



- *Bidirectional instead of unidirectional* - Population Census 2011 team ventured on a model of bilateral communication and feedback from target audiences.
- *Openness instead of closeness* - The system of open communications and access to information enabled to all members of society created a sense of unity, built confidence in the institution, and created teams of like-minded people.
- *Coordination instead of the lack of coordination* - A program, built on the targeted and orderly messages subject to common purpose, in which there was coordination and control in terms of who, when and how performs public communications was created.
- *Involvement instead of exclusion* - Including more people in the process of communication helped to break the “we-they” framework. The very census interviewers themselves played the role of communicators, informing in advance friends and relatives of what’s ahead.

These principles were at the basis of the successful and entirely positive media campaign, lack of crisis situations and achievement of the objectives - increasing the level of awareness and gaining partnership, interest and participation of citizens, institutions and the media, creation of an atmosphere for equal dialogue with all participants in Population Census 2011.

To facilitate and integrate campaign and to use the expertise of our staff to the fullest a core team on communications was established. This team included two groups of experts - public communications experts and statisticians. Their main task was to coordinate communications activities and to avoid working in silos. This team had been working in close collaboration with external firms that had been involved in the design and implementation of the campaign. It reviewed all the promotional materials to ensure the messages were consistent over different groups and regions. There was a daily monitoring of the participation rates and the team identified areas of low response and prepared a response mix of activities that might be undertaken to increase participation rate.

## 6. Conclusions

The well targeted, efficient and nation-wide campaign was, certainly a precondition for the overall Census 2011 campaign. However, the positive results go beyond the Census. The campaign proved the good cooperation between the institutions at central and regional level. The Population Census became a national priority supported by all state institutions, local authorities and citizens of the country. Thus, the overall confidence in the role and mission of official statistics had increased.