



# Ghana 2021 Population and Housing Census Fact Sheet Publicity, Education and Advocacy (PEA) Activities



A Census is a priority national development programme that requires significant resources to implement. The Publicity, Education and Advocacy (PEA) activities for the 2021 Population and Housing Census (PHC) aimed to sensitise stakeholders on the census process, its importance, nature and magnitude of resources and effort involved in undertaking a census, develop strategic partnerships with stakeholders to mobilise and leverage resources, and create Census Ambassadors.

The 2021 PHC PEA strategy was implemented at different levels by the PEA workstream at the Ghana Statistical Service (GSS) headquarters, and Regional/District Census Implementation Committees at the regional and district levels respectively. The National Census Publicity, Education and Advocacy Committee, which was chaired by the Minister for Information, played the technical advisory role, and provided strategic direction on all PEA activities.

This factsheet showcases some of the highlights from the 2021 PHC publicity campaign

## You Count, Get Counted

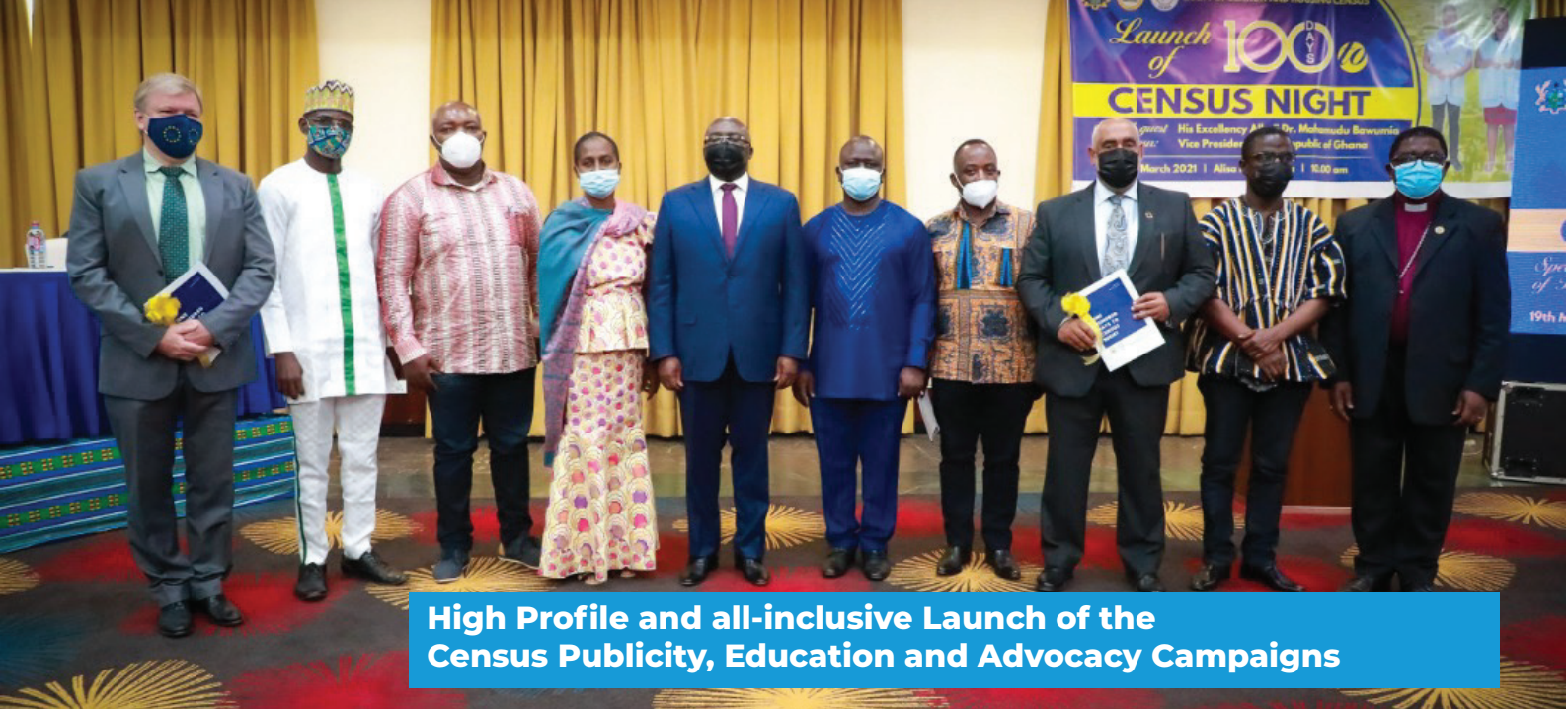
The ultimate objective of the publicity, education, and advocacy (PEA) strategy was to help achieve the census goal of complete coverage and quality data. The census slogan, you count, get counted, was thus created with the wording underscoring inclusiveness, specifically to advocate for all persons to endeavour to be counted. The slogan was an integral part of the publicity campaign and was utilised in all census communications.



## Partnerships

A key feature of the PEA was extensive engagements with stakeholders to develop partnerships and mobilise resources. GSS utilised courtesy calls, briefings, and information sessions to engage a variety of stakeholders including former heads of state, Members of Parliament, Regional Ministers, Regional Coordinating Councils, security agencies, Civil Society Organisations, educational institutions, and the media.

