

# **Community Engagement Communicating with 'hard to count' groups**

**April 2010**

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## To: Scottish Census Steering Committee (SCSC)

### Community Engagement: Communicating with 'hard to count' groups

#### 1 Purpose

This paper is to inform SCSC about our approach to communicating with 'hard to count' groups in the 2011 Census in order to encourage participation and maximise response rates.

#### 2 Background

The 2001 Census undercounted around 200,000 people. General Register Office for Scotland (GROS) was able to identify several groups that these under-enumerated people fell into.

**Table 1.1 – Groups undercounted in 2001**

<b>Target audience summary</b>	<b>Estimated % of population (at 2009)</b>
The parents of pre –school children (0-4 years old)	5.3%
Young adults (16 – 34 years old)	26%
Students	6.2%
Men and women aged 18-30 from deprived backgrounds	17%
Ethnic minorities	3%
People who do not speak English (or Gaelic)	English as an additional language 2.7%
People with chaotic lifestyles (for example: homeless, drug abusers)	Homeless 1.1% Drug abusers 1 %
Travellers and gypsies	0.03%
Men and women aged 80+	4.4%
People who are resistant to "officialdom"	Unemployed 3.5%
Disabled people	15.5%
People in communal establishments	1.7%
Those with literacy problems	23%
Armed forces	0.2%

The above table expresses the size of the groups as a percentage of the overall population. For some individuals there are multiple reasons why they might not be included on a census questionnaire, for example being elderly and disabled, or a prisoner with literacy issues.

The importance of these groups, sometimes referred to as 'hard to count', is that many of them are people who make heavy use of public services. The consequence of not counting them would be that the services would not be properly planned or funded.

### 3 Vision

Our community liaison aim is to implement communications activity which will inform, engage and build trust with audiences who were under counted at the last census. We also devise practical assistance for groups of people who need support to fill in the questionnaire.

### 4 What have we done so far?

Community liaison began in 2007. Initially the work focused on making contact with organisations that represented key groups of people missed in 2001 to explain the importance of the census and identify the barriers faced in completing it.

The work has informed our understanding of these groups' concerns and what field work measures could put in place to support completion. Many of these approaches were tested in the 2009 rehearsal.

A summary of enumeration activity already in place to support the above groups is given at [Annex A](#).

A summary of who the Community Liaison Manager (CLM) has contacted to date is listed at [Annex B](#). The CLM has good links with her counterparts in the Office for National Statistics (ONS).

A link to the community liaison rehearsal evaluation report is provided at [Annex C](#).

### 5 How do we prioritise our work with these groups?

Since the rehearsal our focus has moved from gathering information about what each group wants of the census to planning activities that will highlight the support that is available, and to provide reassurance where necessary.

The first stage was a stakeholder mapping workshop led by our Public Relations (PR) agency involving communications branch staff, statisticians and our advertising agency. This exercise roughly categorised the groups, in terms of hardness to count, as follows:

#### High

- young adults
- students
- ethnic groups

#### Medium

- people with difficulties/disabilities
- migrants

#### Lower

- pre-school
- adults 80+
- specific types of living arrangement (e.g. in multi-occupancy dwellings)

- homeless
- gypsies/travellers
- armed forces
- prisons
- stakeholders – general

GROS statisticians have now identified priority categories at a Scotland-wide level:

1. students
2. young adults 15 -24
3. ethnic groups - in particular Chinese, Indian, Pakistani and accession groups
4. people with impairment and physical disabilities particularly blind and deaf
5. adults 80+
6. gypsy travellers
7. people with literacy issues
8. prisoners
9. armed forces

## 6 What are we doing to communicate with each group?

We will develop mini-action plans for all our groups and their sub-groups but the focus of our time and resource will reflect their statistical priority.

The action plans will each:

1. define our aim for each group in SMART objective/s (Specific, Measurable, Achievable, Realistic, Timed)
2. contain key messages highlighting the benefits, call to action and giving reassurance to each group, for example emphasising the importance of the census to blind people/the elderly and the availability of telephone data capture and
3. summarise tailored activities for each group, for example.

Gypsy Travellers	Start	Finish	Lead	Evaluation method
Leaflet				
Articles in specialist media/websites				
Workshops to fill in census questionnaires				
Writing to key representatives (in communal establishments)				

Once we have developed each action plan it will be shared with our publicity agencies for their input and we also plan to run through the plans with representatives of each group.

At a local level activity will be appropriate to each census region. Ahead of the Census Regional Manager (CRM)'s appointment in August our statisticians will be asked to summarise and prioritise the hard to count groups in each of the 22 regions. Community liaison will arrange and facilitate a meeting between the CRM and each council's Census Liaison Officer (CLO). A Community Profile Mapping document is being prepared to help the CRM to work with the CLO to identify key groups in their area.

At a local level, once each CRM has profiled his/her hard to count groups they will develop their own local action plans using a library of resources (provided by GROS) to help plan their interventions. GROS will quality assure this work and the community profiling exercise that precedes it.

## **7 Work that is already underway**

### **Advertising**

Three possible advertising designs are being tested with focus groups around Scotland. The advertising is mass so the focus groups involved do not specifically reflect any of our hard to count groups: we have included them but not to the extent that their voices dominate the message we get about what needs to work for all audiences.

Once a design has been agreed we will work with representatives from each group to explore how the design and materials can best meet their needs.

### **Schools project**

A census in schools project has been established with so that Primary Six to Secondary One pupils can learn about the project and hopefully share their understanding of it and its benefits with their friends and family.

