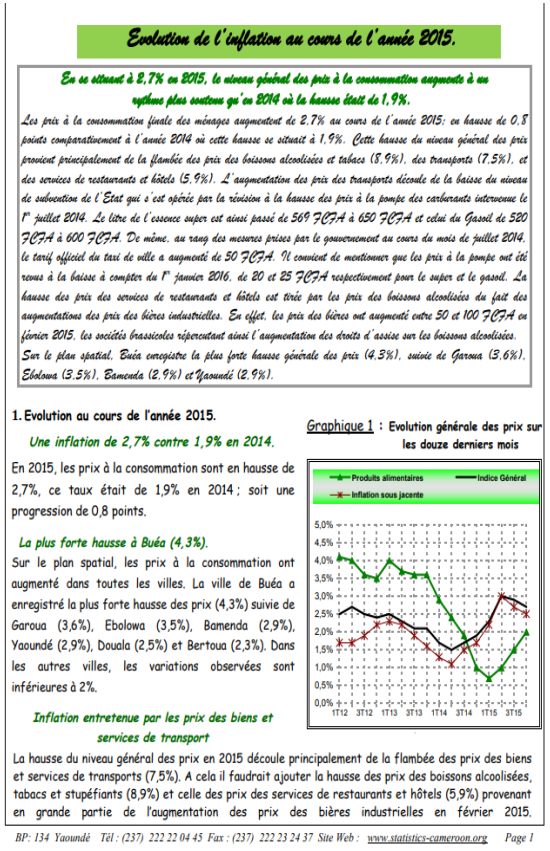
UNSD-DFID PROJECT ON MONITORING THE SDGS

Tools and methods to produce and disseminate materials that users demand

Q. Why do we collect data and statistics?

Introduction: example of interpretation of inflation by media



Evolution de l'inflation au cours de l'année 2015.

En se situant à 2,7% en 2015, le niveau général des prix à la consommation augmente à un rythme plus soutenu qu'en 2014 où la hausse était de 1,9%.

Les prix à la consommation finale des ménages augmentent de 2,7% au cours de l'année 2015: en hausse de 0,8 points comparativement à l'année 2014 où cette hausse se situait à 1,9%. Cette hausse du niveau général des prix provient principalement de la flambée des prix des boissons alcoolisées et tabacs (8,9%), des transports (7,5%), et des services de restaurants et hôtels (5,9%). L'augmentation des prix des transports découle de la baisse du niveau de subvention de l'Etat qui s'est opérée par la révision à la hausse des prix à la pompe des carburants intervenue le 1er juillet 2014. Le litre de l'essence super est ainsi passé de 569 FCFA à 650 FCFA et celui du Gasoil de 520 FCFA à 600 FCFA. De même, au rang des mesures prises par le gouvernement au cours du mois de juillet 2014, le tarif officiel du taxi de ville a augmenté de 50 FCFA. Il convient de mentionner que les prix à la pompe ont été revus à la baisse à compter du 1er janvier 2016, de 20 et 25 FCFA respectivement pour le super et le gasoil. La hausse des prix des services de restaurants et hôtels est tirée par les prix des boissons alcoolisées du fait des augmentations des prix des bières industrielles. En effet, les prix des bières ont augmenté entre 50 et 100 FCFA en février 2015, les sociétés brassicoles répercutant ainsi l'augmentation des droits d'accise sur les boissons alcoolisées.

Sur le plan spatial, Buéa enregistre la plus forte hausse générale des prix (4,3%), suivie de Garoua (3,6%), Ebolowa (3,5%), Bamenda (2,9%) et Yaoundé (2,9%).

1. Evolution au cours de l'année 2015.

Une inflation de 2,7% contre 1,9% en 2014.

En 2015, les prix à la consommation sont en hausse de 2,7%, ce taux était de 1,9% en 2014 ; soit une progression de 0,8 points.

