

MARCH 2021

ONE HUNDRED DAYS TO CENSUS ACTIVITIES



STRATEGY DOCUMENT FOR THE
2021 POPULATION AND HOUSING CENSUS

Contents

| | | |
|-------|--|----|
| 1. | Background | 2 |
| 2. | Objectives | 2 |
| 3. | Description Of 100 Days Activities | 3 |
| 3.1. | Countdown Launch Events | 3 |
| 3.2. | Courtesy Call on Regional Ministers | 3 |
| 3.3. | Information Sessions for Regional Census Information Committees (RCIC) | 4 |
| 3.4. | Virtual Information Session for District Census Officers | 4 |
| 3.5. | Sensitisation of District Census Information Committees (DCIC)..... | 5 |
| 3.6. | Consultative Meetings with Stakeholders..... | 5 |
| 3.7. | Meetings with Development Partners | 5 |
| 3.8. | Press Soirees..... | 6 |
| 3.9. | Data Producers-Users Symposiums | 6 |
| 3.10. | Census Competitions..... | 6 |
| 3.11. | Informational Road Shows..... | 7 |
| 3.12. | Outreaches..... | 7 |
| 3.13. | Recruitment Drives..... | 7 |
| 3.14. | Census Awareness Weekends | 8 |
| 3.15. | Briefings..... | 8 |
| 3.16. | Inside the Census Videos | 8 |
| 3.17. | Dialogue on the Census..... | 9 |
| 3.18. | Engagement with Civic Education Clubs..... | 9 |
| 3.19. | Census Webinars | 9 |
| 3.20. | Have You Been Counted? Campaign..... | 10 |
| 3.21. | Community Durbars | 10 |
| 3.22. | Opening Ceremonies for Training Events | 11 |
| 3.23. | Social Media Sessions with the Public..... | 11 |
| 4. | Milestone Schedule for 100 Days..... | 12 |
| 5. | Annex 2: Strategic Support Required from Institutions | 16 |

1. Background

Ghana is preparing towards the conduct of its sixth post-independence Population Census and third Population and Housing Census (PHC) in April/May 2021. A population census is a priority national development programme as it anchors all national development interventions, given its unique attribute of capturing data on all persons in a country.

This humongous exercise of obtaining a disaggregated data on all persons in Ghana over a 14-day period requires the involvement of all persons for its successful implementation. To that end, the 2021 Publicity, Education, and Advocacy (PEA) Strategy aims to achieve sustained and effective engagements with all stakeholders to sensitize various constituencies on the Census process, develop strategic partnerships to mobilize and leverage resources and create ambassadors to serve as advocates for the census throughout the country.

The United Nations (UN) Principles and Recommendations state that PEA activities must target the following groups: major users of census data, persons and institutions participating in the census operations and the public. The National Steering Committee of the Ghana 2021 PHC, has expanded the concept of stakeholders (see Annex1) to include the private sector, civil society organisations and special interest groups to expand the scope of potential interest groups in the PHC exercise. This document sets out activities designed to engage various interest groups and the public in the last 100 days prior to the census night date of 27th June 2021.

The UN also recommends the provision of early and continuous information about the Census in the 100 days leading up to the enumeration exercise for the Census. The intention of the PEA is to provide a road for intensive activities to raise awareness and support for the Census. This document outlines the key activities in four sections: the objectives, preparatory activities, and their descriptions during the 100-day period.

2. Objectives

The schedule of activities during the 100 days are meant to:

- Build public trust in the census process;

- Sensitize stakeholders on the Census process, its importance, and nature and magnitude of resources and effort involved in undertaking a census;
- Develop strategic partnerships with stakeholders to mobilize and leverage resources;
- Create ambassadors who will act as advocates for the census; and
- Attract Census volunteers who will support monitoring of Census activities in the over 131,000 localities identified in Ghana.

3. Description Of 100 Days Activities

The 100 days strategy will involve several activities at the national, regional, district and locality levels. To ensure that all events within the 100 days are publicised, the census website will highlight all upcoming events, the census website and social media pages will post a recap and pictures of all events, and the media will be invited periodically for news briefs.

3.1. Countdown Launch Events

There will be two countdown launch events during the period – to mark 100 days and 30 days to Census Night. The events will bring together stakeholders and will be done by a high-profile person/government official.

The Publicity, Education, and Advocacy workstream will be responsible for coordinating these meetings in collaboration with the National Census Secretariat and the Office of the Government Statistician.

