Planning for Distribution

"The main purpose of a census is to collect, process and disseminate information that will be **used as the basis of informed, evidence-based decision-making**. The benefits of this approach to decisions are not always apparent to users, especially in situations where other approaches may have been used in the past. It is therefore **important to promote such uses of census results among users**."

- UN Principles and Recommendations for Population and Housing Censuses (emphasis added)

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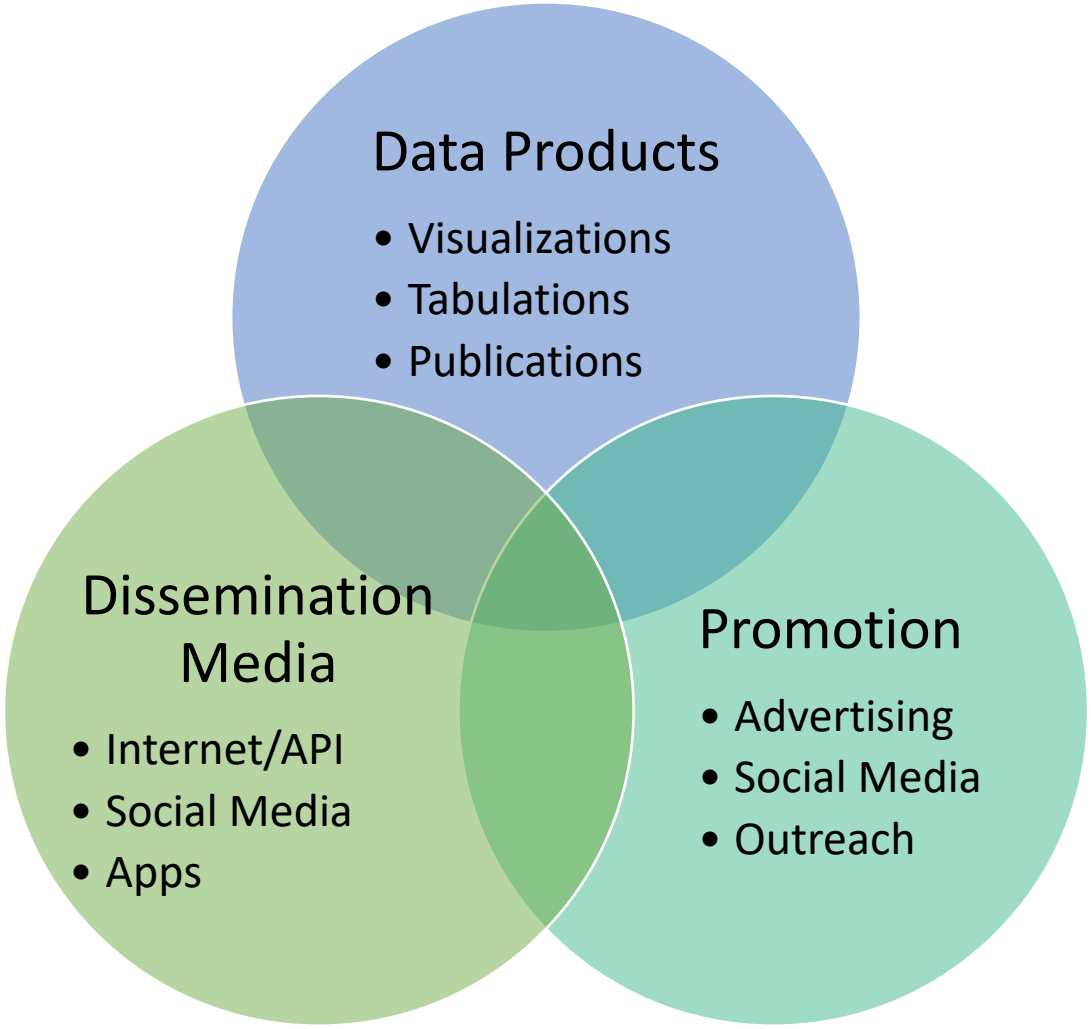
Elements of Dissemination



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Extended Data Ecosystem

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Strategic Considerations

"…basic training in the use and interpretation of the results of one census is a very strong method of advocating support for future censuses."

