

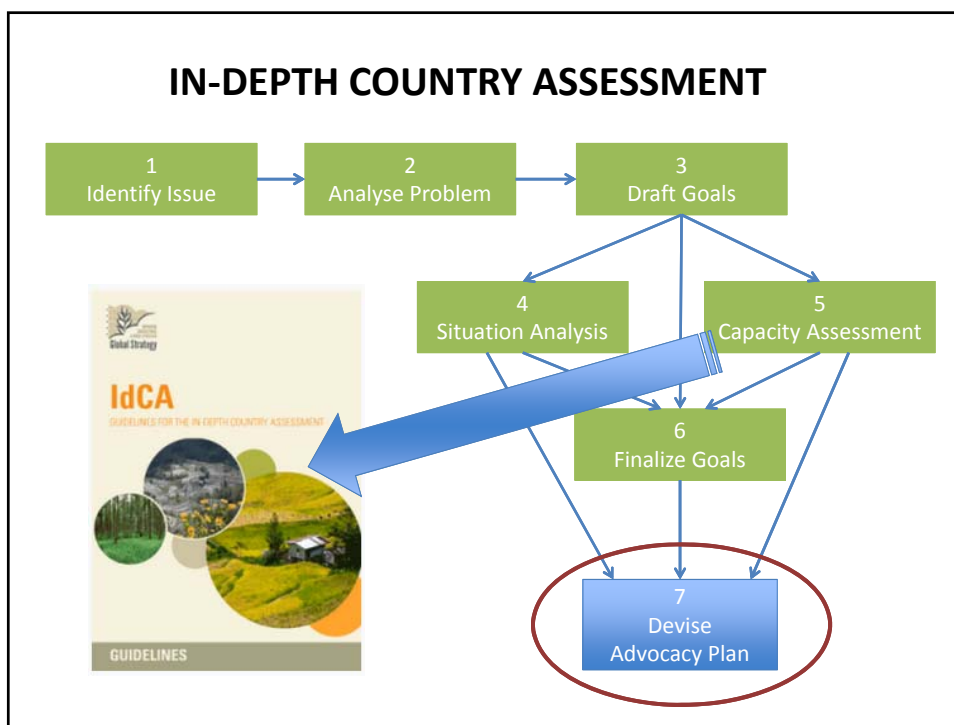
Regional Course on Communication and Advocacy  
for Agricultural and Rural Statistics

20 – 24 April 2015  
Beijing, China

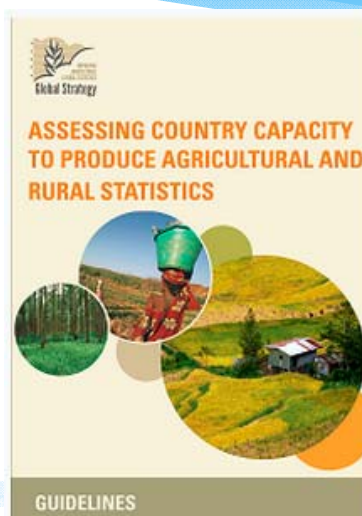
**Statistical Communication for Advocacy**



