

PHILIPPINE STATISTICAL DEVELOPMENT PROGRAM (PSDP) 2023-2029

Communication Plan

I. Introduction

The Philippine Statistical Development Program (PSDP) serves as a roadmap for the country's statistical development, outlining key strategies and objectives to enhance the quality, availability, and accessibility of statistical information. With the formulation of the PSDP 2023-2029, the challenge now is in making it more widely recognized and understood to increase public knowledge and support for the Philippine Statistical System (PSS).

Communication is essential in order to connect with decision-makers, demonstrate where the sectors are headed, what the thrusts are, how the future challenges can be met, and how the PSS will show its commitment in providing a culture of data-driven decision-making and strengthening the public's trust in official statistics.

The first step in promoting the PSDP to be more effective and efficient is to bring it closer to the people. A good communication strategy must be able to keep up with the advanced and emerging developments of the country and adapt to the digital imperative. By effectively communicating the objectives, progress, and achievements of the PSDP, this communication plan will provide a strategic framework enabling the PSS to effectively enjoin participation and support from various stakeholders, increase its visibility and reach, and disseminate information about the PSDP 2023-2029 across various platforms.

This Communication Plan also intends to convey that the PSDP has been formulated not just to fulfill a mandate but with the well-being of the Philippines and of its people as primary consideration.

II. PSDP 2023-2029 Communication Plan Objectives

The overall goal of this communication plan is to effectively communicate the relevance of the PSDP 2023-2029 in supporting evidence-based decision-making and policy formulation. Specifically, this communication plan aims to:

1. promote and intensify awareness and engagement on the PSDP 2023-2029 of the general public;
2. encourage involvement and support from all government agencies, private organizations, academe, and media, among others, in the implementation and adoption of statistical development programs (SDPs) slated in the PSDP 2023-2029; and
3. gain/acquire investments from the government and interested partners who can guarantee implementation of the SDPs.

III. Stakeholders

Identifying and involving stakeholders is crucial in order to effectively communicate the objectives and purpose of the PSDP 2023-2029. Following are the list of stakeholders:

Stakeholder	Definition	Use of PSDP
1. Government agencies	<ul style="list-style-type: none">• data producers and users• responsible in the formulation and implementation of programs/policies as well as in their monitoring and evaluation	<ul style="list-style-type: none">• addresses the data requirements to monitor the PDP and other sectoral plans and regional plans
2. Private sector	<ul style="list-style-type: none">• data providers and users• a partner of the government in implementing programs/policies and in advocating the importance of statistics	<ul style="list-style-type: none">• assists in the development of various programs to monitor and regulate the private sector's economic activities
3. Media	<ul style="list-style-type: none">• data users• can assist in disseminating information to wider audience• targeted media organizations will be radio stations, television stations, print media, and/or online media	<ul style="list-style-type: none">• engages the public, providing the citizens with SDP-related information to make informed decisions about policies
4. Local government units	<ul style="list-style-type: none">• data producers and users• responsible in the formulation and implementation of programs/policies at the local level	<ul style="list-style-type: none">• reinforces a strong local statistical system which is crucial for effective local governance, regional development, and evidence-based decision-making
5. Academe	<ul style="list-style-type: none">• data users• can support the goal of raising awareness and educating about statistics	<ul style="list-style-type: none">• provides awareness on the SDPs for years 2023-2029 which allows members of the academe to participate in government initiatives

6. Development partners/ International community	<ul style="list-style-type: none"> • data users • provide technical or financial assistance and support strategy implementation 	<ul style="list-style-type: none"> • reflects updates and revisions at the international statistical level in the PSS
7. General public/ Citizens	<ul style="list-style-type: none"> • data providers and users • beneficiaries of the policies formulated based on the statistics generated from the SDPs identified in PSDP 	<ul style="list-style-type: none"> • increases transparency, accountability, and integrity while strengthening government-citizen connections and allowing the public to engage in policymaking • enables the general public to be aware of the SDPs and relevant information on government plans, objectives, and actions • makes it easier to hold the government accountable for the outcome of its policies

