

# **COMMUNICATING CENSUS DATA: CONCEPT AND GOOD PRACTICES**

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# CONTENT

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- 1) Value of census data and concept of communication
- 2) What is census data dissemination?
- 3) Digital and media communication channels
- 4) New tools for a modern statistical communication
- 5) Why developing a communications strategy?

# 1) VALUE OF CENSUS DATA AS PUBLIC GOOD

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- To measure progress in SDGs and national development strategies
- To support evidence based policy-making
- To satisfy demand for quick data and tailor-made services
- For statistical literacy
- To provide sampling frame for household surveys
- To provide information to private sector, academia, research centers and NGOs

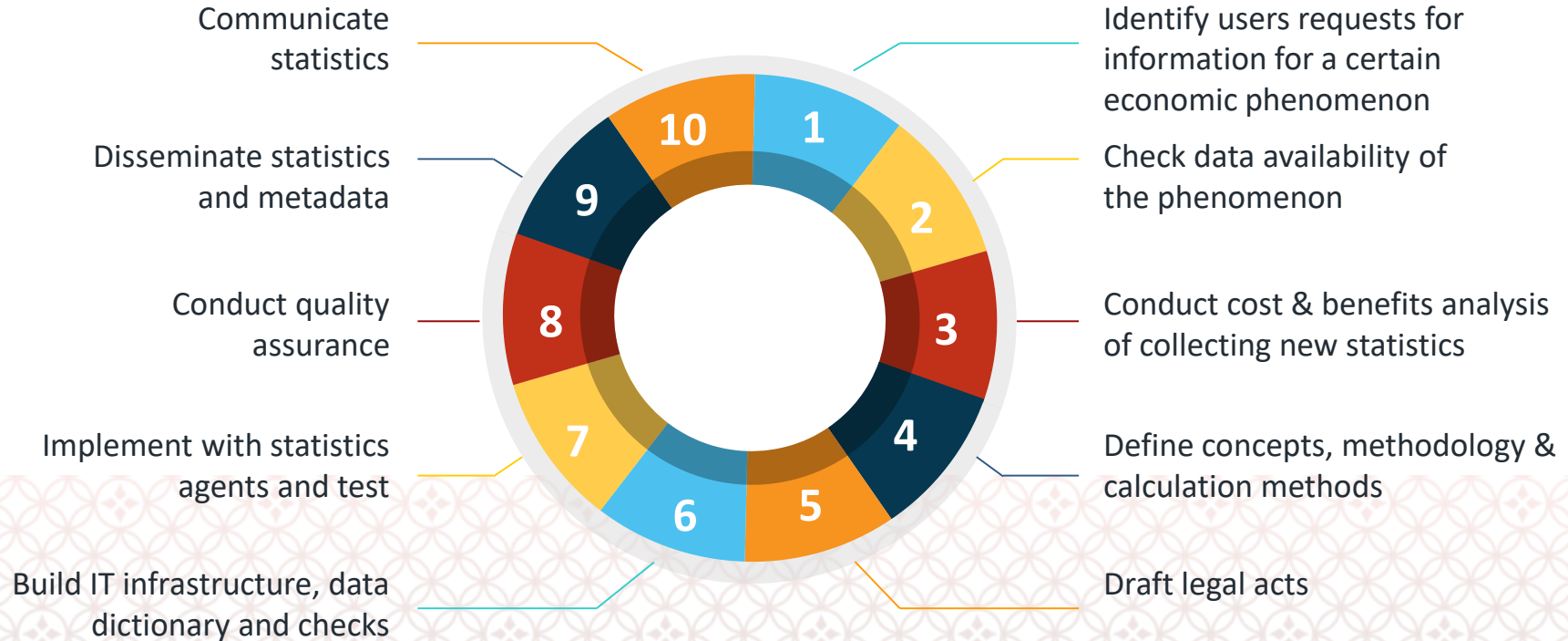
# WHAT IS COMMUNICATION?

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- It is essentially about “creating understanding by targeting and messaging key audience”
- It is more than writing press releases or answering users questions and requests
- Communication is a relatively new concept for most statistical organizations, which have traditionally focused their efforts and resources on dissemination practices and systems.