Graphique 1 : Evolution générale des prix sur les douze derniers mois

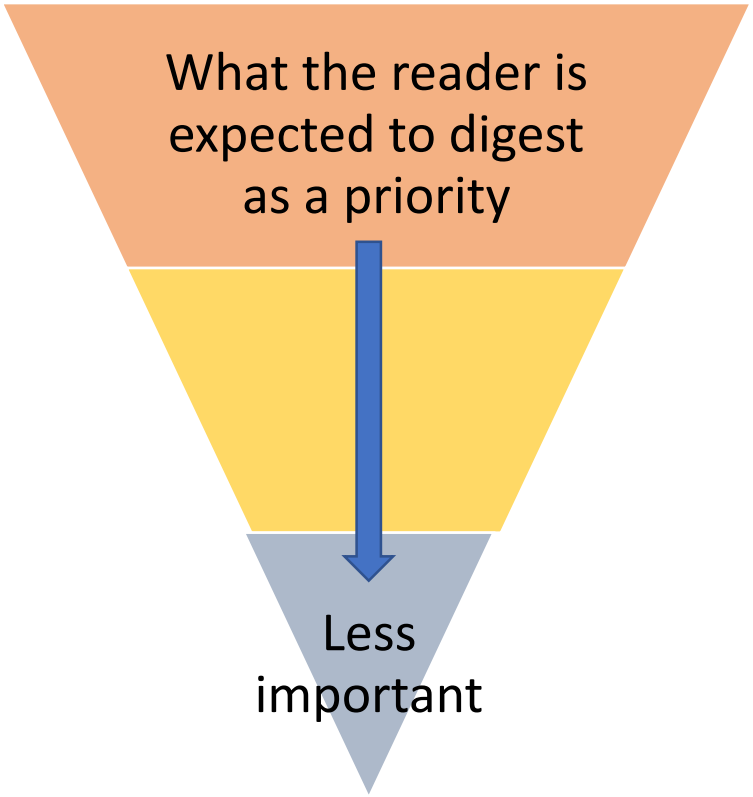
La plus forte hausse à Buéa (4,3%).

Sur le plan spatial, les prix à la consommation ont augmenté dans toutes les villes. La ville de Buéa a enregistré la plus forte hausse des prix (4,3%) suivie de Garoua (3,6%), Ebolowa (3,5%), Bamenda (2,9%), Yaoundé (2,9%), Douala (2,5%) et Bertoua (2,3%). Dans les autres villes, les variations observées sont inférieures à 2%.

Inflation entretenue par les prix des biens et services de transport

La hausse du niveau général des prix en 2015 découle principalement de la flambée des prix des biens et services de transports (7,5%). A cela il faudrait ajouter la hausse des prix des boissons alcoolisées, tabacs et stupéfiants (8,9%) et celle des prix des services de restaurants et hôtels (5,9%) provenant en grande partie de l'augmentation des prix des bières industrielles en février 2015.