- UN Principles and Recommendations for Population and Housing Censuses

Identify Early

- Training needs should be identified early in the planning process.
- Users may have very specific training requests.
- It may be appropriate to request the user cover some costs of creating the training.

Fully Integrate

- Courses and materials should be integrated into the overall census promotion program.
- Messages about the use of data should fully reflect initial messages that advocated for conducting the census or seeking public cooperation and participation in the collection phase.

Be Transparent

- Ensure that the public knows how you will approach training.
- Identify areas in which the statistical office **wants to** participate.
- Establish partnerships with other groups to provide trainings.
- Use multiple approaches to training: classroom, e-learning, workshops.
- Publish a pricing regime to cover costs where appropriate and desirable.

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Key Audiences and Topics

- Potential uses of census data
- How to access census data
- Interpretation of census data at broad levels
- Spatial analysis

[UN Principles and Recommendations for Population and Housing Censuses]

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Supporting Data Users

Documentation	• Technical documentation • Handbooks
Training Opportunities	• Libraries • Webinars • E-Learning • Conferences
Direct Queries	• Online submission via website or email • Data Dissemination specialists

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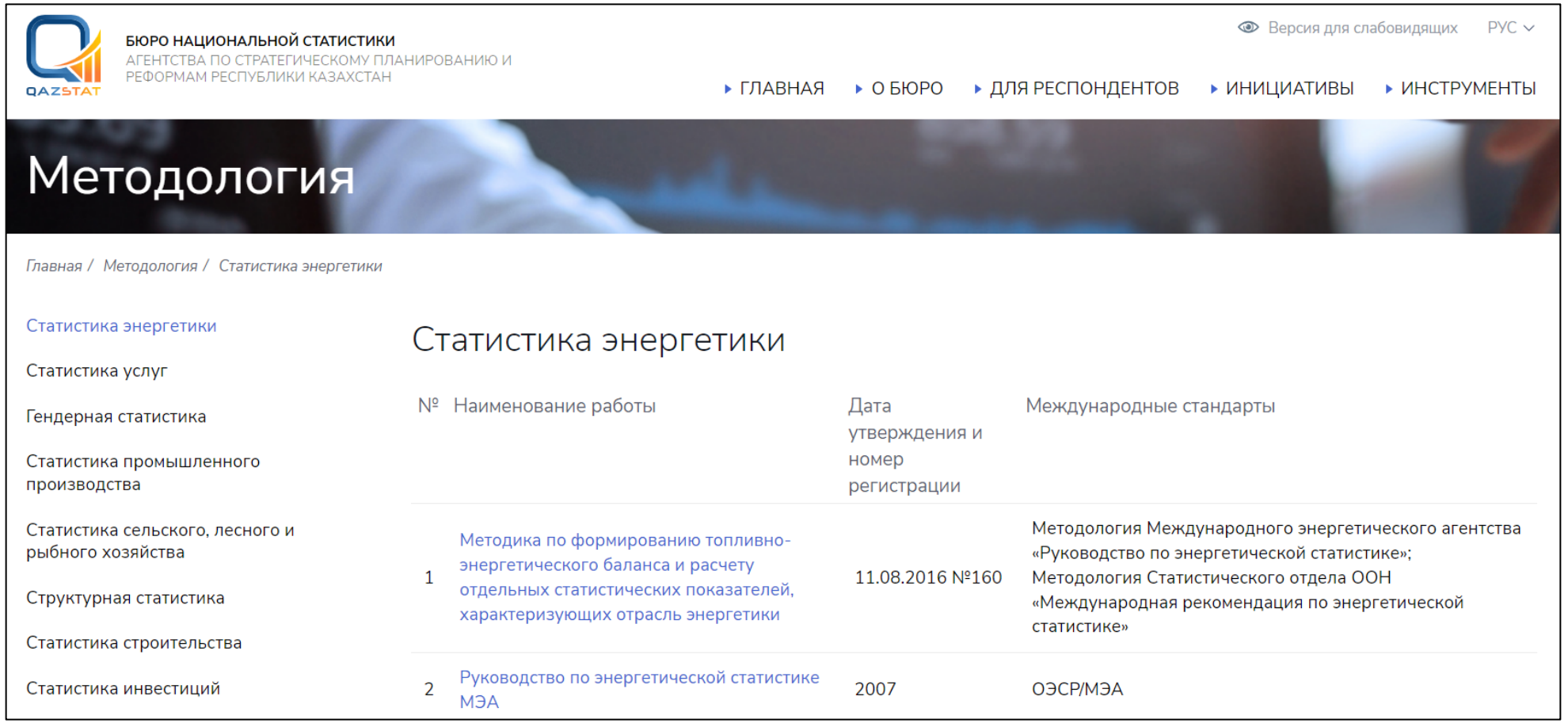
Supporting Data Users Examples: Documentation



