

Tanoa Waterfront Hotel, Lautoka, Fiji Islands  
1<sup>st</sup> – 2<sup>nd</sup> June, 2016

## PSSC-12 Agenda 2.1

Meeting Paper Title: TYPSS Communications Strategy and Plan

### 1. Purpose of Paper

- Update on the Communications Strategy and Plan (PSSC-11 Decision 10); and
- Obtain PSSC-12 decision on Recommendation 5.1 and 5.2

### 2. Background

In PSSC-11, recommendation by the Coordinator was endorsed to develop a Communications Strategy and Plan to map out a 'systematic approach' aimed at raising the profile of TYPSS and PSSC. The Coordinator has completed the draft Communications Strategy and Plan 2016-2017 documenting a consolidated approach to achieve greater visibility of TYPSS achievements and PSSC role to target audiences, improve awareness of the relevance of statistics in policy decisions and in Pacific peoples' lives, and strengthen communications amongst TYPSS stakeholders. The Key Tactics in the Plan are intended to be regularly updated to ensure continued relevance to the communications objectives.

### 3. Key Considerations

The following are key elements of the Communications Strategy and Plan

3.1. **Overarching Communications Objectives** support the achievement of the 5 TYPSS Objectives. Specifically, the communications objectives seek to:

- Improve understanding and visibility of impact and results of TYPSS;
- Position PSSC as the voice of Pacific statistics; and
- Strengthen partnerships amongst TYPSS stakeholders as well as users of statistics

3.2. **Key Messages** are:

- PSSC is the voice for Pacific statistics;
- TYPSS Partners are trusted statistics development partners in the Pacific; and
- TYPSS programmes contribute to capacity development, regional coordination and capability

3.3. **Key Tactics** include:

- Improving understanding and visibility of the impacts and results of TYPSS through, inter alia, development of TYPSS logo, TYPSS website, Partners website hotlinks;
- Position PSSC as the voice for Pacific statistics, through, inter alia, leadership opportunities at PSSC and regional and national forums; and
- Strengthen partnerships amongst TYPSS stakeholders in particular statistics users through, inter alia, linkages to partner platforms and publications.

### 4. Key Tactics for immediate implementation

The Coordination Unit has started the implementation of key tactics outlined in the strategy.

#### 4.1. TYPSS Logo and associated marks

The graphic elements of the Logo were drawn to capture the distinct elements of TYPSS identity, key messages and communications objectives in the strategy:

- 'Tanoa' – represents collaboration of Pacific leaders/PSSC towards a single regional voice;
- upward 'Trend Arrow' represents improving statistics development;
- 4 'Tapa' represents the 4 Pacific sub-regions of TYPSS; and
- Aqua green and blue ocean represents connection through the Pacific Ocean

#### 4.2. Communications Schedule at each PSSC Meeting

The schedule outlines media releases prior, during and after each PSSC Meeting which will be uploaded to media network outlined in the strategy i.e. TYPSS Website and Facebook, SPC media network e.g. PACNEWS. Starting with PSSC-12 Meeting, Press Release #1 in the PACNEWS Issue Thursday 26 May: Pacific Statisticians to Meet in Fiji <http://www.spc.int/en/media-releases/2495-pacific-statisticians-to-meet-in-fiji.html>.

Achieving the communications objectives requires shared effort across TYPSS NSOs and Partners, particularly in the implementation of Tactics, starting with hotlinks to agency websites/other online mediums, and generating and sharing of content and expertise to support in-house capacity at the Coordination Unit and SPC.

### 5. Key Recommendations

- 5.1. PSSC-12 to endorse the draft TYPSS Communications Strategy and Plan 2016 - 2017 as Final;
- 5.2. PSSC-12 and Partners to commit to supporting immediate implementation of key Tactics in the TYPSS Communications Strategy and Plan

### 6. Annex

**Annex I:** TYPSS Communications Strategy and Plan Draft 2016-2017

**Annex II:** TYPSS Logo and design concepts

**Annex III:** PACNEWS 26 May 2016: Pacific Statisticians to Meet in Fiji

**Ten-Year Pacific Statistics Strategy (TYPSS)**  
**Communications Strategy and Plan 2016 - 2017**

**Draft prepared by TYPSS Coordination Unit, Pacific Community**

**April 2016**

***Endorsed by the 12<sup>th</sup> Pacific Statistics Steering Committee***

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## Abbreviations and acronyms

