



**Training Course on
 Communication and Advocacy for Agricultural and Rural Statistics**

27 June-1 July, 2016, Daejeon, Republic of Korea
Final (as of 17 June 2016)

Monday, 27 June 2016	
08.30 – 09.00	Registration
09.00 – 09.45	Opening Session 1a) Welcome statements 1b) Self-introduction of participants 1c) Objectives and structure of the course
09.45 – 10.15	Break and Group Photo
Module 1- Understanding the demand for and use of agriculture and rural statistics <i>Explore data needs and uses of agriculture and rural statistics. What are the established and emerging priorities for tracking agriculture and rural development issues? How are the data used to inform policy, planning and program implementation?</i>	
10.15 – 11.15	Session 1.1. Role of Communication and Advocacy <ul style="list-style-type: none"> • <i>Presentation:</i> Meeting data needs • <i>Discussion:</i> Where does the demand for agriculture and rural statistics come from?
11.15 – 12.00	Session 1.2. Using statistics throughout the policy cycle <ul style="list-style-type: none"> • <i>Presentation</i> The policy cycle and the role of statistics • <i>Country presentation</i> on national approaches to achieving evidence-based policymaking • <i>Small group discussion:</i> Brainstorming session where groups review a national development plan and determine the kind of statistical information needed and how this would be used at each stage of the policy cycle.

12.00 – 14.00	Lunch Break (Welcoming lunch by KOSTAT)
14.00 – 15.00	Session 1.2. Using statistics throughout the policy cycle (continued)
15.00 – 16.00	<p>Session 1.3. Identifying and describing users of statistics</p> <ul style="list-style-type: none"> • <i>Small group discussion:</i> identify key users of agriculture and rural statistics. They will group them into target audiences and start to describe their data needs and expectations. <p><i>Reporting back and discussion</i></p>
16.00 – 16.15	Break
16.15 – 17.30	<p>Session 1.4. Identifying the skills needed to use statistics</p> <p><i>Plenary discussion:</i> Brainstorm a list of all the skills that data users need to have to be able to make use of statistics. Group the list into areas or themes.</p> <p><i>Presentation:</i> ABS Statistical Capability Framework: skills needed to be able to make maximum use of statistics</p>
17.30 – 17.45	Daily Wrap-up

Tuesday, 28 June 2016	
09.00 – 09.30	<ul style="list-style-type: none"> • Recap from Day 1
<p>Module 2 – Building Statistical Literacy in Agricultural and Rural Statistics (ARS): <i>What it means and why does it matter in communication and advocacy? How can statistical literacy be developed?</i></p>	
09.30 – 10.15	<p>Session 2.1. Connecting user needs and statistical capabilities</p> <ul style="list-style-type: none"> • <i>Presentation:</i> Methods for developing statistical literacy and the role of communication and advocacy • <i>Group work:</i> This activity is aimed to develop a

	better appreciation of how to develop the skills of key data users. Based on the target audiences identified on day 1, each group will work on creating a 'persona' for a particular audience (i.e., outlining their background, type of work, agricultural and rural issues they deal with, data needs, statistical competencies, etc.).
10.15 – 10.30	Break
10.30 – 11.00	Session 2.1. (continued) <ul style="list-style-type: none"> • <i>Reporting back</i>
11.00 – 12.30	Session 2.2. Statistical illiteracy - the cost of being statistically illiterate on ARS <ul style="list-style-type: none"> • <i>Presentation/Case examples</i> • <i>Discussion</i>
12.30 – 13.30	Lunch Break
13.30 – 15.00	Session 2.3 The competencies required for statistical literacy <ul style="list-style-type: none"> • <i>Brainstorming session:</i> Participants will build on session 1.4 to identify competencies needed for statistical literacy • <i>Reporting back and discussion</i>
15.00– 15.15	Break
15.15 – 16.45	Session 2.4. Statistical literacy - How effective are data producers in building statistical literacy? <ul style="list-style-type: none"> • <i>Country presentations:</i> national experiences in building statistical literacy • <i>Discussion</i> on its effectiveness with respect to raising awareness on ARS using a general criteria for assessing statistical literacy
16.45 – 17.15	Daily wrap-up
Wednesday, 29 June 2016	
Module 3 – Devising an advocacy and communication strategy for ARS: <i>Focus on identifying advocacy issues, communicating and influencing key decision makers</i>	
09.00 – 10.30	Session 3.1. Basics of the Policy Advocacy Process <ul style="list-style-type: none"> • <i>Presentation & Discussion:</i> Communicating the IdCA and SPARS: Why it is important? • <i>Country presentations & Discussion</i> on IdCA (selected countries)

