**REPUBLIC OF ZAMBIA
CENTRAL STATISTICAL OFFICE**

ENGAGEMENT WITH USERS AND PROCESS OF DEVELOPING USER ENGAGEMENT STRATEGY: ZAMBIA

International Workshop on User Engagement

17-20 JUNE, 2019

AMMAN, JORDAN

Presentation Outline

- Introduction
- About CSO Zambia
- Methods of Engagement with Users
- Measuring User Satisfaction
- Process of Developing user engagement Strategy
- Way forward
- Process of developing User Engagement Strategy *in Pictures*

Introduction

- There has been increased demand for statistics emanating from National Development Plans, regional and international development initiatives (7NDP:2017-2021, Vision 2030, Agenda 2063 and SDGs).

- Zambia's first National Strategy for the Development of Statistics (2014-2018) identified the need for user engagement and included user focus as a core value.

- In 2018, the Parliament enacted a new Statistics Act no. 13 of 2018, aimed at establishing an integrated National Statistical System.

Introduction

- Among other objectives of the new Statistics Act are:

  o promotion of the use of statistical data and information at individual, institutional, national and international level; and

  o building of sustainable capacity for the production and use of statistical data and information for planning purposes.

About CSO Zambia

- Central Statistical Office (CSO) is a department under the Ministry of National Development Planning (MNDP).

- CSO is headed by a Director and is functionally divided into 4 subject matter Divisions:

  - Agriculture, Environment and Fisheries Statistics;

  - Economic and Financial Statistics;

  - Social Statistics; and

  - Information, Research and Dissemination (IRD).

About CSO Zambia-IRD Division

- Provision of data and statistical information to individuals, local institutions, regional and international organizations.

- Planning and implementing marketing and other dissemination strategies to increase information usage and statistical knowledge.

- Disseminating statistics in collaboration with other CSO Divisions, using various user engagement means.

- Coordination of SDGs Compilation and NSDS development and implementation.

Methods of Engagement with users

- Monthly press briefings to release Monthly Statistics Bulletin (average 25 media personnel engaged)

- Dissemination Seminars

- Regular user-producer meetings prior to survey and census undertaking

- Training staff in line ministries on the use of statistics

- Data sharing on recent releases of data through reports and newsletters

Methods of Engagement with users

- Media Workshops (e.g. on statistical methodologies, results).
- Statistical awareness activities during African Statistics Week/Day, Zambia International Trade Fair, etc.
  - Data visualization and school quizzes
  - Panel Discussions
  - Interviews (English and local languages)
- CSO website: www.zamstats.gov.zm
- CSO Library
- Memorandum of Understanding (MoUs)
- Interaction with walk-in users

Measuring User satisfaction

- Feedback from users:

  - Walk-in users
  - User satisfaction survey (web link)
  - Dissemination Seminars
  - Public views (newspapers, phone in radio shows)

- Monthly user assessment report reviews

Process for developing User Engagement Strategy

Brief background

- Zambia, among countries being assisted through the United Nations Statistics Division (UNSD)-Department for International Development (DFID) Project, on SDGs Monitoring.

- Among the objectives of the project is to:

  o work with members of the NSS in improving collaboration and data exchange across agencies; and

  o help develop user engagement strategies.

The Process: Step 1-user engagement

- With support from a UNSD mission, CSO initiated the process in April 2019

- Organised a four-days stakeholder meeting on user engagement regarding SDGs monitoring and draft user engagement strategy

- Three important user groups invited to the meeting:
  - o GRP 1: Staff of CSO and other SDG data producers from the national statistical system
  - o GRP 2: Policy level users of SDGs
  - o GRP 3: Journalists, national and international NGOs, academia, private sector

The Process: Step 1-user engagement

- GRP 1 attended the full meeting (4 days)

  - Work centred on identifying users and some of the tools to meeting users' data needs, mainly through round **table discussions** and **plenary**

- GRP 2 and GRP 3 joined in the meeting on at scheduled times on specific days

  - Users from policy group were engaged through **focus group discussions**.

  - Journalists, national and international NGOs, academia and private sector were engaged through a **round table discussion** on SDG data user needs.

The Process: Step 2-Drafting of strategy

- Drafting the strategy, commenced with compiling information gathered from the various engagements during the meeting.

- Most of the input was generated in **group assignments** which were validated through **plenary** .

- Draft Strategy was further developed through literature review (policy documents- 7th National Development Plan, Statistical law, NSDS)

Format of Draft User Engagement Strategy

- Introduction and Rationale

- SWOT Analysis

- Vision

- Core Values

- Strategic Objectives

- Users and Uses

- Annex: Implementation Plan and Cost

The Process: Step 3-Drafting of strategy

- Draft Strategy was presented to Senior management for their buy-in and input

- Circulated to Stakeholders who were part of the workshop for their input

- Further work is on-going, to be completed after the Regional Meeting in Jordan.

Experiences from the process of developing the user strategy

- Users are eager to learn and interact with NSO

- Producers benefited from the views of users

- Process helped think through and categorise ALL users, as well as the MEANS of engaging them

- Process is consultative

Experiences from the process of developing the user strategy

- Process is timely in a number of ways, CSO has for a long time planned to have a strategy

- Development of second generation national strategy for the development of statistics (NSDS2)
  - NSDS2 is sector inclusive and involves lots of user engagement

- SDGs Baseline compilation and reporting

- Enhances our routine ways of engaging users

Way forward

- Include SWOT analysis

- Develop implementation plan and Costing

- Getting the strategy approved
  - Submit to Director and CSO management for endorsement
  - Approval: Co-signing Foreword/Acknowledgement by Permanent Secretary-MNDP (DP, Admin) and Director-CSO

Way forward

- Printing, Dissemination and Communication
  - Launch through breakfast meeting for stakeholders, website, Monthly Bulletin
  - Present to Senior Management Meeting in the Ministry (MNDP) for awareness and support;
  - Engage Cooperating Partners for resource mobilisation (Meetings, CPG)

- Implementation

- Conduct periodic reviews of strategy for effectiveness

Process of developing User Engagement Strategy in Pictures

https://www.zamstats.gov.zm/

THANK YOU FOR LISTENING

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