

Improving the strategy for communication and dissemination of the statistics produced by INEC-Costa Rica



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50%
75%

Law creating NSS (SEN) and INEC

(Law No. 7839 on the National Statistics System, published 4 November 1998)

Declares: that national statistics activity is in the public interest as the basis for efficient public and private administrative management

Creates: NSS, which is made up of public sector institutions and agencies

Creates: INEC as an autonomous institution serving as the governing technical body for national statistics and the coordinating body for NSS

Regulates: programming, production, preparation and dissemination of statistical activity carried out by the State agencies that make up NSS

Chapter I. Creation of the National Statistics System

Law 7839, 4 November 1998

Article 1.

The National Statistics System (SEN) is created for the purpose of streamlining and coordinating statistical activity. It is to be comprised of public sector institutions and agencies, centralized and decentralized, whose statistical activity is relevant to the various aspects of Costa Rican life, in keeping with the implementing regulations for this law. Its governing technical body will be the National Institute of Statistics and Census (INEC), which is created under Article 12 of this law.

Chapter II. National Institute of Statistics and Census

Article 12.-

The National Institute of Statistics and Census is hereby created as an autonomous institution under public law that will have legal status and equity capital, and that will enjoy the functional and administrative autonomy enshrined in Article 188 of the Political Constitution. It will serve as the governing technical body for national statistics and the coordinating body for NSS. The Institute will govern its activities as provided for in this law and its regulations.

Articles 13, 14 and 15 set out the specific functions as governing body and producer.

As governing technical body for NSS, it seeks to coordinate the various actors in the statistical production processes with respect to:

- The use of common norms and international standards determined within the country,
- Optimization of resource use
- Regulation of statistical production in the use of standards and classifications,
- Increased dissemination of information and access for users,
- Harmonization of production with user requirements.

Institutional Strategic Plan

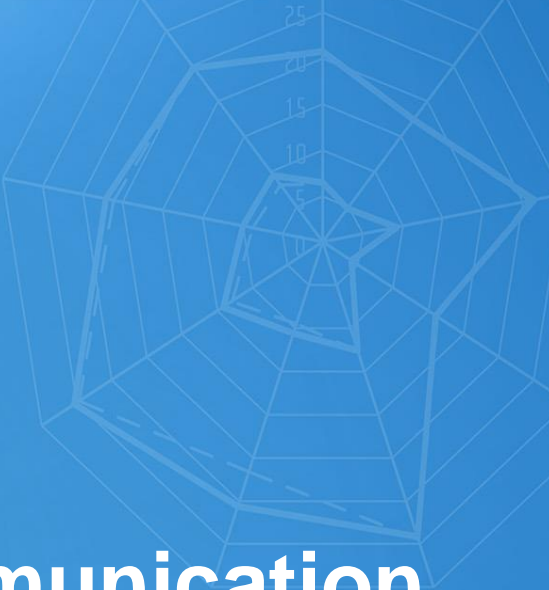

STRATEGIC PRIORITIES

1. Strengthening of NSS
2. Institutional strengthening
- 3. Strengthening of statistical supply**
- 4. Technological innovation**
- 5. Promotion of statistics**

Strategic objective

“To achieve greater development of the **communication of, access to and use of georeferenced statistical information** produced by INEC and by other members of NSS to ensure a better understanding of national development amongst Costa Rican society.”





