



Virtual Event 15-18 June  
2020  
**2020 Asia-Pacific  
Statistics Week**

Leaving no one and nowhere behind

## **Strengthening the National Statistical System through Language Policy: A Case Study in the Statistical Centre of Iran**

**Action Area A. Engaging users and investing in statistics**

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# Introduction

- Population census serves as an appropriate tool and the main source for the country's planners, policy-makers, and officials to design and implement social, economic, and cultural programs.
- Respondents provide the information for the NSOs.
- The main object of the census publicity is to encourage the wide ranges of households as much as possible to participate in the census by providing the accurate data on the characteristics of the households.



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### Introduction (continued)

- ‘We pledge that no one will be left behind’ – this is what countries declared when adopting the 2030 Agenda for Sustainable Development.
- People get left behind when they lack the choices and opportunities to participate in and benefit from development progress.



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# Language and Society

- Language is part of the identity and is a symbol of unity for societies.
- In committing to the realization of the 2030 Agenda for Sustainable Development, member states recognized that the dignity of the individual is fundamental and that the Agenda's Goals and targets should be met for all nations and people and for all segments of society.



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### Language Policy and Active Participation in Statistical Activity

The field of language planning and policy is concerned with the policies both explicit and implicit that influence what languages are spoken when, how, and by whom, as well as the values and rights associated with those languages.



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- By considering the fact that all the people and societies deserve a life of happiness and dignity, obtaining information on people and knowing the exact statistics on the different aspects of their lives helps the policy-makers and authorities to decide with open eyes and have the needed measures to assess the results of their decisions on the lives of the people.
- It is crucial that all the people from different backgrounds and ethnicities feel comfortable with the statistical activities conducted in every country.



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- Conveying this message to people with different socio-economic backgrounds that they are part of the motherland and deserve a life of dignity and promotion needs a language at the first step.
- Authorities should use a language that encourages people and implies this message to them that for better future for themselves and their children, it is necessary for every individual to provide the needed statistics.



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- The Language conveys this message to every individual that you are as important as other. This is the philosophy behind the strategy of 'No One Left Behind' adopted by the countries while approving the SDG as a way to promote the human and make the future a better place.
- For addressing 'leave-no one-behind' focus of the 2030 Agenda, the target 1.1 of the 'Regional strategy to improve population and social statistics in Asia and the Pacific' says that key population groups, and their needs and issues, are identified for target interventions in national and sub-national development policies and programmes, with such population groups and issues incorporated in relevant monitoring frameworks. As provided by this strategy, having access to population statistics is very crucial for inclusion of all people in social life.



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# Methodology

- The prevalent considerations were about keeping individual privacy and lack of collaboration in data provision in the 2016 National Population and Housing Census in the I.R. Iran.
- Twenty working groups for more than two years helped to design this census. In the organizational structure of the 2016 National Population and Housing Census, there were two posts for public affairs: Person in charge of Public Relation and Advertisement in the province and the person in charge of public affairs and advertisement in the sub-provinces



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# Methodology (continued)

- The SCI prepared and distributed the guidance for conducting the publicity campaign for the 2016 Population Census.
- This guidebook presented the roadmap for publicity of this census.
- The ultimate goal of the SCI behind this implied strategy in the guidebook was to increase the statistical literacy, awareness and culture among respondents.
- the people in charge of the publicity campaign in different provinces focused on environmental campaigns, informing the informed local people, and mass media and IT technology in order to reach as many audiences as possible.

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# Publicity for Encouraging Respondents

- Using spoken dialects of people in different parts of the country in the publicity was crucial for encouraging people to participate in the statistical activities and making them comfortable with data collecting.
- By considering the coverage of TV in all the provinces and existence of operating provincial branches of national TV in every province which broadcast programmes in dialects spoken in every province.



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### Publicity (continued)

- By considering the fact that speaking the dialects used in every province can be used to ensure people and make them sympathize with you, using of the spoken dialect and local languages for producing the TV shows on census and contacting people were emphasized.
- The important note in all of the information dissemination and publicity campaigns across the I.R. Iran, which was so implicit and natural to all of the people, was the usage of language for convincing people and building trust among them.



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### Publicity (continued)

- The SCI established this strategy that in conducting the publicity and advertisements for this census, the people in the provinces could use the spoken dialects and even the minority languages in order to convey the information to the respondents.
- the spoken dialects, local language and minority language was used to motivate people to take part in the census.
- Census publicity aimed at speaking to people, 'in their own language.'



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### Publicity (continued)

- Some provinces recorded radio and TV programme on census and used the local language or dialects for the characters in the shows.
- People working in the Public Information booths in provinces used the spoken dialects and local language to encourage people to participate in the census and clarify the process of data collecting.
- The SCI used the higher strategy of making public campaign at national level by using the official language of the country (Persian) but in the provincial levels the authorities were able to use the spoken language of people in order to make them familiar with the census.



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### Results

- Leaving no one behind is the ultimate goal.
- Formal Documents in Standard Persian language and communicating this information to people and making them comfortable with the data collection by using the native languages or dialects.
- It was the first e-census in the I.R. Iran and the results showed how successful the publicity campaign was to encourage people to participate in the census. Astonishingly, the ratio of E-census response (47.5 percent) proved that the publicity campaign had been successful across the country.





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### Results

- Valuable cooperation provided by the Iranian people as well as effective contribution of government and public agencies and organizations to the census surely played an essential role in successful implementation of this census (the ratio of E-census response was 47.5 percent)
- There is no doubt that high rate of participation in the electronic phase of the 2016 National Population and Housing Census in the I. R. Iran was a result of trust of respondents to the census and the people who conducted it.



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Country	Year of Census	Response (percent)
Japan	2015	37
Canada	2016	68
Canada	2011	54.8
Canada	2006	18.5
South Korea	2010	47.9
South Korea	2005	0.9
Singapore	2000	15
Norway	2001	9.9
Australia	2016	54
Australia	2011	33
Australia	2006	9
New Zealand	2013	35
New Zealand	2006	7
Spain	2006	30
Spain	2001	0.01



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- Winning the hearts of people and having full participation of people in a statistical survey resulted from this reality that people had entrusted to the policy-makers and were assured that their statistics would lead to better opportunities for them and the upcoming generation.
- Establishing a mutual understanding between people and policymakers need a shared mechanism among the members of a society.
- In other words, the multi-voicedness used in the publicity campaigns overcomes the fear and doubt of people to provide statistics on themselves



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## The End

# Thank you



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