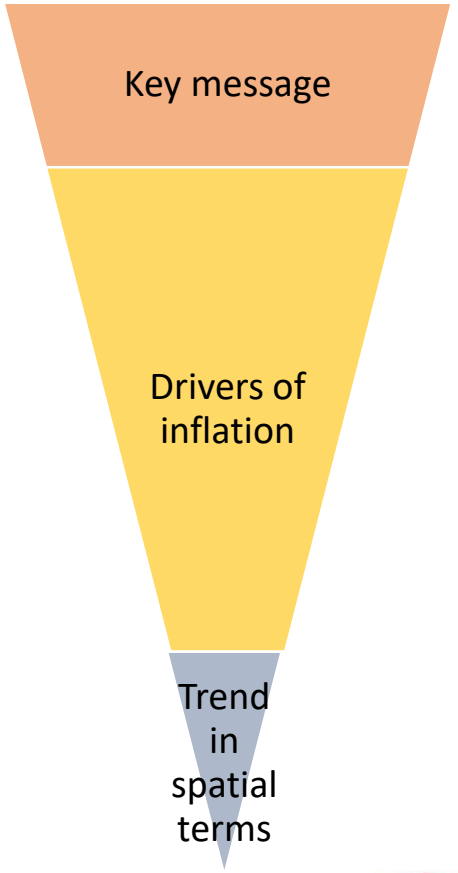
Annual report on inflation



Report drawn up in line with the inverse pyramidal structure

NSO publication on yearly inflation in 2015

1. At 2.7% in 2015, the general level of consumer prices is rising at a faster pace than in 2014 when the increase was 1.9%.
2. The final-consumer prices for households increased by 2.7 per cent in 2015; an increase of 0.8 percentage points compared with the year 2014 when the rate of increase had been 1.9 per cent.
3. This upward trend in price levels was largely owing to the upsurge of prices of alcoholic drinks and tobacco (8.9 per cent), transport (7.5 per cent), and services at hotels and restaurants (5.9 per cent). […]
4. In geographical terms, Buea recorded the highest price increases over-all (4.3 per cent), followed by Garoua (3.6 per cent), Ebolowa (3.5 per cent), Bamenda (2.9 per cent) and Yaounde (2.9 per cent).



Media's interpretation

Newspaper headlines:

1. The rankings: Most expensive urban areas in the country
2. With an inflation rate of 4.3 percent, Buea is ahead of Garoua and Ebolowa.
3. Cost of living: Buea is the most expensive town
4. Bafoussam and Ngaoundere are at the bottom of the pile.
5. Rankings: Buea tops the list of the most expensive urban areas in 2015
6. According to a study carried out by the National Institute of Statistics, Buea is considered to be most expensive town in 2015.
7. Cost of living: Buea is the most expensive town
8. A rating by the National Institute of Statistics has positioned Buea as the most expensive urban area. Bafoussam and Ngaoundere are a distant second

Reality vs Newspaper headlines

- From (NSO): **Buea recorded the highest price increases over-all** (4.3 per cent), followed by Garoua (3.6 per cent), Ebolowa (3.5 per cent), Bamenda (2.9 per cent) and Yaounde (2.9 per cent)

- To (Media): **Buea is the most expensive city in the country**

➔Misinterpretation of data and analysis provided by NSO.

Why?

What does it mean?

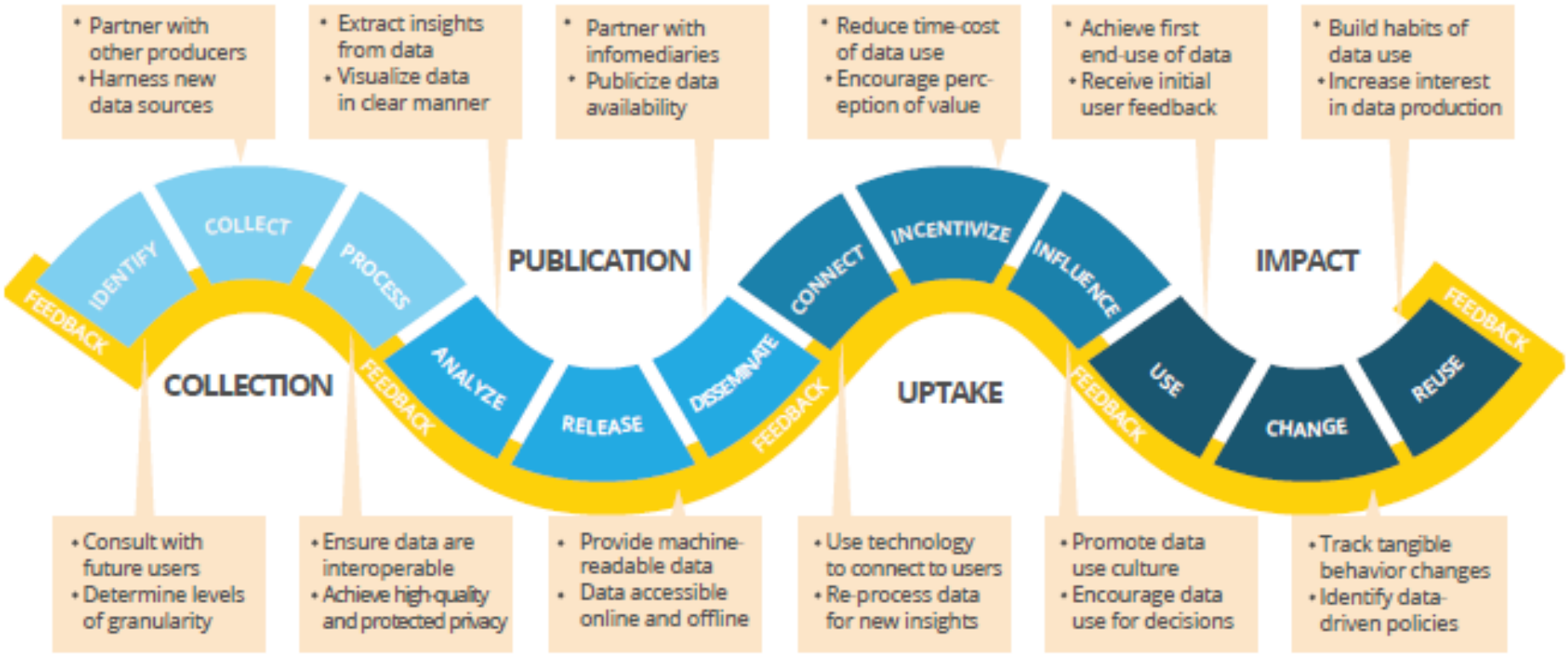
What does it mean?

