



“Media Engagement in Official Statistics: How? and Why?”

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Presentation Outline

- Introduction
- The media as a strategic partner for GSS
- Purpose of GSS engaging the media
- Experience with Media engagement in GSS
- 2021 Population and Housing Census
- Benefits of engaging with them
- Challenges and solutions

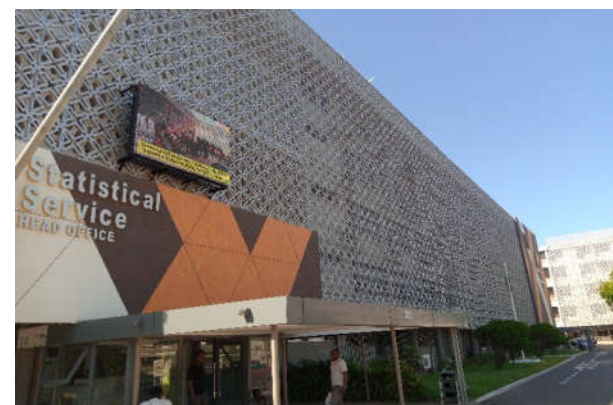


Introduction

The Ghana Statistical Service is mandated by the Statistical Service Act, 2019 (Act 1003) to lead in the efficient collection, production, management and dissemination of quality official statistics



Prof Samuel K. Annim, Government Statistician



Statistical Service Building, Ministries



The Media As A Strategic Partner For GSS

- In Ghana, the constitution makes provision for the media.
- It is often referred to as the *4th Estate of the Realm* and has the role of informing, educating and entertaining the public.
- The Ghana Statistical Service also sees the media as a key strategic partner in the dissemination process.
- The Unit built a solid relationship and liaised with the media and the relevant Directorates within GSS to release our products and services.



Purpose of Engaging the Media

The media needs some motivation to function well. Not all are professionals, hence they need training. Here are a few of what has been done.

- Organizing refresher courses
- Workshops for media
- Media tour outside the capital city
- GSS/media personnel end of year soiree
- Assisting the media and key stakeholders with data needs



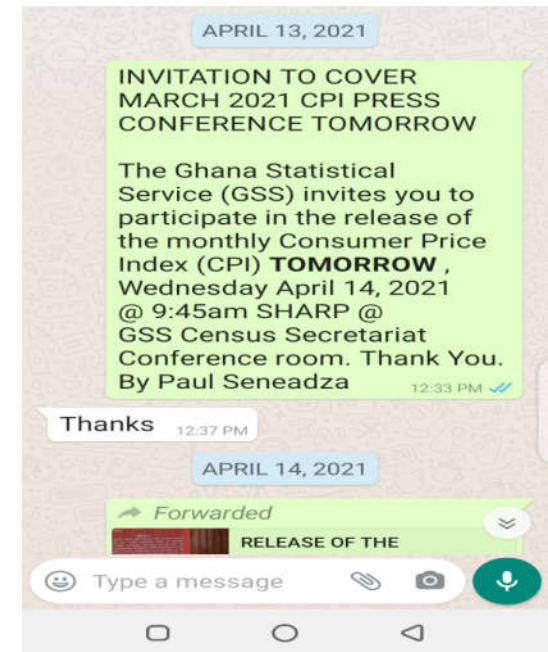
Experience with Media Engagement in GSS

The role of the Public Relations & Protocol Unit is to ascertain and evaluate public opinion as it relates to the GSS. The Public Relations team aims at advancing the objectives of the GSS through education, the timely and consistent dissemination of statistical information to the various users of our statistical data through various mediums like press briefings, launches, conferences etc.



The following shows how we engage with the media in GSS:

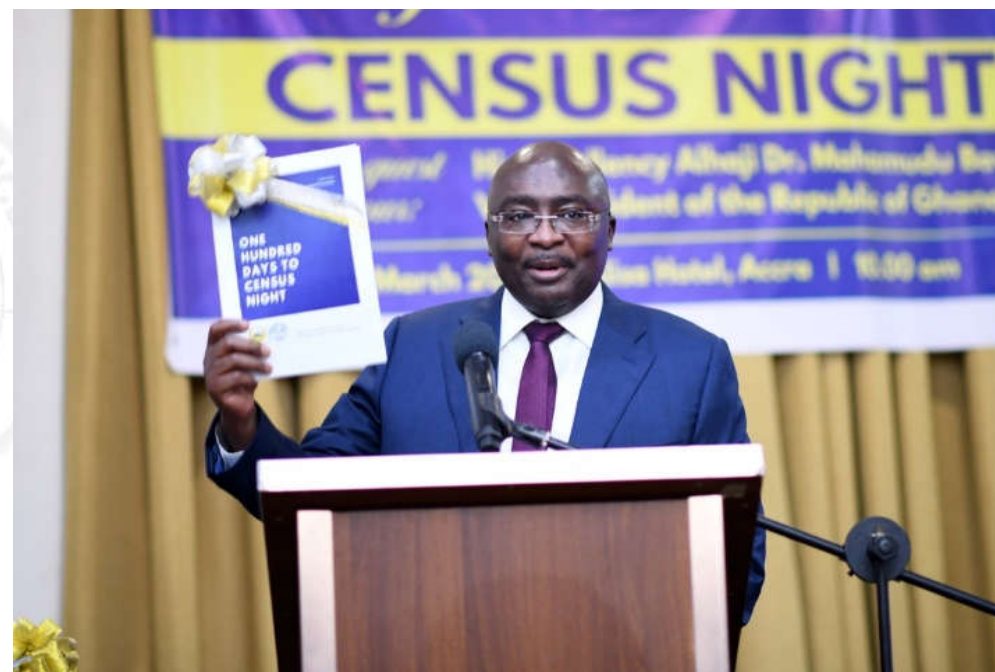
- Request for funds as communication cost to publicize the event
- Booking of conference facility
- Selection and invitation of the media
- Medium of invitation - WhatsApp
- Dissemination of information
- Media monitoring and updating notice boards and GSS WhatsApp Platform



2021 Population and Housing Census

Ghana is preparing to undertake the 2021 Population and Housing Census - the first digital census in Ghana.

The conduct of a census is a huge and complex undertaking that requires collective engagement of all stakeholders especially the media. GSS has outlined a number of activities prior to the census night scheduled on June 27, 2021.



Vice President of the Republic



2021 Population and Housing Census

Publicity, Education and Advocacy Team

The members of the Unit also form part of the Publicity, Education and Advocacy Team (PEA) for the 2021 PHC and have carried out several roles within the team.

The Team is to create awareness for the Census, educate the public on the importance of the census data to be generated, the role of stakeholders and the advocacy aspect of securing support and commitment of all.



The poster for the 2021 Population and Housing Census features the Ghanaian coat of arms, the Ghana Statistical Service logo, and the slogan 'YOU COUNT, GET COUNTED'. It lists the following key events:

- LISTING OF STRUCTURES BEGINS** - 13th June 2021
- CENSUS NIGHT** - 27th June 2021
- ENUMERATION OF HOUSEHOLDS AND INSTITUTIONS BEGINS** - 28th June 2021

The poster also includes a map of Ghana, a QR code, and contact information for enquiries:

For enquiries, please contact:
+233 551 625 567 / +233 206 850 157 / +233 591 476 893 /
+233 591 476 884 / +233 591 476 895 / +233 59 147 6884
Toll Free Numbers: 0800800800 or 0800900900
2021phc@statsghana.gov.gh
<https://census2021.statsghana.gov.gh/>
@Ghana2021Census

The slogan 'You Count, Get Counted' is repeated at the bottom of the poster.



Benefits of the Engagement

- They have engaged the media during the Three Trial Censuses and have leveraged on their stations a number of times.
- We did a number of press releases from recruitment, fraud alert, to pre-certification training programme for trainers of censuses for publication.
- Publicity, Education and Advocacy engaged the services of some Senior Editors from the state owned media to write and publicize the status report on the census.
- Released the Census Newsletter, organized a press soiree for the census and interacted with them. Met them for monthly press briefings among others.
- Through this engagement, the public were sensitized, many applied to be recruited in the census, organizations came on board support and our visibility increased.



Benefits of the Engagement

- Going forward, there will be a media training on the census process and other GSS products and services targeted at reporters, journalists, editors, media owners etc.
- There will be a 30 Days to Census and to be launched by the President. We will provide the media with media kits, press releases, radio appearances with viewer call-ins, letters to be sent to the local media to provide live coverage of the event for free.



Challenges and Solutions

There is the issue of uninvited media attending the event.

Some invited media turns up for events late or do not turn up at all while the uninvited ones are eager to turn up. Sometimes no responses from them when inviting them.

Some media expect some favours in return before working on the press releases, media appearances etc. Some are not well paid, others not paid and needs to survive.

Some media persons do not pay attention while event is ongoing.

Lessons learnt

The media has to be given the opportunity to progress. Reporters rising up from nowhere to take up positions

Ready to learn new things. Ready to sacrifice.

Working from home due to covid-19. adjusted to the new normal.





YOU COUNT, GET COUNTED

THANK YOU



Ghana
Statistical Service

Population and Housing
Census 2021