10.30 - 10.45	Break
10.45 - 12.15	<p>Session 3.2. Advocacy and Communication Strategy Plan Framework: Overview</p> <ul style="list-style-type: none"> • <i>Trigger Presentation</i> <p>Session 3.3. Define the scope, opportunity and risks</p> <ul style="list-style-type: none"> • <i>Trigger Presentation</i> • <i>Group Practice: Produce a matrix detailing opportunity, risks and resolutions</i>
12.15 - 13.15	Lunch Break
13.15 - 14.45	<p>Session 3.4. Defining your advocacy goal and objectives</p> <ul style="list-style-type: none"> • <i>Trigger Presentation</i> • <i>Group Practice: Produce at least one goal and two or more objectives for a country-based Global Strategy Communications Plan</i> <p>Session 3.5. Identify target audiences</p> <ul style="list-style-type: none"> • <i>Trigger Presentation</i> • <i>Group Practice: Produce a list of target audiences</i> <p>Session 3.6. Identify key messages: what do you want each audience to hear?</p> <ul style="list-style-type: none"> • <i>Trigger presentation</i> • <i>Group Practice: Match a series of key messages to audiences identified in Session 3.5</i>
14.45 - 15.00	Break
15.00 - 16.30	<p>Session 3.7. Identify delivery channels: what forms of media will you use</p> <ul style="list-style-type: none"> • <i>Trigger Presentation</i> • <i>Group Practice: Make up a list of delivery channels and how they will be used (targeted communications products for each channel)</i> <p>Session 3.8. Branding: Decide on logos, visual identity and theme</p> <ul style="list-style-type: none"> • <i>Trigger presentation</i> • <i>Group Practice: Decide on a thematic look and style for all communications products</i>
16.30 - 17.00	Daily wrap-up

Thursday, 30 June, 2016	
09.00 – 10.30	<p>Session 3.9. Roles and Responsibilities</p> <ul style="list-style-type: none"> • <i>Trigger Presentation</i> • <i>Group Practice: Identify who will be responsible for specific communications products and actions</i> <p>Session 3.10. Monitoring and Evaluation</p> <ul style="list-style-type: none"> • <i>Trigger Presentation</i> • <i>Group Practice: Construct an M & E matrix that identifies the objective, delivery channel, impact indicator and means of verification.</i>
10.30 – 10.45	Break
10.45 – 12.15	<p>Session 3.11: Communications Action Plan</p> <ul style="list-style-type: none"> • <i>Trigger Presentation</i> • <i>Group Practice: Build a sample matrix for launching communication events and products for the Global Strategy over the next year, including a timeframe</i>
12.15 – 13.15	Lunch Break
13.15 – 14.45	<p>Session 3.12. Communications Strategy completion</p> <ul style="list-style-type: none"> • <i>Trigger Presentation</i> • <i>Group Practice: Combine the outputs from sessions 3.1 to 3.12 to produce a sample communications strategy for your country's Global Strategy-based work</i>
14.45 – 15.00	Break
<p>Module 4 – Developing effective strategies, tools and activities to increase communication and dissemination for more effective use of ARS: Focusing on communication tools/medium that effectively enlighten decision makers in government and their key messengers/influencers.</p>	
15.00 – 16.45	<p>Session 4.1. Communication and Dissemination Workshops</p> <p>Series of practical workshops that will improve knowledge and skills of participants in identifying effective strategies, developing and designing specific types of tools and using these for suitable activities for increasing awareness of ARS. The workshops will focus on applying good practices for presenting, explaining and communicating statistics to increase awareness, understanding and analysis of ARS through effective use of:</p> <ul style="list-style-type: none"> • [Workshop 1] traditional and online media channels (newspapers, radio, television, social media)

	<ul style="list-style-type: none"> • [Workshop 2] websites • [Workshop 3] training (including, a template for developing a training course) • [Workshop 4] other products (e.g., brochures and flyers, films, Op-Eds, newsletters, posters and banners)
16.45 - 17.00	Daily wrap-up
Friday, 17 July 2015	
09.00 - 11.00	Session 4.1. Communication and Dissemination Workshops-continued
11.00 - 11.15	Break
11.15 - 12.15	Session 4.1. Communication and Dissemination Workshops-continued
12.15 - 14.15	Lunch Break (Farewell Lunch by KOSTAT)
14.15 - 15.30	Session 4.1. Communication and Dissemination Workshops-continued
15.30 - 15.45	Break
Module 5- Next steps: Communication strategies, communication products and action plan: Focus on sample communication strategies developed throughout the course and action plans to promote the Global strategy	
15.45 - 16.30	<i>Session 5.1: Presentation and discussion of group outputs : present sample communications strategies, communications products completed during Session 4.1 and action plan</i>
16.30 - 17.00	Evaluation & Closing Ceremony