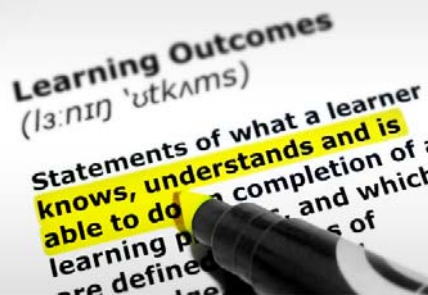


Regional Course on Communication and Advocacy for Agricultural and Rural Statistics

20 – 24 April 2015
Beijing, China

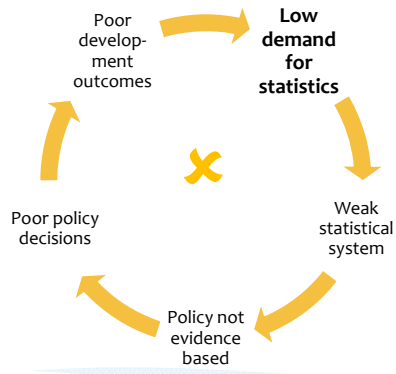
How has your communication strategy
built demand for ARS?



- Building demand for ARS
- Role of effective communication in building trust in official statistics

Communication Builds Demand

Vicious cycle countries



Virtuous cycle countries



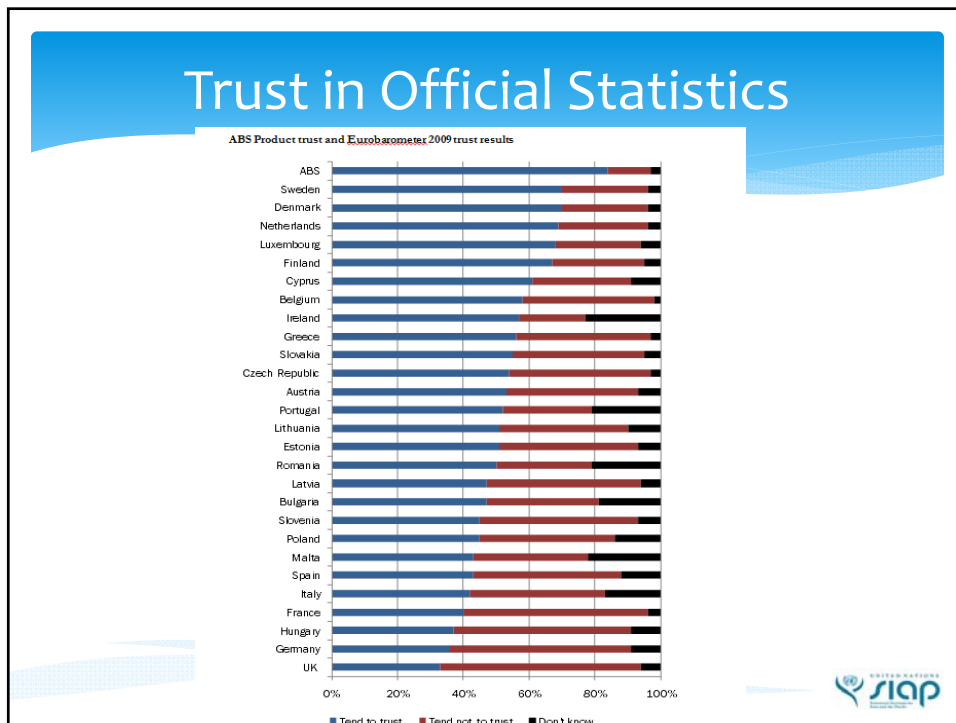
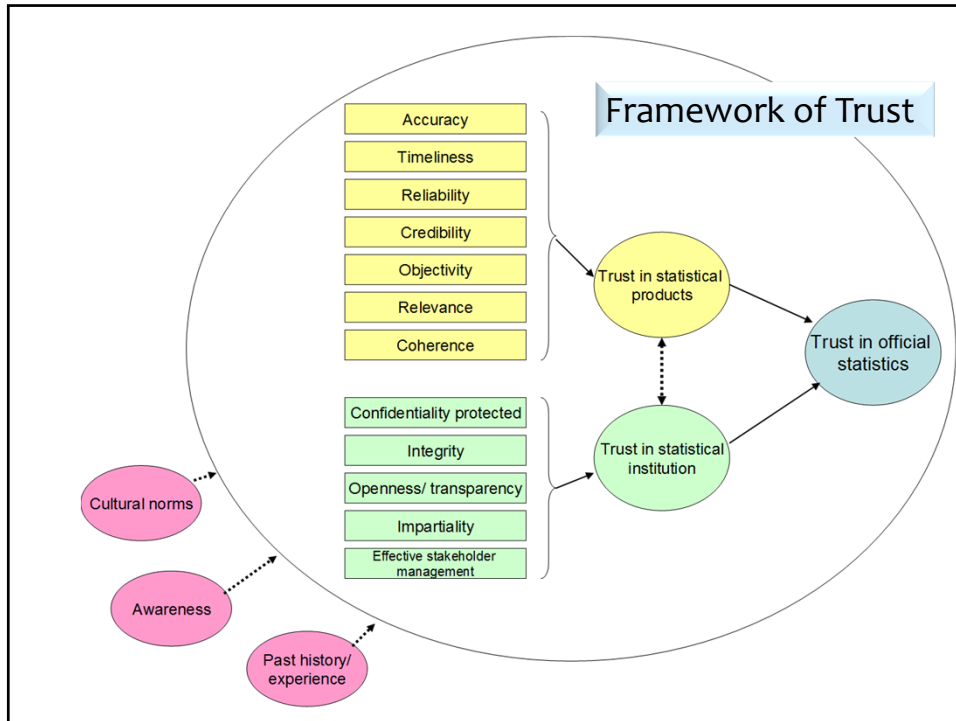
Source: PARIS21 Advocacy Toolkit



