

Communications strategy of the Bureau of National Statistics

Agency for Strategic Planning and Reforms of the Republic of Kazakhstan

INTRODUCTION

Prepared on the basis of the norms of the UN Fundamental Principles of Statistics, the Code of Practice for European Statistics, as well as on the principles of government statistics of the Republic of Kazakhstan, the Communications Strategy is designed to contribute to increasing the level of trust and awareness of the Bureau's activities by building effective communication with users of official statistical information.

The Bureau, being the leading provider of quality official statistical information about Kazakhstan, strives for further improvement of approaches in its activities. The term «official statistical information» is a unique feature of the Bureau's data, which is in line with the principles of the Code of Practice for European Statistics.

This document defines the key areas of the Bureau's activities to provide users with relevant and timely official statistical information.

GOALS

- Improving access to official statistical information;
- Supporting effective communication with users of official statistical information;
- Increasing the level of trust and confidence in the independence of government statistics, as well as in the reliability and quality of official statistical information.

OBJECTIVES

- Promoting the status of the Bureau as a provider of quality official statistical information among target audiences;
- Providing up-to-date official statistical information, thus creating the necessary information base for public decision making;
- Raising public awareness of the possibilities of obtaining official statistical information;
- Active use of the Bureau's advantages to build a positive reputation;
- Increasing the visibility of the Bureau and increasing the number of users of official statistical information.

CURRENT SITUATION

Availability of reliable official statistical information on current socio-economic situation is the basic condition for effective government policy.

Currently, the state statistics of Kazakhstan has all mandatory attributes of modern statistical systems: legislation; branches of statistics, typical for countries with market economy; statistical methodology, corresponding to international standards.

A number of international organizations, which evaluated the statistical system of Kazakhstan, recognized the commitment of the Bureau to the fundamental principles of UN statistics and high quality of official statistical information.

The industry has a century-long history and, taking into account modern approaches and tools, is now at the stage of transformation. In the near future, the Bureau faces the task of improving the methodological framework, taking into account the need for transition to new (administrative and alternative) data sources, as well as digitalization of

statistical activities. The objectives of improving the reliability and accessibility of official statistical information are prioritized.

TARGET AUDIENCE

The Bureau provides its users with quality official statistical information and necessary explanations to facilitate the understanding of statistics.

One of the main principles in working with users is to ensure equal access of users to official statistical information, i.e. no privileges for separate groups of users.

The target users of the Bureau are government agencies, business, mass media, scientific community, students, international organizations, respondents, etc.

The Bureau analyzes their various information needs. Modern tools of market observation and monitoring are used for analysis, and a database of users is maintained.

The Bureau uses a number of different communication channels to reach its users and adapts information to their changing requirements.

The Bureau values the opinion of its users, is always ready to provide comments and clarifications, and is open to constructive dialog.

KEY AREAS

Strengthening the image of «the source of official statistical information»

The Bureau strives to further increase the importance of official statistical information, to create a favorable information field around the activities of the Bureau, to level negative information about the activities of the Bureau in case of its appearance.

To strengthen the credibility of official statistical information, special attention is paid to quality standards and quality management. The use of official statistical information with reference to the source «Bureau of National Statistics» as a sign of quality is encouraged.

The Bureau is working on building the reputation as an open governmental body for providing official and reliable statistical information to the public.

Improving the reliability of official statistical information

The Bureau strives to further improve the reliability and quality of official statistical information by improving the methodological framework in accordance with international standards, digitalization of statistical production process, active use of administrative and alternative data.

The Bureau shall provide comprehensive information on the applied methods of collection, processing, storage and presentation of official statistical information.

Improving the availability of official statistical information

The Bureau is constantly improving the availability of official statistical information.

The main channel of dissemination of official statistical information is the Internet-recourse of the Bureau stat.gov.kz. The site is easy to use and presents information both at the national and regional level. Official statistical information is presented in clear and understandable language and is adapted to the needs of different target groups of users.

The Bureau works on a systematic basis to present official statistical information in convenient formats and their accessibility to search engines.

Timely and punctual publication of official statistical information

The Bureau shall ensure to users equal rights for simultaneous access to quality official statistical information and statistical methodology by posting on the Internet resource www.stat.gov.kz.

All official statistical information shall be published in accordance with the terms approved by the Statistical Work Plan and the Schedule of dissemination of official statistical information for the current year.

The timeliness and punctuality of publication of official statistical information is reflected in the release calendar.

Expanding feedback channels, improving statistical literacy and user confidence level

The Bureau uses different channels of communication with users to popularize official statistical information.

It analyzes the information needs of users, adapts official statistical information to their changing needs. All this contributes to increasing the level of trust of users to official statistical information.