**Project to
improve the strategy for communication
and dissemination of the statistics
produced by INEC:**

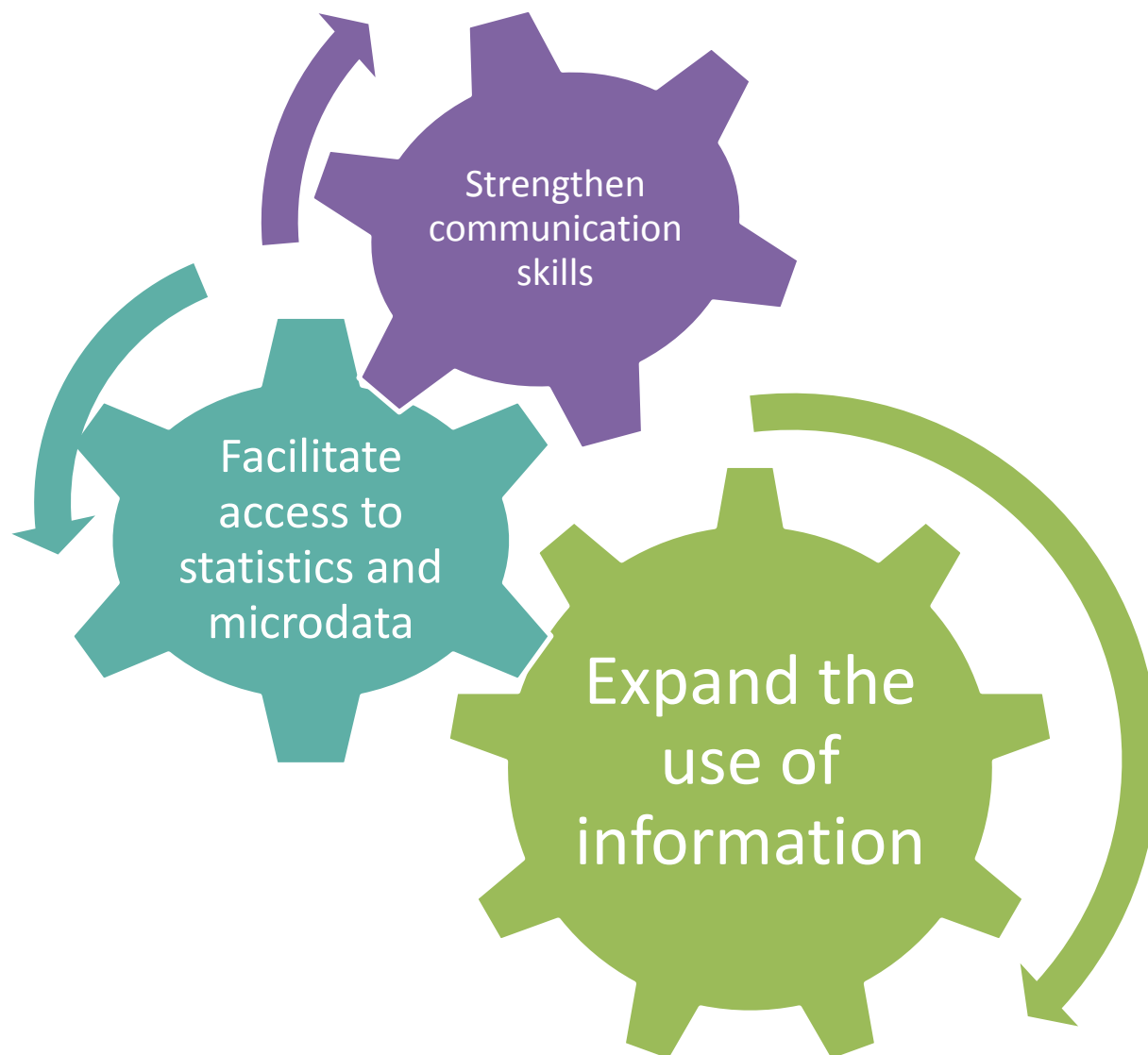
Expected results and achievements



Purpose of the Project

Improve the communication of, access to and use of statistical information generated by INEC so that it contributes to decision-making and the formulation of public policy and private initiatives

Three basic priorities of the project



Expected results

Result 1: Strengthen the communication and dissemination of the statistical information generated by INEC

Define and establish institutional **regulation and organization** for the communication and dissemination of statistical information

Define and implement the communication and dissemination strategy for the results of the statistical activity targeting the **user population**

Define and implement the communication and dissemination strategy for the results of the statistical activity targeting the **institutional population**

