UNECE Task Force on Communication and Outreach: 2030 Census Round

Mandate, Findings, and the Road Ahead
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?