3.2. Courtesy Call on Regional Ministers

The courtesy visits to regions will provide opportunities to brief the political leadership of every region on the census and solicit their support.

The courtesy visit will be made by a delegation from Ghana Statistical Service headquarters led by the Government Statistician and supported by members of the Board of GSS, Management, and Census Coordinating Team.

The visit will start with a courtesy call on the Regional Minister after which a briefing will be organised for key officers at the Regional Ministry.

Regional Statisticians will be responsible for coordinating this courtesy visit in collaboration with the National Census Secretariat and the Office of the Government Statistician.

3.3. Information Sessions for Regional Census Information Committees (RCIC)

The information session for the RCICs will provide a refresher on the terms of engagement, give an overview of the 100 days strategy, and facilitate a discussion on how the 100 days activities will be implemented in the region at the regional, district and locality levels. RCIC will be provided guidelines on how to implement activities in their district.

The information session will be a half-day event and the output from the information session will be a draft activity workplan for RCIC which will include timelines for the sensitisation of District Census Information Committees in the region, identification, and engagement of key population groups, and gathering of intelligence on regional challenges.

Regional Statisticians will be responsible for coordinating this information session in collaboration with the Publicity, Education, and Advocacy workstream, the Field Operations unit, and the National Census Secretariat.

3.4. Virtual Information Session for District Census Officers

The District Census Officers (DCOs) will be responsible for coordinating events within their districts and as such will be sensitised beforehand. DCOs will be grouped by their statistical zone and engaged for a virtual half-day webinar. The webinar will provide a refresher of the DCO terms of engagement and give an overview of the 100 days strategy. The information session will take place after the sensitisation of the Regional Statisticians and Field Supervisors who will participate in this session as facilitators.

3.5. Sensitisation of District Census Information Committees (DCIC)

The sensitisation of the DCICs will provide a refresher on the terms of engagement, give an overview of the field operations and the 100 days strategy, and facilitate a discussion on how the 100 days activities will be implemented in at the district and locality levels. DCIC will be provided guidelines on how to implement activities in their district.

The sensitisation will be day-long event and the output from this event will be a draft activity workplan which will include timelines for the identification and engagement of key population groups and their leaders, mobilisation of census volunteers and gathering of intelligence on local challenges.

The Regional Census Implementation Committees will be responsible for coordinating the sensitisation session in collaboration with the Publicity, Education, and Advocacy work stream, the Field Operations unit, the National Census Secretariat, and the National Centre for Civic Education.

3.6. Consultative Meetings with Stakeholders

The Consultative meetings will provide opportunities to engage with and sensitize key stakeholders on the importance of the census and present strategic areas where they can support the census.

The Publicity, Education, and Advocacy workstream will be responsible for coordinating these meetings in collaboration with the National Census Secretariat and the Office of the Government Statistician.

3.7. Meetings with Development Partners

The purpose of these meetings is to provide a structured forum for engaging development partners in the census implementation process and discuss ways that the partners can strategically support the census.

The Publicity, Education, and Advocacy workstream will be responsible for coordinating these meetings in collaboration with UNFPA, the National Census Secretariat, the Office of the Government Statistician, and the Ministry of Finance.

3.8. Press Soirees

The purpose of organising these soirees is to engage the media in smaller groups and to provide updates on implementation of the census. The soirees will also be used to build the capacity of journalists to report on census activities.

The Publicity, Education, and Advocacy workstream will be responsible for coordinating these meetings in collaboration with UNFPA, the National Census Secretariat, the Office of the Government Statistician, and the Ministry of Information.

3.9. Data Producers-Users Symposiums

The purpose of organising these symposiums is to promote utilisation of census data by providing a preview of the data that will be collected.

The symposiums will feature presentations highlighting the data to be produced by the census and describing the ways that data can be used and has been used in the past. There will also be a walkthrough exhibit for participants to view census products and engage one-on-one with census implementation team members.

The Publicity, Education, and Advocacy workstream will be responsible for coordinating these Data Producers-Users symposiums in collaboration with the National Census Secretariat, the Census Methodology workstream and the Office of the Government Statistician.

3.10. Census Competitions

The purpose of these competitions is to involve children in the publicity activities by inviting them to submit essays, poems or drawings on the theme “why does the census matter to you?” Winners will be designated as census ambassadors and prizes will be awarded.

The Publicity, Education, and Advocacy workstream will be responsible for coordinating these competitions in collaboration with the National Census Secretariat and the Ghana Education Service.

