

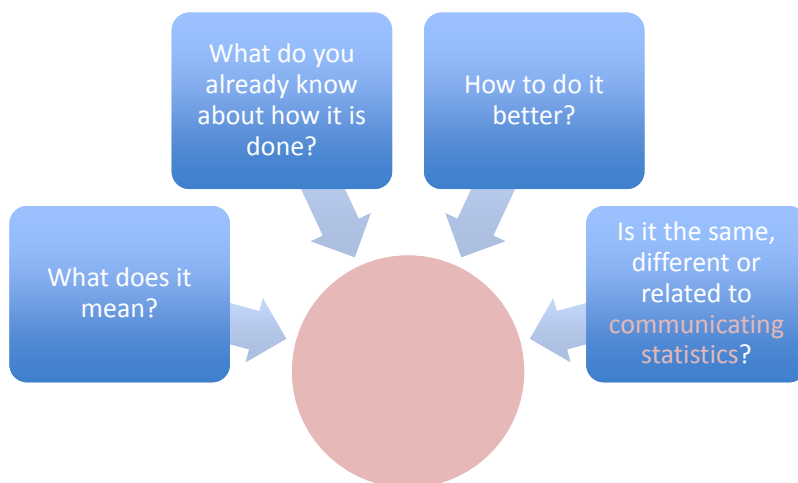
Regional Course on Communication and Advocacy for Agricultural and Rural Statistics

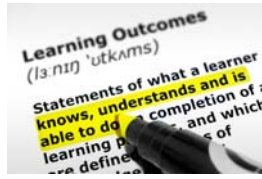
20 – 24 April 2015
Beijing, China

Is statistical dissemination enough?

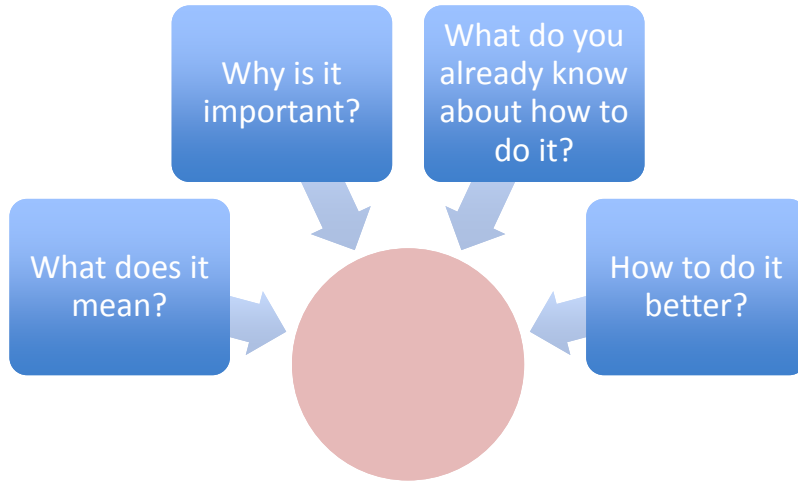


Disseminating Statistics





Communicating Statistics



Dissemination \neq Communication

We need BOTH.

What is Dissemination?

- * Releasing statistical *products*
- * Publishing

disseminate

–verb (used with object), -nat·ed, -nat·ing.

to scatter or spread widely, as though sowing seed;
promulgate extensively; broadcast; disperse.

Dictionary.com





What is Communicating Statistics?

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



Dissemination

Communication



	Baseline (VND/kg)	\$1
Rice	2,339	
Maize	1,236	
Sweet potato	1,424	
Cassava	774	
Soy	12,717	
Pig	14,313	
Chicken	38,069	
Other Poultry	21,062	
Beef	26,916	
Milk	9,116	
Seafood		

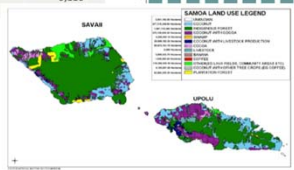
Agricultural Production Statistics: June 2013 (final)

Key facts
 At 30 June 2013, the number of:

- dairy cattle was nearly 6.5 million, 1 percent more than in 2012
- sheep was 30.8 million, down 473,000 from 2012
- beef cattle was 2.7 million, down 20,000 from 2012
- deer decreased by 3 percent, to 12 million

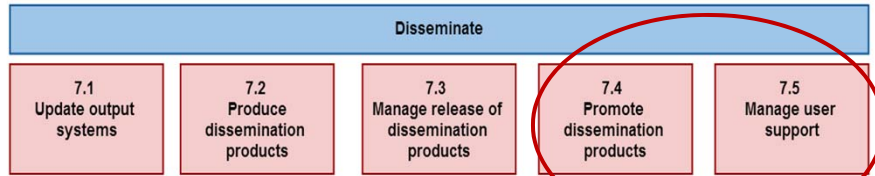
During the year ended 30 June 2013, the:

- harvested area of wheat decreased by 6,000 hectares (10 percent) from 2012.



