

Data collection & the impact, challenges and opportunities of the COVID-19 pandemic

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Abstract

The COVID-19 pandemic that surfaces in Canada in March 2020 seriously impacted the agency collection activities. To adapt to the pandemic and deliver the required data to support decision making, the agency adapted and modernize its collection tool and processes to successfully conduct those activities, provide guidance to client and manage client expectation in order to meet business requirements.

Throughout this period, new collection vehicles such as crowdsourcing were more widely used, panel surveys were implemented, CAPI collection was adapted, new health and business-related data collection activities aimed at better measuring the impact of COVID-19 pandemic were deployed to field. The agency was also involved in contact tracing activities in order to help break the chains of transmission support public health authorities.

The presentation will focus on presenting tools and new processes implemented to plan, develop and actively manage those collection activities. Internal partnership developed and some of the results will also be presented.

It will also provide suggestions to identify and consider even more innovative and modern approaches.