



Advisory Group Paper (00) 18

COMMUNITY LIAISON

1. This paper is for information. The paper updates Advisory Groups on the progress made on community liaison since the last round of meetings.
2. **Members are asked to note progress**

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Census Community Liaison

September 2000

Community Liaison

1. Introduction

- 1.1 This paper updates Advisory Groups on the progress made on community liaison since the last round of meetings.

2. Progress

2.1 Contacts Database

- 2.1.1 Following the Roadshows, over 500 organisations volunteered to help raise awareness of the Census. This number is growing as Census Area Managers make contact with community groups. All contacts will be sent a Census Supporters Pack containing further details about the Census and a set of Census fact sheets.
- 2.1.2 A letter was sent to all Local Authorities, Health Authorities and County Councils, asking if a Census Liaison Officer could be appointed. The Liaison Officer would direct the field staff to areas who could help with particular parts of the Census eg personnel, planning, social services. To date just over 300 of Local Authorities, and 25 Health Authorities and 21 County Councils have nominated a Census Liaison Officer.

2.2 Language Strategy

- 2.2.1 The Language Strategy Group has met 4 times throughout the year. The Group has advised ONS on which languages to translate the Census form into, quality assurance of previous census translations to produce guidelines for the production of 2001 translations, how a language helpline might be operated, guidelines for working with Interpreters and ethnicity awareness training.
- 2.2.2 Translations of the Census form will be available in:

Albanian	Japanese
Arabic	Polish
Bengali	Portuguese
Cantonese	Punjabi
Croatian	Russian
Farsi/Persian	Serbian
French	Somali
German	Spanish
Greek	Swahili
Gujarati	Turkish
Hindi	Urdu
Italian	Vietnamese

In addition to translation leaflets each Enumerator will carry a Language ID card with a brief message in each of the 24 languages. This will help to identify in which language help is needed.

- 2.2.3 There will also be a dedicated language Helpline (a subsidiary to the main Census Helpline), and details of this will be printed on the translations for which bilingual operators will be available.

The languages available on the helpline will be:

Arabic	Gujarati	Somali
Bengali	Hindi	Turkish
Cantonese	Italian	Urdu
Greek	Punjabi	Vietnamese

2.3 Support for those with Disabilities

- 2.3.1 The team is working closely with RNIB to produce Braille and Large Print versions of the Census questions and Information Leaflet in both English and Welsh.
- 2.3.2 The census video "Count Me In" has been produced for census staff to use to raise awareness of the census; two versions will be available for those with hearing impairment, one with subtitles and one with British Sign Language.
- 2.3.3 Audio tapes will be available in English and Welsh for people with sight impairment.

2.4 Training of Census field staff

- 2.4.1 All Census Area Managers have been trained on the community liaison programme and are now making contact with organisations. Specialist speakers are planned for the November course in ethnicity and disability awareness, this can then be disseminated to other levels of field staff.
- 2.4.2 Census District Managers are due to be in post by the end of October and they will be expected to build upon and expand the links made by Area Managers.

3. Awareness raising

- 3.1 Pat Mann has been invited to speak at the Local Government conference "Census 2001 – getting prepared" on 3 October.
- 3.2 There will be a census stand at the SOLACE (Society of Local Authority Chief Executives) conference to be held in Liverpool over 10-12 October.
- 3.3 Articles have appeared in several Local Authority newsletters, and in the "Travellers Times".

Pat Mann
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