БЮРО НАЦИОНАЛЬНОЙ СТАТИСТИКИ
АГЕНТСТВА ПО СТРАТЕГИЧЕСКОМУ ПЛАНИРОВАНИЮ И РЕФОРМАМ РЕСПУБЛИКИ КАЗАХСТАН

Версия для слабовидящих РУС

ГЛАВНАЯ О БЮРО ДЛЯ РЕСПОНДЕНТОВ ИНИЦИАТИВЫ ИНСТРУМЕНТЫ

Методология

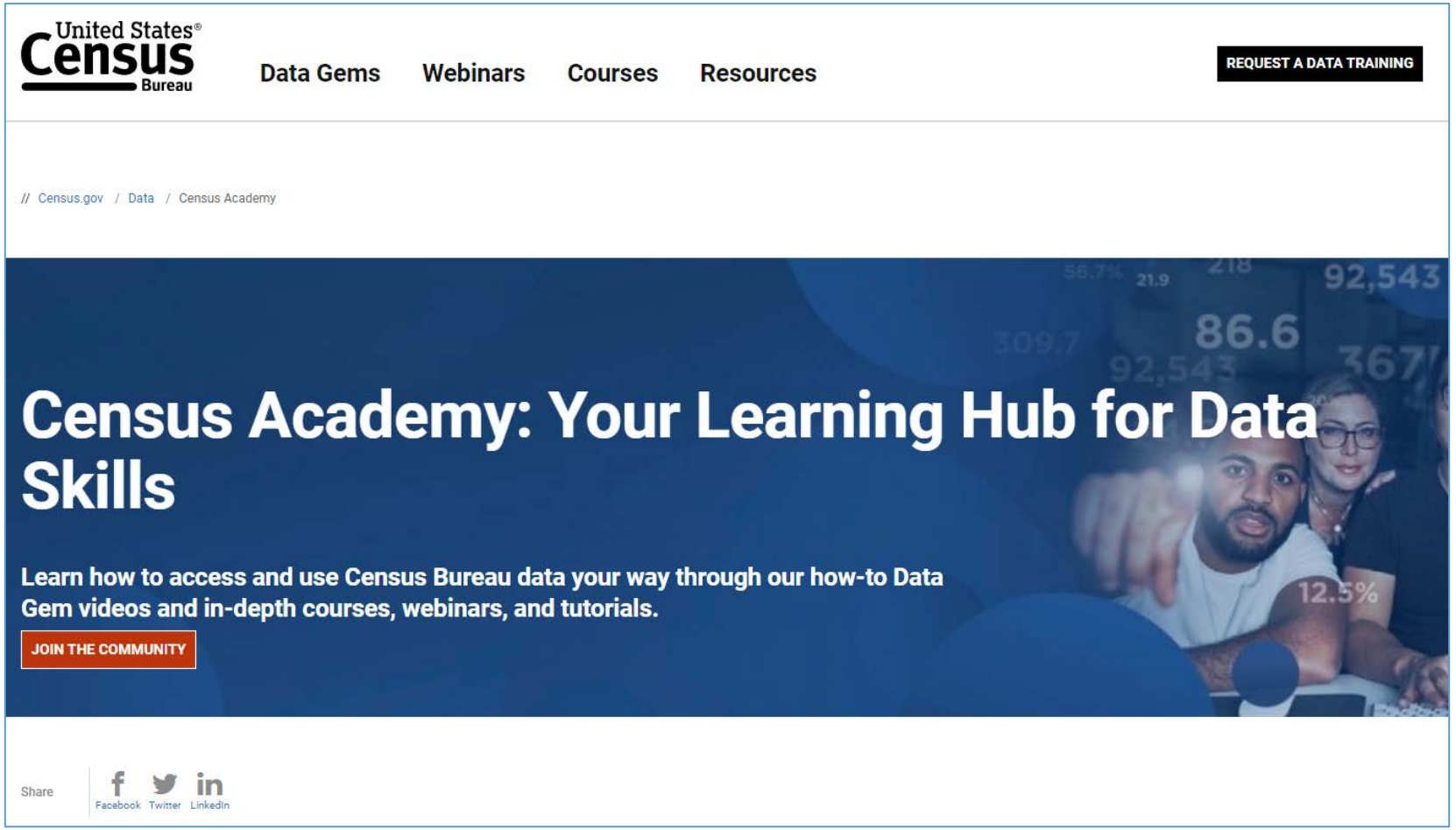
Главная / Методология / Статистика энергетики

