

Task Force on Communications and Outreach

Proposed recommendations for the 2030 round

Meeting of the UNECE Group of Experts on Population and
Housing Censuses

Geneva, October 2-4, 2024



Statistics
Canada

Statistique
Canada

Canada



Task force composition and methodology

Canada (serving as the task force leader)

CIS-Stat (Interstate Statistical Committee of the Commonwealth of Independent States)

Ireland

Poland

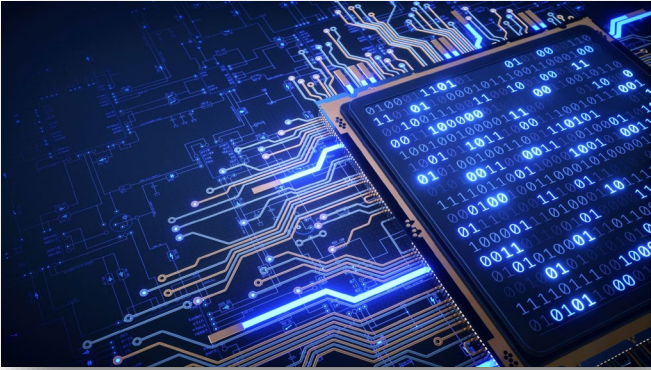
United Kingdom

United Nations Statistics Division (UNSD)

United Nations Women Regional Office for Europe and Central Asia

United States

Adapting to the new environment



Summary of changes

- New stand-alone chapter on communications
- Updated content from 2020 Recommendations
- New content on emerging topics

1-Importance of communications for all phases of the census cycle

- Benefits of a communications strategy for all phases and methodologies

2-The changing nature of census enumeration

- New - Communicating changes to ensure transparency and foster trust and social acceptance

3-Consultation

- Mostly reused from 2020

4-Publicity and paid advertising

- Updated to reflect the shifting media landscape

5-Social media and misinformation/ disinformation

- New section

6-Outreach, influencers and partnerships

- New content on influencers engagement to reflect the increased use of social media

7-Segmentation, target audiences and harder-to-reach audiences

- New content on segmentation process

8-Recruitment

- New section

9-Communication aspect of dissemination

- New section on best practices

10- Evaluation and performance measurement

- New section



Questions?

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