3.11. Informational Road Shows

Informational road shows will be public outdoor events to provide an opportunity to learn about the 2021 PHC and understand the benefits. The purpose of these road shows is to encourage the public to participate in the census to achieve complete coverage and cooperate with census officials.

Road shows shall be organised in collaboration with key community groups such as opinion leaders, women's groups, Community Health Management Committees, School Management Committees, Parent Teachers Associations, community organizations and youth groups to promote community participation.

The Regional and District Census Implementation Committees will be responsible for coordinating these road shows with support from the Publicity, Education, and Advocacy workstream and the National Census Secretariat.

3.12. Outreaches

Outreaches will be public outdoor events targeting hard to count populations to provide an opportunity to learn about the 2021 PHC and understand the benefits. The purpose of these road shows is to encourage them to participate in the census to achieve complete coverage.

Outreaches should be organised in collaboration with opinion leaders, and other key persons to promote participation of the target groups.

The District Census Implementation Committees will be responsible for coordinating these outreach events in collaboration with the National Centre for Civic Education and with support from the Regional Census Implementation Committees.

3.13. Recruitment Drives

The recruitment drives for Enumerators and Supervisors will be organised in hard-to-reach localities to ensure that members of these localities are represented. The drives will involve usage of tablets with offline Enumerators Bureau application to register applicants.

Ahead of the recruitment drive, District Census Officers (DCOs) must work with community leaders to publicise the event and promote participation of community members.

The Regional Statisticians and the District Census Implementation Committees will be responsible for coordinating these events.

3.14. Census Awareness Weekends

Census awareness weekend is to raise awareness using religious bodies. That weekend, all churches and mosques will be asked to speak to their members about the census. A pre-recorded message/video on the census will be provided for them to read/project.

The Publicity, Education, and Advocacy workstream will be responsible for coordinating the awareness weekend in collaboration with Regional Census Implementation Committees, District Census Implementation Committees, and the National Centre for Civic Education.

3.15. Briefings

The purpose of briefings is to update the public and stakeholders on census implementation. It will provide an effective public communication forum to address myths and misinformation and to clarify key issues on the census process.

The Publicity, Education, and Advocacy workstream will be responsible for coordinating these briefings in collaboration with UNFPA, the National Census Secretariat, the Office of the Government Statistician, and the Ministry of Information.

3.16. Inside the Census Videos

These videos will be developed for television and social media to provide information to the public on the census process. The videos will feature key members of the census implementation team explaining key concepts, census methodology and enumeration procedures.

The Publicity, Education, and Advocacy workstream will be responsible for creating these videos in collaboration with the 2021 PHC workstreams and the Census Coordinating Team.

3.17. Dialogue on the Census

The Dialogue on the 2021 PHC will provide a platform to provide education on the importance of the census for development and the civic responsibility all Ghanaians to participate in the census.

The Publicity, Education, and Advocacy workstream will be responsible for coordinating this dialogue in collaboration with the National Census Secretariat, the Office of the Government Statistician, and the National Centre for Civic Education.

3.18. Engagement with Civic Education Clubs

The purpose of these engagement is to promote youth awareness of the census. The Civic Education Clubs in schools will be encouraged to engage in activities such as quizzes, debates, mock parliaments, and community outreaches to promote the census.

The District Census Implementation Committees will be responsible for coordinating the activities of the Civic Education Clubs in collaboration with the National Centre for Civic Education and the Ghana Education Service.

3.19. Census Webinars

In response to the rising of COVID-19 cases and the need to restrict social gatherings, there is a need to intersperse virtual engagements with the in-person events. As such, a census webinar series will be introduced as part of the results advocacy events for the 2021 PHC to engage with stakeholders before the census.

The participants for each webinar will comprise a mix of policymakers, policy-implementers, researchers, and practitioners based on their sector. The purpose of having this cross-cutting group is to foster collaboration that will result in policy-relevant research emanating from the census.

The participants for each webinar will comprise a mix of policymakers, policy-implementers, researchers, and practitioners based on their sector. The purpose of having this cross-cutting group is to foster collaboration that will result in policy-relevant research emanating from the census.

The Publicity, Education, and Advocacy workstream will be responsible for coordinating these webinars in collaboration with the Census Methodology Workstream and the National Census Secretariat and the Census Coordinating Team.

3.20. Have You Been Counted? Campaign

The purpose of this campaign is to encourage the public to share their census story on social media to raise awareness of the census exercise within their networks and motivate others to participate.

The Publicity, Education, and Advocacy workstream will be responsible for coordinating this campaign in collaboration with UNFPA and the National Centre for Civic Education.