- Статистика энергетики
- Статистика услуг
- Гендерная статистика
- Статистика промышленного производства
- Статистика сельского, лесного и рыбного хозяйства
- Структурная статистика
- Статистика строительства
- Статистика инвестиций

Статистика энергетики

№	Наименование работы	Дата утверждения и номер регистрации	Международные стандарты
1	Методика по формированию топливно-энергетического баланса и расчету отдельных статистических показателей, характеризующих отрасль энергетики	11.08.2016 №160	Методология Международного энергетического агентства «Руководство по энергетической статистике»; Методология Статистического отдела ООН «Международная рекомендация по энергетической статистике»
2	Руководство по энергетической статистике МЭА	2007	ОЭСР/МЭА

Supporting Data Users Examples: Trainings

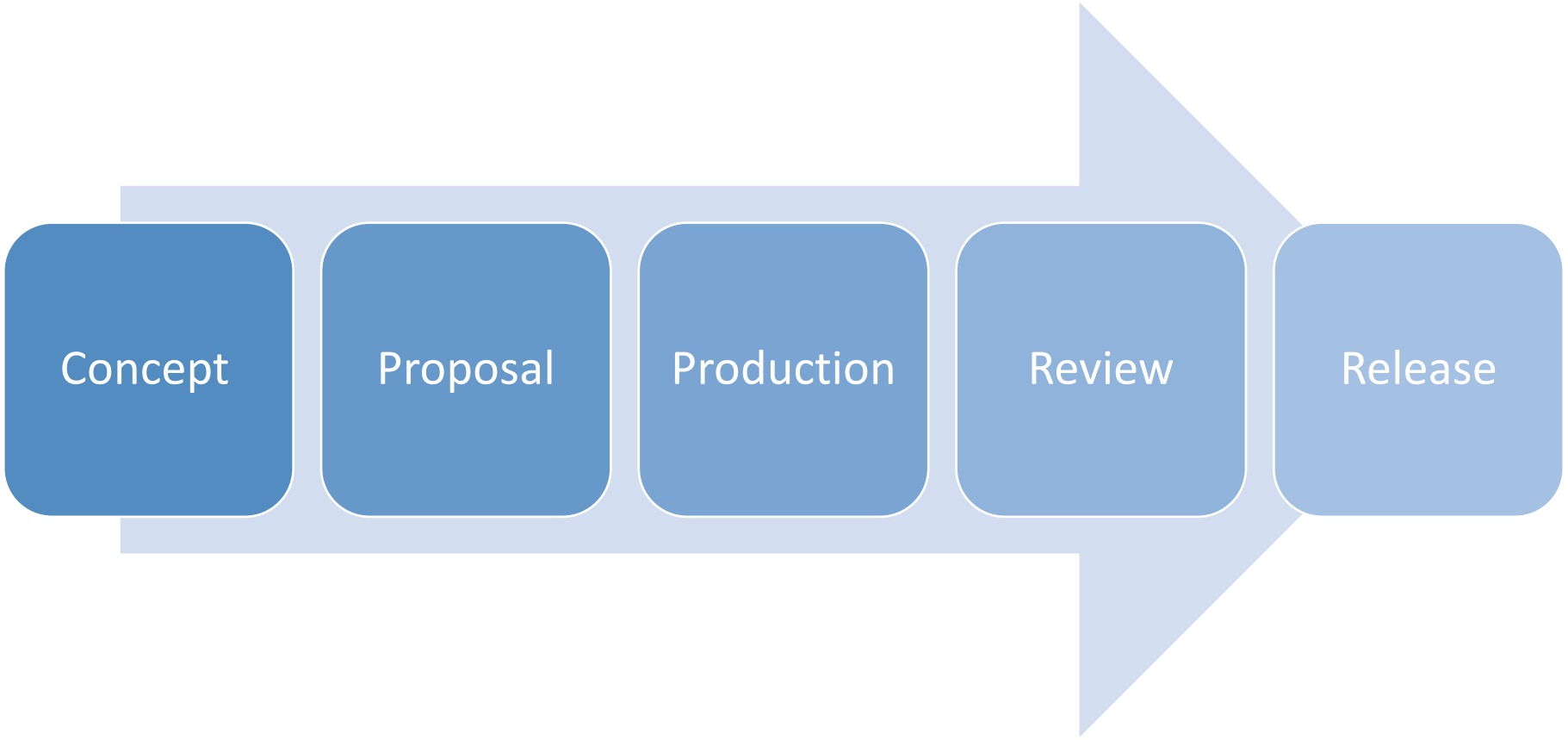


Census Academy

Discussion

How do you support your data users?

Individual Product Life Cycle



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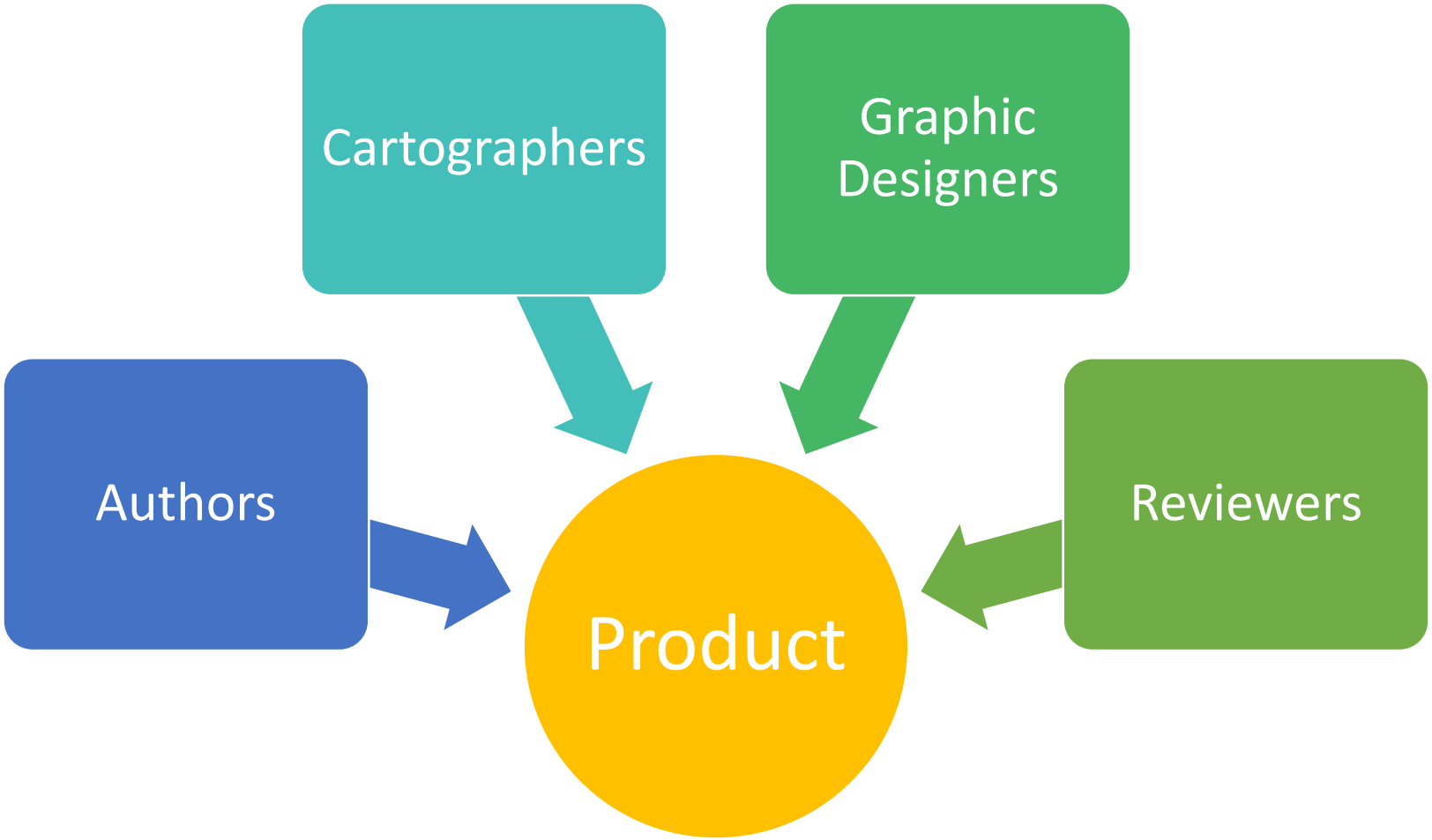
Publication and Distribution Considerations: Assembling