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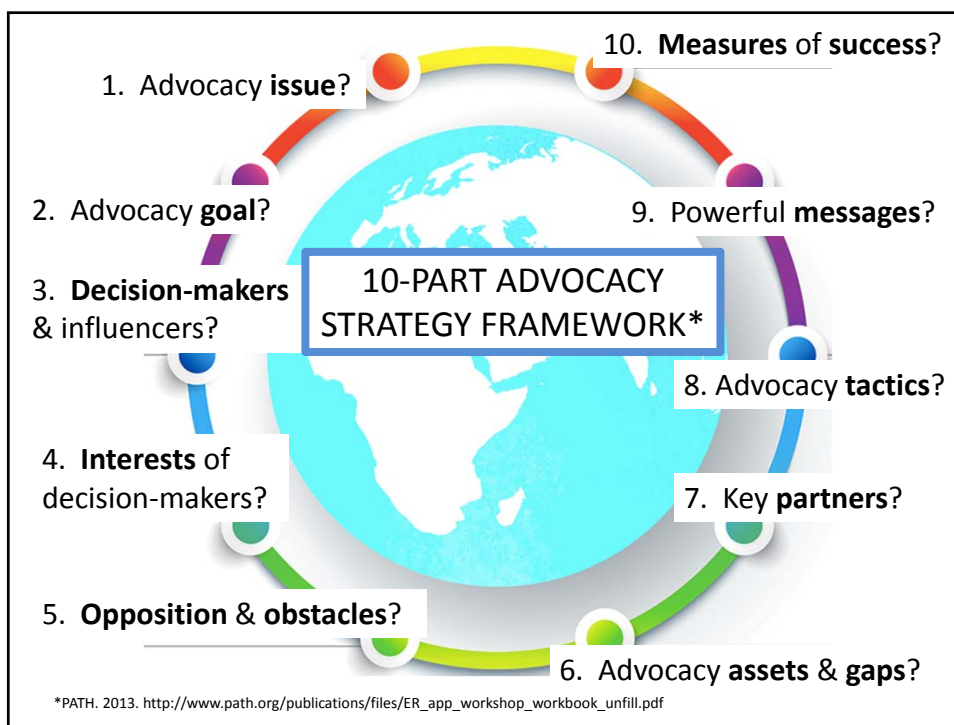
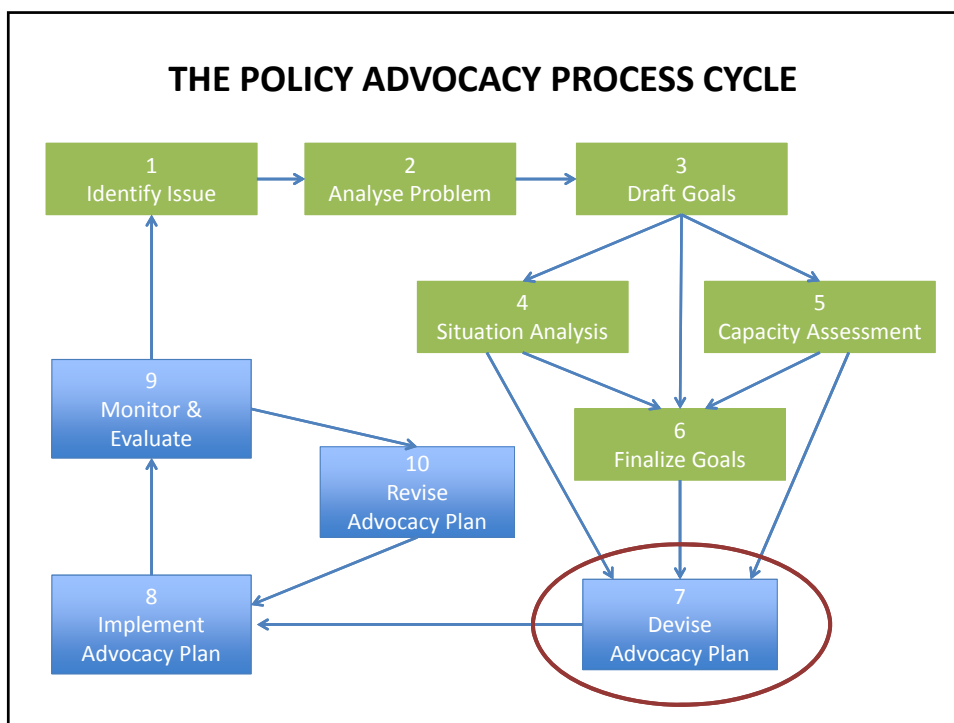


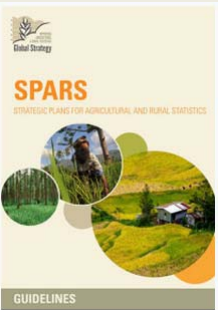
## Assessment Tool



## Common Issues for Advocacy

- \* Lack of integration of agricultural and rural statistics into NSS contributed to their decline in quantitative and qualitative terms
- \* Data are produced by several line ministries and agencies: difficulties in coordinating, lack of standards, duplications of work
- \* Scarce awareness of data producers on users needs and policy initiatives
- \* Policy makers make little use of available data





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## References

[http://www.unsiap.or.jp/e-learning/4\\_agri\\_stat/1504\\_RAP\\_CHN\\_Ref.html](http://www.unsiap.or.jp/e-learning/4_agri_stat/1504_RAP_CHN_Ref.html)

<http://www.gsars.org/category/publications/>



## How well do we communicate statistics?

### *Assessing practices in communicating statistics*

- \* Is statistical dissemination enough?
- \* How effective are your methods of communicating agricultural and rural statistics?
- \* How has your communication strategy built demand for agricultural and rural statistics?