The Bureau promotes statistical literacy, in particular provides explanations for different user groups, trains users taking into account the needs and the level of statistical knowledge of different target groups.

Providing access to de-identified databases

The Bureau recognizes that not only aggregated data are important for scientific and technical activities, but also databases in de-identified form that allow in-depth analysis.

In order to regulate the submission of de-identified databases, the «Rules for the submission of de-identified databases for use in scientific and scientific-technical activities» have been adopted.

The Bureau is constantly working on optimizing the process of providing access to databases in de-identified form for scientific and scientific-technical activities.

By providing access to databases in de-identified form, the Bureau demonstrates its openness and responsiveness to user requests. This, in turn, increases the level of trust in official statistical information.

Use of international standards

The Bureau uses statistical methodology that is consistent with international standards. The use of international classifications and methods contributes to the coherence and efficiency of statistical systems.

Further international cooperation, exchange of information and practical knowledge, and cooperation in the joint development of statistical standards is one of the important components of further improving the quality and scope of official statistics.

I. FUNDAMENTAL PRINCIPLES OF OFFICIAL UNITED NATIONS STATISTICS

1) Relevance, objectivity and equal access

Official statistics that meet the criteria of practical utility should be collected and made available on an objective basis by official statistical agencies to ensure the right of citizens to access public information.

2) Professional standards, scientific principles and professional ethics

Statistical offices, in accordance with professional considerations, including scientific principles and professional ethics, shall decide on methods and procedures for the collection, processing, storage and presentation of statistical data.

3) Accountability and transparency

To facilitate the correct interpretation of data, statistical offices shall provide information in accordance with scientific standards on statistical sources, methods and procedures.

4) Prevention of misuse

Statistical offices have the right to comment on misinterpretation or misuse of statistics.

5) Sources of official statistics

Statistical offices should choose the source taking into account quality, timeliness, cost and the burden on respondents.

6) Confidentiality

Personal data collected by statistical agencies for the production of statistical information shall be strictly confidential and shall be used solely for statistical purposes.

7) Legislation

The laws, regulations and measures under which statistical systems operate shall be made public.

8) National coordination

To ensure coherence and efficiency in the statistical system, it is necessary to coordinate the activities of statistical agencies at the national level.

9) Use of international standards

The use of international concepts, classifications and methods in each country contributes to the coherence and efficiency of statistical systems at all official levels.

10) International cooperation

Bilateral and multilateral statistical cooperation contributes to the improvement of official statistical systems in all countries.

II. CODE OF PRACTICE FOR EUROPEAN STATISTICS

•Relevance

European statistics meet the needs of users.

•Accuracy and reliability

European statistics accurately and reliably reflect reality.

•Timeliness and punctuality

European statistics are published in a timely and punctual manner.

- **Consistency and comparability**

European statistics are internally consistent over time and comparable across regions and countries; relevant data from different sources can be combined and shared.

- **Accessibility and clarity**

European statistics are presented in a clear and understandable form, published in a suitable and convenient way, available on an impartial basis with supporting metadata and guidance.

III. PRINCIPLES OF STATE STATISTICS OF RK

1) coherence and comparability of state statistics with generally accepted international standards, classifications and methods;

2) professional independence and autonomy in carrying out statistical activities;

3) ensuring equal access of users to official statistical information;

4) confidentiality and use of primary statistical data exclusively for statistical purposes;

5) utilization of all types of sources of information taking into account quality, timeliness, costs and burden of respondents;

6) reliability, scientific validity, timeliness of providing and public accessibility of official statistical information;

7) ensuring the safety and security of statistical information, primary statistical and administrative data.

LIST OF DOCUMENTS REGULATING THE PROCESS OF DISSEMINATION OF OFFICIAL STATISTICAL INFORMATION

1. The Law of the Republic of Kazakhstan «On State Statistics» from March 19, 2010 №257-IV;
2. The Concept of development of state statistics and national data ecosystem for 2023-2025;
3. «Rules of providing on free of charge basis statistical information, not provided by the schedule of dissemination of official statistical information and developed on the basis of primary statistical data, presented by respondents according to the schedule of presentation of primary statistical data by respondents» from May 20, 2010 №113;
4. «Rules of presentation of databases in de-identified form for use in scientific and scientific-technical activity» of July 2, 2010 №168;
5. «Methodology on formation and dissemination of official statistical information in electronic form» of November 30, 2016, №292;
6. «Rules of revision of published official statistical information for statistical purposes in case of change of statistical methodology and on the basis of updated, documented information» of December 28, 2018 №20;
7. Rules of the state service «Provision of statistical information not provided for in the schedule of dissemination of official statistical information» of April 6, 2020 №24;
8. «Guidelines for User Engagement, including with the media and the general public»;
9. «Handbook of users of official statistical information».