Census in Schools will be available on Glow, the national schools intranet. This is a partnership between Learning Teaching Scotland, GROS, the National Archives of Scotland and local authorities. The hope is that the material will be adapted by teachers beyond the census

### **Literacy pack**

One in five people in Scotland have literacy issues. A literacy pack has been developed to be used by tutors of Literacy and English as a Second Language (ESOL) classes to help learners understand how to complete the questionnaire. It also highlights the importance for them to participate. The pack will be used beyond the census to help with form filling in general.

### **Website**

The revised census website will have a 'My Census' section with 'People like me' section for students/young people, ethnic minorities and others

### **Stakeholder communications**

An internal/stakeholder e-newsletter will be developed to run monthly from Summer 2010 to April 2011. SCSC members will be added to its distribution list.

We will continue to engage with groups mentioned in Annex B and this contact list will be developed further.

Other support is being investigated, for example text messaging for the deaf.

## **8 Evaluation**

Arrangements will be made to evaluate the contribution our community liaison work has made to the 2011 Census statistics. Defining a SMART objective for each group will help with this.

The community profile exercise and resource kit are likely to include some of the following elements to assist in the evaluation:

- statistics – how the results in areas and by group compare to 2001;
- how easy was it for the CRMs and us to provide and quality assure the work;
- possible spot checks of regions post census to re-check information and confirm that local groups received contact from the CRM;
- asking the CRM to keep a contact sheet to prove that we consulted a broad range of hard to count groups, and record who was contacted when;
- number of activities: CRMs to keep copies of all documents – this will show volume and act as a record post-census for any follow up enquiries.
- news and local media/digital coverage;
- time vs results (ask CRMs to note community liaison work on their timesheet separate from media work); and
- review of how well the overall community liaison activity addressed the lack of practical help in 2001.

## **9 Summary**

Our work to research and devise practical assistance for groups that need support to fill in the questionnaire is drawing to a close. Our focus is now on how we communicate the importance of the census, encourage completion and highlight the support that is available to people.

These measures will be backed by a mainstream advertising and public relations campaign and refinement of the questionnaire itself to make it as easy as possible for people to fill in.

## **ANNEX A ENUMERATION ACTIVITIES TO SUPPORT PARTICIPATION IN THE CENSUS**

### **Website**

meets accessibility standards

British Sign Language (BSL) and audio clips of the questions available online – and (budget permitting) DVD and CD

### **Large-print questionnaires**

Awareness training for enumerators - enumerators can arrange to help complete the form or if someone has a language issue and the helpline can't assist they can arrange an interpreter.

Telephone data capture

### **Helpline and textphone**

Languages – our support for these will be detailed on the enumerator language support card, household questionnaire pack information leaflet and general leaflets translated into 11 languages, see below.

The questionnaire will be translated into the following languages with an accompanying information leaflet.

1. Arabic
2. Cantonese
3. Bengali
4. Punjabi
5. Urdu
6. French
7. Polish
8. Hindi
9. Tagalog
10. Farsi
11. Turkish

A leaflet will be issued to each household to promote the availability of these.

The explanation is likely to state:

“If you require assistance to complete this questionnaire or, if you require a translation of the questionnaire, please telephone [Helpline number].”

The leaflet will also promote the Helpline as a source of three-way translations of the following languages:

1. Croatian
2. German
3. Greek
4. Russian



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5. Slovak
  6. Somali
  7. Portuguese
  8. Italian
  9. Serbian
  10. Spanish
  11. Swahili
  12. Lithuanian

“If you require assistance to complete this questionnaire, or have any queries, please telephone [Helpline number].”

Enumerators will have that information on a language identification card.

(Note that arrangements are in place for Gaelic but Gaelic users are not “hard to count” so the detail has not been included in this paper).

## ANNEX B

### Organisations Etc. Contacted Through The Community Liaison Programme As At April 2010

	<b>Organisation</b>
1.	Citizens Advice Bureau Scotland
2.	Autistic Society
3.	RNID
4.	RNIB
5.	Deaf Connections
6.	Deaf Action
7.	SCOD
8.	Age Concern
9.	Help the Aged
10.	Glasgow City Council (Educ)
11.	Learning Teaching Scotland
12.	Edinburgh Literacy (CLAN)
13.	Learning Connections (BIG +)
14.	GLOW Team
15.	Syntax DTP
16.	BEMIS
17.	Bethany Christian Trust
18.	Cyrenians
19.	Inverness Rough Sleepers (RS)
20.	Streetwork Edinburgh (RS)
21.	Aberdeen City Council (RS)
22.	Glasgow City Council (RS)
23.	Salvation Army
24.	Four Square Edinburgh(RS)
25.	Gypsy Traveller sites etc
26.	Light of the light church
27.	Hindu
28.	Mosque Potters Row
29.	Scottish Refugee Council
30.	G8 worker
31.	Glasgow City Council (equality unit)
32.	Edinburgh City Council (equality unit)
33.	Young Scot
34.	Enable Scotland
35.	Barges
36.	Scottish Prison Service
37.	SG Equality Unit
38.	Health Dept
39.	FCO
40.	MOD
41.	Scottish Womens Refuge

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42.	Womens Aid
43.	Lothian Sound
44.	Heriot Watt University
45.	Napier University
46.	University Chancellors Secretary
47.	Care Commission
48.	Save the Children
49.	Central Library

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## **ANNEX C**

### **Community Liaison Rehearsal Evaluation**

#### **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.

**Further details are given at:**

<http://www.gro-scotland.gov.uk/files2/the-census/preparations/rehearsal/2009-cre-community-liasion.pdf>