

Regional Course on Communication and Advocacy for Agricultural and Rural Statistics

20 – 24 April 2015
Beijing, China

How effective are your methods of communicating ARS?



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



Are your Statistics Interesting?

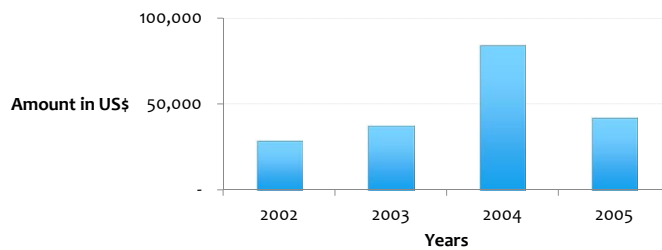
- * Relate to local issues
- * Clear messages
- * Use everyday language
- * Easy to read layout
 - * Headlines
 - * Subheadings
 - * Bulleted lists
 - * Short sentences, short paragraphs

Term	Plain English
aggregate	total
approximately	about
demonstrate	show
excluding	apart from
in accordance with	in line with
indicate	show, suggest
a large number of	many, most
negligible	very small
per annum	a year
subject to	depending on



Clear and Simple Message

Amount awarded for training, etc. by the National Training Council, Majuro, 2002-2005



Source: Marshall Islands National Training Council




THE MILLENNIUM DEVELOPMENT GOALS (MDGs) ARE THE MOST SUCCESSFUL GLOBAL ANTI-POVERTY PUSH IN HISTORY.
 AS WE APPROACH THE 2015 TARGET DATE OF THE MDGs,
 LET'S RALLY OUR WORLD TO STEP UP **#MDGMOMENTUM**

MDG5

 IMPROVE MATERNAL HEALTH

MATERNAL MORTALITY FELL BY 47% SINCE 1990

LET'S STEP UP


ONLY HALF OF WOMEN IN DEVELOPING REGIONS RECEIVE RECOMMENDED HEALTH CARE DURING PREGNANCY.


SHARE #MDGMOMENTUM WITH YOUR COMMUNITY!


UN.ORG/MILLENNIUMGOALS


**ECOSYSTEMS, BIODIVERSITY,
GENETIC RESOURCES**

Just **4** of 30,000 edible plants provide **60%**
 of the world's dietary energy intake


 rice


 wheat


 maize


 potato

Source: Food and Agriculture Organization (FAO)



Why should I read this?

~~Statistical Yearbook now available~~

~~President launches agriculture census report~~

Rice yields continue to grow

Drought threatens food security

The results are the story!

Good Practices



Remember to provide metadata.

Sample design

For the 2013 Agricultural Production Survey, we used a stratified sample design to select a sample from the population. In selecting this sample, we stratified the population by regional council area, ANZSIC06 group, and size group.

We determined the size groups as follows:

- For businesses that had previously responded to one or more of the agricultural production censuses or surveys since 2002, we used the most-recent production data to form size groups. The variables used covered a range of livestock and cropping variables. Typically, three size groups were formed: small, medium, and large.
- For new businesses or businesses that had not responded to any of the 2002 to 2013 agricultural collections, we took a random sample.

The 2013 survey had a sample size of 30,000 businesses.

We optimised the 2013 sample design to produce a specified sampling error for combinations of key variables and regions, but not all. Given the dynamic nature of the agricultural sector, the sample errors for 2013 may sometimes be smaller than those for other years, particularly for sectors that change rapidly.

2013 sampling error and imputation levels

Sampling error and imputation levels for the 2013 Agricultural Production Survey	Relative sampling errors at 95% confidence interval (%)	% of to
Ewe hoggets put to ram	3	15
Breeding ewes (2-tooth and over) put to ram	1	14
Total sheep	1	14

Contacts

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Subscription service:
Subscribe to information releases, including this one, by completing the online subscription form.

Correction notifications:
Subscribe to receive an email if a correction notice is published for Agricultural Production Statistics (final).
Unsubscribe to correction notifications for the name of release.



Metadata is for users.



Unlabelled



Labelled



Role of Metadata

unique identifier



title



abstract



purpose



quality information



size



lineage information

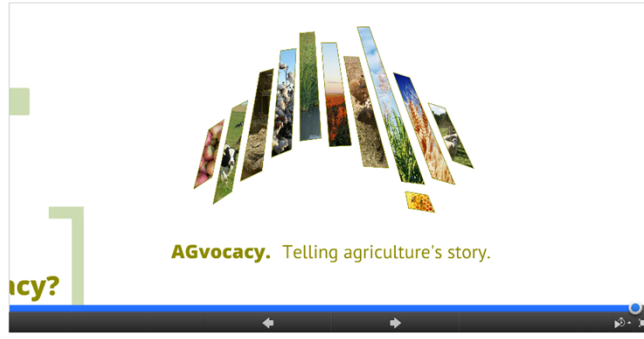


point of contact



Presentations

Prezi CREATE EXPLORE LEARN & SUPPORT PRICING LOG IN GET STARTED



NFF Farm Facts 2012



Online databases

<http://data.fao.org/>



Other Considerations

- * Branding and style
- * Statistical literacy
- * Errors, revisions and misuse
- * Provide metadata
 - * Definitions of concepts
 - * Guide to statistical methods used