The 2021 PHC additionally leveraged partnerships to generate resources for PEA activities. Examples of support received during the publicity campaign included live telecast press briefings hosted by the Ministry of Information, free bulk SMS messages and caller back ring tunes from telecommunications companies, a sponsored lunch meeting with the media, and discounted airtime for census programming and advertisements on radio and TV.



## High Profile and all-inclusive Launch of the Census Publicity, Education and Advocacy Campaigns

On 28th May 2021, H.E. Nana Addo Dankwa Akufo-Addo, President of the Republic of Ghana, presided over the national launch of 30-days to Census Night public education and advocacy campaign and unveiled the publicity materials for the campaign. Earlier, on 19th March 2021, H.E Alhaji Dr. Mahamudu Bawumia, Vice President of the Republic of Ghana, successfully launched the 100-days to Census Night campaigns to achieve the same goal and officially declare the Census Night date to the nation.

The launch of the 30-days campaigns included district-level launches by Metropolitan/Municipal/District Chief Executives held simultaneously in all statistical districts nationwide following the national launch by H.E. The President. The events, which brought together district stakeholders and partners, aimed to raise awareness on the Census process and its importance as well as elicit public support for the exercise nationwide. Guidelines which included agenda, recommended invitees, budget lines, draft speeches and census skit scripts, were prepared for District Census Implementation Committees to ensure the launches carried consistent messaging in all areas.

### Production of diverse PEA documents for the 100 days campaign

Ghana Statistical Service developed several publicity, education, and advocacy (PEA) documents to provide relevant and updated information for the public to learn about the 2021 PHC which were all made available on the census website. These included:

- i. Basics of the Census: Document presents basic information on the 2021 PHC that all stakeholders should know; comprising a background on this and past censuses, frequently asked questions (FAQs) on the census, and a glossary of terms used for the census.
- ii. 100 Uses of Census Data: Document developed as part of the results advocacy to provide data users with a preview of some of the ways the information from the census will be used and highlighting the resourcefulness of the data.
- iii. Census Newsletter: Quarterly newsletter aimed to highlight key activities and persons involved in the census process and update stakeholders on the status of census implementation.
- iv. Information Sheets: Summary documents targeting specific audiences with key information on the census and the areas where their support was needed. Information sheets were developed for the general public, religious institutions, educational institutions, the media and Members of Parliament.

## Census Skits

Ghana Statistical Service partnered with other institutions to develop scripts for educative census skits in both English and local languages, including the children's nativity play that were shared via social media. The purpose of the skits was to raise awareness on the census process and sensitise the public on what to expect during the exercise. One skit was enacted live by a professional theatre group during the launch of the 30-day countdown to Census Night at the national level and students from drama clubs acted out the skit at the district level launches.

## Advocacy Support from Statesmen

In addition to the support and public call to action by the President, Vice President and other high ranking government officials, the PEA campaigns received additional and significant support from key statesmen, namely the two former Presidents representing the two major political parties and the Speaker of Parliament. The three statesmen acted as advocates of the importance and inclusive nature of census by recording advocacy messages in English and local languages which were shared via social media, mobile information vans, and community information centres ahead of the Census Night and during the enumeration phase. In addition, they all availed themselves to be enumerated on the day after Census Night, with media coverage and recording a short statement encouraging all members of the public to support the Census process by being counted.

Following briefings of the Speaker of Parliament and the Parliamentary Committee of the Whole, the census also received unprecedented parliamentary support for publicity. On the Friday preceding Census Night, parliament did not sit so that Members could travel to the constituencies to help with the publicity for the census. This was facilitated with the provision of financial resources from the coffers of parliament to MPs to enable them travel to their constituencies.



## Translation of Audio-visual Publicity Materials

GSS invested significant efforts into ensuring that all the audio-visual publicity materials were translated into local languages in order to reach out persons in Ghana who do not understand English. As such, the census jingle was translated into nine local languages and the census skits were translated into four local languages. The official census song was composed in Twi with three alternative versions available with voiceovers in other languages.

The former Presidents and the Speaker of Parliament also recorded their advocacy videos in both English and local languages making it possible to have advocacy messages from statesmen in four local languages.

## Results Advocacy

A core part of the PEA strategy was to educate stakeholders on the benefits of the census by previewing the data to be generated and its resourcefulness ahead of the data collection. In addition to compiling the 100 ways census data would be used as a major advocacy tool, GSS also organised activities with key stakeholders to showcase the data to be produced before the Census Night. These activities included a Census Seminar with research and academia, webinars with Metropolitan, Municipal, and District Assemblies, Development Partners meeting organised in collaboration with UNFPA, a public lecture by the Government Statistician, and media appearances to explore in-depth the resourcefulness of the modules in the questionnaire.

## Engagement with Regional Stakeholders

As part of the PEA campaign, a delegation from the Ghana Statistical Service led by the Government Statistician completed nationwide tours to visit all regions in the country ahead of the start of the Census exercise. The purpose of these regional visits, which was to officially hand over the responsibility for successful Census implementation to the Regional Coordinating Councils, included a courtesy call on the Regional Ministers and information sessions with the Regional Census Implementation Committees, Heads of Departments and key regional stakeholders.



