PARIS21

LINKING STATISTICS AND PR
A RECIPE FOR SUCCESSFUL COMMUNICATIONS

PARIS 21

Partnership in Statistics for Development in the 21st Century

Capacity Development 4.0

Traditional Approach	New Approach
Bilateral approaches, supply-driven, limited to NSS	*More complex, fast-moving, multiple stakeholders*
• Heavy reliance on technical/"functional" aspects of CD e.g. survey design, running of the data system • Focus on supply side, data production and producers • Focus on national statistical systems, little focus given to outside users • ODA funding low; co-ordination failures, limited results evidence base funding; scatter among sectors on a needs-basis (e.g. health)	• Expansion to building partnerships, fostering "soft skills" such as leadership, change management, advocacy • Focus on right format of production (disaggregation, open, geospatial integration) as well as on data users and impact • **Strengthening of user groups to consume and disseminate data; focus on data literacy** • Increased funding levels and types of (domestic and international); results-based funding; focus on the national level and supporting country systems

• **Data Producers**   • **Data Users**   • **Donors**

A changing ecosystem

The data ecosystem is **e x p a n d i n g** and **diversifying** to include new users, producers, and sources of data.
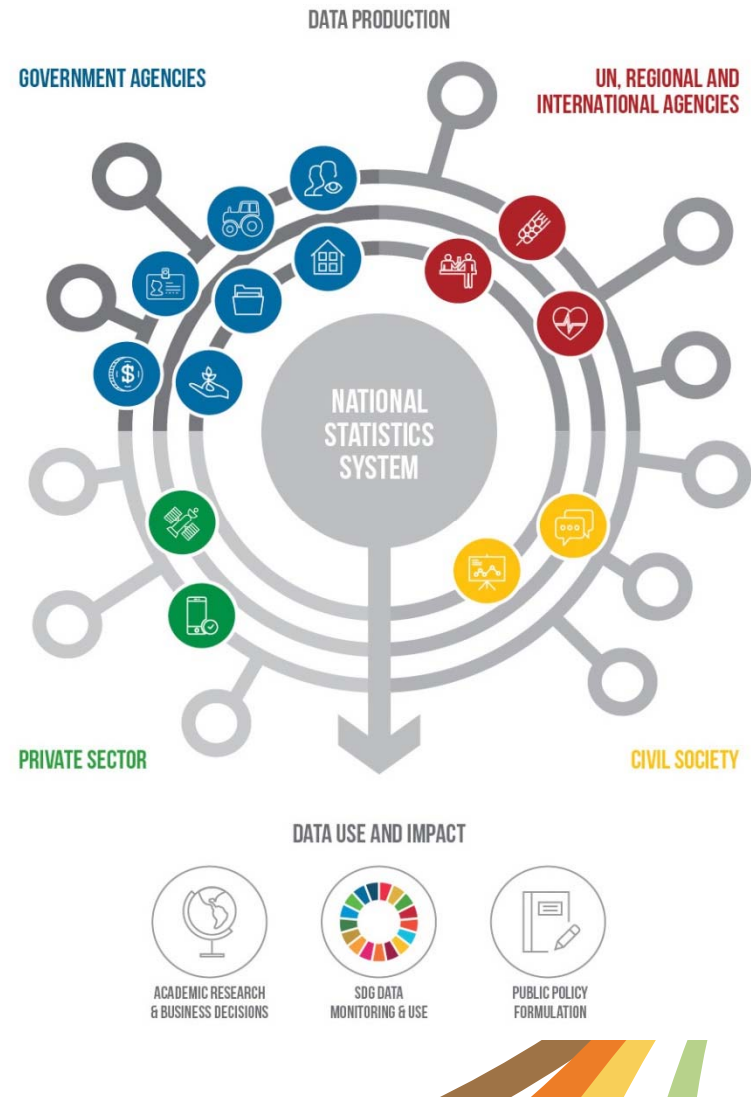
Connect statistics and PR

Issue How can Journalists better understand statistics from National Statistical Offices (NSOs) to properly report on findings?
How can NSOs better communicate on their work?

