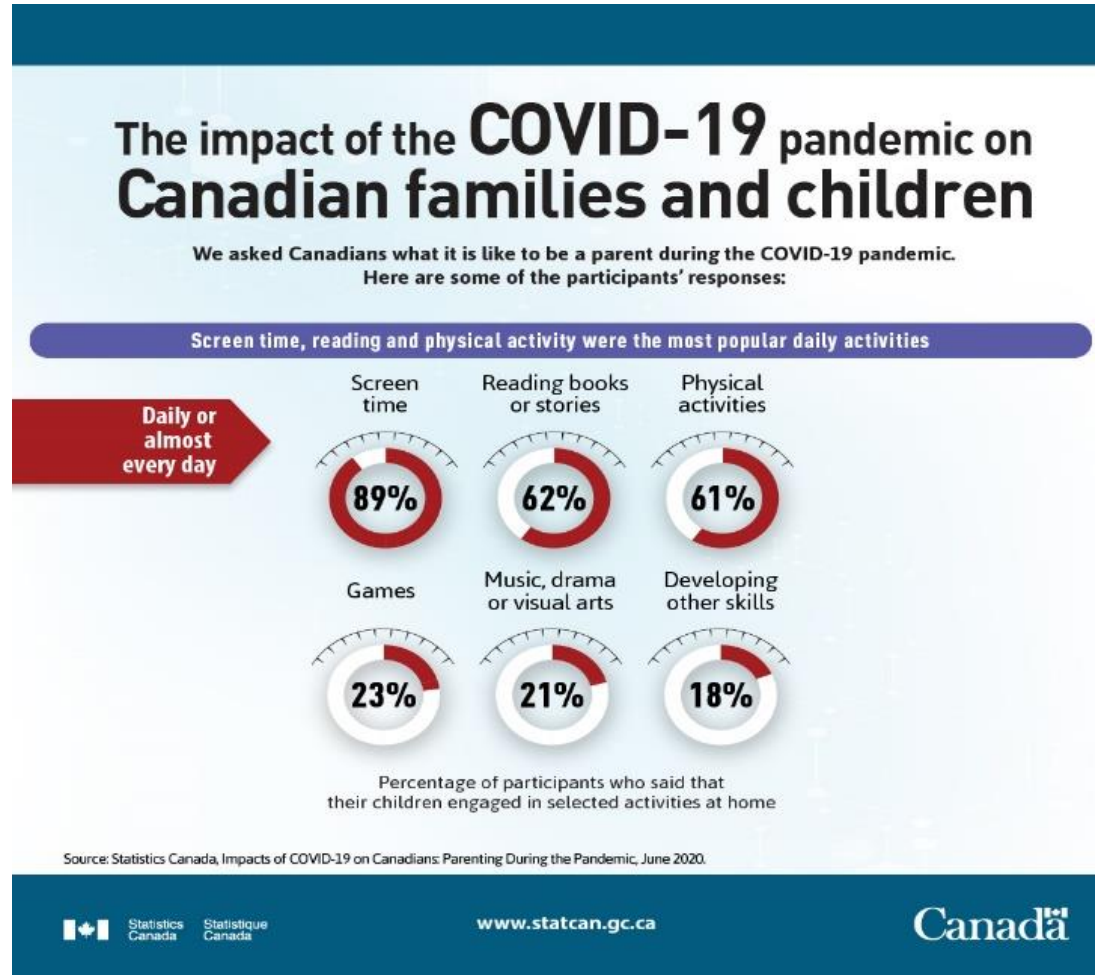
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Every week, the agency releases [new information](#) on a range of socio-economic issues like mental health, food security, the trade in PPE, and the impact of the pandemic on visible minority groups.




# Statistics Canada COVID-19 Portal

[Learn more](#)

## Statistics Canada

Statistics Canada is the national statistical office. The agency ensures Canadians have the key information on Canada's economy, society and environment that they require to function effectively as citizens and decision makers.

Follow:      

 Sign up to [My StatCan](#) to be notified of information on various topics.

### In the news | [The Daily](#)

August 31, 2020

#### Production of principal field crops, July 2020



Canadian farmers are projected to harvest more wheat, corn for grain, barley and oats this fall compared with last year, but less canola and soybeans, according to recent yield models using satellite technology.

### COVID-19

#### COVID-19 A data perspective

##### [COVID-19: A data perspective](#)

Explore key economic trends and social challenges that arise as the COVID-19 situation evolves.