3.21. Community Durbars

The purpose of the community durbars is to ensure that the publicity for the census goes down to the locality level. The durbars will be held to raise awareness of the census, identify census champions in every locality and promote community-based planning of census night activities.

These durbars should involve the traditional leaders i.e., chiefs and queen mothers and any other opinion leaders because their involvement will enhance the effectiveness of these durbars. The durbars should be organised in collaboration with key community groups such as opinion leaders, women's groups, Community Health Management Committees, and youth groups to promote community participation.

The District Census Implementation Committee will be responsible for coordinating these durbars in collaboration with the National Centre for Civic Education.

3.22. Opening Ceremonies for Training Events

The first day of the in-person trainings (for National Trainers, Regional Trainers and Enumerators/Supervisors) will feature a short opening ceremony to mark the start of training.

Opening ceremonies should feature a welcome address by the Regional Statistician or the District Chief Executive. The district magistrate should also be invited to take charge of the swearing of the oath of secrecy.

The Regional Census Implementation Committees or the District Census Implementation Committees will be responsible for coordinating these opening ceremonies.

3.23. Social Media Sessions with the Public

Social media sessions (Facebook, Twitter, and Instagram) will be used to engage interactively with members of the public, particularly with the youth. The sessions will be advertised ahead of time of a specific topic and will have members of the census implementation team answering questions in real-time.

The Publicity, Education, and Advocacy workstream will be responsible for coordinating these meetings in collaboration with UNFPA, the 2021 PHC workstreams and the National Census Secretariat.

4. Milestone Schedule for 100 Days

| Day | Day | Date | Main Activity |
|-----|-----------|--------|--|
| 100 | Friday | 19-Mar | Launch of 100 days countdown |
| 99 | Saturday | 20-Mar | Launch of census website |
| 98 | Sunday | 21-Mar | Release Newsletter Jan to Mar Issue # 1 |
| 97 | Monday | 22-Mar | Virtual information session (Regional Statisticians) |
| 96 | Tuesday | 23-Mar | Virtual information session (Zonal Field Coordinators) |
| 95 | Wednesday | 24-Mar | Virtual information session (Regional Field Statisticians) |
| 94 | Thursday | 25-Mar | Press soiree |
| 93 | Friday | 26-Mar | Census Webinar (Regional Coordinating Directors) |
| 92 | Saturday | 27-Mar | Recruitment drive at the locality level |
| 91 | Sunday | 28-Mar | Recruitment drive at the locality level |
| 90 | Monday | 29-Mar | Consultative meeting with CSOs |
| 89 | Tuesday | 30-Mar | Courtesy call/RCIC information session (Greater Accra) |
| 88 | Wednesday | 31-Mar | Courtesy call/RCIC information session (Eastern) |
| 87 | Thursday | 01-Apr | Census webinar (District Coordinating Directors) |
| 86 | Friday | 02-Apr | Census awareness weekend |
| 85 | Saturday | 03-Apr | Census awareness weekend |
| 84 | Sunday | 04-Apr | Census awareness weekend |
| 83 | Monday | 05-Apr | Release Newsletter Apr to May Issue #1 |
| 82 | Tuesday | 06-Apr | Courtesy call/RCIC information session (Oti) |
| 81 | Wednesday | 07-Apr | Courtesy call/RCIC information session (Volta) |
| 80 | Thursday | 08-Apr | Census webinar (District Coordinating Directors) |
| 79 | Friday | 09-Apr | Sensitisation of DCIC |
| 78 | Saturday | 10-Apr | Launch of census citizen's platform app |
| 77 | Sunday | 11-Apr | Launch census essay competition |

