

DISSEMINATION STRATEGY OF THE STATE STATISTICAL OFFICE,

2014 – 2016

Introduction

Official statistics have a fundamental role in a modern society. Timely, complete, quality, comprehensive and internationally comparable statistics are the basis for a range of analyses and decision-making processes at various levels. Bearing this in mind, the State Statistical Office makes continuous efforts to ensure effective dissemination of its products and services.

In order to provide availability and accessibility of statistical information according to users' needs, a Dissemination Strategy has been prepared, covering the period from 2014 to 2016.

The Dissemination Strategy of data and services of the State Statistical Office is based on the Law on State Statistics, the Strategic Plan for the period 2014-2016 and other documents where the development of official statistics is planned.

Goals of the strategy

The main objective of this Strategy is to provide dissemination products and services that meet the users' needs for official statistics.

The main objective will be achieved through:

1. Modernisation of the dissemination of statistical data and information
2. Strengthening the communication with users
3. Strengthening the confidence in official statistics

1. Modernisation of the dissemination of statistical data and information

- **Statistical data and information on the website for different groups of users**

The website of the State Statistical Office is the main channel for dissemination of statistical data and information, and the design and functionalities are adapted to different groups of users, including the new categories of users born in the digital era. The website will be further developed so that it may be used on mobile devices.

Statistical data on the website are available in different formats and will be further developed.

- **Online database - main format for release of statistical data**

The online database (MAKStat) is the main format for publishing data from statistical surveys where users can find detailed data by subject areas, supported with methodological and other information. The users will be able to download data in a format of their choice.

The date of publishing in the database will be announced in the release calendar.

- **Access to microdata**

The SSO, in its premises and in accordance with the rules and procedures for using anonymised data, will allow users access to more detailed data from different areas according to the microdata access policy.

- **Improving the content of dissemination products and services according to the users' needs**

The SSO will constantly monitor the needs of users and will increase the existing volume of published official statistical data and information by improving the content of existing publications and services, introduction of new statistical publications and brochures, production of analytical publications on various topics and production of more integrated editions. The publications will contain objective and impartial comments and easy-to-understand graphs and thematic maps.

The SSO will inform users how they can obtain the required information in the fastest and easiest manner. If users have specific requirements, the SSO will prepare data according to their requirements, in accordance with legal acts.

The SSO will reduce publications in printed format.

In order to address the needs of younger generations and to make statistical data and information closer to them, electronic publications for mobile devices will be prepared.

- **Use of user-oriented tools**

The SSO will continue to introduce new tools, including interactive tools for graphic and cartographic presentation, which will be useful for users to follow the events and trends in a quick and effective manner.

2. Strengthening the communication with users

- **Continuous measurement of users needs and satisfaction**

Creating and sustaining good cooperation with the public, the users and providers of data is key in providing appropriate statistics that will meet their needs. The SSO will regularly conduct a user satisfaction survey.

- **Strengthening the communication with users**

The SSO will strengthen the communication with different groups of users. It will monitor and analyse users' needs in terms of statistical data and services. The SSO will also inform users about new products and services, new news releases, publications and data in the database. In this communication, particular attention will be given to journalists and students.

- **Greater presentation of statistical data in social media**

Keeping in mind the importance of social media in the everyday life, the SSO will develop forms for greater visibility of statistical data and information in social media.

3. Strengthening the confidence in official statistics

- **Individual data protection**

The SSO pays special attention to the protection of individual data, as one of the most important principles of statistics, in the entire process of collecting, processing and dissemination of statistical data. The SSO will prevent disclosure of individual data in different dissemination products and new formats of data dissemination by using appropriate methods.

- **Strengthening the statistical literacy of users**

Improving the statistical literacy is of great importance for the understanding and use of statistical data and information. The SSO will define a programme for education of different users groups.

- **Confidence in the State statistics**

In order to strengthen the national statistical system and the importance of official statistical data, the SSO, as coordinator of the statistical system, will work on further promotion of official statistics and standards (classifications, methodology and code of practice) through the dissemination channels.