

**2009 Census Rehearsal Evaluation
Community Liaison**

December 2009

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2009 Rehearsal – Community Liaison

1. Definition and scope for rehearsal

To identify sub-groups within the community who might be apprehensive about the prospect of a census or who might have difficulties in completing the questionnaire, or who are traditionally under-enumerated. To devise and implement strategies to allay fears, provide help in completing the questionnaire and encourage participation by hard-to-enumerate sub-groups.

What was tested:

- British Sign Language (BSL) video links;
- large print questionnaires;
- language support leaflets;
- language interpretation facilities;
- enumeration of women's refuges;
- telephone data capture (TDC);
- textphone; and
- schools project (after rehearsal period).

What could not be tested:

- literacy classes - lack of engagement from local groups; and
- rough sleepers and gypsy/traveller community sites (none in the rehearsal area).

2. Evaluation findings

Pre – determined evaluation points

Description	Success Criteria	Outcome against success criteria	Recommendation(s)	Timeframe
1) Use of large print questionnaires	Usability	11 large print questionnaires requested, 4 completed and returned	<ul style="list-style-type: none"> • Retain for 2011 unless further work shows otherwise. • Investigate the printing/provision of large print questionnaires. 	
2) Use of translation questionnaires	Usability	Unknown	<ul style="list-style-type: none"> • Retain for 2011 • Investigate the printing/provision of translation questionnaires. 	
3) BSL clips	Usability	<ul style="list-style-type: none"> • Unknown but large number of hits on the website. • No negative feedback. 	Retain for 2011.	
4) Textphone	Usability	Covered under helpline evaluation report (point 13).	Recommend that this facility remains as it is standard across all government departments.	

Description	Success Criteria	Outcome against success criteria	Recommendation(s)	Timeframe
5) Language Interpretation	Number of requests for translation services and ease of use.	There were three requests which required the use of the three way interpretation service. This proved easy to use and effective. Helpline evaluation report (point 7) provides detail.	This facility should be provided in 2011.	

Other evaluation points

Description	Outcomes/issues	Recommendation(s)
<p>6) Schools Project provides schools with teaching materials and learning activities to raise awareness of the census amongst school age children.</p>	<p>a) There was some initial difficulty in getting schools to engage with the project. This was due in part to the lack of engagement with the appointed person in west Edinburgh and difficulty in contacting head teachers. However once teachers saw the material they were very enthusiastic and the project has now been piloted in four schools in the rehearsal areas.</p> <p>b) Feedback has been excellent with teachers providing input for the further development of materials.</p>	<p>a) The project has been well received and no major changes need to be implemented.</p> <p>b) Continue to develop as it is rolled out throughout Scotland working in conjunction with Learning Teaching Scotland (LTS) and local authorities (LA)s.</p>
<p>7) The provision of services and help for those people with special requirements such as deaf, blind, elderly and literacy issues</p>	<p>a) Engagement with representatives at a national level went well, and provided useful information on the services which we could provide to assist those with special requirements. This resulted in the provision of large print questionnaires to help the visually impaired and BSL clips on the website for the deaf and hard of hearing. As the rehearsal was only in specific areas there was limited scope to publicise at a national level but we had some useful publicity from local groups. Lothian Sound and Deaf Action both ran articles about the census.</p>	<p>a) Continue engagement with representative bodies at a national and local level to identify how best we can assist these groups and to obtain their help in publicising the help and facilities available.</p>

Description	Outcomes/issues	Recommendation(s)
	<p>b) We had useful discussions regarding literacy issues and how we could assist. The initial plan was for literacy classes to make completion of the census the topic for one of their classes. This did not happen due to the lack of cooperation from the tutors.</p> <p>c) It is hard to know how many elderly people had difficulty completing the questionnaire or what help they may have needed. It has been suggested that many would have been reluctant to call the helpline number as they may have thought it was premium rate.</p>	<p>b) Run a small test covering three groups with literacy issues (prison, community group and college).</p> <p>c) Work with local authorities, explore ways to provide advice and assistance to the elderly possibly through the home help service. Ensure that publicity around the census helpline and textphone notes that it is local call rate.</p>
<p>8) The provision of services for those whose first language is not English</p>	<p>a) A language support leaflet was provided with each questionnaire pack. This gave information in 24 languages about how to obtain help.</p> <p>b) Feedback suggested that more publicity material and information should be available in the different languages.</p>	<p>a) Continue to provide language support leaflets, translated questionnaires and a translation service in 2011.</p> <p>b) Explore the best methods of providing information in different languages.</p>
<p>9) Census Regional Manager (CRM) engagement with local groups</p>	<p>a) The CRM in Edinburgh had some difficulty in engaging with local groups.</p> <p>b) The main issues were getting the appropriate contact person, lack of awareness about the census and apparent lack of official</p>	<p>a) Prepare a toolkit for CRMs which will have details on who to contact, the best ways to engage with groups and all other information necessary to get the CRMs up and running as quickly as possible.</p> <p>b) Provide an official letter of introduction and some general information about the census which the CRM can send out in advance.</p>

Description	Outcomes/issues	Recommendation(s)
	<p>status of the CRM.</p> <p>c) An initial meeting was set up with the Census Liaison Officer (CLO) which was useful but did not provide results early enough.</p>	<p>Consider how we can give CRMs an official looking email address e.g. Scottish Office Technology Strategy (SCOTS) or email facility on website.</p> <p>c) HQ to set up meetings between CLOs and CRMs in preparation for CRMs starting.</p>
<p>10) Targeted publicity for hard to count groups</p>	<ul style="list-style-type: none"> • There was some inconsistency around the groups selected by our public relations (PR) agency for targeted publicity and those which are identified by General Register Office for Scotland (GROS) as hard to count. • There was also some duplication where information was sent to the same organisation from both the PR company and from the Community Liaison Team. 	<p>Publicity Manager and Community Liaison Manager to improve coordination and ensure that consistent messages are given.</p>