##### [Canadian Statistical Geospatial Explorer Hub](#)

Discover Statistics Canada's geo-enabled data, including indicators related to COVID-19, in this

### Key indicators | [★ All indicators](#)

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#### [Quarterly population estimate](#)

(Note) (April 1, 2020)

**37,971,020**

**0.2% ↑**

(quarterly  
change)

#### [Consumer Price Index](#)

(July 2020)

**0.1% ↑**

(12-month)

# Proactive media

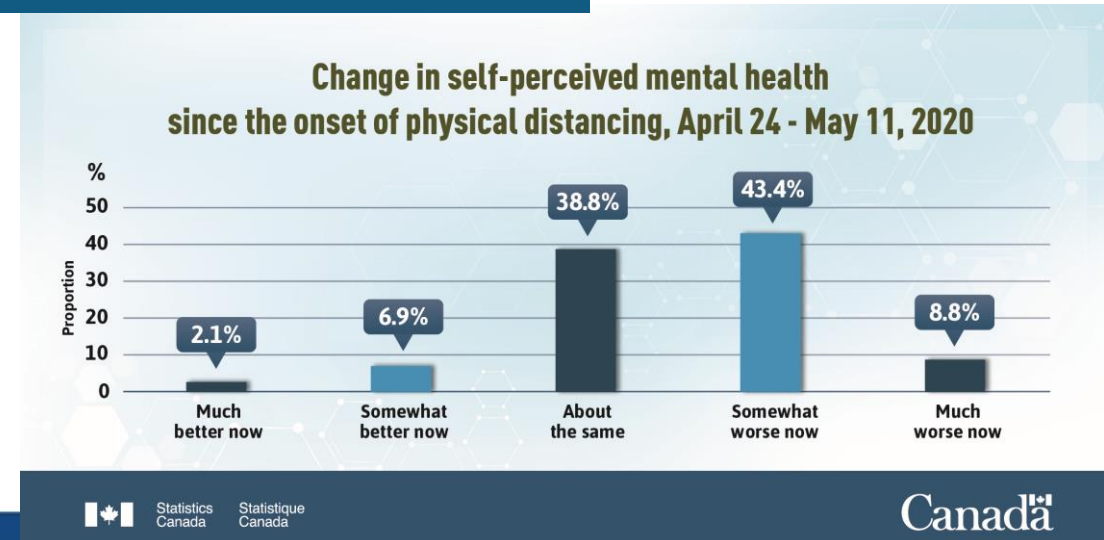
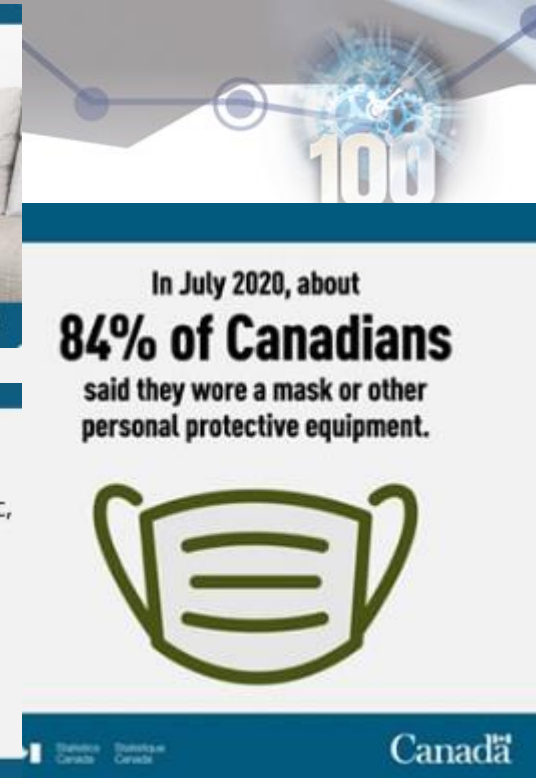
- More proactive media relations.
- Move away from media lock-ups to remote briefings.
- Pro-active briefings when new data was being introduced
- More complex questions from media
- Increased citations
- Proactive pitching of stories to provide Canadians with the information they need and to be ahead of the story





# Social Media

- Statistics Canada increased its use of social media, as Canadians spent more time online
- Used social media as a way to reach employees who did not have access to internal network at the beginning of the pandemic
- Used paid advertising to expand reach of StatCan crowdsourcing initiatives, beyond usual audiences
- Coordinated approach to Government of Canada COVID-19 messaging through amplification and common look & feel branding



# Partnerships and Stakeholder Engagement

- Increase visibility and accessibility of StatCan's products and offerings specifically among:
  - Business and industry leaders and decision-makers
  - Public policy think tanks and thought-leaders
  - Academia and research community
  - Associations and non government organizations;
  - Provincial and Territorial partners;
  - Other government departments
- Ensuring participation of senior management and subject matter experts at key events
- Partnered with Canadian Chamber of Commerce to measure and understand the impacts on businesses
- Partnered with Public Health Agency of Canada (PHAC) for preliminary data on confirmed COVID-19 cases



# Aligning to new priorities: Supporting each other through change

- Communicating to employees the importance of routine, schedules, taking time for regular exercise and hobbies to maintain mental health and wellness.
- Maintain collaborative culture remotely: regular virtual meetings by teleconference or MS Teams.
- “Tales from the Home Front”: sharing personal stories on working from home to build a sense community.
- Pulse survey with public service employees assessed the state of the workforce and the effects of COVID-19.





# Where we go from here

- Continued remote/virtual data collection
- Shorter timeframes for data collection and release
- Increased outreach and partnership development
- Pivoting and transitioning to recovery



# THANK YOU!

For more information,  
visit [www.statcan.gc.ca](http://www.statcan.gc.ca)