DHS	Demographic Health Surveys
NSO	National Statistics Office
PICTs	Pacific Island Countries and Territories
PSSC	Pacific Statistics Steering Committee
SDGs	Sustainable Development Goals
SPC	Pacific Community
TYPSS	Ten-Year Pacific Statistics Strategy

## Introduction

Mid-way through Phase II, the [Pacific Statistics Steering Committee](#) (PSSC) recognises that it is timely to enhance the visibility of the [Ten-Year Pacific Statistics Strategy](#) (TYPSS), focused on its current agenda and the results achieved since it commenced in 2011.

It also timely to promote PSSC's role as the regional and international voice for Pacific statistics, especially in the current phase which places emphasis on engaging users of statistical products and services. A live demand for statistics globally is generated by the Sustainable Development Goals (SDGs) and is a critical impetus for improved visibility for PSSC to contribute to regional dialogue, particularly in light of changing demand for new statistical data from the region, for example in the areas of environment, climate change, gender and culture.

**Through this strategy, the PSSC aims to expand awareness of statistics in a coordinated way through highlighting the programmes of TYPSS and the broader role of PSSC among users of statistics. The strategy sets out an approach to disseminating relevant results of TYPSS products and services through the most effective mediums possible, to fostering stronger information sharing and coordination amongst key TYPSS stakeholders and to bringing visibility to its donors.**

This communications strategy is formulated to support the Phase II Design Document, in particular the achievement of the five objectives of TYPSS. It will be accompanied by an Action Plan involving TYPSS partner countries, implementing partners and the Coordination Unit which will articulate TYPSS' communications priorities, targets and major activities until the end of Phase II.

## Rationale

The need for a more strategic and comprehensive effort to improve understanding of TYPSS and highlight the role of PSSC is triggered by various factors, as follows.

**Perception of isolation of PSSC members from their constituents.** The Mid-Term Review and the Phase II Design document identified the need to support more regular communications between PSSC and its NSO constituents, especially in between PSSC meetings. Phone conferences since the end of 2015 amongst PSSC constituents and its members established also that NSOs have very low awareness of the PSSC agenda, decisions, and of consolidated TYPSS achievements.

**Demonstrating Value for Money.** Of late, development partners and donors, the public and media have been demanding greater accountability from recipients of donor funds to demonstrate "value for money". There is also a need to highlight the TYPSS donors and the results made possible through their support. The Mid-Term Review indicates there are engaging development stories which can potentially be re-packaged to relay the tangible impacts of statistical products and services on policy decisions and on Pacific peoples' lives.

**Maximizing Impact of Statistical Events.** The new cycle of Census has commenced, with at least six planned for 2016, and one in 2017. There are also numerous other surveys, such as the Agriculture, and Business Surveys in 2016 and two Demographic Health Surveys (DHS) planned for 2017. These are regional and national events with mass media coverage and large public participation which provide opportunities to raise awareness of the contribution of TYPSS

programmes and the role of PSSC through targeted messaging and outreach involving TYPSS partners, NSOs and the Coordination Unit.

**Reinforcing PSSC's role in the region.** PSSC consists of statistical experts from throughout the region, who can contribute directly at regional fora to advocate for national and regional statistical development policies and priorities, particularly in light of anticipated growing demand for data around the SDGs. The design document and mid-term review stress the need to **strengthen the leadership of PSSC to position itself as the voice for Pacific statistics and there is need to identify effective opportunities to do this.**

**Increased engagement with users of statistics.** Phase II emphasises engagement with users of statistics, i.e. decisions makers and policy makers. Getting closer to these audiences requires collective efforts of TYPSS partners, NSOs and the PSSC, and taking advantage of communication mediums to package and disseminate results-oriented stories of TYPSS programmes to its key users in a manner that is relevant and meaningful to them.