Make Communication a Standard Step

* Dissemination is not enough!

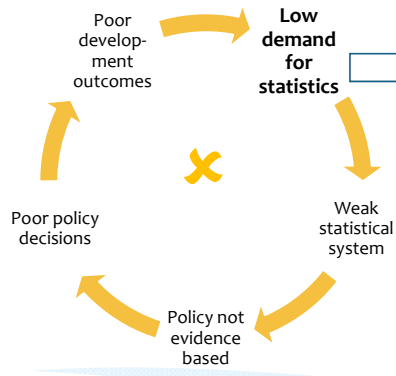


Click for more about GSBPM (if participants are not familiar)

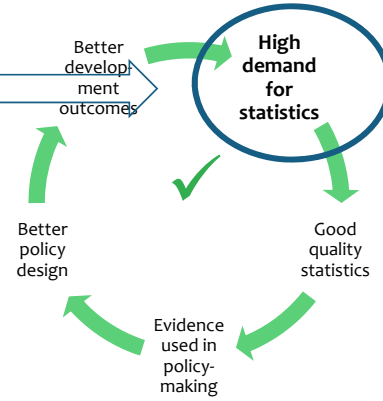


Communication builds demand.

Vicious cycle countries



Virtuous cycle countries

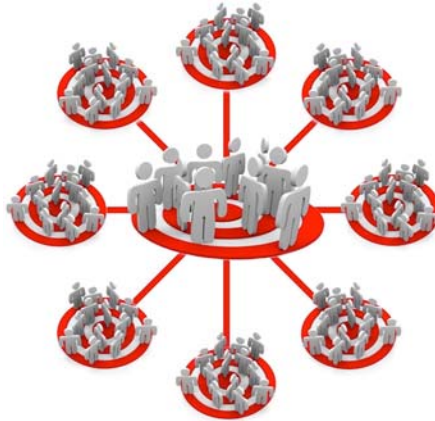


Source: PARIS21 Advocacy Toolkit



© 2002 National Geographic Society. All rights reserved. NATIONALGEOGRAPHIC.COM

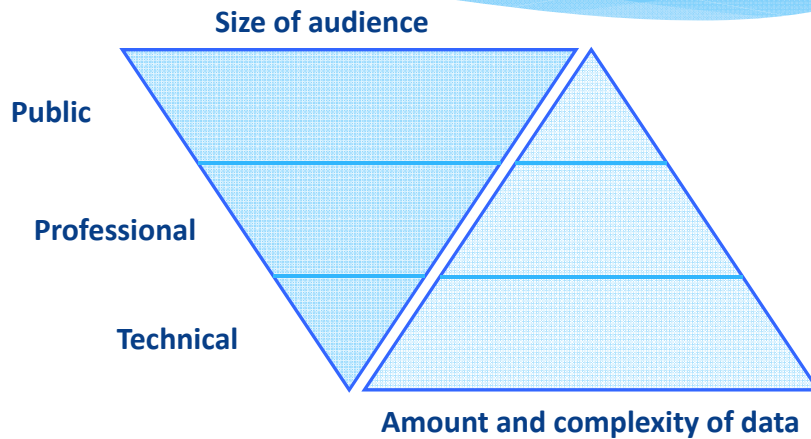
Identify Your Target Audiences



Make the shoes fit.



A Simple 'Audience Model'



Sources: www.stats.govt.nz/Census/about-2006-census/methodology-papers/developing-the-2006-census-product-and-service-mix.aspx
www.unecp.org/stats/documents/ece/ces/ge.22/2010/zip.52.e.pdf



Methods



Dissemination

- * Websites
- * Print publications
- * Brochures
- * Analytical reports
- * Databases
- * Posters
- * Library / bookshops
- * Call centres

Communication

- * Press releases
- * Briefings
- * Data user meetings
- * Training workshops
- * Videos
- * Presentations
- * Infographics
- * Exhibits



Technology aside...

- * Same principles apply
 - * Know your audience
 - * Keep it clear and simple
 - * Meet their needs
 - * Seek feedback



Share your practices.
(Country Presentations)



Generic Statistical Business Process Model (GSBPM)