# THE LIFE (CYCLE) OF STATISTICIANS

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# THE CONCEPT OF PROVIDING A COMMUNICATION FUNCTION TO THE CENSUS

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Extracting

Users

Forms of  
communication  
(Infographics &  
video graphics)

Communication  
Channels

Census data  
description

# GREAT DIGITAL EXPERIENCE RELIES IN ADDRESSING BOTH:

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# MEANING OF COMMUNICATING CENSUS DATA

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- Understand needs of main stakeholders
- Raise awareness of modern societies and policymakers
- Be proactive and strength the visibility of data
- Modernise communication, visualisation and interactive presentation of data
- Increase access and use of census data
- Develop statistical products to give increasing insights



# COMMUNICATION INVOLVES THE FOLLOWING:

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- Tailor and frame messages to suit particular audience cohorts
- Design tools and channels that suit particular audience's needs
- Audience engagement initiatives and outreach programmes
- Customer consultation
- Media relations programmes
- Create issue management response protocols
- Measure the results and impact of the communication

## 2) WHAT IS CENSUS DATA DISSEMINATION?

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- Census data dissemination is a phase in the census processes, in which, data collected and processed by statistical agencies are released to the public.
- It is putting census information out into the world in a planned fashion
- The First Principle of UN “Fundamental Principle of Official Statistics” states clearly the responsibility of releasing information to the public in timely manner.

# USERS OF POPULATION CENSUSES DATA

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- Users with a specific subject/domain interest (e.g. health)
- Users with a reuse and reproduction interest (e.g. other statistics or products)
- Users with a research interest (e.g. innovation in enterprises)
- Users with a general interest (e.g. economic growth)
- Users with a pre-defined/structured interest (e.g. SDG Indicators)

# IDENTIFICATION OF THE USERS

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- Who are we talking to?
- What do we want to say to them?
- Who should say it ?
- How should we say it?
- And then

# TOOLS OF ENGAGEMENT WITH CENSUS USERS

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- Feedback
- Complaints
- Web metrics
- Consultation responses
- Social media

- Customer satisfaction surveys
- Events and conferences
- Ad hoc requests
- Media monitoring

### 3) DIGITAL COMMUNICATION CHANNELS

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- Dedicated internet websites
- Video, movies, documentaries on statistics
- Internet search optimization
- Tablets, smartphones and handheld devices
- Visualization icons
- Dynamic visualization and info-graphics
- Widgets to embed/refer to statistics in external websites and electronic/social media

# DIGITAL COMMUNICATION CHANNELS (Cont.)

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- Electronic games and cartoons
- Electronic replication of statistics graphs and charts
- Electronic automatic translation services
- Interactive and searchable databases
- Webinars
- RSS and news feeds, direct e-mailing
- Podcasts (2004)



# USING MEDIA IN COMMUNICATING CENSUS DATA

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- Decide which interviews you will take or reject?
- Journalists want to hear about your findings, not your methodology
- Write a limited number of talking points summarizing your findings
- Use every day language, and avoid technical terms
- Translate complex into a simple language
- Use few statistics and put them in context
- Use images and infographics
- Use social media to convey your story and findings



# HOW TO TELL A STORY WITH CENSUS DATA

## Who?

Who is the audience

## What?

What knowledge do you want the audience to have?

## How?

How can you present your data to convince the audience

*General public (e.g. teachers, schoolchildren, librarians, news media, everyday people)*



Community focus  
Wide range of specialties and education  
May know little about statistics

Basic characteristics of their communities and the nation  
Notable trends and patterns  
Demonstration of the usefulness of census, surveys, and official statistics

Focus on major trends and patterns  
Avoid technical jargon  
Relate content to their communities  
Use simple visuals to tell a story  
Create targeted products for communities

*Storying mediums: blogs, infographics, standalone visuals (e.g. maps) physical products (e.g. data wheels)*

# HOW TO TELL A STORY WITH CENSUS DATA (Cont.)

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## Who?

Who is the audience

## What?

What knowledge do you want the audience to have?

## How?

How can you present your data to convince the audience

*Decision makers (e.g. senior executives, politicians, business leaders)*



Administrative focus

Generalist

Influential

Educated

Results oriented

Indicators for planning and program monitoring

Indicators that may impact their constituencies or business

Indicators they can influence through policy or other action

Focus on major trends and patterns

Prepare executive summaries for lengthy technical reports

Avoid technical jargon

Relate content to their business needs

Use visuals for important indicators

*Storying mediums: reports and briefs, infographics, standalone visuals (e.g. maps)*

# HOW TO TELL A STORY WITH CENSUS DATA (Cont.)

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## Who?