Effective communication builds ...



... builds demand.



Trust →... → Use

Trust is a pre-requisite for evidence based policy

- * Increasing trust of general public—focus on
 - * Customer service
 - * Communication and information
 - * Personal relationships
 - * Product trust



Trust →... → Use

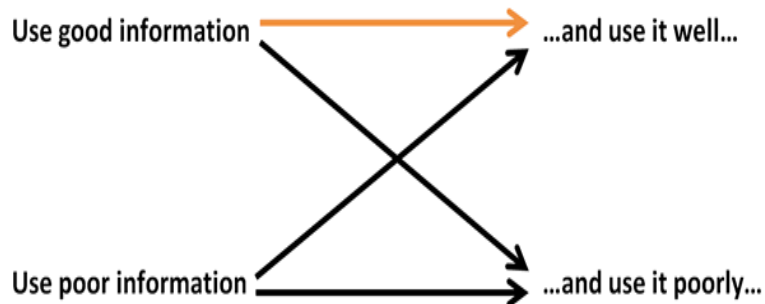
Trust is a pre-requisite for evidence based policy

- * Increasing trust of informed public—focus on
 - * Management, efficiency, governance, systems and processes
 - * Both product and institutional trust



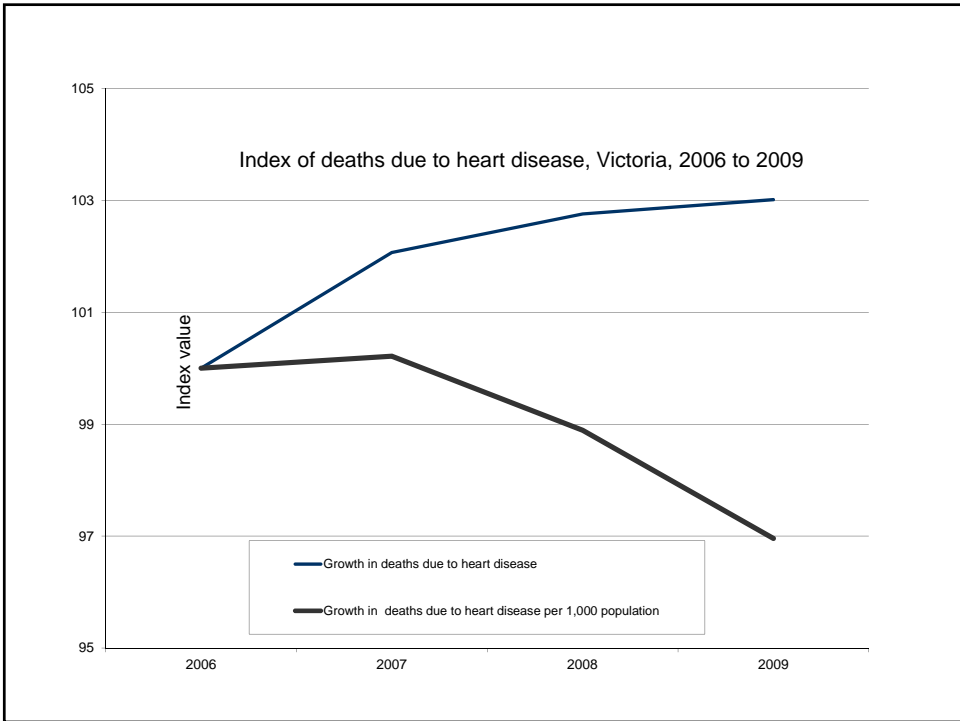