Training of trainers for NSO Communication Officers and Journalists on "Statistics & PR" w/AFRISTAT / GIZ / STATEC

e-learning + Bamako, Mali

Nov 2014

Supervised trainees conduct "Statistics & PR" national workshop with Journalists and NSOs

Bamako, Mali

Mar 2015

Cotonou, Benin

Apr 2015

Yaoundé, Cameroon

May 2015

Result
- **Press systematically reports on NSO major activities in Cameroon**
- **Operational African trainers**
- **Networks of statisticians & journalists**

Autonomous trainees

Apr 2016

Dakar, Senegal

Sep 2015

Sao Tomé & Principe

July 2016

*http:edwinmauluka.blogspot.in/2016/04/malawi-requires-food-response-president.html

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Bring Statisticians and journalists together-the benefits for both parties

- Statisticians:
  - What relationships between statisticians and journalists?
  - Communication techniques, how to write and disseminate news stories?
  - Communication techniques, how to organize a press release?

- Journalists:
  - How to read and fully utilize data
  - Exchange about how do you read and interpret of numbers
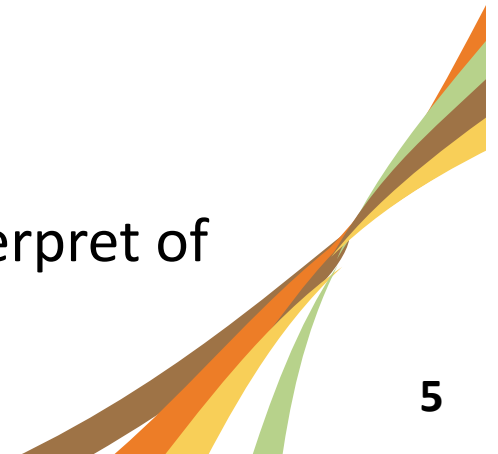
why do data comm./Vis.?

- Opening data, in Africa, is not enough

- We must make data accessible to ordinary users

- Visualizations can make the difference

- Tell a story that people can understand in the most simple way…..believe in it!!!!