Who is the audience

## What?

What knowledge do you want the audience to have?

## How?

How can you present your data to convince the audience

*Power users (e.g. academics, researchers, analysts, civil servants)*



Analytical focus

Specialist

Technocratic

Highly educated

Detail oriented

Patterns and trends across multiple indicators and sectors

Cross-tabulations, detailed geography, microdata

Methodological documentation to improve their analytical capabilities

Include descriptive statistics and use technical jargon if necessary

Use visuals to highlight patterns that may need further investigation

Provide detailed methodology

Provide access to structured data

*Storying mediums: reports and briefs, standalone visuals (e.g. maps)*

## 4) NEW TOOLS FOR A MODERN STATISTICAL COMMUNICATION



# SOCIAL MEDIA (Cont.)

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Twitter – 335 million Monthly active users (MAUs)



LinkedIn – 294 million MAUs



Viber – 260 million MAUs



Snapchat – 255 million MAUs



Pinterest – 250 million MAUs

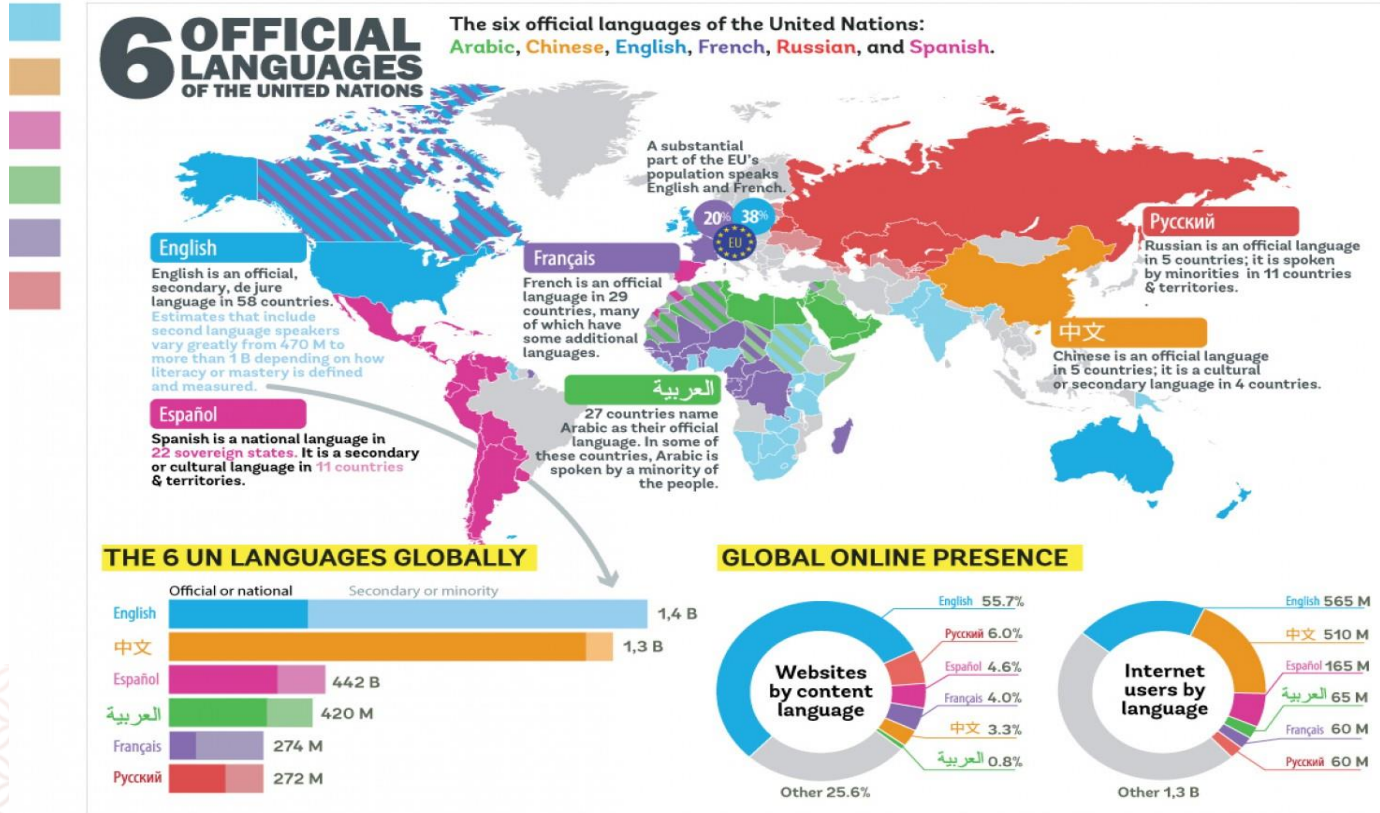
# SOCIAL MEDIA

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# INFOGRAPHICS AND DATA VISUALIZATIONS EXAMPLE



Source: <https://visual.ly/community/infographic/other/6-un-languages-world-wide>