| | | | |
|----|-----------|--------|--|
| 76 | Monday | 12-Apr | Courtesy call/RCIC information session (Central) |
| 75 | Tuesday | 13-Apr | Courtesy call/RCIC information session (Western) |
| 74 | Wednesday | 14-Apr | Census webinar (Health sector) |
| 73 | Thursday | 15-Apr | Development Partners Meeting (Launch of DPs Forum) |
| 72 | Friday | 16-Apr | Monthly press briefing |
| 71 | Saturday | 17-Apr | Sensitisation of DCIC |
| 70 | Sunday | 18-Apr | Launch census poetry competition |
| 69 | Monday | 19-Apr | Courtesy call/RCIC information session (Upper East) |
| 68 | Tuesday | 20-Apr | Courtesy call/RCIC information session (North East) |
| 67 | Wednesday | 21-Apr | Courtesy call/RCIC information session (Northern) |
| 66 | Thursday | 22-Apr | Courtesy call/RCIC information session (Savannah) |
| 65 | Friday | 23-Apr | Courtesy call/RCIC information session (Upper West) |
| 64 | Saturday | 24-Apr | Virtual Information Session for District Census Officers |
| 63 | Sunday | 25-Apr | Launch census drawing competition |
| 62 | Monday | 26-Apr | Consultative meeting with apex organisations (hospitality) |
| 61 | Tuesday | 27-Apr | Courtesy call/RCIC information session (Ashanti) |
| 60 | Wednesday | 28-Apr | Data producer/user symposium |
| 59 | Thursday | 29-Apr | Census webinar (Industry) |
| 58 | Friday | 30-Apr | Sensitisation of DCIC |
| 57 | Saturday | 01-May | Engagement with civic education clubs in schools |
| 56 | Sunday | 02-May | Release Newsletter Apr to May Issue # 2 |
| 55 | Monday | 03-May | Sensitisation of DCIC |
| 54 | Tuesday | 04-May | Courtesy call/RCIC information session (Bono East) |
| 53 | Wednesday | 05-May | Courtesy call/RCIC information session (Bono) |
| 52 | Thursday | 06-May | Courtesy call/RCIC information session (Ahafo) |
| 51 | Friday | 07-May | Courtesy call/RCIC information session (Western North) |
| 50 | Saturday | 08-May | Community durbars to identify census champions |

| | | | |
|----|-----------|--------|--|
| 49 | Sunday | 09-May | Community durbars to identify census champions |
| 48 | Monday | 10-May | Census webinar (Social welfare) |
| 47 | Tuesday | 11-May | Consultative meeting with Parliamentary subcommittee on Population |
| 46 | Wednesday | 12-May | Consultative meeting with apex organisations (health) |
| 45 | Thursday | 13-May | Census webinar (Development and planning) |
| 44 | Friday | 14-May | Monthly stakeholders briefing |
| 43 | Saturday | 15-May | Finalists of census competitions announced |
| 42 | Sunday | 16-May | Launch of census advocacy toolkits |
| 41 | Monday | 17-May | Consultative meeting with service training institutions |
| 40 | Tuesday | 18-May | Monthly press briefing |
| 39 | Wednesday | 19-May | Consultative meeting with security agencies |
| 38 | Thursday | 20-May | Development Partners meeting |
| 37 | Friday | 21-May | Census webinar (Housing sector) |
| 36 | Saturday | 22-May | Community durbars to identify census champions |
| 35 | Sunday | 23-May | Community durbars to identify census champions |
| 34 | Monday | 24-May | Census webinar (Education sector) |
| 33 | Tuesday | 25-May | University of Cape Coast Department of Population and Health Census Seminar |
| 32 | Wednesday | 26-May | Consultative meeting with apex organisations (prisons) |
| 31 | Thursday | 27-May | University of Ghana Regional Institute for Population Studies Census Seminar |
| 30 | Friday | 28-May | Launch of 30-Day Census Countdown |
| 29 | Saturday | 29-May | Regional capitals road shows |
| 28 | Sunday | 30-May | Regional capitals road shows |
| 27 | Monday | 31-May | Market outreach |
| 26 | Tuesday | 01-Jun | Bi-monthly press briefing |
| 25 | Wednesday | 02-Jun | Regional capitals road shows |
| 24 | Thursday | 03-Jun | Regional capitals road shows |
| 23 | Friday | 04-Jun | Census awareness weekend |

| | | | |
|----|-----------|--------|---|
| 22 | Saturday | 05-Jun | Census awareness weekend |
| 21 | Sunday | 06-Jun | Census awareness weekend |
| 20 | Monday | 07-Jun | Meeting with regional stakeholders (RCIC) |
| 19 | Tuesday | 08-Jun | Meeting with district stakeholders (DCIC) |
| 18 | Wednesday | 09-Jun | Meeting with district stakeholders (DCIC) |
| 17 | Thursday | 10-Jun | Meeting with district stakeholders (DCIC) |
| 16 | Friday | 11-Jun | Community durbars to plan census night activities |
| 15 | Saturday | 12-Jun | Community durbars to plan census night activities |
| 14 | Sunday | 13-Jun | Community outreach in hard-to-reach localities |
| 13 | Monday | 14-Jun | Launch of census call centre helpline |
| 12 | Tuesday | 15-Jun | Bi-monthly press briefing |
| 11 | Wednesday | 16-Jun | Census webinar (Migration) |
| 10 | Thursday | 17-Jun | Development Partners meeting (virtual) |
| 9 | Friday | 18-Jun | Monthly stakeholders briefing |
| 8 | Saturday | 19-Jun | Community outreach in hard-to-reach localities |
| 7 | Sunday | 20-Jun | Outreach for outdoor sleepers |
| 6 | Monday | 21-Jun | District road shows |
| 5 | Tuesday | 22-Jun | Bi-monthly press briefing |
| 4 | Wednesday | 23-Jun | District road shows |
| 3 | Thursday | 24-Jun | District road shows |
| 2 | Friday | 25-Jun | District road shows |
| 1 | Saturday | 26-Jun | Launch "have you been counted?" campaign |
| 0 | Sunday | 27-Jun | Census night activities |