- Users are also contributors- drive user adoption with minimal training…
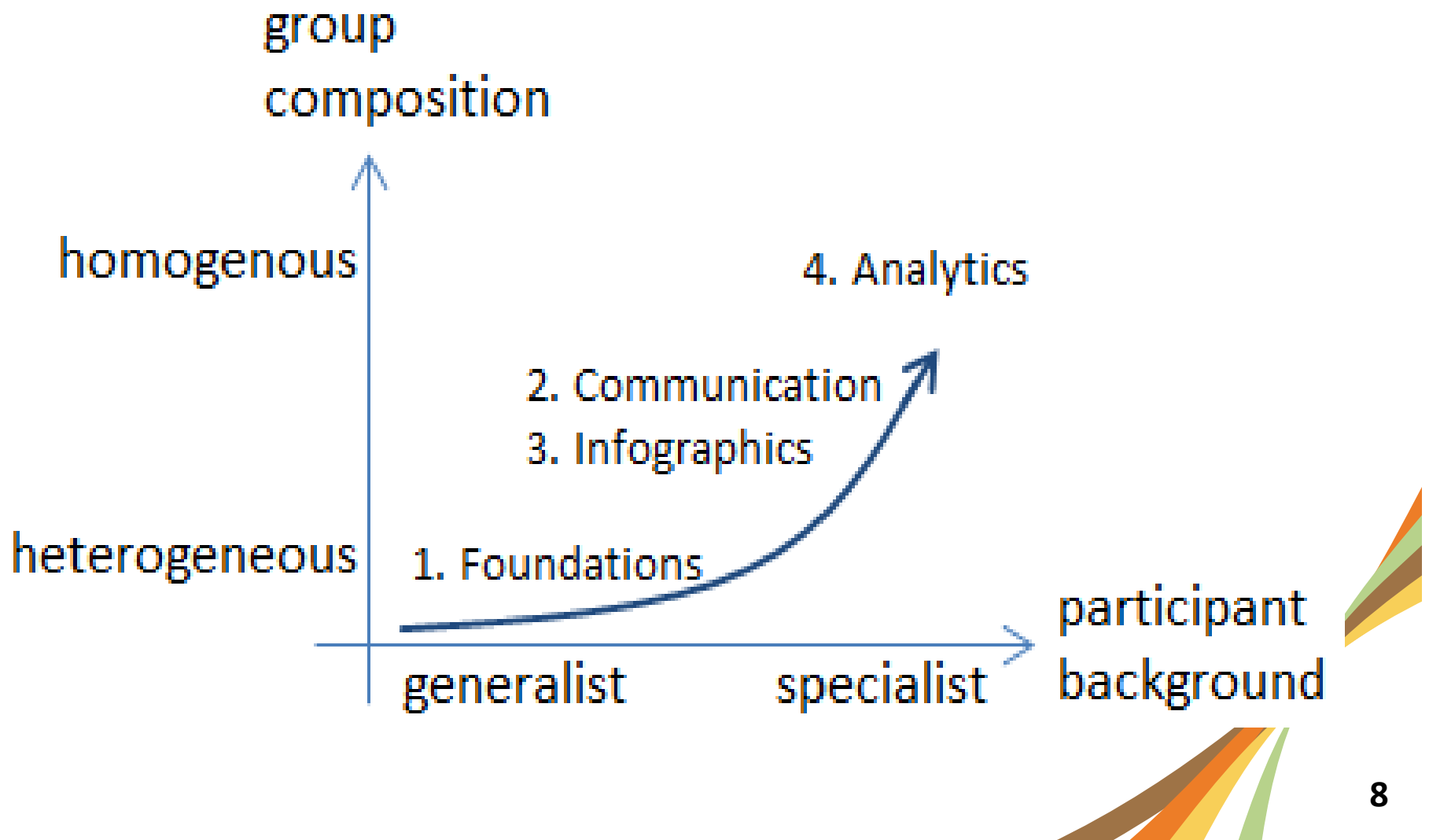
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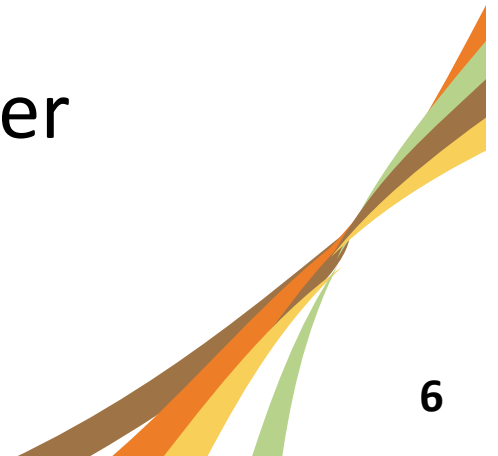
PARIS21's Data vis. and data based story telling course

- Data and knowledge in the digital age
- Telling stories from data
- Data stories and visuals – basic principles
- From data stories to a data communication environment
- The data communication workflow
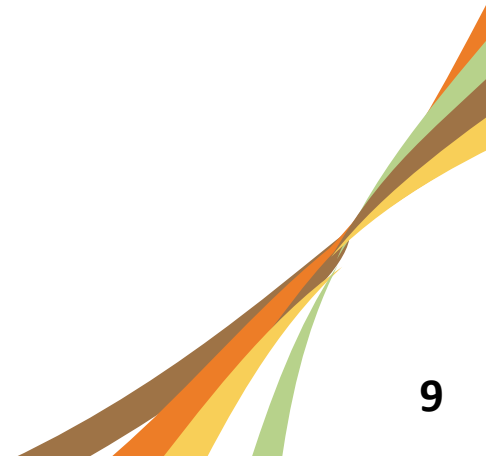- Demonstration of data viz tools
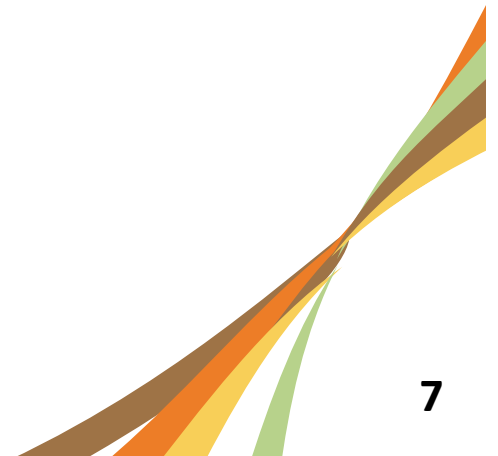
Course levels and audiences