# IMAGE FOR INFOGRAPHICS EXAMPLE



## WOMEN IN PEACEKEEPING A GROWING FORCE



### NUMBER OF FEMALE PERSONNEL IN UN PEACEKEEPING MISSIONS<sup>1</sup>

**PAST** 1957-1989 (32 years) a total of only twenty uniformed women served as UN peacekeepers

**PRESENT** Women have become increasingly part of the peacekeeping family



Women are deployed in all areas: police, military, civilian. **WE NEED MORE WOMEN.**

### TOP FIVE FEMALE UNIFORMED PERSONNEL CONTRIBUTING COUNTRIES<sup>2</sup>



Female peacekeepers act as role models inspiring women and girls in often male-dominated societies to push for their own rights and for participation in peace processes.

### WOMEN IN LEADERSHIP POSITIONS

**5** WOMEN LEAD PEACE OPERATIONS AS SRSG  
Special Representatives of the Secretary-General



### THE PRESENCE OF FEMALE PEACEKEEPERS

- ▶ helps reduce conflict and confrontation
- ▶ provides a greater sense of security to women and children
- ▶ improves access and support for local women
- ▶ makes our peacekeepers more approachable to women

### WOMEN CONSTITUTE<sup>2</sup>

**29%** of the  
**6,800** international civilians  
working in peacekeeping & special political missions

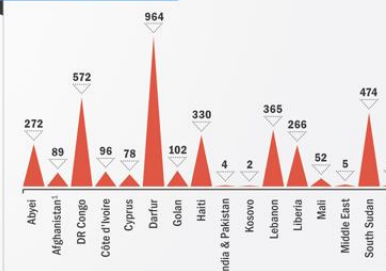
### ALL-FEMALE UN POLICE UNITS DEPLOYED AROUND THE WORLD



### FEMALE UN PEACEKEEPERS AROUND THE WORLD



### UNIFORMED FEMALE PERSONNEL BY MISSION

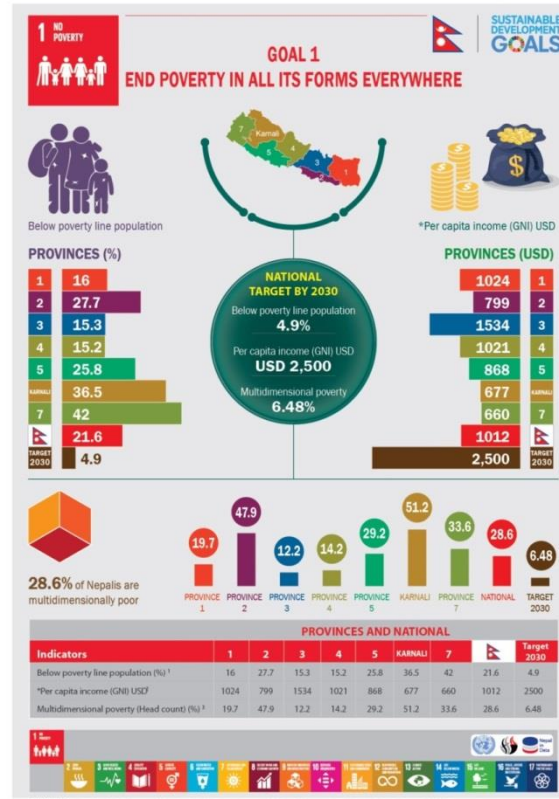
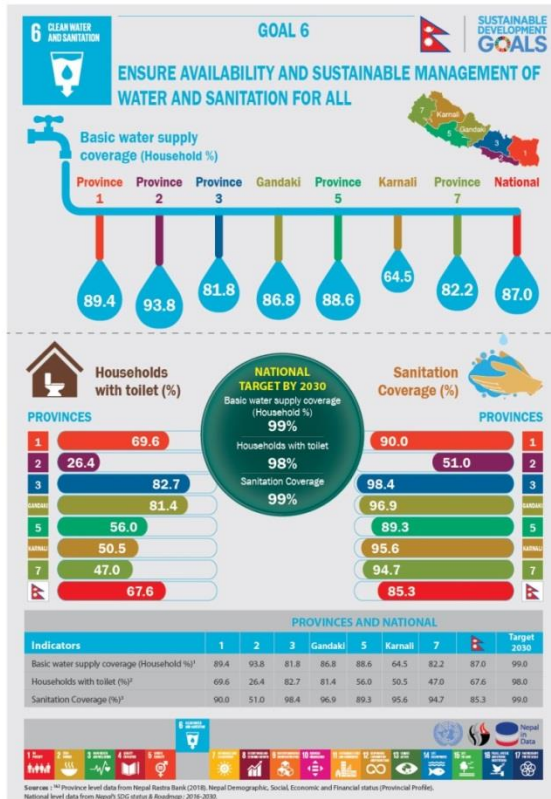


