

# Regional Training Course on Communication and Advocacy for Agriculture and Rural Statistics

27 June – 1 July 2016  
Daejeon, Republic of Korea

## Session 1.1 Role of Communication and Advocacy

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# Communication

# Advocacy

# Communication

- \* Make known, impart, transmit
- \* Understanding data needs
- \* Two-way exchange
- \* Seeking feedback
- \* Helping to turn statistics into knowledge



# Advocacy

Definition:

“Advocacy is pleading for, defending or recommending an idea before key people in order to obtain change.”

**Whenever change is sought, advocacy is concerned.”**



Advocating for  
the National Strategy for  
the Development of Statistics

Country-level Toolkit

May 2010



Source: [www.paris21.org/sites/default/files/advocacytoolkit.pdf](http://www.paris21.org/sites/default/files/advocacytoolkit.pdf)





## Sustainable Development Goals



Open data

Data revolution

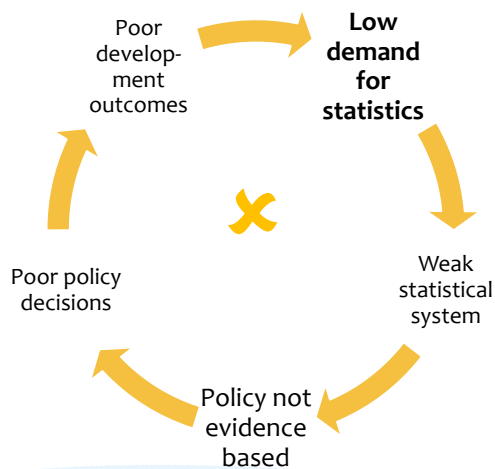


BIG data

Data linking

## Building demand for agriculture and rural statistics

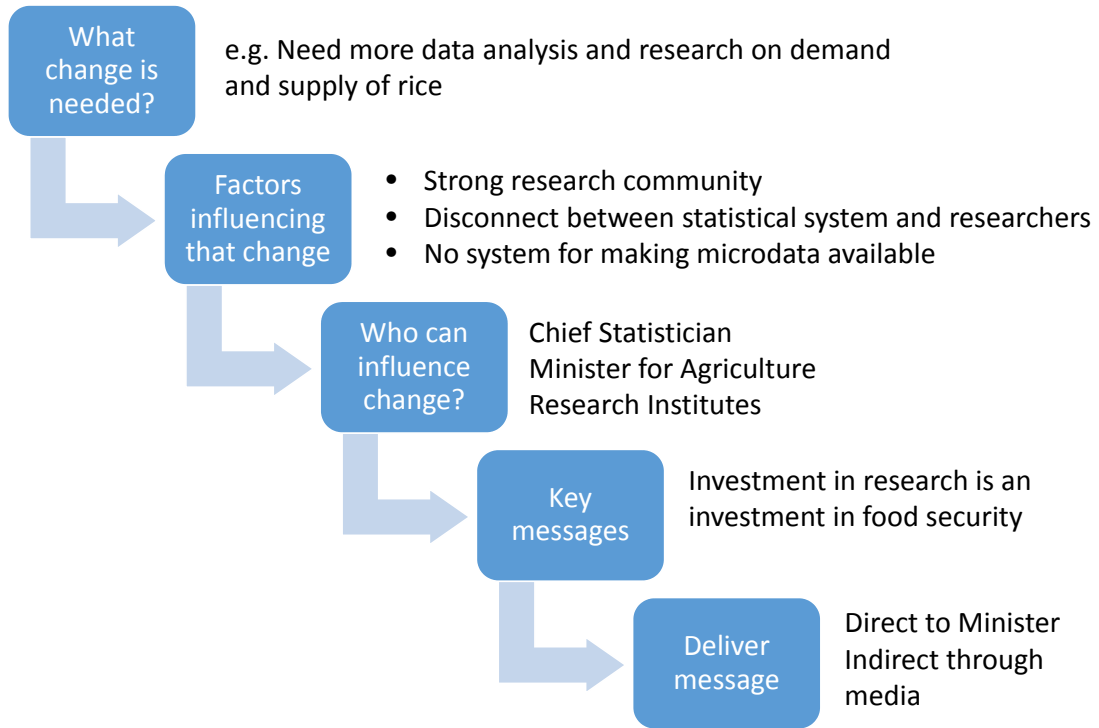
### Vicious cycle countries



### Virtuous cycle countries



# How do you advocate for change?



Source: PARIS21 Advocacy Toolkit

**Why is the Census of Agriculture so important to you?**

THE CENSUS HAS A POSITIVE IMPACT

**THE CENSUS HAS A POSITIVE IMPACT ON THE FUTURE OF YOUR OPERATION AND YOUR COMMUNITY.**

Farmers, businesses, and others use the data to make informed decisions such as where to locate processing or transportation facilities.