Result 2: Facilitate access to the statistical products and services of INEC

Have a user-friendly Web site available for consultation and for access to the statistical information of INEC

Train INEC personnel to **maximize the use of ICTs**

Result 3: Improve the use and development of statistical information generated by INEC

Adequately inform the user population regarding the use of statistical information

Implement **training actions** for the user population

Progress in achieving results

Regulation:

- In 2014 the “**Policy for the dissemination of statistics and the delivery of INEC microdata**” was published along with its regulations, including the regulations on the pricing of products and services.
- Includes:
 - Free access through the Web site to databases for public use (“anonymized”)
 - Procedure for the delivery of licensed databases (not fully “anonymized”)
 - Procedure for the delivery of advanced or undisclosed figures



Institutional organization:

- Comprehensive study on administrative **Reorganization** of INEC

(Implemented between April 2015 and June 2016)

- Organization Manual
- Flow chart for the dissemination process
- Strengthening of Human Talent
- Information Technologies Strategic Plan

- Project: Towards Management by Process

(Implemented 2013 to 2016)

- Manuals of procedure



Strategies for communication with the user population:

- There is a calendar for disseminating statistical results and a **Catalogue** of products and services.
- Specific strategies have been developed for new statistical operations.
- A **General Strategy for the Communication of** statistical results is being developed (adjustment and approval underway).
- The strategies include:
 - Identification of product characteristics and communication needs
 - Mapping of interested parties (market segmentation and management of those markets).
 - Preparation of key messages and necessary means of achieving efficient and effective communication.
 - Pre-conceptualization of statistical products for communication
 - Strategies for initial disclosure, dissemination and promotion of products
 - Management of communications (implementation of the plan)



New Web site:

- In 2014, work began on developing a new institutional Web site that will provide users with easy access to statistical information of interest
 - The site is expected to provide high-quality interaction between the information and the digital medium
 - Developed using free software (Drupal), and has a responsive format (for use with mobile devices)
 - A “virtual classroom” was incorporated for the development of online training courses
 - Work is currently underway on the site migration process
 - Expected release in 2016.

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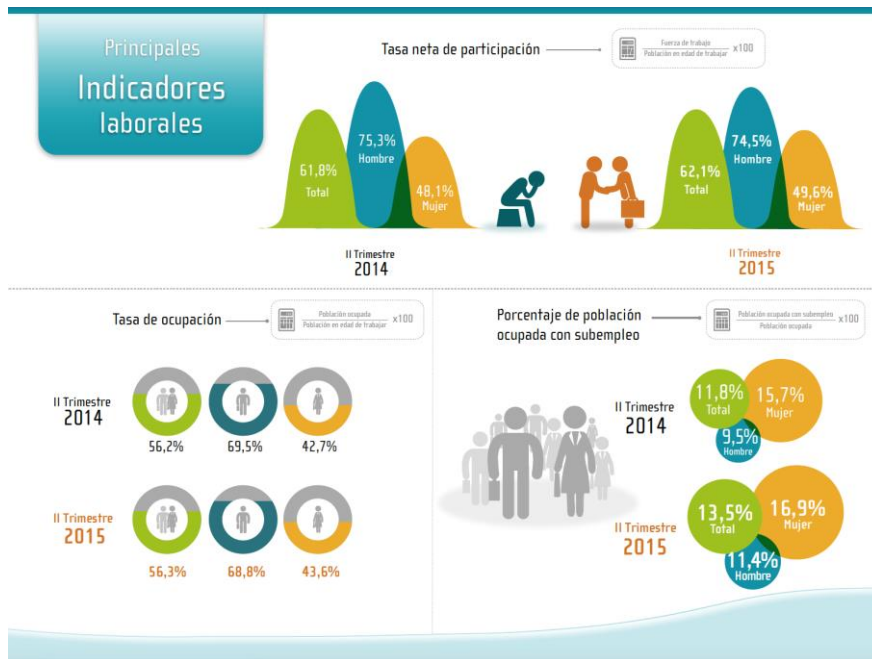
Duly informed user population

- Various dissemination actions performed
 - Availability on Web site and social networks of statistical and methodological information
 - Sending of published results to subscriber lists
 - Sending of press releases, holding of press conferences and arranging of interviews with mass media.
 - Media monitoring
- Various promotional products developed, such as computer graphics and mobile device applications
- Training and lectures provided to main users
 - In coordination with UNED, an online training course for municipal officials and teaching videos to promote a better understanding of statistics were developed.

