PARIS21
LINKING STATISTICS AND PR
A RECIPE FOR SUCCESSFUL COMMUNICATIONS
## Capacity Development 4.0

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

The data ecosystem is **expanding** 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 Apr 2016
- Networks of statisticians & journalists

**Autonomous trainees**

- Dakar, Senegal Sep 2015
- Sao Tomé & Principe July 2016

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

- Group composition
  - Homogenous
  - Heterogeneous

- Participant background
  - Generalist
  - Specialist

1. Foundations
2. Communication
3. Infographics
4. Analytics
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