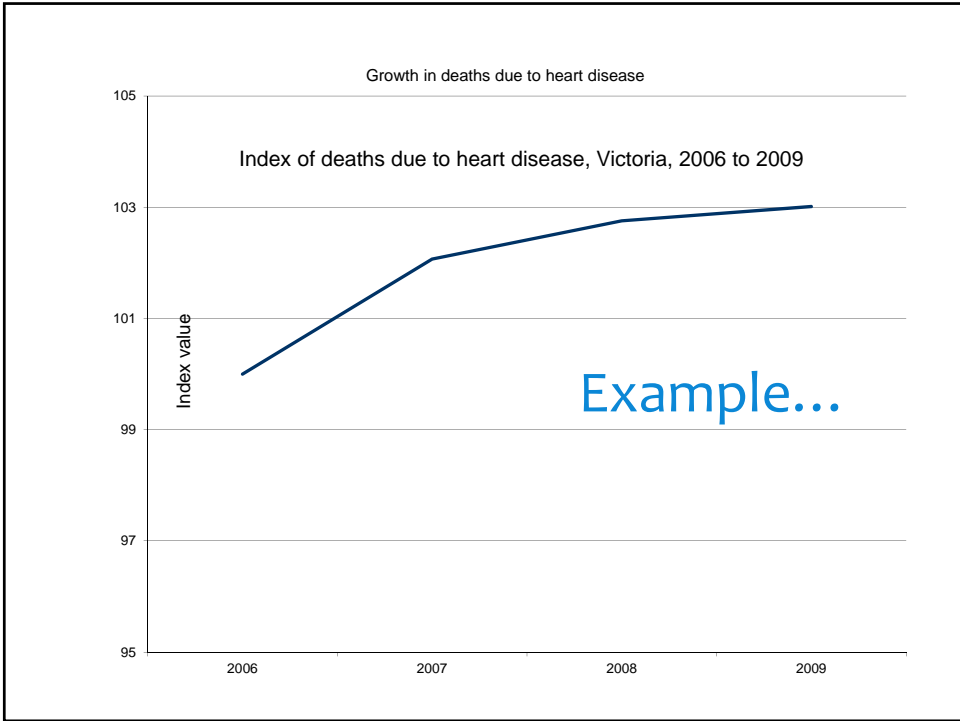
Evidence: Data is Not Enough

There are policy options that ...

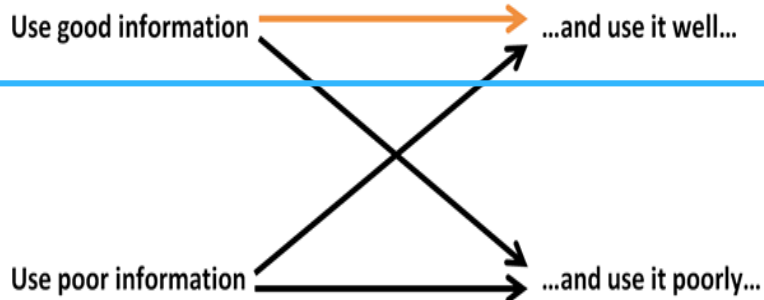


Evidence: Data is Not Enough

- * Having access to statistical information does not, by itself, automatically lead to “evidence” and good decision making
- * Statistics are at the heart of evidence-based policy, but they must also be used effectively



Communicate well, so that policy makers



Three Learnings

- * Communication as a tool for building demand for ARS
- * Framework of trust for statistics
- * Role of communication in evidence-based policy-making