5. Annex 2: Strategic Support Required from Institutions

| No. | Institution | Roles and Responsibilities of the Individual Representation |
|-----|--------------------------------|---|
| 1 | Ministry for Finance | <ol style="list-style-type: none"> 1. Provide progress reports on census activities to Cabinet. 2. Coordinate inter-ministerial census activities. 3. Mobilise financial and logistical support from government to ensure that the census has the required resources to support the key activities and tasks. 4. Mobilise financial, logistical, and technical support from development partners to support the ongoing census programme activities including convening forum of development partners for transparent and accountable engagement. 5. Mobilise financial, logistical, and technical support from private sector to ensure that the census has adequate resources to complement the efforts of government and other key census partners. |
| 2 | Ministry for Works and Housing | <ol style="list-style-type: none"> 1. Mobilise and engage stakeholders for support for transparent and accountable use of housing data from the census. 2. Collaborate with the Ghana Statistical Service to organise effective and efficient engagements with public sector data users. 3. Support with the acquisition of secured storage space is provided for 2021 PHC logistics at all levels. 4. Support policy-oriented data analysis and report writing to produce policy relevant reports. 5. Collaborate with the Ghana Statistical Service to disseminate policy-relevant findings from the census data. 6. Advocate for responsible use housing data. |
| 3 | Ministry for Interior | <ol style="list-style-type: none"> 1. Coordinate sensitisation sessions with leadership of security agencies. 2. Provide information on security threats to the census. 3. Support with communication equipment that can be used in hard-to-reach areas and for monitoring. |

| | | |
|---|---|--|
| | | <ol style="list-style-type: none"> 4. Mobilise resources and support to ensure secured transportation of logistics to the various districts. 5. Mobilise resources and provide secure storage spaces for logistics. 6. Mobilise resources and support to ensure security and safety of personnel all over the country. 7. Guarantee public safety and security during the census. |
| 4 | Ministry for Communication | <ol style="list-style-type: none"> 1. Support for waiving fees on toll-free numbers for call centres for effective and efficient communication 2. Engage and support engagements with telecommunications companies (cell tower location, zero rating, reducing toll-free fees). 3. Provide network and coverage support for census activities with telecommunications companies. |
| 5 | Ministry for Local Government and Rural Development | <ol style="list-style-type: none"> 1. Ensure that census information and data are disseminated to the unit committee level. 2. Coordinate consultative meetings with MMDAs to ensure that all stakeholders are involved in the census process and make effective contributions. 3. Ensure effective coordination of participation of DCEs in census activities in the district. 4. Support with district boundary dispute resolution. 5. Collaborate with the Ghana Statistical Service to organise effective and efficient engagements with public sector data users. 6. Provide facilities for meetings, seminars, trainings, stakeholder engagements at the regional/district level. 7. Ensure effective and efficient resource mobilisation at the district level (vehicles, communication equipment, office spaces) to facilitate district census work. 8. Ensure that secured storage space is provided for 2021 PHC logistics at all levels. 9. Mobilise support at the MMDA level to assist census work to achieve total coverage and obtain high quality data. |

