Innovation in Communications: A StatCan COVID-19 Response

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Delivering insight through data for a better Canada
Overview

• StatCan and COVID-19
• New ways of doing business
• Whole-of-government approach
• Proactive media
• Social media
• Partnerships and stakeholder relations
• Aligning to new priorities: supporting each other
• Where we go from here
StatsCan and COVID-19

• Prioritized under exceptional operating conditions
• In-person survey collection ceased and all surveys were conducted by telephone or online
• Focused on mission critical programs
• Adapted to an evolving situation
• Accelerated the collection and release of information
• Capturing an accurate portrait of what is happening in our country
New ways of doing business – digital, remote, virtual collection and dissemination

• Data collection and creation
• Innovative tools
• Modelling and simulation consulting services
• Custom Data Requests
Crowdsourcing and web panels
Connecting Canadians to the Data and the Analysis

From February to April 2020, total hours worked across all industries dropped by more than one-quarter (-27.7%). The decline was largest in industries requiring physical contact and where working from home is not practical.


**CANADIANS’ MENTAL HEALTH DURING COVID-19**

64%

Of youth aged 15 to 24 reported that COVID-19 has had a negative impact on their mental health since physical distancing began.

About 9 in 10 Canadians continue to follow physical distancing guidelines, such as staying home, practicing physical distancing while in public, and avoiding crowds or large gatherings.
Communications: Supporting COVID Response

• Remote, digital and virtual data collection and dissemination
• Internal communications on a daily basis to begin
• Teams needed time to adjust
• Needed to be agile, fast, creative and economical
Communications - Whole-of-Government approach

STATCAN COVID-19: DATA TO INSIGHTS FOR A BETTER CANADA

Interactive data visualizations of COVID-19

Employment change among people aged 25 to 54 with children under 18 in the household, by sex, and age of youngest child, February to May 2020, unadjusted for seasonality

Every week, the agency releases new information on a range of socio-economic issues like mental health, food security, the trade in PPE, and the impact of the pandemic on visible minority groups.
Statistics Canada COVID-19 Portal

Statistics Canada
Statistics Canada is the national statistical office. The agency ensures Canadians have the key information on Canada’s economy, society and environment that they require to function effectively as citizens and decision makers.

In the news | The Daily
August 31, 2020
Production of principal field crops, July 2020
Canadian farmers are projected to harvest more wheat, corn for grain, barley and oats this fall compared with last year, but less canola and soybeans, according to recent yield models using satellite technology.

COVID-19: A data perspective
Explore key economic trends and social challenges that arise as the COVID-19 situation evolves.

Canadian Statistical Geospatial Explorer Hub
Discover Statistics Canada's geospatial data, including indicators related to COVID-19 in this

Key indicators

Quarterly population estimate
(Note) (April 1, 2020)
- 37,971,020
- 0.2% ↑
(quarterly change)

Consumer Price Index
(July 2020)
- 0.1% ↑
(12-month)
Proactive media

• More proactive media relations.
• Move away from media lock-ups to remote briefings.
• Pro-active briefings when new data was being introduced
• More complex questions from media
• Increased citations
• Proactive pitching of stories to provide Canadians with the information they need and to be ahead of the story
Social Media

- Statistics Canada increased its use of social media, as Canadians spent more time online.
- Used social media as a way to reach employees who did not have access to internal network at the beginning of the pandemic.
- Used paid advertising to expand reach of StatCan crowdsourcing initiatives, beyond usual audiences.
Partnerships and Stakeholder Engagement

• Increase visibility and accessibility of StatCan’s products and offerings specifically among:
  • Business and industry leaders and decision-makers
  • Public policy think tanks and thought-leaders
  • Academia and research community
  • Associations and non government organizations;
  • Provincial and Territorial partners;
  • Other government departments

• Ensuring participation of senior management and subject matter experts at key events

• Partnered with Canadian Chamber of Commerce to measure and understand the impacts on businesses

• Partnered with Public Health Agency of Canada (PHAC) for preliminary data on confirmed COVID-19 cases
Aligning to new priorities: Supporting each other through change

• Communicating to employees the importance of routine, schedules, taking time for regular exercise and hobbies to maintain mental health and wellness.

• Maintain collaborative culture remotely: regular virtual meetings by teleconference or MS Teams.

• “Tales from the Home Front”: sharing personal stories on working from home to build a sense community.

• Pulse survey with public service employees assessed the state of the workforce and the effects of COVID-19.
Where we go from here

- Continued remote/virtual data collection
- Shorter timeframes for data collection and release
- Increased outreach and partnership development
- Pivoting and transitioning to recovery
THANK YOU!
For more information, visit www.statcan.gc.ca