Statistics Canada’s Purpose-Based Engagement

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Delivering insight through data for a better Canada
“Engagement is a process for making better decisions that incorporates the interests and concerns of all affected stakeholders and meets the needs of the decision-making body.”

International Association for Public Participation
<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>NATURE OF INTERACTIVITY</th>
<th>LEVEL OF DECISION MAKING</th>
<th>EXPECTED OUTPUTS</th>
<th>EXAMPLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>INFORM</td>
<td>One-way</td>
<td>None</td>
<td>Better informed stakeholders</td>
<td>Stakeholder emails to share recent releases, social media</td>
</tr>
<tr>
<td>DIALOGUE</td>
<td>Two-way</td>
<td>None</td>
<td>Both sides better informed</td>
<td>Advisory groups, Reddit AMAs</td>
</tr>
<tr>
<td>CONSULTATION</td>
<td>Two-way</td>
<td>Low</td>
<td>Views of stakeholders taken into account</td>
<td>Discussion tables, heuristic/usability testing</td>
</tr>
<tr>
<td>COLLABORATION</td>
<td>Two-way</td>
<td>Shared</td>
<td>Shared short-term goals and actions</td>
<td>StatCan Events, participation at conferences</td>
</tr>
<tr>
<td>PARTNERSHIP</td>
<td>Two-way</td>
<td>Equal</td>
<td>Mutually beneficial, longer-term goals</td>
<td>Co-sponsors of programs, ongoing partnerships</td>
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Statistics Canada has adapted the way it communicates with stakeholders and the public to stay modern, relevant and reduce stakeholder burden. The agency has taken a coordinated approach with its digital communication strategy to:

- Provide users with the information and data they need, when they need it, in the way they want to access it.
- Publish data through alternate mechanisms that are in line with today’s technology.
- Increase statistical literacy of Canadians and remain agile, flexible and responsive to needs.
- Consultative Engagement sessions virtually to provide greater accessibility and enrich diversity of input/feedback.
- Provide stakeholders with customised engagement opportunities.
ENGAGEMENT PLAYBOOK

Created an internal resource – Engagement Playbook - and team to guide meaningful and strategic engagement. Provides a framework for stakeholder relations and engagement for the Agency.

✓ Encourages tailored, iterative engagement, not a “one-size-fits-all” or prescriptive approach.

✓ Hands-on tips and tools, the Playbook is a resource available to all, supported by the Engagement Centre of Excellence.

Principles of Engagement:
- Transparency
- Accountability
- Relevancy
- Adaptability
- Sustainability
- Inclusiveness
## CONSULTATIVE ENGAGEMENT - PHASES

### Consultative: Two-way flow of information

<table>
<thead>
<tr>
<th>Phase 1</th>
<th>Phase 2</th>
<th>Phase 3</th>
<th>Phase 4</th>
<th>Phase 5</th>
<th>Phase 6</th>
<th>Phase 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partners, Champions and Allies</td>
<td>Sophisticated Data Users/Providers</td>
<td>Discussions Tables with Data Users</td>
<td>Consultative Engagement Findings</td>
<td>Communicate Findings Action Plan</td>
<td>Support and Promote Collection</td>
<td>Survey/Project Results</td>
</tr>
</tbody>
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**Goal:**
- **Phase 1**: Partners, Champions and Allies - **Goal is to inform, build alliances, and address any blind spots on the proposed way forward.**
- **Phase 2**: Sophisticated Data Users/Providers - **Goal is to inform, build alliances, and validate the plan/approach.**
- **Phase 3**: Discussions Tables with Data Users - **Goal is to inform, build alliances, and build resonant messages from each group’s perspective.**
- **Phase 4**: Consultative Engagement Findings - **Goal is to inform the public of the findings by using various communications materials (such as videos/Trust Centre etc.).**
- **Phase 5**: Communicate Findings Action Plan - **Goal is to inform the public of the action plan based on the findings and validate those actions by using various communications materials (such as videos/Trust Centre etc.).**
- **Phase 6**: Support and Promote Collection - **Goal is to inform the public of survey/project results and findings by using various communications materials.**
- **Phase 7**: Survey/Project Results - **Goal is to inform the public of survey/project results and findings by using various communications materials.**

### Informative: One-way flow of information

- **Statistics Canada**
- **Delivering insight through data for a better Canada**
Objective: To establish, maintain and nurture mutually beneficial relationships and partnerships so StatCan may better align its programs and services and amplify same to interested parties. Our methods include, but are not limited to events, proactive media relations, partnership development, and tailored outreach and marketing.
Social media has become one of main sources Canadians get their news and interact with brands/organizations, particularly for the 18-to-34-year-old demographic, which is also a group typically harder to enumerate in our surveys.

To engage Canadians where they spend most of their time, Statistics Canada currently has 10 accounts across 6 social media platforms.

"In 2018, about 9 in 10 Canadians, aged 15 to 34, said they used social media regularly. This proportion was 8 in 10 for those aged 35 to 49, and 6 in 10 for those aged 50 to 64."

(Source: Statistics Canada, Canadian Internet Use Survey, 2018)
Benefits of monitoring & reporting on social trends

- Increases user-centricity by painting a clearer picture of Canadians' interests and attitudes, as well as ensuring that we meet user's data needs.

- Improves timeliness for detection and correction of mis/disinformation on social media and digital news media.

- Supports Crisis Communications Management by identifying potential online issues as they develop, in near real-time.

- Improves effectiveness of our marketing, outreach, and engagement strategies leading to the creation of more targeted products and services.
Questions?