<sup>1</sup> In addition to peacekeeping operations, DPKO directs one political mission: the United Nations Assistance Mission in Afghanistan (UNAMA)  
All data used from 2013-2014 | <sup>2</sup> January 2014 | <sup>3</sup> September 2013

FIND OUT MORE ► [un.org/en/peacekeeping/women](http://un.org/en/peacekeeping/women)

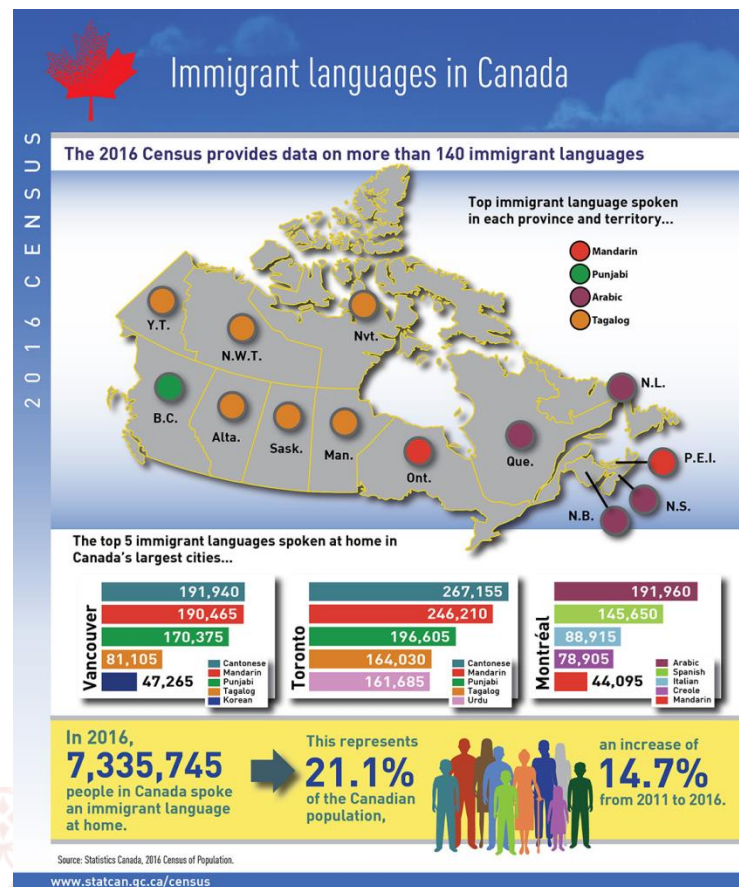


# IMAGE FOR INFOGRAPHICS EXAMPLE



Sources: <https://www.nepalindata.com/insight/sustainable-development-goal-6-clean-water-and-sanitation>