IV. Key Messages¹

Based on the objectives of this PSDP communication plan, the key messages are as follows:

1. Accurate, relevant, timely, reliable, and accessible statistics allow formulation of evidence-based programs and policies
2. Participation of the general public/citizens in surveys and censuses supports generation of better statistics
3. Collaboration among stakeholders is crucial in the formulation and implementation of evidence-based policies

V. IEC Activities and Materials

Various IEC activities and materials will be conducted and prepared in line with the dissemination of the PSDP 2023-2029. These activities/materials will support the goal of this communication plan to further increase awareness and support of all government agencies, private organizations, academe, local government units, media, international institutions, and the general public for the programs slated in the PSDP 2023-2029.

1. PSDP 2023-2029 Publication
 - the primary material for the PSDP 2023-2029
 - contains SDPs for years 2023-2029 as well as the accomplishments and ways forward
 - posting of the PSDP 2023-2029 (electronic copy) on the PSDP webpage will be in February 2024

¹ Mapping of key messages with IEC activities and materials, by target audience is in Annex 1

2. Dissemination Forum

- aims to introduce and promote the program to the major stakeholders and target audiences
- through this dissemination forum, participants will have the opportunity to ask questions and share their insights which can be used in the implementation and/or monitoring and evaluation of SDPs in the PSDP 2023-2029
- conduct of advocacy forum with development partners/private sector and national government agencies to present SDPs without guaranteed budget support
- a national dissemination forum is targeted to be conducted in February 2024, with details as follows:

Cluster	Venue	Date	Target Participants
National	Metro Manila	February 2024	various government agencies, the academe, private sector, development partners, professional associations and unions, and media

3. Webpage (<https://psa.gov.ph/philippine-statistical-system/psdp>)

- a dedicated section on the PSA website is created containing regular updates, announcements on the release of the PSDP 2023-2029 publication, and information on various dissemination fora and activities
- this will be maintained by the PSDP Secretariat with inputs from various stakeholders
- stakeholders will also be given link to the webpage and be requested to share the link within their respective organizations and post on their websites

4. Primer/Brochures/Flyers

- contain information about PSDP legal basis, milestones, and PSDP 2023-2029 key priorities, vision, goals, strategies, and chapter scope and coverage
- to be presented in simple terms that people can easily understand
- softcopy will be posted on the PSDP webpage while printed copies will be distributed during the various dissemination fora

5. Infographics

- summary of the PSDP 2023-2029 through visual representation
- softcopy to be posted on the webpage and social media platforms
- printed copies to be distributed and requested for posting on bulletin boards of stakeholders

6. Audio-Visual Presentations

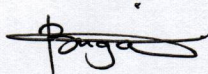
- include history of the PSDP, messages from the stakeholders, and key information about the formulation of the PSDP 2023-2029
- short clips for select chapters which include sector-related information will be prepared so stakeholders can already have a glimpse of what is the content of the chapters

7. Press Releases
 - announcements and details of activities related to the dissemination of the PSDP 2023-2029
 - to be uploaded on the PSDP webpage and link to be shared on social media platforms
8. Newsletters
 - announcements regarding activities conducted related to the formulation of the PSDP 2023-2029
9. Text Blasts
 - a brief information about the PSDP 2023-2029 will be disseminated and announced through text blasts
 - assistance will be requested from the Department of Information and Communications Technology and the Philippine Information Agency
 - this can help in reaching wider range of people since most of the Filipinos are using mobile phones
10. Social media platforms (e.g., Facebook, Twitter, Tiktok, Youtube)
 - updates and other materials related to the dissemination of the PSDP 2023-2029 will be uploaded and shared in these platforms
 - posts should be simple and easy to understand
 - hashtags will be created and used to increase reach related to the dissemination of the PSDP 2023-2029
 - QR code leading to PSDP pages can also be created
 - these social media platforms will also help increase engagement with the general public by responding to questions and comments regarding the PSDP 2023-2029
11. Press conferences, media interviews, and radio guestings
 - another venue to disseminate the PSDP 2023-2029
 - collaboration with the media will help in reaching wider and targeted audiences
12. National Statistics Month
 - information about the PSDP 2023-2029 can also be announced in the activities during the National Statistics Month in October 2023

