



ACTION PLAN for DEVELOPING STATISTICS - ADVOCACY STRATEGY

The strategy divides into three main streams:

- (1) Developing the advocacy messages
- (2) Developing mainly generalised materials (production) to capture the messages
- (3) Delivering or drawing attention to them (delivery)

(1) Developing the advocacy messages

The advocacy messages have been set out in Annex 1 of the advocacy strategy document. They will need to be tested and developed continually as the strategy is rolled out. **More work will be done to identify the audiences more precisely** (e.g. according to different types of development policy maker, between the Multilateral Development Banks and other donors, etc) **and to specify more precisely the messages for each audience to assist delivery of the messages and preparation of advocacy materials.**

(2) Developing new advocacy materials

On-going activities will be **identifying needs for new materials** which deliver the key advocacy messages and, where possible, **using materials produced by partners** (e.g. by Gapminder and UNECE's "*Making data meaningful*" and "*Communicating with the media*") **and developing new materials jointly.** The following action plan relates to **new materials already identified** which will be developed by the PARIS21 Secretariat during 2006. In each case they will be produced in their original language, translated and disseminated:

New materials	Audiences	By when
"Better statistics, policy, development outcomes" leaflet (MUMP derivative)	Busy senior policy makers	June 2006
Update "Statistics Matter" booklet	All	September 2006
Advocacy for agricultural statistics video	All, focused on agriculture	June 2006
Produce new, more universal Anglophone video	All	December 2006
Develop library of video clips and "quotable quotes"	All	August 2006



Update examples used in “Measuring Up to the Measurement Problem”	All	September 2006
Bi-annual Newsletter	All	October 2006
Develop country advocacy guide and tool kit	Country NSDS teams	July 2006
Update PowerPoint presentations , make available to wider partnership	Specific to each	September 2006
Review website	All	December 2006

(3) Delivery of advocacy materials

We will make best use of existing and new advocacy materials across the language groups and use the **PARIS21 website** to deliver advocacy messages – highlighting key messages and documents on the home page. **The Secretariat will work with and through PARIS21 partners and other initiatives to deliver advocacy messages** and offer visits to countries and agencies to discuss advocacy activities, including working with developing country statistics offices to **promote a statistics “culture”** in their countries. **PARIS21 workshops** will focus on the key advocacy messages and activities.

We will **host or co-host meetings and other events and target key events** organised by others. Due to the number of these meetings and events, we need to prioritise and distinguish between **high intensity, medium intensity and low intensity** activities for the Secretariat. This will depend on likely costs and chances of success, based on the potential they offer for influence and for access by the Secretariat, and the comparative advantage of partners. A high intensity activity will involve considerable work by the Secretariat, probably including hosting or co-hosting and/or making substantial inputs during the events. A medium intensity activity will normally be organised by a partner organisation or country. The PARIS21 Secretariat will contribute by participating and making presentations, but will not be in the lead. In the case of low intensity activities the Secretariat will provide materials but will not normally participate in the event itself. This is not a reflection on the importance of the event but on the PARIS21 Secretariat’s role and access to the events. The following events have been identified as key activities in the remainder of 2006.

Events	Audiences	Intensity
3rd Roundtable on Managing for Development Results, February 2007 (preparation in 2006)	Senior policy makers: international, regional and countries	High



Events	Audiences	Intensity
PARIS21 regional and country workshops and advocacy events	Mainly country and regional representatives of all audiences	High
Visits to countries and agencies	Policy makers and statisticians	High
OECD Statistics Committee/ UNECE Conference of European Statisticians	Heads of national statistics offices	Medium
I-ADB international seminar on the role of statistics in evidence-based policy-making in Latin America, mid-2006	Senior policy makers and statisticians	Medium
UN Statistical commission, March 2007 (preparations in 2006)	Senior statisticians	Medium
Meeting of African francophone Finance Ministers, Paris, September 2006	Senior policy makers	Medium
Africa Statistics Day – support for country activities	All	Medium/ low
World Bank/ IMF annual meetings, September 2006 and Regional Development Bank annual meetings	Senior policy makers	Low

PARIS21 Secretariat
12 April 2006