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Discussion

How does your organization manage the task of assembling materials from multiple authors?

How does your organization make sure that the assembled products pass the quality control test?

What are some lessons learned from assembling materials?

Publication and Distribution Considerations: Printing

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Discussion

What are some strategies you use for reducing cost in large-scale printing?

How do you assure quality in large-scale printing?

What are some lessons learned from large-scale printing operations?

Publication and Distribution Considerations: Printing Distribution

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Discussion

What are some strategies you use to distribute printed materials?

What are some lessons learned?

Publication and Distribution Considerations: Web Dissemination

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Discussion

What are your strategies for reaching a wide audience on the web?

What are some lessons learned?

Publication and Distribution Considerations: Contractors

Contractors may have more expertise in developing a particular type of product.

This may allow a product to be more advanced or developed quicker than if it were developed by the NSO.

Contractors generally know less about subject matter and the census process than experts within the NSO.

Requires time to explain a project and oversee the work of contractors.

In-house skills are not developed

More difficult to assure data confidentiality.

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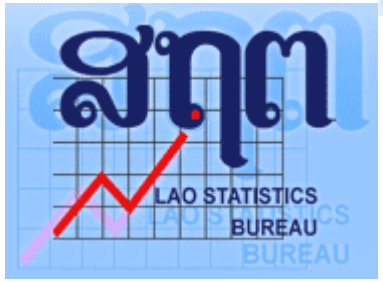
Discussion

Do you currently have contractors involved in dissemination activities for your NSO?

What are some lessons you have learned from working with contractors?

Standardization and Branding



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Importance of Standardization and Branding

What is a standard?

What is branding?

Why are they important?

Procedural and Product Standards

Procedural	Product

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Procedural Standards for Written Reports

- Procedural standards vary slightly based on the dissemination format, but overall, they follow these steps:
  - Outline preparation
  - Proposal approval
  - Data analysis
  - Writing
  - Report review
  - Publication
- Guidance and product approval are given by multiple levels of management throughout the writing process to keep the author on track.