# DATA VISUALIZATION, CANADA 2016 CENSUS



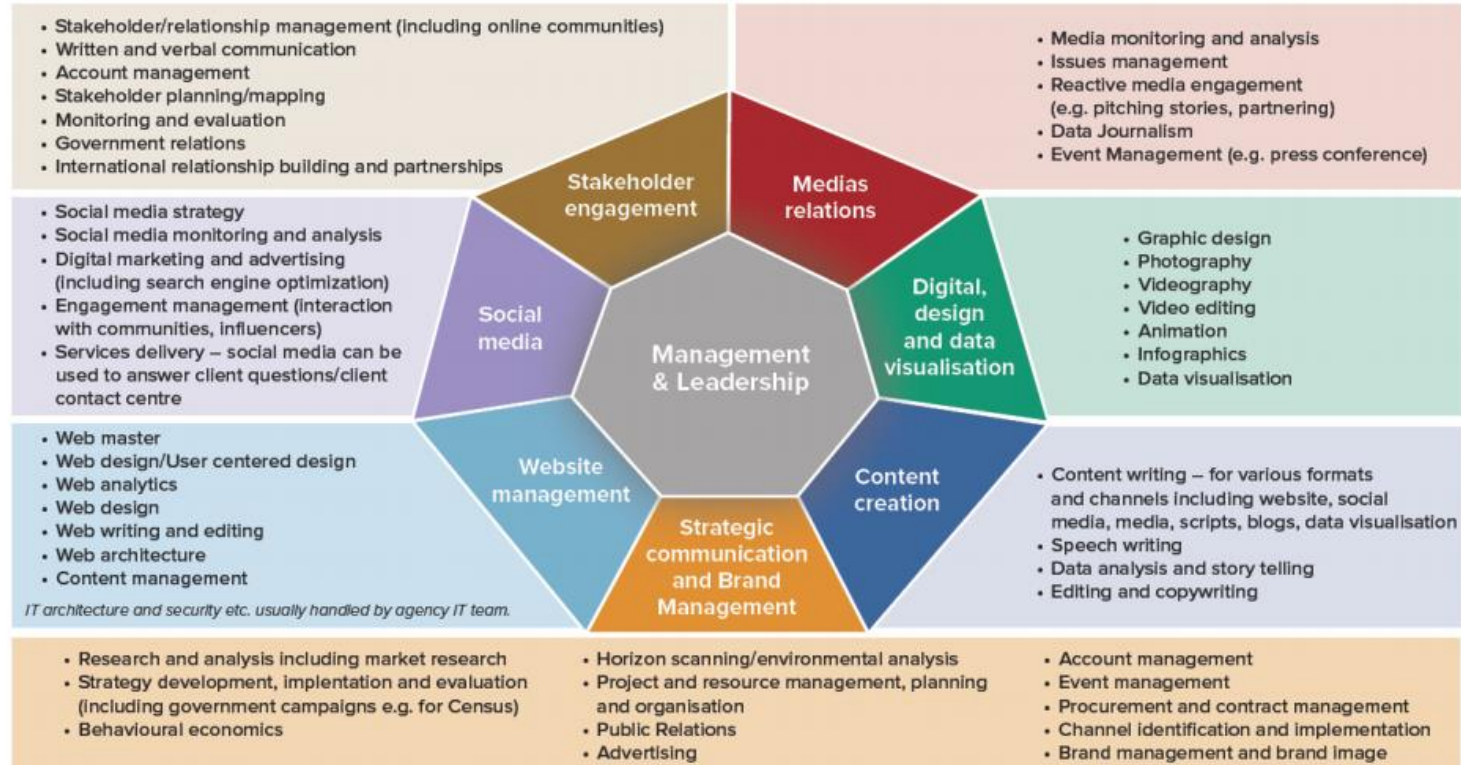
Sources: <https://www12.statcan.gc.ca/census-recensement/census-vis-recensement-eng.cfm>