- Obvious to remind the journalists that they should well understand data before commenting them
- Journalists are interested by spatial comparisons and want to know the more or less expensive cities urban areas (which is feasible)
- NSO focuses only on the level of inflation (for policy purpose)
- The less important information for NSO becomes the key message for media

➔ *What we think is not necessary what the users want!*

➔ *Need to strengthen links with users*

DATA VALUE CHAIN



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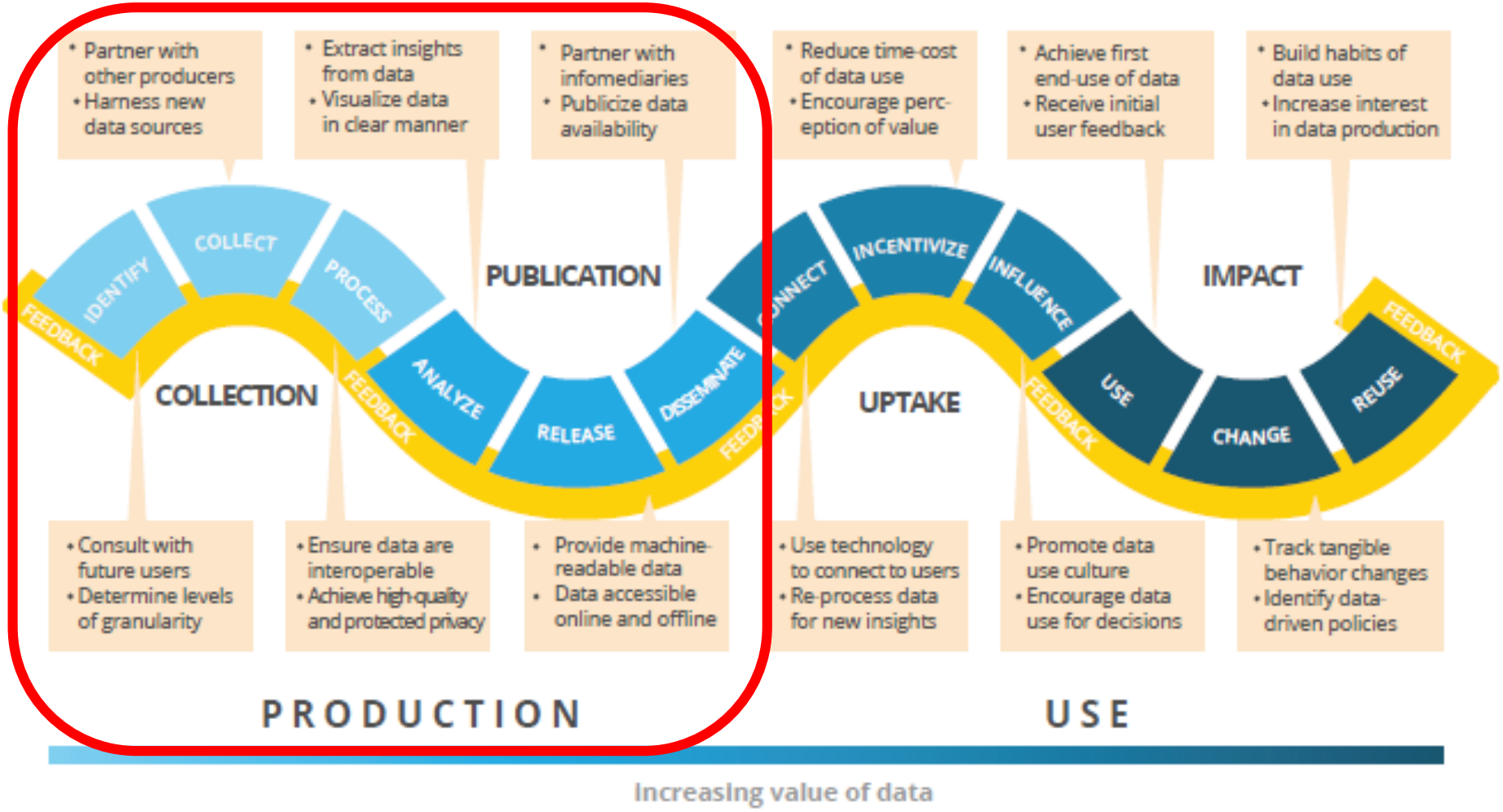
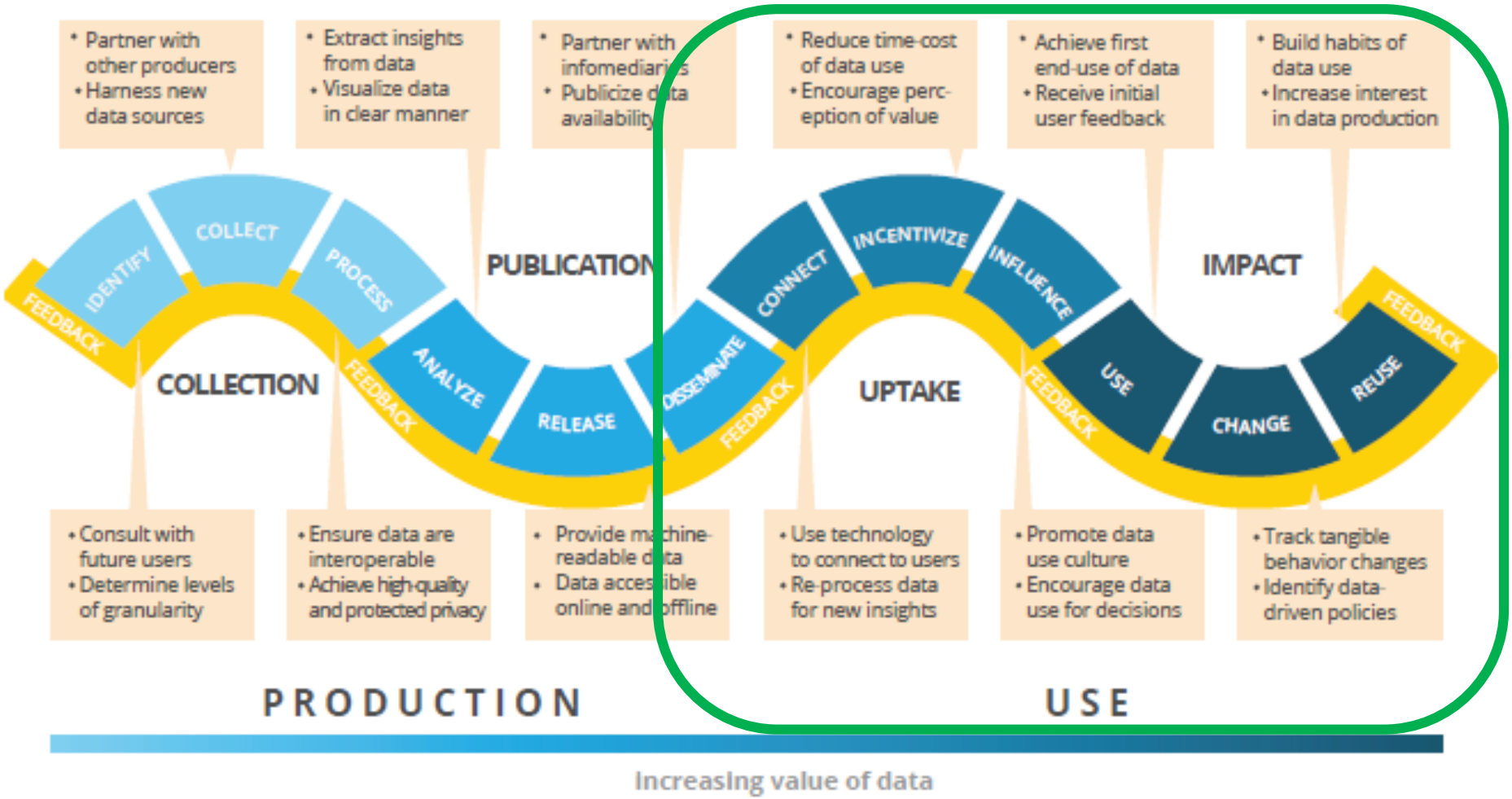