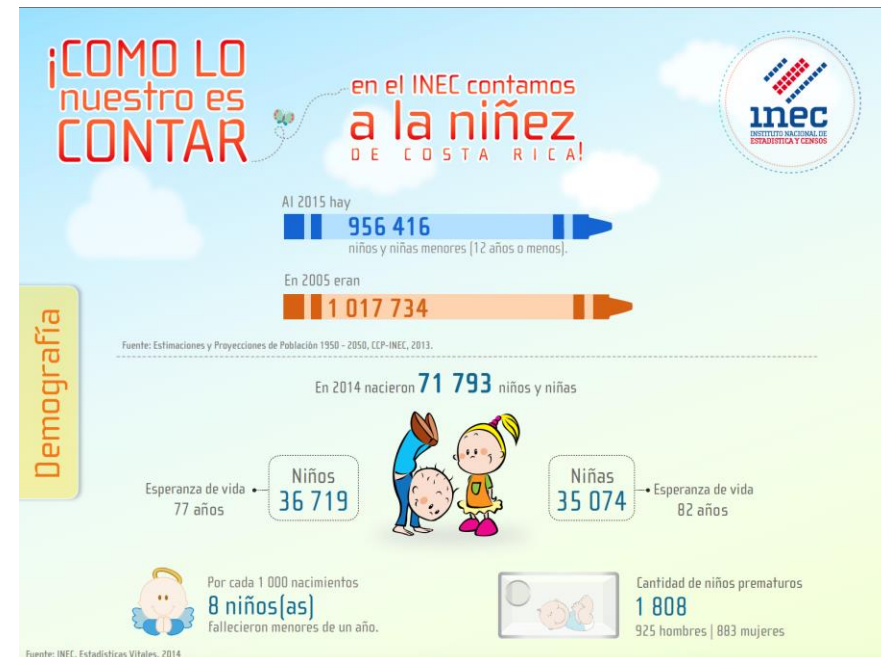


Computer graphics on Web site, social networks and user e-mail

Results of ongoing employment survey



Dissemination of statistics on Children's Day



Use of social networks and mobile device applications in the 2014 Agriculture and Livestock Census



Promotion for participation in CENAGRO

Application for mobile devices
Available in Apple and Android stores:
[censo agropecuario 2014-cr](#)

Social networks

Dissemination of main results



Factors for success and challenges

- Improving the institution's communication capacity means transforming the organizational structure of communications, including by strengthening the human resource capacities linked to dissemination, planning of a portfolio of dissemination products, and proper segmentation of the target markets.
- Improving access to data also means improving the Web site and the mechanisms for interaction with users by emphasizing digital media, which in turn means impacts on information technology.
- Expanding and improving the use of data will require adapting the supply of information and training to users' needs.

Next steps

- Carry out pending strategic activities:
 - Communication strategy for institutional personnel
 - Training plan for institutional personnel to maximize the use of ICTs
 - Assessment of user training needs
 - User satisfaction survey
 - Plan for using and developing the information
 - Strategy for marketing and promotion of statistical products
- Carry out improvement activities
 - Improved regulations for the dissemination policy
 - Automated user management for more timely service



Conclusions

1. The project is part of the institutional strategic actions and therefore has the backing of the Board of Directors.
2. The institution is undergoing reorganization and management by process, which will benefit the organization in terms of the dissemination and promotion of statistics.
3. Since 2014, progress has been made in achieving certain results; however, it is necessary to develop strategic plans that promote a better relationship with users of information, so as to promote more and better use of statistics for decision-making.



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