| | | |
|---|--------------------------|--|
| | | 10. Mobilise and engage stakeholders for support for transparent and accountable use of disaggregated data from the census. |
| 6 | Ministry for Information | <ol style="list-style-type: none"> 1. Champion census agenda. 2. Spearhead publicity, education, and advocacy activities for the census. 3. Ensure regular press briefings, releases, and any form of communication and publicity to keep stakeholders updated on census implementation. 4. Participate in stakeholder engagement activities. 5. Ensure effective and efficient dissemination of census news-issues on the Ministry of Information website and social media platforms. 6. Leverage public media networks to prioritise reporting on census activities. 7. Support with ISD vans for publicity throughout the country. |
| 7 | National House of Chiefs | <ol style="list-style-type: none"> 1. Mobilise financial and logistical support at all levels for a successful census at their respective areas and citizens. 2. Engage traditional leaders and advocate for effective mobilisation of everyone and resources to ensure a successful implementation of the census. 3. Assist and facilitate census officials to recruit census field officers for reach hard-to-reach and hard-to-count areas to ensure every person and structure is enumerated/counted. 4. Coordinate and collaborate with other stakeholders to ensure effective sensitisation sessions with traditional leaders, opinion leaders and members of the communities to solicit their support for the census. 5. Advocate for the census within their jurisdictions and facilitate disseminating of census information on down to every community. 6. Ensure security and safety of census officials within their jurisdiction. 7. Participate and assist in the coordination of Census Night activities to ensure that the night is remembered as a reference night for the census. 8. Lead and mobilise chiefs in the communities to allow all census officials to count persons, households, institutions, and structures in all localities. |

| | | |
|----|-----------------------------------|--|
| | | 9. Ensure that everyone is counted within their jurisdiction. |
| 9 | Bank of Ghana | <ol style="list-style-type: none"> 1. Ensure liquidity for the census. 2. Provide funding support for census publicity, education, and advocacy activities. |
| 10 | Ministry of Parliamentary Affairs | <ol style="list-style-type: none"> 1. Collaborate with the Sector Minister, Members of Parliament, Assembly Members, and other public officers to mobilize financial and logistical support for census work. 2. Coordinate sensitisation sessions with Hon. Ministers, Members of Parliament Assembly Members, and other public and private officers for all census activities. 3. Work with Members of Parliament to ensure goodwill for the census. 4. Ensure that public messaging on the census from Members of Parliament are consistent and accurate. 5. Ensure security and safety of census officials within their constituencies. 6. Ensure that everyone is counted within their constituencies. 7. Promote responsible use of census data for decision-making in Parliament. |
| 11 | UNFPA | <ol style="list-style-type: none"> 1. Ensure that the census is implemented successfully in accordance with international standards and best practices. 2. Coordinate effective mobilisation of financial, logistical, and technical support from all Development Partners. 3. Provide responsive technical assistance. 4. Co-convene Development Partners forum. 5. Advocate for the census. |
| 12 | National Population Council | <ol style="list-style-type: none"> 1. Provide technical support for census implementation. 2. Participate in consultative stakeholder meetings. 3. Support policy-oriented data analysis and report writing to produce policy relevant reports. 4. Collaborate with the Ghana Statistical Service to disseminate policy-relevant findings from the census data. |

| | | |
|----|---------------------------|--|
| | | 5. Advocate for responsible use of census data. |
| 13 | Local Government Service | <ol style="list-style-type: none"> 1. Ensure effective mobilisation of resources from the MMDAs to support the census programme. 2. Ensure effective and efficient dissemination of information to all administrative levels at the district. 3. Collaborate and coordinate resource mobilisation for field operations (logistical and infrastructural) at the district level to ensue total count of persons, households, and structures. 4. Support with district boundary dispute resolution. 5. Provide facilities for meetings, seminars, trainings, stakeholder engagements at the regional/district level. 6. Ensure that secured storage space is provided for 2021 PHC logistics at all levels. 7. Collaborate with the Ghana Statistical Service to organise effective and efficient engagements with public sector data users. 6. Mobilise and engage stakeholders for support for transparent and accountable use of disaggregated data from the census. |
| 14 | Trades Union Congress | <ol style="list-style-type: none"> 1. Coordinate mobilisation of workers and other stakeholders such as the private sector to support the census programme. 2. Coordinate and collaborate with stakeholder, especially the private sector to ensure effective provision and use through Data Producers-Users dialogue. 3. Coordinate and collaborate sensitisation sessions with union members for their involvement and ownership of the census. |
| 15 | National Media Commission | <ol style="list-style-type: none"> 1. Ensure effective and efficient mobilisation of resources and support from the media to positively publicise census activities. 2. Coordinate sensitisation sessions for the media. 3. Coordinate and collaborate with key media houses to get access to affordable airtime for census educational videos on television at little/no cost. |