# TRADITIONAL CHANNELS OF COMMUNICATION

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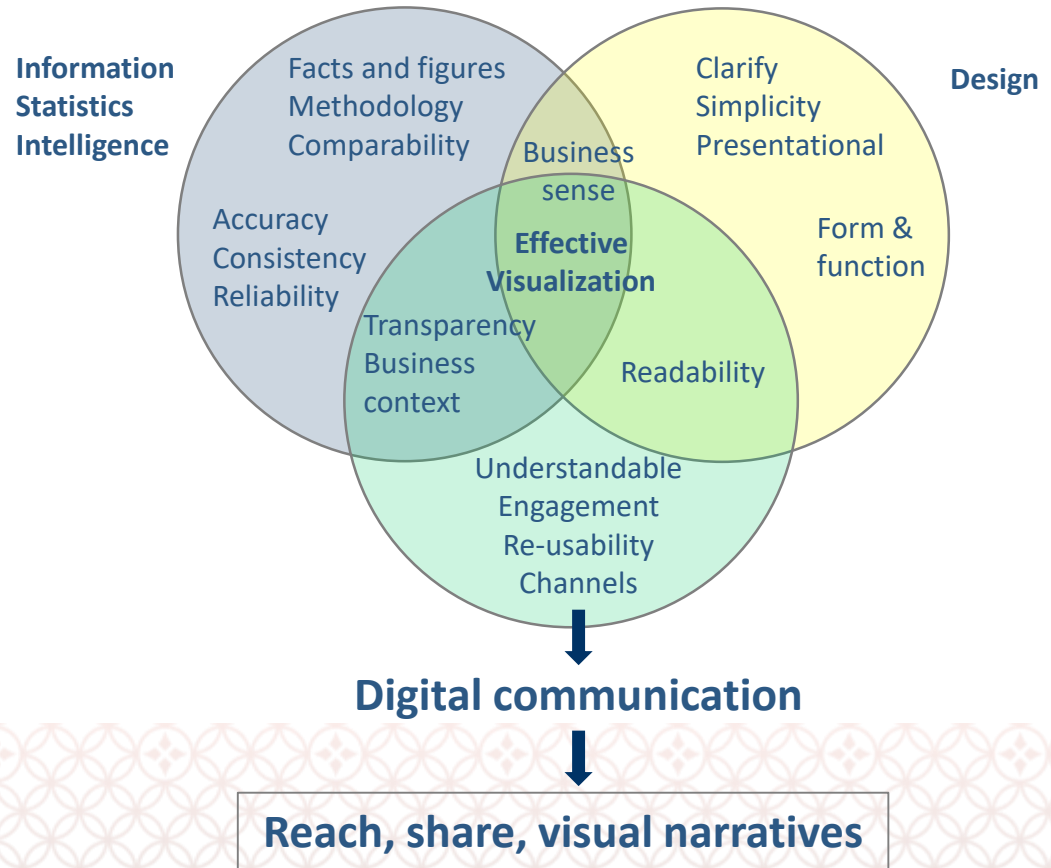
- Booklets
- Paper-based publications workshops, conferences and seminars
- Magazines and newsletters
- Press releases and conferences
- Posters
- Television interviews and radio programs

# COMMUNICATION SKILL SETS





# THE CAPACITY AND SKILLS SETS REQUIREMENTS FOR COMMUNICATING STATISTICS



## 5) WHY DEVELOPING A COMMUNICATIONS STRATEGY?

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- A communication strategy is a solution to move from where you are now to where you want to be - or put another way, it is what you want to happen to achieve a specific end
- A strategy is a type of solution that deals with uncertainty. It raises the probability that we will reach our destination in good form, and it does so mostly by creating the conditions that favor success

# WHY DEVELOPING A COMMUNICATIONS STRATEGY? (Cont.)

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- Without the right approach to a communication strategy and plan, your efforts might end up in the dustbin, with you back at the drawing board



# ETHICS OF COMMUNICATING STATISTICS

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- Professionalism
- Responsibilities to users and Employers
- Responsibilities in Publications and Testimony
- Responsibilities to Research Subjects
- Responsibilities to Research Team Colleagues
- Responsibilities to Other Statisticians or Statistical Practitioners
- Responsibilities Regarding Allegations of Misconduct
- Responsibilities of Employers, Including Organizations



# CHANNELS OF COMMUNICATION

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**Media:** local, national, international; print, broadcast, web, social



**Lobbying:** local and national government, funding bodies, special interest groups



**Marketing:** brand, website, advertising, brochures, fliers, video



**Events:** conferences, launch events, public speeches, tours of building sites

# CONCLUSION AND THE WAY FORWARD: WRITING A COMMUNICATIONS STRATEGY

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1

Statement of purpose

2

Current situation: SWOT , PEST and  
good practices

3

Organizational and Communications  
objectives

4

Identifying stakeholder

5

Messages

6

Key communications methods

7

work plan : outcomes and key  
performance indicators

8

Evaluation

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4. Per Nymand-Andersen (2017) (European Central Bank). Preparing a statistics communication strategy. Conference of European Statisticians
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9. UNECE. (2014) communicating with the media . A guide for statistical organization. Geneva .

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# Thank you!

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