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Product Standards

The USCB has a 54-page document that sets standards for reports in terms of:

- Branding
- Colors
- Layout
- Format
- Text

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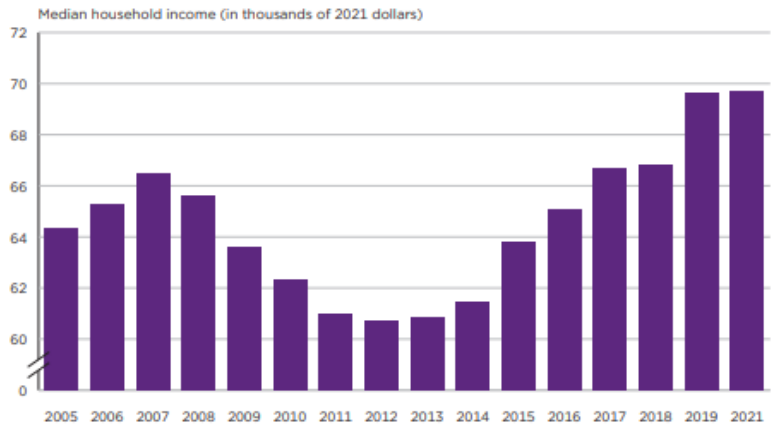
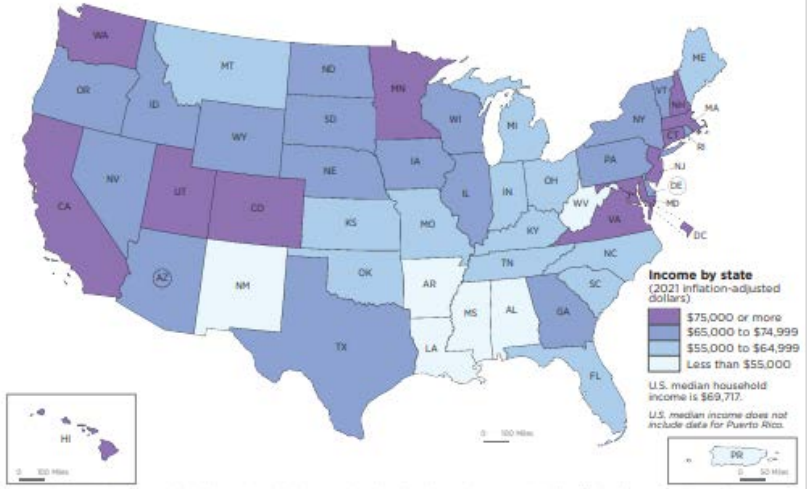
Formatting: Visuals

Figure 1.
Median Household Income in the Past 12 Months in the United States: 2005–2021
(Information on confidentiality protection, sampling error, nonsampling error, and definitions is available at <www.census.gov/acs>)



Note: Estimates for 2020 experimental data not shown. For more information on the 2020 experimental data products, refer to <www.census.gov/programs-surveys/acs/technical-documentation/user-notes/2021-02.html>.
Source: U.S. Census Bureau, 2005–2019 and 2021 American Community Surveys, 1-year estimates.

Figure 2.
Median Household Income in the Past 12 Months for the United States and Puerto Rico: 2021



A state abbreviation surrounded by the "○" symbol denotes the value for the state is not statistically different from the U.S. median.
Note: More information about sample design, methodology, and accuracy of the data is available at <www.census.gov/programs-surveys/acs/technical-documentation/code-lists.html>.
Source: U.S. Census Bureau, 2021 American Community Survey, 1-year estimates and 2021 Puerto Rico Community Survey, 1-year estimates.

Table 2.
Median Household Income in the Past 12 Months by the 25 Most Populous Metropolitan Areas
(In 2021 inflation-adjusted dollars. Data are limited to the household population and exclude the population living in institutions, college dormitories, and other group quarters. Information on confidentiality protection, sampling error, nonsampling error, and defintions is available at <www.census.gov/acs>)