Past focus on collection and production

DATA VALUE CHAIN



Need to also address dissemination, uptake and use of data

Challenges for statistical production and use are different but related…

Barriers for production: lack of financial, human and technological resources; low data literacy; lack of trust between users and producers; lack of country ownership; lack of government desire for transparency

Barriers for use: low political support; lack of data relevance to decisions; low data literacy; poor quality; lack of trust in data; no rewards or results from data use; corruption; data silos; lack of partnerships

1. Publication and dissemination of statistics

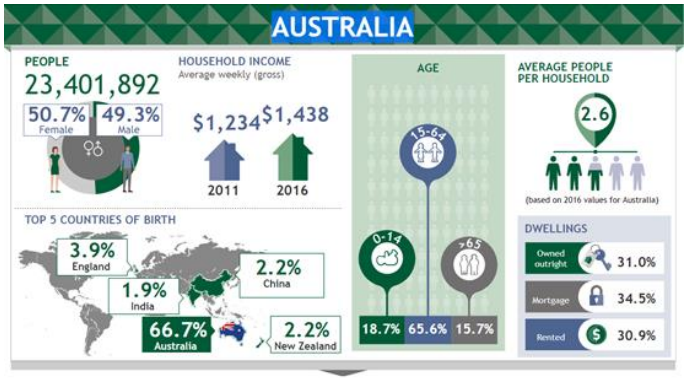
Involves:

- **Analysing / interpreting** data to extract insights
- **Publishing or releasing** data with appropriate documentation
- **Disseminating** the data to prospective users

Effective user engagement is dependent on accessible, relevant and broadly disseminated outputs

Examples of dissemination – format, publications, products

- Summary tables, data cubes, record unit data (Excel, CSV, CD-ROM, pdf etc.) – formats should encourage analysis and re-use
- ‘Main findings’ documents – summary of key findings from a statistical publication or release
- Metadata and quality statements
- Statistical yearbooks, monthly reviews, periodicals, pocketbooks, trends, etc.
- Supporting static charts and tables
- Interactive charts and maps
- Infographics or ‘data in pictures’



Examples of dissemination – access channels

Dissemination – Channels for access to data

- Most popular: NSO official websites
- Increasing use of open data portals – user-friendly interface (front-end) linked to statistical databases (back-end)
- Query tools – table builders
- Interactive – dynamic charts, maps etc.
- **Can also be used to collect information on users and their needs** – Google analytics, web metrics, online feedback, complaints, consultations etc.