| | | |
|----|----------------------------------|--|
| | | <ol style="list-style-type: none"> 4. Coordinate and collaborate with media house to provide accessible and affordable publicity for census activities. 5. Leverage media networks to prioritise reporting on census activities. 6. Advocate for the census. |
| 16 | Association of Ghana Industries | <ol style="list-style-type: none"> 1. Ensure effective mobilisation of financial and logistical support from private sector. 2. Coordinate consultative meetings with industry to ensure their full participation and support for the census. 3. Facilitate public-private partnerships. 4. Collaborate with Ghana Statistical Service to organise Private Sector Data Producers-Users Symposium. 5. Coordinate and collaborate with industry to support disseminating information on the census to workers through their employers. 6. Advocate for the census. |
| 17 | Electoral Commission | <ol style="list-style-type: none"> 1. Support with logistics to adhere to Covid-19 protocols. 2. Support transporting of logistics to the various districts. 3. Support securing storage spaces for logistics. 4. Support with ID card printing machines. |
| 18 | Ghana Education Service | <ol style="list-style-type: none"> 1. Collaborate and coordinate with key educational institutions to provide training facilities for training of Field Officers during the school year. 2. Support effective coordination of census competitions for school children. 3. Coordinate sensitisation of teachers and other education officials for complete PEA and total count. 4. Lead census sensitisation in schools and communities 5. Coordinate usage of school facilities for training of Field Officers. |
| 19 | Ghana Civil Society Organisation | <ol style="list-style-type: none"> 1. Coordinate effective consultative meetings with Civil Society Organisations for their support to implement the census. |

| | | |
|----|--|--|
| | | <ol style="list-style-type: none"> 2. Ensure effective collaboration and support to disseminate information on the census through their networks. 3. Collaborate and coordinate the mobilisation of volunteers for census activities. 4. Support census outreach activities to ensure complete count. 5. Advocate for the census. 6. Mobilise resources and support from CSOs for effective implementation of the census. |
| 20 | Ghana National Petroleum Company | <ol style="list-style-type: none"> 1. Funding for census activities. 2. Support for census transportation (fully operational vehicles) |
| 21 | National Development Planning Commission | <ol style="list-style-type: none"> 1. Mobilise financial and logistical support from government to ensure that the census has the required resources to support the key activities and tasks. 2. Collaborate with the Ghana Statistical Service to organise effective and efficient engagements with public sector data users. 3. Support policy-oriented data analysis and report writing to produce policy relevant reports for planning. 4. Collaborate with the Ghana Statistical Service to disseminate policy-relevant findings from the census data. 5. Advocate for responsible use of census data for planning. |
| 22 | Ministry of Health | <ol style="list-style-type: none"> 1. Ensure adherence to COVID-19 health protocols during all census activities. 2. Coordinate sensitisation sessions with regional and district health officials 3. Utilise Community Health Officers and Community Health Management Committees for sensitisation in communities and support with community entry. 4. Incorporate census messaging into community durbars. 5. Collaborate with GSS to provide facilities, equipment, and supplies for census officials. 6. Coordinate with health service providers and other health organisations to ensure adequate health care services for census officials. 7. Provide information on institutional populations in health facilities to DDQMT to facilitate planning. |

| | | |
|----|------------------------|--|
| | | <ul style="list-style-type: none"> 8. Share information on community characteristics (languages, time use, seasonal patterns, traditional leadership, customs etc.) collected by CHPS compounds to facilitate planning at the district level. 9. Provide emergency services to support the census to ensure that good health care is provided for census officials when needed. 10. Facilitate enumeration of institutional populations in health facilities. 11. Advocate for the use of the census data. |
| 23 | Development Partners | <ul style="list-style-type: none"> 1. Provide technical assistance and capacity building. 2. Provide financial and/or in-kind support in the following strategic areas: <ul style="list-style-type: none"> a. Data quality assurance and management b. Personnel welfare, security, and safety c. Post-enumeration survey d. Advanced data processing and tabulation e. Data analysis and report writing 3. Support the publication and dissemination of interactive infographics and STAT compilers. |
| | Religious institutions | <ul style="list-style-type: none"> 1. Provide support to publicise the recruitment of enumerators 2. Implement census awareness weekend activities 3. Build support for the census by sensitising their members 4. Disseminate information on the census to their members 5. Provide support to identify census champions among their congregation |

**GHANA STATISTICAL SERVICE
HEAD OFFICE BUILDING
FINANCE CLOSE
P.O. BOX GP 1098
ACCRA, GHANA**

**2021PHC@STATSGHANA.GOV.GH
[HTTPS://CENSUS2021.STATSGHANA.GOV.GH/](https://census2021.statsghana.gov.gh/)**