Metropolitan area	2019 ACS median household income (dollars)		2021 ACS median household income (dollars)		Change in median income (percent)	
	Estimate	Margin of error (±)[1]	Estimate	Margin of error (±)[1]	Estimate	Margin of error (±)[1]
Atlanta-Sandy Springs-Alpharetta, GA Metro Area	76,030	743	77,589	1,068	*2.1	1.7
Baltimore-Columbia-Towson, MD Metro Area	88,130	1,804	86,302	1,862	-2.1	2.9
Boston-Cambridge-Newton, MA-NH Metro Area	100,074	1,285	100,750	1,474	0.7	2.0
Charlotte-Concord-Gastonia, NC-SC Metro Area	70,368	1,453	71,041	1,298	1.0	2.8
Chicago-Naperville-Elgin, IL-IN-WI Metro Area	79,884	737	78,166	830	*-2.2	1.4
Dallas-Fort Worth-Arlington, TX Metro Area	76,584	646	75,975	920	-0.8	1.5
Denver-Aurora-Lakewood, CO Metro Area	90,760	1,216	90,716	1,559	Z	2.2
Detroit-Warren-Dearborn, MI Metro Area	67,268	944	67,153	871	-0.2	1.9
Houston-The Woodlands-Sugar Land, TX Metro Area	73,329	1,462	70,893	1,037	*-3.3	2.4
Los Angeles-Long Beach-Anaheim, CA Metro Area	82,422	900	82,503	785	0.1	1.4
Miami-Fort Lauderdale-Pompano Beach, FL Metro Area	63,736	721	63,814	803	0.1	1.7
Minneapolis-St. Paul-Bloomington, MN-WI Metro Area	88,700	1,265	87,433	1,286	-1.4	2.0
New York-Newark-Jersey City, NY-NJ-PA Metro Area	88,130	839	84,409	717	*-4.2	1.2
Orlando-Kissimmee-Sanford, FL Metro Area	65,574	1,243	64,936	1,329	-1.0	2.8
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD Metro Area	78,988	942	80,007	1,028	1.3	1.8
Phoenix-Mesa-Chandler, AZ Metro Area	71,954	1,045	75,731	741	*5.2	1.8
Portland-Vancouver-Hillsboro, OR-WA Metro Area	83,127	1,893	83,943	1,164	1.0	2.7
Riverside-San Bernardino-Ontario, CA Metro Area	75,195	1,090	77,018	1,484	2.4	2.5
St. Louis, MO-IL Metro Area	70,387	959	70,189	1,020	-0.3	2.0
San Antonio-New Braunfels, TX Metro Area	66,082	996	66,775	1,353	1.0	2.6
San Diego-Chula Vista-Carlsbad, CA Metro Area	89,005	2,022	91,003	1,377	2.2	2.8
San Francisco-Oakland-Berkeley, CA Metro Area	121,551	2,082	116,005	2,033	*-4.6	2.3
Seattle-Tacoma-Bellevue, WA Metro Area	99,647	1,633	101,721	1,148	*2.1	2.0
Tampa-St. Petersburg-Clearwater, FL Metro Area	61,367	1,215	62,951	877	*2.6	2.5
Washington-Arlington-Alexandria, DC-VA-MD-WV Metro Area	111,974	1,195	110,355	1,335	-1.4	1.6

* Statistically different from zero at the 90 percent confidence level.
Z Represents or rounds to zero.
[1] Data are based on a sample and are subject to sampling variability. A margin of error is a measure of an estimate's variability. The larger the margin of error in relation to the size of the estimate, the less reliable the estimate. This number, when added to and subtracted from the estimate, forms the 90 percent confidence interval.
Note: Comparisons are made from 2021 to 2019, the most recent data year with standard data collection. For more information on the 2020 experimental data products, refer to <www.census.gov/programs-surveys/acs/technical-documentation/user-notes/2021-02.html>.
Source: U.S. Census Bureau, 2019 and 2021 American Community Surveys (ACS), 1-year estimates and 2019 and 2021 Puerto Rico Community Surveys, 1-year estimates.

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External Branding Guidelines?

As you develop branding and standardization guidelines for your organization, be aware of external guidelines you must incorporate.

Sometimes government-wide and ministry-wide branding guidelines exist which must be followed.

Also consider branding requirements for products developed with donor funding and products using data from donor-funded censuses and surveys.

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Documenting Guidelines

Standardization and branding guidelines should be documented in detail with examples provided to clarify requirements.

The documentation should be given to all staff involved with creating and reviewing data products for publication.

When guidelines change, staff using the documentation should be alerted.

Implementation will reduce the time required for future products and increase recognizability.

Developing Templates for Common Data Products

For common data products, you can save time by creating templates.

Authors and programmers will only need to add content in predetermined spaces within the template.

Products that are well-suited for templates include: fact sheets, regional reports, posters, and PowerPoint presentations.

Questions or Comments?

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