



Paper Title: Statistics Engagement and Promotion update

Presented by the heads of the 3 teams that make up this Unit:

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Security marking	Not sensitive
Can this be shared wider than PAMS?	Yes
Aims	To update PAMS members on the latest updates from across the Statistics Engagement and Promotion Unit at NRS.
Key questions for PAMS members	Please let us know if you would like to give us any feedback on the NRS website, or if you would be happy to us to get in touch to discuss possible changes to it. We would welcome PAMS members' views on this year's Scotland's Population publication.
What is required from PAMS members	We would welcome any comments on our work.

Population And Migration Statistics (PAMS) Committee (Scotland)

Statistics Engagement and Promotion area update

Background

1. The Statistics Engagement and Promotion unit 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 the Data Access team which helps users access NRS microdata for research purposes.

Recent changes to our work, due to COVID-19

2. The Statistics Dissemination team is spending a lot of time answering queries and disseminating the weekly statistics on deaths involving COVID-19, which are produced by our Vital Events team.
3. NRS recently published its annual publication, '[Scotland's Population](#)'. It gives an overview of our statistics on population, migration, life expectancy, households, life events and more. Most of the statistics in it are from 2019, but this year, we included a chapter on COVID-19. It gives an overview of all analysis of all deaths involving COVID-19 from March to September 2020. Other chapters mention how they relate to COVID-19, too. In previous years, we have produced a booklet-style infographic alongside the report, which summarises the key figures for Scotland. We normally print this booklet and hand it out at events etc. Since we are not holding face-to-face events, we produced a different style of [infographic summary](#) this year, which we aren't printing.

We would welcome PAMS members' views on the Scotland's Population publication, and any suggestions for next year's report.

4. We are continuing to work with academics to provide secure extracts of census data for data linkage research projects. This allows public benefit to be derived from census data, whilst maintaining the confidentiality of people's personal information. In recent months, our priority has been to deliver data for COVID-19 related research.
5. We have published a series of videos on '[How to bring your data to life](#)'. These include advice and practical tips on communicating the key messages in your data using graphs, infographics and on social media. Feel free to pass the link on to anyone else with an interest.
6. One member of our team worked for the Scottish Government Covid analysis team, to produce a [dashboard](#) summarising the effects of Covid in Scotland.
7. We are planning to review the content of the statistics section of the [NRS website](#), to try to make it easier for people to find what they need.

Please pass on any feedback you have on the NRS website. Also let us know if you would be happy for us to get in touch for your thoughts on any changes we are considering making to it.

**NRS: Statistics Engagement and Promotion
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