Open data portal or reporting platform (e.g. for SDGs)

- Requires: clear institutional arrangements and management; fit for purpose; sustainable; interoperability and statistical standards

Examples – reporting platforms

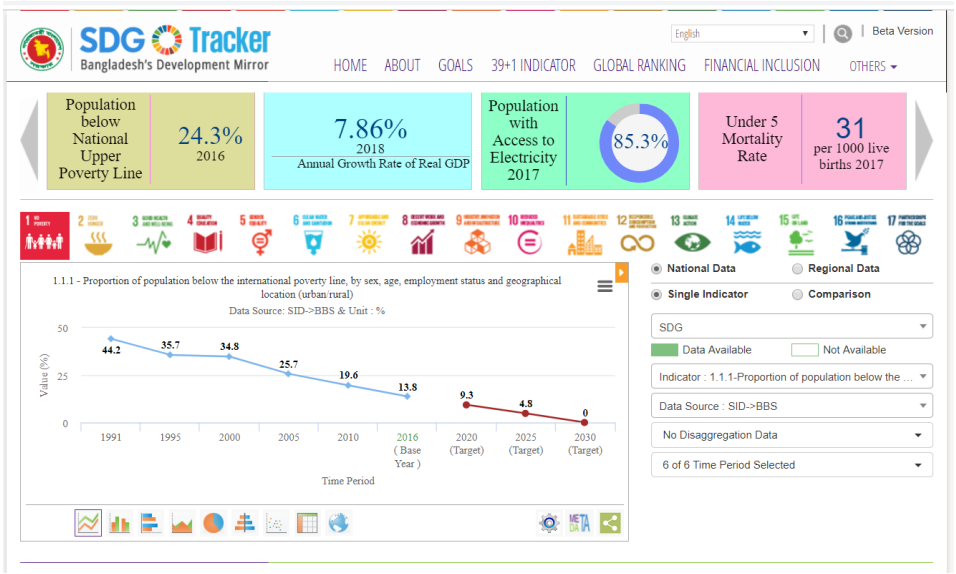
In the context of SDGs, many countries have developed reporting platforms:

Mongolia – SDG Data Portal
Philippines – SDG Baseline Data Portal
India – SDG Index Portal
Sri Lanka – SDG portal
Turkey – Sustainable Development Indicators Portal
Uzbekistan – SDG Indicators portal
Armenia – SDG Indicators portal
Russian Federation – SDG Indicators Portal
Australia – SDG Data Portal

Example – Bangladesh SDG Tracker

Two major components:

- **SDG Portal** enables all stakeholders to track year on year progress against each target and to create customized visualizations

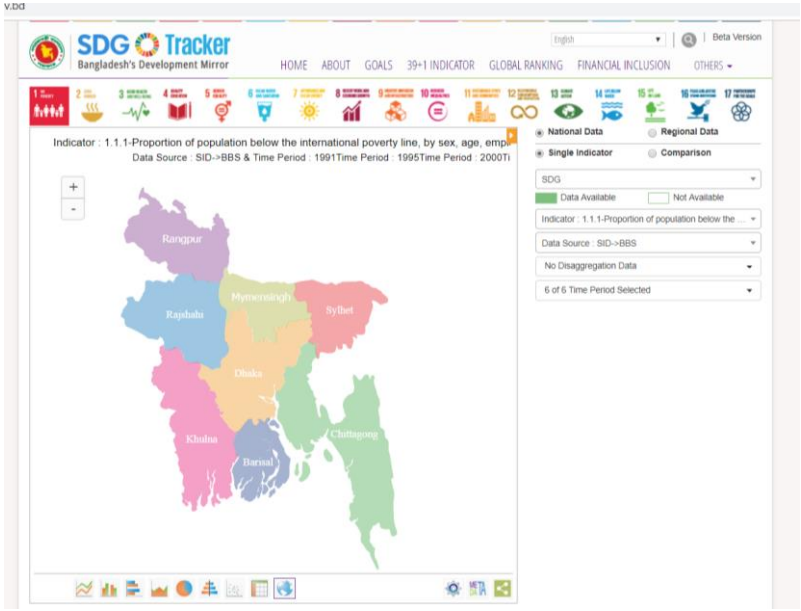


- **SDG Dashboards:** facilitate individual Ministries/Departments to consolidate available data for each SDG and compare it visually against performance thresholds. The resulting dashboards highlight areas where a Ministry needs to make the greatest progress towards achieving the Goals by 2030.