NASS publishes aggregated census data for all U.S. states and counties to everyone at the same time, ensuring equal access to data.

Data is kept secure and each NASS employee is committed to data security by following mandated procedures to ensure information is not compromised.

As required by Federal law, all responses are completely confidential. NASS safeguards the privacy of all respondents, ensuring that no individual operation or producer can be identified.

NASS compiles and analyzes data about U.S. farming that are only available as part of the census such as demographics, economics and land use.

Census of Agriculture data works for you by improving decisions about jobs, transportation, production practices, new technologies, marketing opportunities, farm services and programs, and local, state, and federal policy. For these reasons, it is important to respond to NASS surveys.

www.agcensus.usda.gov  
United States Department of Agriculture  
National Agricultural Statistics Service

USDA

CENSUS OF AGRICULTURE

**Key message** →

**Legal requirement** →

**What happens with the data** →

# Friends of Agricultural Statistics & Analysis

Join FASA

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<http://agriculturalstatis.wix.com/fasa>

<https://www.youtube.com/watch?v=cIM4dX49VxE>

YouTube <sup>KR</sup> Search

THE IMPORTANCE OF  
**AGRICULTURAL STATISTICS**  
IN BANGLADESH



0:01 / 6:42

CC Settings Full Screen

The image shows a YouTube video player interface. At the top left is the YouTube logo with a 'KR' superscript. To its right is a search bar with the word 'Search' and a magnifying glass icon. The main video area has a black background with white text that reads 'THE IMPORTANCE OF AGRICULTURAL STATISTICS IN BANGLADESH'. In the bottom right corner of the video area is the FAO logo, which consists of a circular emblem with 'F A O' and 'FIAT PANIS' around it. At the bottom of the player, there is a progress bar showing '0:01 / 6:42' and several control icons: a play button, a volume icon, a closed captions icon, a settings gear icon, a full screen icon, and a refresh icon.

## Asia-Pacific: common challenges for agriculture and rural statistics

- \* Limited staff and capacity
- \* Lack of technical tools and methodology
- \* Insufficient funding
- \* Inadequate integration of agriculture into the National Statistical Systems
- \* Uncoordinated and duplicated efforts in data collection and dissemination
- \* Limited use in planning and policy formulation

Source: Allan Nicholls, FAO, Global Strategy: An Overview and Summary of Progress, presented at the Asia Pacific Commission on Agriculture Statistics, Bhutan, 15-19 February 2016



## Benefits of communication

- \* Ensure users are aware
- \* Show the value of statistics
- \* Increase data use
- \* Encourages feedback
- \* Improve quality of statistics
- \* Rewarding for statisticians