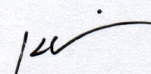
VI. Timetable of Activities (2023-2024)

Activities	Nov	Dec	Jan	Feb	Mar
1. Release of the PSDP 2023-2029 publication					
2. Conduct of dissemination fora					
3. Continuous updating of the PSDP webpage					
4. Uploading of primer/brochures/flyers on the PSDP webpage and social media platforms					
5. Uploading of infographics on the PSDP webpage and social media platforms					
6. Uploading of audio-visual presentations on the PSDP webpage and social media platforms					
7. Posting of press releases on the PSDP webpage and social media platforms					
8. Uploading on newsletters of the updates on the PSDP 2023-2029 dissemination					
9. Sending of text blasts					
10. Uploading of materials and updates in social media platforms					
11. Conduct of press conferences, media interviews, and radio guestings					

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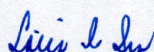


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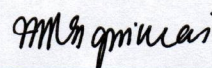
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Annex 1. Mapping of key messages with IEC activities and materials, by target audience

Target Audience	Key Message	IEC Activities and Materials	Advocacy Approaches
1. Policymaker and implementer	Accurate, relevant, timely, reliable, and accessible statistics allow formulation of evidence-based programs and policies	<p>Conduct of forum to disseminate and promote the programs slated in the PSDP</p> <p>Conduct of interactive forum/workshop on the importance of SDPs in policymaking</p> <p>Conduct of press conferences, media interviews, and radio guestings with officials from lead agency as speakers</p> <p>Disseminate primer/brochures/flyers, infographics, and AVPs to be shown during conduct of forum</p> <p>Announcement on PSDP during NSM celebration</p> <p>Downloadable publication, newsletters, and press releases on the website</p>	<p>Direct through face-to-face meetings, exchange of emails, workshops for officials and planners, fora with sectoral/special interest groups</p> <p>Through intermediaries (e.g., key advisors, executive staff, spokespersons, public information officers)</p> <p>Indirect through media</p>
2. Beneficiaries	Participation of the general public/citizens in surveys and censuses supports generation of better statistics	<p>Conduct of interactive forum/workshop on the importance of SDPs to the general public</p> <p>Downloadable publication, primer/brochures/flyers, infographics, and AVPs on social media pages</p> <p>Brief announcements on PSDP through text blasts</p>	<p>Direct through town hall meetings, public announcements, and forums/workshops</p> <p>Indirect through media</p>
3. Sponsor/donor	Collaboration among stakeholders is crucial in the formulation and implementation of evidence-based policies	<p>Conduct of advocacy forum to present SDPs without guaranteed budget support</p> <p>Disseminate primer/brochures/flyers, infographics, and AVPs to be shown during conduct of forum</p>	<p>Direct through face-to-face meetings, exchange of emails, seminars and workshops</p> <p>Indirect through intermediaries (e.g., key staff, spokespersons, communication officers)</p>

		Downloadable publication, newsletters, and press releases on the website	Indirect through media
4. Information channels/ advocate	Collaboration among stakeholders is crucial in the formulation and implementation of evidence-based policies	<p>Conduct of training/workshop on statistical concepts and uses of statistics</p> <p>Disseminate primer/brochures/flyers, infographics, and AVPs to be shown during training/workshop</p> <p>Conduct of press conferences, media interviews, and radio guestings</p> <p>Downloadable publication, newsletters, and press releases on the website</p>	<p>Direct through key media people, via website, email exchange, statistical trainings and workshops</p> <p>Indirect through media</p>

9.