

Population And Migration Statistics (PAMS) Committee (Scotland)

Statistics Engagement and Promotion area update

Introduction

The Statistics Engagement and Promotion unit within NRS was set up in January 2018. The unit currently consists of three teams: the Statistical Promotion and Analysis team; the Statistics Dissemination team, which includes our customer services, historic census work, and website officers; and a new Data Access team which helps users access NRS microdata for research purposes.

Recent work

Our aim is to increase the reach and impact of our work, by getting our messages across to a wider audience. Since the last meeting, this work has included:

1. We are very keen to better understand how our outputs can help you. We are planning to start a round of user research next year and would love to get your input. **If you can spare an hour or so to take part then please contact us. There may be chocolate.**
2. Giving a presentation on 'How is Scotland's population changing and what are the implications?'. This covered overall population change, migration, births and deaths, life expectancy, households and housing. We are happy to come and do a version of this talk for different audiences, and we can tailor it to focus on different geographic areas/topics. For examples, Paula Argo from Aberdeenshire Council got in touch to ask if we could go to Aberdeen and do a version of the talk focussing on what is happening in the North east of the country. We have agreed to do this on 27th November, and she has got a range of people coming from several councils and other public sector organisations. **We can do similar talks for other areas, if there is demand.**
3. We have been running workshops on how to bring your data to life using charts, infographics and Twitter. These have been really popular, so we have now recorded them and will put the videos on YouTube, so anyone can view them. We'll let PAMS members know when they are available.
4. We are making our outputs more accessible. We arranged for an accessibility expert within Scottish Government to give a talk for around 60 people. We have invested in training from the Plain English campaign and are looking into methods to measure and improve how readable our writing is. **If you have any suggestions on how we can improve the accessibility/readability of our outputs, let us know.**
5. Continuing our work to develop [infographics and interactive data visualisations](#), to help people understand our data better. We now produce 16 infographic summaries for individual publications, the 'Scotland's Population' infographic booklet, and 8 interactive visualisations, as well as our Council Area Profiles. We are exploring techniques to

measure and improve engagement with these outputs (e.g. Google Analytics and A/B testing).

6. Continuing to use [Twitter](#) to promote our statistics, and in particular trying to tweet more at times when we don't have a publication coming out. There is a Census Twitter feed (@Scotcensus2021) and FaceBook page too now, and NRS is on LinkedIn and we sometimes post articles there.
7. NRS's 2018 annual review of demographic trends, '[Scotland's Population 2018](#)', was published in August 2018. This year, we continued to developed a new style for the publication, making it more approachable for a general reader, highlighting key information and giving extra insight into the figures. The [HTML version](#) of the key messages document has been updated to become browser based which implements a responsive web design, such that, the formatting will change to best fit the users device.
8. Continuing to publish historic census tables on the [Scotland's Census website](#), which includes providing a service for commissioned census tables.
9. Continuing to provide safeguarded and secure access to census data extracts, using Data Sharing Agreements. This includes secure access to census data to link to health and other administrative datasets through the Scottish Safe Haven. So far 5 research projects have had secure access to census data through the Safe Haven, and a further 21 projects are in the pipeline.
10. **We would welcome feedback on any of this. If there are other things that you think NRS should be doing to increase the reach and impact of our work, please let us know.**

Staff changes

11. A Q-STEP student joined the team for 8 weeks to help us update the infographic booklet. Izzie Minskip joined our team as a fast streamer.
12. Hannah Smith has moved and we are recruiting a new head of the Statistics Dissemination team. This team currently consists of Jack Reid, Jake Twigg and Elizabeth Mann. Clare Leadbetter joined the team in May.
13. Liam Cavin will head up the new Data Access team from November, joining Nancy Burns and Robert McKenna.

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