

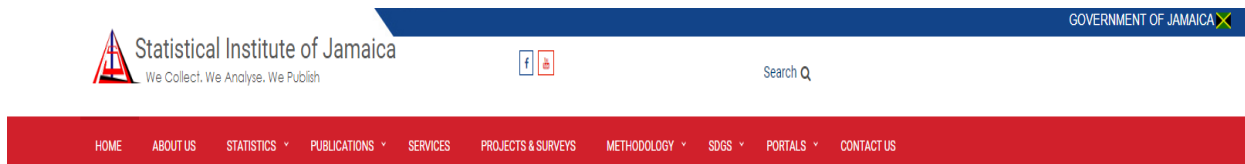
# Comments on Census 2021 Portal

Communications and Marketing

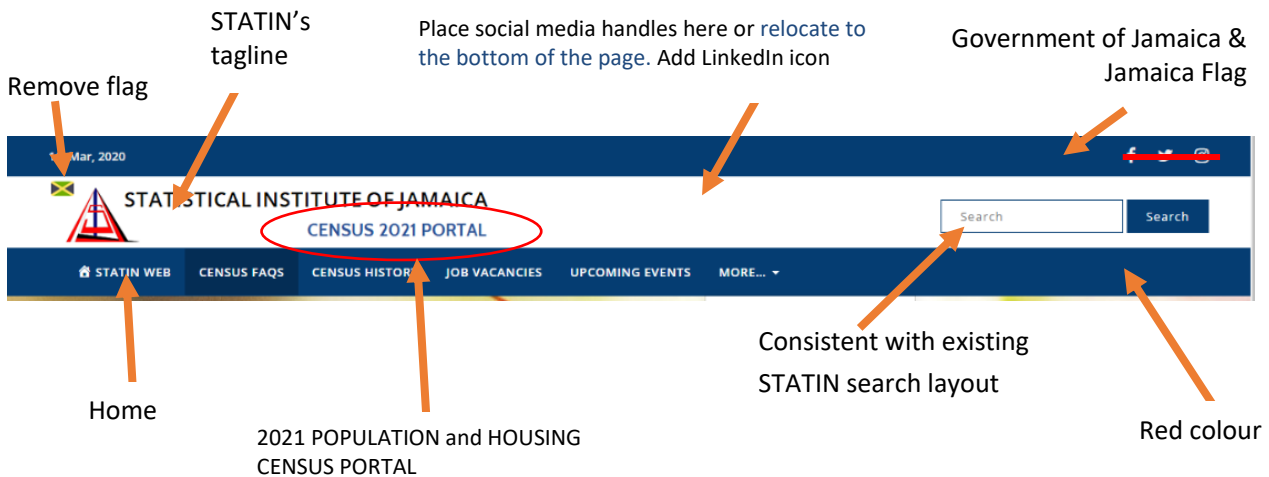
16 March 2020

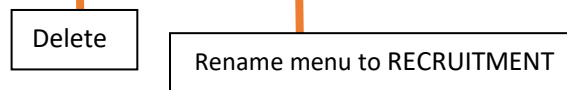
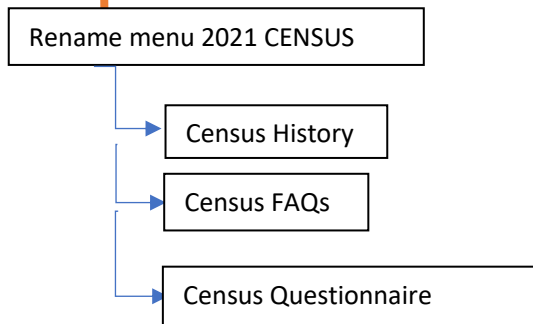
1. Retain the same banner as the existing STATIN website banner. That is:

## Existing STATIN web banner.



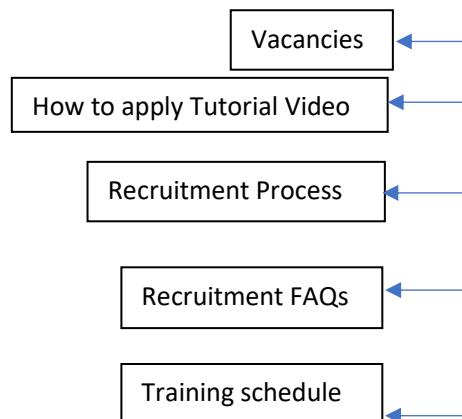
## Census web banner





General comments:

- I would want to do a **video** featuring past enumerators/ interviewers
- I would want to add **A Call to Action** for persons to become interviewers
- To add **what's in it** for an interviewer



11, Mar, 2020



STATISTICAL INSTITUTE OF JAMAICA

CENSUS 2021 PORTAL

STATIN WEB

CENSUS FAQS

CENSUS HISTORY

JOB VACANCIES

UPCOMING EVENTS

MORE... ▾

Partnerships i

Census Office

Rename MEDIA

Message from the  
DG/Chief Census Officer

News Releases

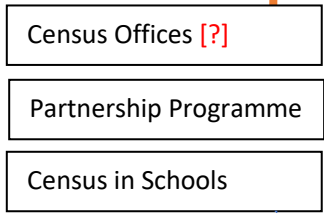
Press Kit

Events

Photo Gallery

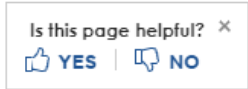
Video Gallery

The **Press Kit** should have an area for  
Flyers, Brochures and Infographics.



**General Comments**

- A menu for Confidentiality and Data Security.
- Could include:
  - o How to identify census taker
  - o Statistics Act
  - o Data Security statement
- There needs to be a mechanism for feedback/complaints
- There needs to be a mechanism to Contact Us
- A link to past census data on STATIN's home page is required
- A Census Day count down timer is required
- Each page should have a rating mechanism ie



- We need something with Mapping that shows the EDs demarcations.