Introduction

• Background & Context
• Content & Methodology
• Communication Challenge & Planning Sessions
• Stakeholder Engagement
• Publication & Press Conference
• Outcome & Learning
Section 1: Pre-Publication
Background

• Vital decision making data gap re new housing connections
• Data needed to make policy decisions in relation to supply and demand – Housing shortage in Ireland a critical issue
• However no single source of accurate data available.
• Official statistics produced by another Government Department - acknowledged over count
• Alternative statistics produced by independent providers to address issue – often over or undercounted data
• Considerable political and stakeholder discussion on data accuracy
Context

• Confusion around homelessness figures count and new housing data – lots of comment/discussion in media
• Criticism of Government and Minister for Housing
• CSO then tasked with developing accurate measure by Government
Methodology Applied to New Data Report

• Research resulted in identification of one useable dataset – the ESB connections database (connections to electricity grid)

• Admin linking to eradicate overlap issues e.g. removal of non residential housing dwellings such as farm outhouse dwellings etc…
Communications Challenge

• Ensuring our independence and professional reputation is maintained
• Educating all the stakeholders and ensuring their support for and use of this dataset
Communications Approach

• **Be transparent:** Develop clear messaging that explains what we did and why

• **Be Proactive:** Explain the methodology to all stakeholders in advance of publication and listen to their views

• **Be supportive:** Acknowledge what others had done and how it assisted us in developing new methodology
Communication Strategy in Practice

• Planning sessions to identify:
  • **Potential challenges** to our methodology and results
  • Key messaging for **press release** and importantly an **Executive summary** to the new release.
  • **FAQ**
  • **Advance planning sessions** with stakeholders in advance to win their support
Stakeholder Session

- Relevant subject matter experts & media invited the day before release
- No data presented
- Details of our assessment of existing datasets and new methodology
- Acknowledgement of great work that others had previously produced and how it might assist us with further insights in the future
- Q&A session
- Invitation for stakeholders to join a working group to further improve the data
Section 2: Post Publication
Publication & Press Conference

- Detailed Press Release
- Infographic
- Press Conference
- Stakeholders as advocates
- Anticipation of questions/Issues
Outcome & Learning

• Welcome and positive response to report
• Stakeholders supported CSO in the media
• Widespread acceptance of data
• Enhanced CSO reputation as independent, authoritative body
• Positive response to level of engagement from stakeholders
• Template for dealing with future high profile outputs