

Communication plan National Consultation Day

Purpose

The purpose of this plan is to establish a communication strategy for Statistics Canada's National Consultation Day scheduled for xxxxx.

Background

The Government of Canada has launched a national consultation on digital and data transformation in order to better understand how Canada can drive innovation, prepare Canadians for the future of work and ensure they have trust and confidence in how their data are used. As part of this national consultation, Statistics Canada is consulting on its modernization strategy to meet the data and statistical needs of a data-driven society.

The foundation of this strategy, the future national statistical system, includes five pillars that are based on Statistics Canada's traditional values. These pillars are: user-centric service delivery; sharing and collaboration; leading-edge methods and data integration; statistical leadership and capacity building; and a modern workforce and flexible workplace.

Over the past year, the Chief Statistician has undertaken consultation roundtables on modernization. Statistics Canada representatives have been engaging with the stakeholder community to better understand their data needs and share the Agency's modernization plans.

On xxxx, Statistics Canada will host a National Consultation Day with online consultations, WebEx forums, teleconferences and roundtable discussions in cities across Canada with business, academia, citizens and others on this vision. Because there is strength in diversity, these roundtables will include women, Indigenous peoples and other under-represented groups.

All Canadians will be invited to have their voices heard on Statistics Canada's modernization vision, its programs, products and services as well as their ideas on how to advance Canada's competitiveness through the digital economy.

Communication objectives

1. Inform Canadians about Statistics Canada's vision for a modernized national statistical system.
2. Seek Canadians and stakeholder reaction to the modernization vision and respond to any reactions.
3. Reassure Canadians about the continued protection of their information.
4. Inform stakeholders and Canadians of the benefits of using administrative data and having access to high-quality data in useable, understandable formats.

Audiences

External

- Canadians
- Media
- Academia
- Business
- Government departments

Strategic considerations

Statistics Canada has a long-standing reputation of safeguarding information and protecting the privacy rights of Canadians through its statistical programs. The new vision, increased use of administrative and big data and a whole-of-government approach, may raise questions or concerns by Canadians and stakeholders.

Statistics Canada has been acquiring and using administrative data and transactional information in its statistical programs for several years. As part of its modernization agenda it will increase the use of administrative information to produce high quality information while reducing the burden on Canadians. The Government of Canada is leveraging Statistics Canada's long-standing expertise as a data steward. Statistics Canada will play a leading role in identifying and facilitating the sharing and integration of data. In partnership with the Privacy Commissioner and central agencies, Statistics Canada will develop standards and guidelines to ensure the confidentiality and privacy requirements for data holdings are met.

Communication strategy

The communication approach will be proactive and high profile. Statistics Canada will respond to all enquiries.

Key messages

- Data and the digital economy are rapidly driving innovation and creating economic and social benefits across Canada and around the world.
- A modernized Statistics Canada, working with partners and stakeholders, firmly positions data at the core of innovation, while ensuring that privacy and the equality of opportunity remain paramount.
- Through a modernized Statistics Canada, high-quality data are available in usable and understandable formats.
- These data break down information gaps, enabling the sharing of ideas that raise productivity, increase standards of living and foster social inclusion.

- The use of administrative information is at the forefront of leading-edge statistical methods. It is a practice used by most national statistical offices.

Expected results

1. Canadians understand the benefits of Statistics Canada's modernization agenda as well as the Agency's programs, products and services.
2. Statistics Canada better understands the data priorities and data gaps of, and partnership opportunities with, its stakeholder community.
3. Statistics Canada identifies challenges and opportunities to increase partnerships with government departments, academia, the private and non-profit sectors to access administrative data sources and improve data literacy.
4. Statistics Canada continues to acquire and use administrative data as part of its operations without attracting negative attention from Canadians or media.

Evaluation

- The National Consultation Day will be evaluated through:
 - feedback from the participants of the roundtable discussions, teleconferences and WebEx forum;
 - online consultation survey;
 - social media comments;
 - media coverage.