Data vis. and data based story telling

- Telling stories from data
  - Audiences for data stories
  - Identifying data stories
  - Telling the data stories
- Data stories and visuals – basic principles
  - Basic chart types
  - Design principles for graphics
 - Combining charts and text

Data vis. and data based story telling

- From data stories to a data communication environment
  - Understanding your audience
  - Building a product portfolio
- The data communication workflow
  - Integrating data production and communication
 - Building integrated work streams
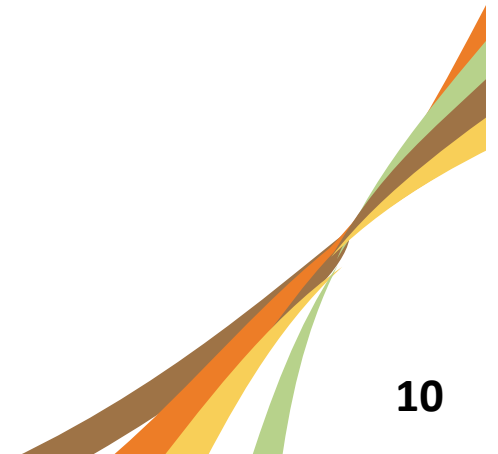
Examples of tools for data vis.

- Good examples of data visualisations on stats office websites

- Tools for data visualisation

- The R software: An open source interface to the most popular data visualisation packages
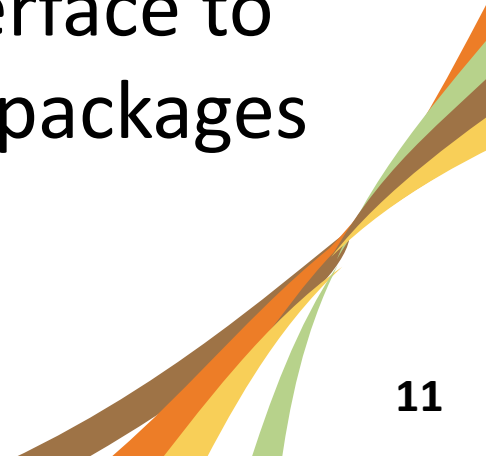
Workflow of statistical data analysis

- Setting up your project structure

- Data manipulation and preparation

- Importing your data from any format into R

- Interactive maps with package googleVis
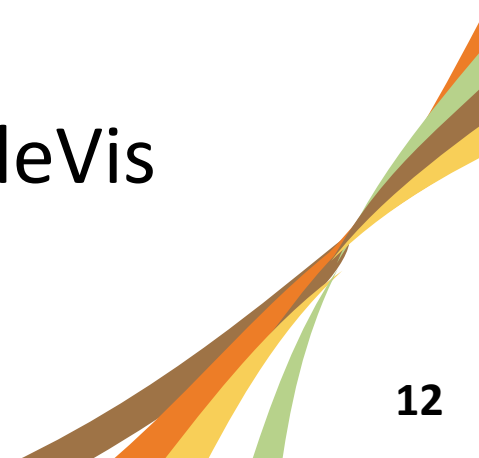
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