## Aim and Objectives

**This strategy aims to provide a consolidated approach to achieve greater visibility for the achievements of TYPSS and role of PSSC in a meaningful way to target audiences, thereby improving awareness of the relevance of statistics in policy and decisions and their impact on Pacific people's lives, and strengthening communications amongst TYPSS stakeholders.**

The five objectives of TYPSS are:

1. Pacific island countries and territories have the technical capacity (either in-house capacity or through timely accessible technical support), to manage and implement all core statistical collections, including key administrative databases, as required by national development plans, including national strategies for the development of statistics (NSDS);
2. Pacific island countries and territories are producing the agreed core of statistics across key sectors including but not restricted to economics, population, CRVS, education and health, as required by their national plans and agreed-upon regional and international reporting frameworks as required by the national development plans, with timely analysis and dissemination of results to national users;
3. All countries and territories have in place some form of national statistics strategy or plan in line with their national development strategies;
4. National level statistics stakeholders are advised on an ongoing basis about emerging statistical tools and systems, processes for effective data analysis, communication and quality assurance and Pacific interaction and proposed responses to international statistical standards; and
5. National and regional statistics governance is functioning effectively.

Flowing from these, the overarching communications objectives for the remainder of Phase II are:

1. Improve understanding and visibility of the impacts and results achieved under TYPSS;
2. Position PCCS as the voice for Pacific statistics; and
3. Strengthen and harmonise partnerships among TYPSS stakeholders, in particular with statistics users.

## Target Audiences

The strategy identifies five (5) main audience groups as priority audiences for TYPSS's overarching communications efforts: Pacific Statistics Steering Committee; NSOs participating in TYPSS; partners implementing TYPSS; politicians and decision-makers, and National Statistics Systems. For the purposes of this strategy, all of these audiences apart from the PSSC are considered to be users of statistical products and services.

Each audience varies in terms of their information needs and access to communications tools. This means the implementation approach and tactics are adapted accordingly.

Target audience		Segmentation	Description
1.	Pacific Statistics Steering Committee Members	Representatives of Participating NSOs	3 Planners and 6 Statisticians make up the total of 9 representatives of participating NSOs from the subregions of Melanesia, Micronesia, Polynesia and Small Island States with oversight responsibility of TYPSS implementation
2.	Pacific National Statistics Offices participating in TYPSS	Participating NSOs	16 Participating NSOs from Melanesia (Fiji, PNG, Solomons, Vanuatu), Micronesia (FSM, Guam, Kiribati, Marshall, Nauru, Palau), Polynesia (Cook Islands, Samoa, Tonga), Small Island States (Niue, Tokelau, Tuvalu)
3.	Partners implementing TYPSS	Implementing Partners*	12 Partners engaged in TYPSS implementation: ABS, ADB, AusDFAT, NZ MFAT, NZSTATS, PARIS21, PFTAC, PIFS, SPC, UNSIAP, UNDP, UNESCAP, WB
4.	Politicians and Decisions-makers	Users of Statistics	High-level government officials and users of statistics from Participating NSOs
5.	National Statistics Systems	National Statistics Systems	National government agencies involved in process of collecting, analyzing and reporting on national data

\*Includes development partners and international agencies who are engaged in funding the implementation of TYPSS

## Key Messages

1. Reliable, current statistics are vital to inform wide-ranging decisions by Pacific Islands governments and administrations.
2. [The Pacific Statistics Steering Committee](#) is the voice for Pacific statistics.
3. [Development partners involved in implementing the Ten-Year Pacific Statistics Strategy](#) (TYPSS) are trusted partners of statistics development in the Pacific region.
4. [The Ten-Year Pacific Statistics Strategy](#) and its programmes contribute to national statistics capacity development and regional coordination and capability.
5. TYPSS represents value for money.

## Implementation

Achieving the communications objectives and reinforcing key messages will involve teamwork and concentrated efforts on key priorities. Strengthening recognition of achievements of TYPSS should be a shared responsibility amongst NSOs and other partners. Regular assessments of the communications mix will ensure continued relevance and effectiveness, with new tactics added and ineffective tactics removed where appropriate.

The focus of implementation is on:

**Laying strong foundations** – Given the lack of clear, simple and readily accessible information about TYPSS and the PSSC, this strategy involves filling this gap, to lay strong foundations on which to build a more comprehensive communications programme, i.e. a visual identifier for TYPSS, a website and information materials for use by all partners.

