

## Count the Ways to Observe World Population Day

Every year, UNFPA Country Offices and others find interesting and innovative ways to give visibility to the year's theme, based on their particular circumstances. In the past, offices have sponsored parades, soccer matches, radio shows and more to call attention to population issues.

Here are a few ideas on ways to draw attention to the importance of data for development, and to encourage everyone to be counted.

- Call attention to your country's progress in achieving the MDGs progress: Send out a press release highlighting indicators being used for the 10-year review of the Millennium Development Goals in September 2010.
- Print or customize and print the posters provided and distribute widely. Find out if national television will broadcast the psa animation. Send it out to your partners.
- Use the posters and motion graphic in advocacy campaigns to encourage minorities, marginalized people and other groups to speak out and be counted in data collection. See if the graphic materials can be used in conjunction with national census activities.
- Find new ways to visualize data and clarify trends: The DevInfo resource can be very helpful in mapping, revealing disparities and highlighting issues.
- Organize events to discuss major population trends affecting your country.
- Consider inviting demographers and spokespeople from key constituencies such as young people, ethnic minorities, rural people and recent immigrants.
- Partner with national statistical offices to host exhibits or events.
- Encourage journalists to write about how data can inform policy in your country.
- Work with journalists to strengthen human interest stories by incorporating evidence and data. Even in your own office, you may be able to forge stronger links between programming and advocacy by working together on data-driven stories.
- Spark public discussions, seminars, conferences and debates on correlations such as early marriage and school enrolment.