

UNECE Task Force on Communication and Outreach: 2030 Census Round

Mandate, Findings, and the Road Ahead



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Task Force Mandate

- Understand present communication challenges faced by statistical agencies across the world.
 - Review the 2010 survey of national practices and propose updated content.
 - Review and assess the 2020 recommendations.
- Update 2030 communication strategies and recommendations considering these challenges and country feedback.
- Collaborate with other task forces for comprehensive guidance on census procedures and emergency management.

Task Force Composition

- Canada (serving as the task force leader)
- United States
- CIS-Stat (Interstate Statistical Committee of the Commonwealth of Independent States)
- Ireland
- Poland
- United Kingdom
- United Nations Statistics Division (UNSD)
- United Nations Women Regional Office for Europe and Central Asia



Scope

- **Stakeholder consultations during planning phases:** pinpointing key stakeholder groups, understanding the rationale for engaging these groups, and determining methods of engagement.
- **Publicity and information campaigns during operational phases:** reasons for initiating such campaigns, strategies for their execution, and their primary messages.



Contemporary Communication Challenges

- Declining survey response rates.
 - Shifting media landscape and the role of social media in communication, monitoring activities, and publicity.
 - Misinformation spread on new media platforms.
 - Terminology around hard-to-reach groups.
 - Responsive communications for crisis management.
- The pandemic has radically altered both the operational context and the media landscape.
 - Natural disasters are becoming more prevalent due to climate change.



What we have heard

- Definitions of hard-to-reach populations vary by country, with more emphasis needed on renters and collectives.
- It's becoming harder to reach certain segments of population due to certain groups leveraging contemporary social issues to propagate conspiracy theories and misinformation.
- The respondents' journey matters, including contact centres, public-facing messages, website interactions, communication with enumerators at the doorstep, and respondent relations.
- Low online literacy and declining response rates across all surveys call for real-time monitoring of collection activities for agile communications.

Progress and next steps

- Reviewed and discussed the 2010 questionnaire and recommended additions pertaining to social media, misinformation management and dissemination communication activities (submitted to UNECE in April).
- Reviewed the 2020 CES Recommendations.
- Review the findings of the survey of national practices.
- Develop recommendations for the 2030 round.

Questions?