**Results and achievements** – Emphasis on communicating major TYPSS results and achievements since commencement in 2011, in particular highlighting the benefits for NSOs and systems, policies and Pacific people. Quantifiable and tangible improvements are intended to be the focus, i.e. how many policies have used statistics products and services, and how many people are benefitting from this policy and in what way?

The recommended tactics are set out below next to the three communication objectives.

### 1. Improve understanding and visibility of the impacts and results achieved under TYPSS

TYPSS will benefit from an improved and consolidated presence in the region. Online media is one cost-effective way of improving the perception of isolation of PSSC from its NSO constituents in between PSSC Meetings. Specifically, the following are proposed:

- **Develop a visual identifier for TYPSS** – This will help to create awareness of TYPSS and give it a distinct identity. It will be used in a similar way to a logo, and will be designed to be used alongside the logos of TYPSS partners, including NSOs, implementing partners and donors. It will feature on the TYPSS website, in information materials and in infographics for social media.
- **Introduce hashtags** #TYPSS ; #PSSC12 ; #PSSC13 ; #PSSC14. This should be used by all partners when communicating about TYPSS and PSSC Meetings.
- **TYPSS website** – Developing a web presence will instantly improve access to information about TYPSS. A microsite will initially consist of a landing page and links to four or five sub-pages containing information about the strategy itself, the partners, the PSSC, activities and success stories, an events calendar and contact information for the Coordination Unit. The target is to have at least 6 new content updates between PSSC Meetings. The option of a dedicated “vanity” url, such as [www.typss.org](http://www.typss.org), will be explored. SPC is currently redeveloping its website. As the Coordination Unit is hosted at SPC, it is anticipated that the TYPSS microsite will be housed within this new-look website. This will also enable cross-linking of content, and also benefit from training on new content management system. It is intended that the new SPC website will have micro-sites for all 26 members as a new feature. New content categories for opinion pieces or “Pacific perspectives”, success stories, and beneficiary profiles are also anticipated to facilitate improved storytelling about TYPSS.
- **Partners Websites** – It is anticipated that partners would hotlink to the TYPSS website and vice versa.



- **TYPSS toolkit** – Developing hard copy information materials will complement the online information. The initial product proposed is a TYPSS fact sheet or brochure, printed and disseminated to all partners for their information and use. To support the development of this initial product, the website and further materials, a photo library will be developed.
  - TYPSS fact sheet or brochure
  - A selection of recent, high quality photos will be commissioned showing how Pacific statistics are used and the different ways they impact people's lives. These will be complemented by photos available from NSOs.
- **Audiovisual** – An introductory video about TYPSS and PSSC will be a useful information product for all partners. A video of approximately three minutes is proposed in both English and French. This can be housed on the main [SPC YouTube site](#). Other audiovisual innovations which TYPSS can expect to leverage on are:
  - Placing one results-focused story per year on *The Pacific Way* TV programme, produced by SPC and disseminated to 21 broadcasters in the Pacific. This will also be a way of bringing visibility to the TYPSS partners, including donors.
  - SPC's network of 21 broadcasters may also be approached to support launches of statistical events and meetings at participating PICTs
  - Option of a video message from the SPC Director-General or PSSC spokesperson which can include key messages about statistics development and events

## 2. Position PSSC as the voice for Pacific statistics

- **Media outreach** – It has been recognized in the Mid-Term Review, and Phase II Design Document that there is need to provide support to strengthen PSSC's leadership and promote a sense of unity and ownership of TYPSS programmes implementation. A series of governance capacity building workshops will begin in PSSC-11 Meeting in May 2016 facilitated by a figure visible and well-known in government circles and international network of partners in the Pacific region. These will also provide potential opportunities. Recommended actions are:
  - Confirm the main media spokespeople for PSSC
  - Provide media interview skills training for these spokespeople as needed
  - Develop a calendar of media opportunities, i.e. issue media advisories and announcements for meetings and to announce key milestones.
  - Issue media announcements integrated with social media, i.e. use of infographics
- **Special Events** – There has been discussions in PSSC to raise the profile of TYPSS and PSSC in regional and international fora. Some ideas included the following:
  - **World Statistics Day on 20 October**. This could involve one or more events, a media announcement, a poster for display by all TYPSS partners, an online debate to highlight the leadership role of PSSC, etc.
  - **Pacific region events** focused on statistics
  - **Pacific Community Conference**, June 2017