# Methods



## Dissemination

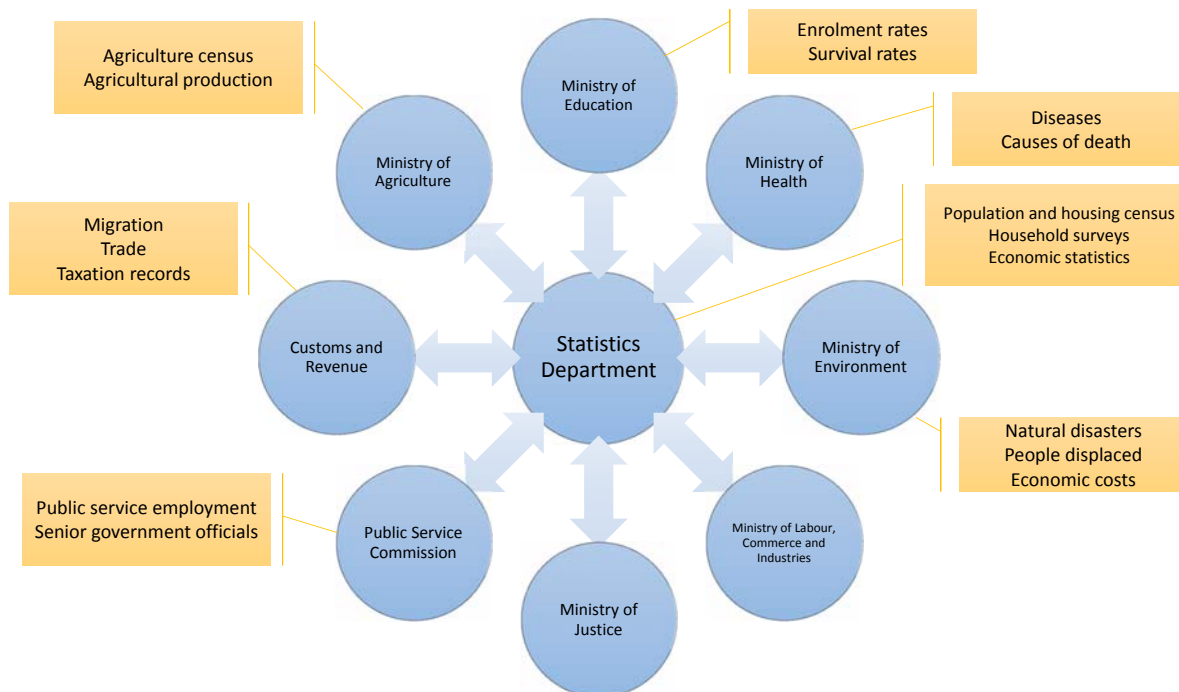
- \* Websites
- \* Print publications
- \* Brochures
- \* Analytical reports
- \* Databases
- \* Posters
- \* Infographics
- \* Library / bookshops

## Communication

- \* Social media
- \* Press briefings
- \* Data user meetings
- \* Call centres
- \* Training workshops
- \* Videos
- \* Presentations
- \* Exhibits



# National Statistical System





# Strengthening statistics

- \* National Strategy for the Development of Statistics (NSDS)
- \* Global Strategy for Agriculture Statistics:  
“... the NSDS should be reviewed and, where necessary, be revised to reflect the integration of agriculture into the national statistical system”
- \* What should go in the NSDS?

## Philippine Statistical Development Program 2011-2017

### Chapter 7 Agriculture and fisheries statistics

#### Introduction

The agriculture and fisheries sector puts food on the table of every Filipino in the country. The sector supplies vital raw materials for the production of other commodities and supports tourism and other services sector. It provides livelihood and income to a good segment of society and thus contributes to economic and human development.

As demand from increasing population and expanding industries grows amidst concerns of resource depletion and impact of climate change, the sector needs to harness its full potentials to achieve higher efficiency and improve productivity to help in poverty reduction.

The **PDP 2011-2016** foresees a competitive and sustainable agriculture and fisheries sector that is vital in achieving the country's vision of inclusive growth and poverty reduction. To realize this, the following are goals that must be met:

- improved food security and increased rural incomes,
- increased sector resilience to climate change risks, and
- enhanced policy environment and governance.

Monitoring the progress and outcomes of policies and

- agricultural and fishery production, *e.g.*, agricultural crops, livestock and poultry, fishery, agricultural services, cost and returns of production and stock/inventories;
- agricultural marketing, *e.g.* prices and margins, domestic and foreign trade, supply and value chain, infrastructure and facilities;
- farmers'/fisherfolks' welfare/household economics, *e.g.* income, wage rate, consumption, capital formation, access to credit, insurance and guarantees; and
- land tenure improvement, agrarian justice delivery, and support services delivery.

Statistics on agriculture, fishery and agrarian reform related to the national accounts are covered in Chapter 5 – Macroeconomic accounts and statistics.

#### Situational analysis

The agricultural statistical system in the Philippines may be considered as above par among many developing countries. There is a dynamic program of surveys and other related statistical activities with adequate frequency of data updating and

# Philippine Statistical Development Program 2011-2017

- \* Situational analysis
- \* Key developments
  - \* Collection methods
  - \* New approaches (mobile data gathering for prices)
- \* Issues and challenges
  - \* Local level statistics
  - \* Outdated sampling frame
  - \* Incoherent sources
- \* Forward work program