Utilisation of Field Officers

To ensure that the publicity messaging penetrated down to the locality levels, Field Officers were required to participate in the PEA as part of the terms of engagement with the incentive that effective publicity in the areas they were working would make their work easier. On the first day of data collection, all Field Officers were required to canvass their Enumeration Areas and as part of the canvassing, put up posters, share census stickers to residents and publicise the census. Further, all Field Supervisors were given funds for publicity in their Supervisory Area which entailed paying for community information centres to broadcast the jingles and advocacy messages.

## Support from Religious Leaders and Institutions

The 2021 PHC targeted religious organisations as one of the focal areas for census PEA as they represented an avenue to reach a significant number of persons living in Ghana. GSS wrote to the leaders of religious institutions requesting their support for census PEA activities by offering prayers for the census, reading statements provided by GSS during their periods of worship, and using their internal communication channels to share census publicity materials. As part of their terms of engagement, all Census Officials were also tasked to publicise the 2021 PHC in their places of worship using the publicity materials specifically developed for religious institutions.

In addition, The Chairman of the Christian Council and the National Chief Imam consistently provided support for PEA activities throughout the process in diverse ways including providing solidarity statements at the launch of the 100 days to Census Night and making public statements after the Census Night urging all to get counted.

## Engagement with Educational Institutions

Ghana Statistical Service collaborated with the Ghana Education Service (GES) for publicity targeting children in schools. The major output from this collaboration was an eight-episode Ghana Census School programme that was broadcast on the GES Ghana Learning TV channel. The episodes which were hosted by GES teachers were meant to teach children about the 2021 PHC, the census process and its benefits. GES also agreed to send messages to schools requesting teachers to read short statements to their students on the 2021 PHC and assign students census-related essays, poems and pictures.



### Market Outreach

Markets, with religious and educational institutions, made up the three priority areas for PEA activities where Census Officials were required to carry out publicity activities. In addition, the market outreach leveraged the monthly market price readings for the Consumer Price Index (CPI) to raise awareness of the 2021 PHC by providing market readers across the country with branded t-shirts to wear, stickers to distribute, and vehicles mounted with horn speakers to play the audio materials.



### Media Engagement

Media (both traditional and new) engagements were utilised to keep stakeholders and the public informed and engaged on census implementation daily. These included ensuring media presence and sharing press briefs for all major census PEA activities, live streaming events on social media, and routinely giving the major news outlets exclusive stories on Census implementation.

In addition, the Government Statistician held regular press briefings during the data collection phase to update the public on the status of coverage, highlight challenges and appeal for continued support from the public for the exercise.

Further, a media kit for journalists was developed to provide resources to support them generate accurate news stories, write articles, and conduct interviews to publicise the census. In addition, media engagement activities including zonal training workshops, a press soiree and a pre-Census Night lunch meeting with media was organised to sensitise journalists on the census.

The 2021 PHC created social media accounts on Facebook, Twitter, and Instagram to share news and information such as the social media “did you know campaign” that highlighted interesting facts from previous censuses and previewing the indicators to be generated from the 2021 PHC all using the census slogan #YouCountGetCounted.

## Census Website

A Census Website was created to serve as repository for all information for the 2021 PHC. The website provided information on all aspects of the census implementation including enumeration procedures, questionnaires and technical documentation, PEA materials, news, upcoming activities, and contact information. Following the completion of data collection, a dissemination section on the website was added to showcase results, present census data products, and provide information for data users.



## Communication around COVID-19

The 2021 PHC was conducted during the COVID-19 pandemic, and it was important that the public was reassured that the census would be conducted safely during the exercise to encourage them to cooperate with Enumerators. All communication on the 2021 PHC data collection included the policy that Field Officers were required to observe all COVID-19 protocols. To further reassure the public of GSS's commitment to adhering to the protocols, mask wearing, and social distancing were enforced for census activities to portray in videos and pictures this adherence to the protocols. The original census advertisement, which was produced before COVID-19 was re-shot with actors observing the protocols and any census documentaries with pre-COVID-19 footage featured a disclaimer.

## Celebration of Census Night

The 2021 PHC utilised the de facto approach where all questions asked were in reference to the Census Night. As such a key focus of the publicity campaign was to raise awareness of the importance of the Census Night and making the date memorable. District Census Implementation Committees were allocated a budget and tasked to plan Census Night celebrations that would raise awareness of the Census Night across their respective districts with activities such as floats, blaring of sirens from fire service tenders, community football competitions, gong gong beating and durbars.

GSS further leveraged a premier league match fortuitously scheduled on the Census Night date between Ghana's biggest soccer rivalry. With support from the National Sports Authority, Census Officials were allowed to make statements and play census jingles from the stadium announcement booth and distribute stickers and flyers to fans at the stadium. For fans at home, radio commentators used live presenter mentions to reference the Census Night and the upcoming enumeration and played the census jingles during half-time and after the match.

## Contact Information

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