

## 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. 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. Improvements to the Statistics section of the [NRS website](#), to try to make it easier for users to find what they need. More improvements are planned.
2. Giving a presentation on 'How is Scotland's population changing and what are the implications?' to audiences such as:
  - Civil Service Live, a conference for civil servants
  - South West Edinburgh Communities Forum
  - The Board of SNH
  - Various teams within the Scottish Government
  - The NRS Statistics Conference, 'Understanding Scotland's population in a data driven future' (described in another PAMS paper)
3. Coordinating a session on 'Telling the story in statistics' and giving a talk on how we communicate our statistics, at the British Society for Population Studies
4. Taking part in 'Doors Open Day' in Edinburgh. NRS had taken part on this event before, opening up General Register House to the public, but this was the first time that we had also had statisticians there talking about our work. This was very popular with the public.
5. Talking to a group of secondary school children about why maths is important, what we do, and how our statistics are used. We have also met with Education Scotland to discuss ways of increasing the use of our work in schools.
6. Continuing our work to develop [infographics and interactive data visualisations](#), to help people understand our data better.
7. 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.
8. Producing 2-minute videos of what some of our statistics show ([population](#) and [households](#))

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**

9. Kirsty MacLachlan has retired, after 12 years working in NRS as the Head of Demographic Statistics and then the Head of Statistics Engagement and Promotion.
10. Michael Duffy will be moving to a new team in the Scottish Government, after several years of working in the customer services team and organising PAMS meetings.
11. Martin Macfie is moving posts, after several years of heading the Statistics Dissemination team.

Esther Roughsedge  
NRS: Statistics Engagement and Promotion  
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