- **FEMM Meeting April 2017** – PSSC agreed to provide a single consolidated report on TYPSS progress at FEMM in 2016. With the objective of promoting TYPSS and the role of PSSC, it was also agreed to put up a side event. This could also be extended to raise awareness of statistics around SDGs. This will require intense communications resources and collective participation of PSSC, participating NSOs, and Partners, in addition to involving several NSOs and heads of governments from 16 member countries and territories and featuring several sectors such as agriculture and gender.
- **NSO Major Statistical Events** – the Coordination Unit currently keeps a live Calendar of Major Statistical Events for each TYPSS PICTs which is the basis for triggers of national events to further promote PSSC. Some ideas include the following:
  - **Fiji Bureau of Statistics Fiji Economy Updates.** For the past 10 years, FBOS hosted a week-long event jointly with USP involving panel discussions with statisticians and academics not limited to statistics such as economists and IT specialists.

### 3. Strengthen and harmonize partnerships among TYPSS stakeholders, in particular with statistics users

Phase II Design Document and Mid-Term Review recognised the need for increased support to PSSC to engage more regularly with its NSO constituents, as well as identifying a need for improved coordination amongst partners. It is anticipated that the following activities will be undertaken to this end.

- **Regular Phone Conferences for PSSC and its member constituents and partners-** There is dire need to keep PSSC agenda and discussions live with stakeholders through regular updates of issues around statistical events. The conferences are also platforms to air differing viewpoints of NSOs and partners and the Coordinator supports to facilitate open lines of communication.
- **Links to existing partner platforms. Here are examples from SPC:**
  - **SPC Comm-net** – TYPSS Coordination Unit is included in the group of communication focal points across SPC which was set up to promote collaboration and greater integration of SPC's communications efforts.
  - **Events and Media Opportunities Pipeline** – Updated regularly with input from SPC Comm-net, the pipeline spreadsheet contains forthcoming events and media announcements involving SPC, allowing for forward planning, priority setting and improved coordination. PSSC Calendar of PSSC Meetings for 2016 is now included in the pipeline spreadsheet.
- **Publications:**
  - **SPC e-newsletter** – Due to commence in mid-2016, featuring images and summary text, with hotlinks to online content, with contributions from across SPC including TYPSS the target being at least two stories between PSSC Meetings.
  - **Other partner newsletters and magazines**

### Other immediate focus areas

**Visibility for TYPSS Partners.** Strengthening these partnerships help ensure that, beyond Phase II, TYPSS has a broad international network of partners willing and confident to support and give

visibility to Phase III Objectives. Moreover, the key achievements of TYPSS and their respective roles alongside each other should be recognized and appreciated amongst themselves.

The TYPSS partners are:

1. Australia Bureau of Statistics
2. Asia Development Bank
3. Australia Department of Foreign Affairs and Trade
4. New Zealand Ministry of Foreign Affairs and Trade
5. Pacific Community Statistics for Development Division
6. Pacific Financial and Technical Assistance Cooperation
7. Pacific Islands Forum Secretariat
8. PARIS21
9. Statistics New Zealand
10. University of the South Pacific
11. United Nations – UNESCAP, UNSIAP, UNFPA
12. World Bank

Systematic adherence to Partner visibility guidelines and approach to acknowledging their support under TYPSS programmes is a given. The new TYPSS website is one forum.

**Maximizing impact of key statistical events.** NSOs Census and Household Survey Activities in 2015-2017 put together by SPC's Statistics for Development Division identified major censuses and surveys in the Pacific region during this phase. Public participation at these once-a-decade events across member countries and territories are celebrated and there is potential sponsorship and in-kind partnership opportunities for TYPSS. With sponsorships often come public speaking and other media opportunities for the PSSC to reinforce its position as the voice for statistics in the Pacific region.

## Resources and Staffing

The budget for communications is supported by resources channelled through the Coordination Unit at SPC. The Current budget allows for 9% of total budget to be allocated to communications in the 2015 financial year allocations, and just over 6% in 2016 and 2017.

This would cover support for identified implementation tactics set out in this strategy to achieve the priorities and immediate focus areas.

