



**Project to Strengthen the National Capacity in Producing and Disseminating
Vital Statistics from Civil Registration Records in Asia and the Pacific**

10 – 14 December 2018

Bangkok, Thailand

**Workshop on Dissemination and Communication
of Vital Statistics Data**

Facilitators:

For the concluding activity of the project to strengthen the national capacity in producing and disseminating vital statistics from civil registration records in Asia and the Pacific, the United Nations Economic and Social Commission for Asia and the Pacific (ESCAP) is partnering with Vital Strategies, an international NGO implementing the D4H Initiative, to provide facilitators with expertise in effective communication of data to policy makers, elected officials, and the general public.

Format:

The workshop will combine:

- Presentations – Facilitators will provide information on general approaches and techniques for the effective communication of vital statistics;
- Working sessions – Participants will develop specific material to use in their own dissemination efforts; and
- Feedback sessions – Participants will present materials developed in the working sessions and facilitators and other participants will provide comments and suggestions for improvement.

Day 1 (Monday) 10 December	8.30 – 9.00	<u>Registration</u> : UNCC, Meeting Room F
	9.00 – 10.00	<u>Opening Session</u>
	10.00 – 10.30	<i>Coffee Break & Group Photo</i>
	10.30 – 12.00	<u>Facilitator Presentation</u> : Elements of a Strategic Communications Plan
	12.00 – 13.30	<i>Lunch</i>
	13.30 – 15.00	<u>Participant Working Session</u> : Drafting a Vital Statistics Strategic Communication Plan
	15.00 – 15.30	<i>Coffee Break</i>
	15.30 – 17.00	<u>Feedback Session</u> : Comments on Draft Strategic Communications Plan
Day 2 (Tuesday) 11 December	9.00 – 10.30	<u>Facilitator Presentation</u> : Data-Driven Messages
	10.30 – 11.00	<i>Coffee Break</i>
	11.00 – 12.00	<u>Participant Working Session</u> : Developing a Vital Statistics Message Platform
	12.00 – 13.30	<i>Lunch</i>
	13.30 – 15.00	<u>Facilitator Presentation</u> : Creating Data-Driven Communication Material
	15.00 – 15.30	<i>Coffee Break</i>
	15.30 – 17.00	<u>Participant Working Session</u> : Creating a Vital Statistics Oral Pitch/Slide Presentation



Get
every one
in the picture



Day 3 (Wednesday) 12 December	9.00 – 10.30	<u>Feedback Session</u> : Comments on Message Platform and Elevator Pitch
	10.30 – 12.00	<i>Workshop facilitators will be available to consult directly with teams from individual countries after the feedback session</i>
	12.00 -17.00	NO WORKSHOP SESSIONS – Participants free to explore Bangkok on their own
Day 4 (Thursday) 13 December	9.00 – 10.30	<u>Facilitator Presentation</u> : Design Principles for Vital Statistics Visualizations
		<i>Coffee Break</i>
	10.30 – 11.00	<u>Participant Working Session</u> : Creating a Visualization Chart Book
	11.00 – 12.00	
	12.00 – 13.30	<i>Lunch</i>
	13.30 – 15.00	<u>Facilitator Presentation</u> : Design Principles for Infographics
	15.00 – 15.30	<i>Coffee Break</i>
	15.30 – 17.00	<u>Participant Working Session</u> : Developing Content and Visual Language for Vital Statistics Infographics
Day 5 (Friday) 14 December	9.00 – 10.30	<u>Facilitator Presentation</u> : Design Principles for Digital Applications
	10.30 – 11.00	<i>Coffee Break</i>
	11.00 – 12.00	<u>Working Session</u> : Sketching a Vital Statistics Data Access Portal
	12.00 – 13.30	<i>Lunch</i>
	13.30 – 15.00	<u>Participant Working Session</u> : Planning Post-Workshop Activities
	15.00 – 15.30	<i>Coffee Break</i>
	15.30 – 16.30	<u>Feedback Session</u> : Comments on Post-Workshop Activity Plan
	16.30 – 17.00	<u>Closing Session</u>