Example – Bangladesh SDG Tracker

SDG Tracker serves 5 functions:

- ✓ **Data repository** for monitoring the implementation of the SDGs and other national development goals
- ✓ Facilitates the **tracking of progress** against each goal and target through multiple visualization schemes
- ✓ Improves situation analysis and **performance monitoring**
- ✓ Fosters an environment of healthy **competition** among various organizations in terms of achieving the SDGs
- ✓ Enables **predictive analysis** for achieving the goals within the set time-frame



2. Uptake of statistics

Involves:

- ✓ Communication & connecting users to data
- ✓ Incentivizing users to incorporate data into the decision-making process
- ✓ Influencing users to value data

Connecting users

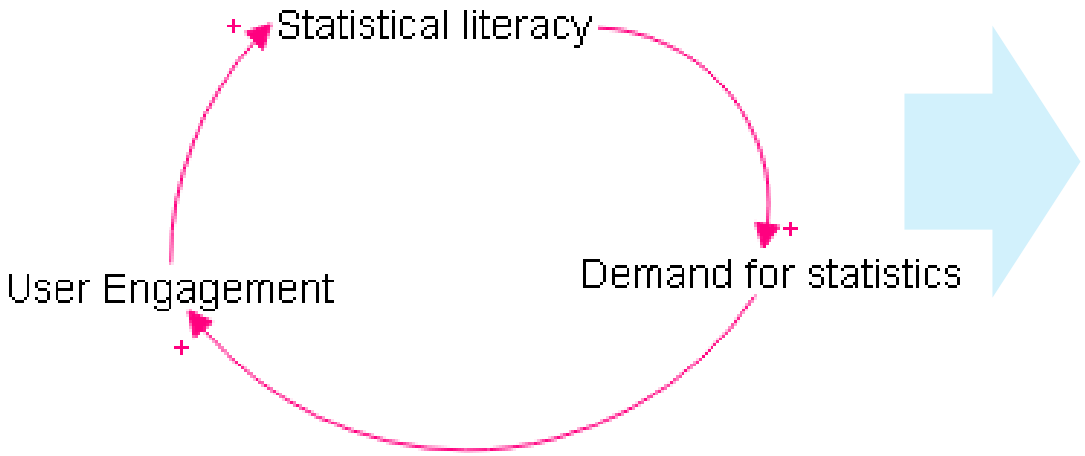
- Website announcements, newsletters, mailing lists
- Press releases and news articles
- Video clips
- Digital tools and Social media channels
- Trainings, seminars or other events
- Improving user experience offered by websites/data portals

Incentivizing and Influencing

- Training in **statistical literacy and use of data**
- Requiring inclusion of data/indicators in government plans/decisions
- Evidence-based decisions and results-based planning
- Data advocates and champions
- Accountability and scrutiny of expenditure and decisions

Statistical literacy – demand-driven statistics

- User engagement is a two-way process - statisticians need to understand user needs… and users need to understand statistics
- Statistical literacy creates a positive feedback loop, driving demand in data
- Trust in the quality of data is a crucial pre-requisite to incentivize users of data – creating ‘brand recognition’



- Trust in quality of data
- Brand recognition
- Increased funding and resources for official statistics

Statistical literacy – demand-driven statistics

NSOs have an important role in building statistical literacy in users to:

- **Discover data** – finding sources of statistical information to help understand the issue being studied
- **Analyse and interpret** – using appropriate statistical techniques to find key messages in the data
- **Communicate** – presenting key messages from the data in a clear and accurate manner
- **Apply** – using statistical information in decision-making

3. Impact of statistics

Involves:

- ✓Using the data to understand a problem, evaluate progress, or make a decision
- ✓Changing the outcome of a project or improving a situation – link to M&E framework
- ✓Reusing data and sharing them freely

Overall aim: To increase the use of data and evidence to improve peoples' lives

Discussion…

Current situation in many countries is that data and statistics receive inadequate funding…

- ✓ Examples of cases where data has had a positive impact are a means for advocating for data to be a higher priority in government budget allocations or donor funding

Discussion:

- What are some examples from your country where data has informed better decisions that improved peoples' lives?

Thank you!

Questions or inquiries?
Contact us at unsd-dfid@un.org