Implementing the strategy will require shared effort across TYPSS NSOs, partners and the PSSC. For example, numerous NSOs have twitter accounts and are able to contribute to the communications effort by generating and sharing content.

The main gaps in existing in-house capacity at SPC (which houses the Coordination Unit) associated with delivering the communications plan are: online content management (potentially in the form of a website/digital team), professional writing, and the management of special events, and donor visibility.

Hence, appropriate capabilities to deliver on the communications objectives is intended to be drawn from, and shared with, existing expertise housed with partners and participating NSOs of TYPSS.

## Timeline

Mid-way through Phase II 2015-2017 the strategy covers the remaining period of June 2016 to end June 2017.

## Monitoring and evaluation

It is anticipated that all communications efforts will be monitored and assessed regularly to determine their effectiveness and to ensure timely adjustments to current and future activities. It will also depend on the availability of resources to assess the achievement of the objectives particularly qualitative measurements e.g. visibility, and scope of sources such as website statistics. The lead will rest with the Coordination Unit and the reporting to PSSC should address the following:

- Did we achieve our communication objectives?
- Is our current communications mix working?
- What communications gaps exist?
- What do we need to change?

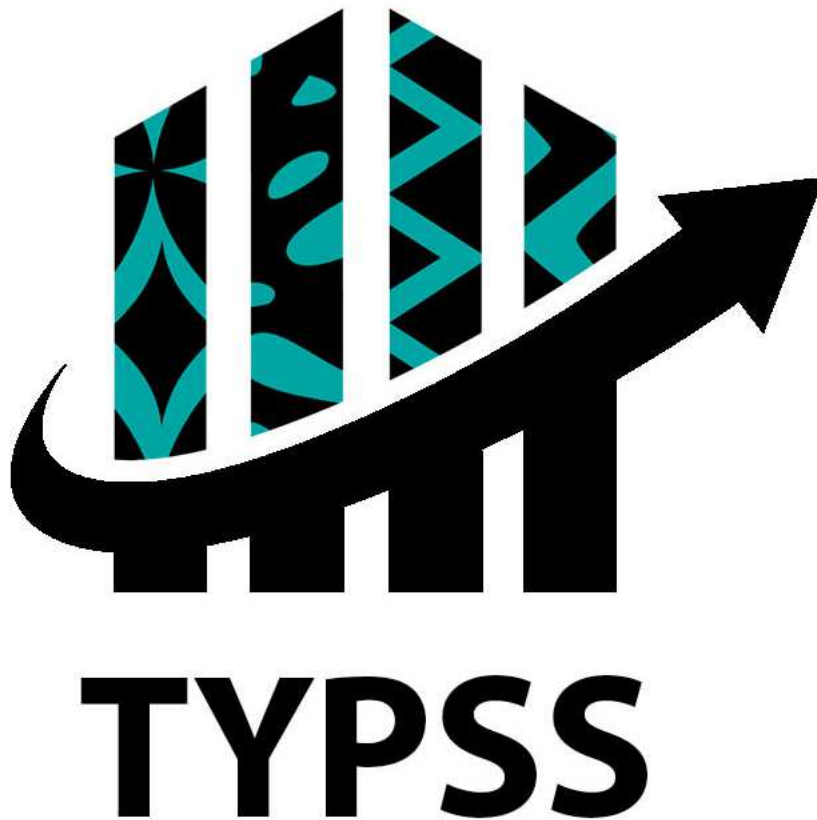
Qualitative and quantitative indicators, measured against baseline data where possible, will be used. These will include activity and impact indicators, noting the emphasis will not be on sheer quantity (i.e. number of media releases issued) but on determining effectiveness. It is intended that target audiences would be asked for feedback on the communications mix and effective communications and examples of best practices will be shared.

**Activity indicators.** Number of media releases issued, number of TYPSS stories covered in the media, number of interviews on participating NSOs statistics products and services under TYPSS support, number of web hits, number of statistical events covered in the media in participating NSOs.

**Impact indicators.** Target audience feedback, web data, tone of media coverage and uptake of key messages, numbers of products and services by participating NSOs utilized by users and policy makers.

## Annex II\_PSSC-12 Agenda 2.1

### TYPSS Logo



### TYPSS Design Concepts

- 'Tanoa' – represents collaboration of Pacific leaders/PSSC towards a single regional voice;
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