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# User engagement during the COVID-19 pandemic

## Webinar for UNSD-DFID countries

July 6<sup>th</sup>, 2020

# 1. Introduction

This webinar is part of the **series of webinars** and workshops of the UNSD-DFID project on SDG Monitoring which now also covers COVID-19 data response. Earlier webinars can be found on our project website: <https://unstats.un.org/capacity-development/UNSD-DFID/meetings/>

**User engagement** is a wide topic and this will only cover certain aspects of it, those that we believe are particularly relevant in the COVID-19 context.

**How can the statistical community respond to needs** for timely and accurate data which help inform decision making around COVID-19, **what are the needs** and why is it important to be active?



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# 1. Agenda

- Why is it important that we as statistical community actively contribute to making quality data available for decision making around COVID-19?
- What data are useful from a user's perspective, and how can the NSO meet the needs?
- Means of engagement
- Country experiences
- Presentation of COVID-19 datahubs
- Discussion, conclusions and next steps



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## UNSD-DFID project team

- Ms. Vibeke O Nielsen
- Mr. Luis Gonzalez Morales
- Mr. Richard Tonkin
- Ms. Elena De Jesus
- Mr. Daniel Eshetie
- Mr. Matthew Kakande
- Ms. Faryal Ahmed
- Mr. HP Chung
- Mr. Jaspreet Doung

All dedicated to  
user engagement!



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## Sli.do

**Sli.do** will be used for:

1. Q & As – you can ask, view and “like” questions
2. Polls
3. Feedback

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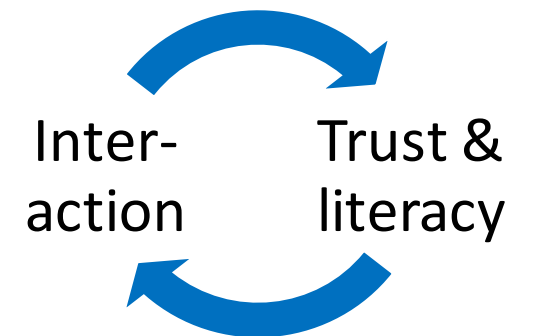
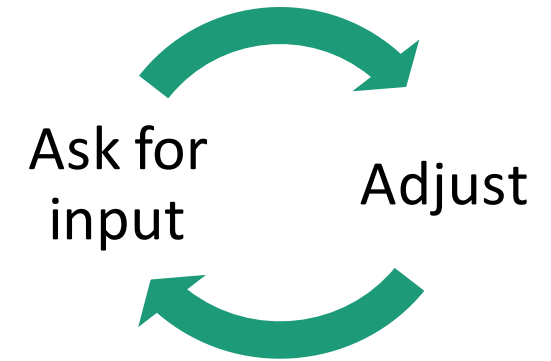
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## What is user engagement in this context?

- Statistics community has traditionally focused on dissemination
- Increased realization that there needs to be two-way communication and a **'feedback loop'**
  
- The **trust** in the statistics community varies substantially from country to country
- The **statistical literacy** level also varies – the statistics community may therefore play a role in helping users understand their needs, particularly when it comes to *assessing data critically and understanding quality considerations*



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## What does the project cover on user engagement?

- User engagement strategies
- User engagement workshops
  - Who are the users and their needs?
  - Means of engagement
  - User-friendly dissemination of data
  - Statistical literacy



Workshop materials available here: <https://unstats.un.org/capacity-development/meetings/UNSD-DFID-User-Engagement/>



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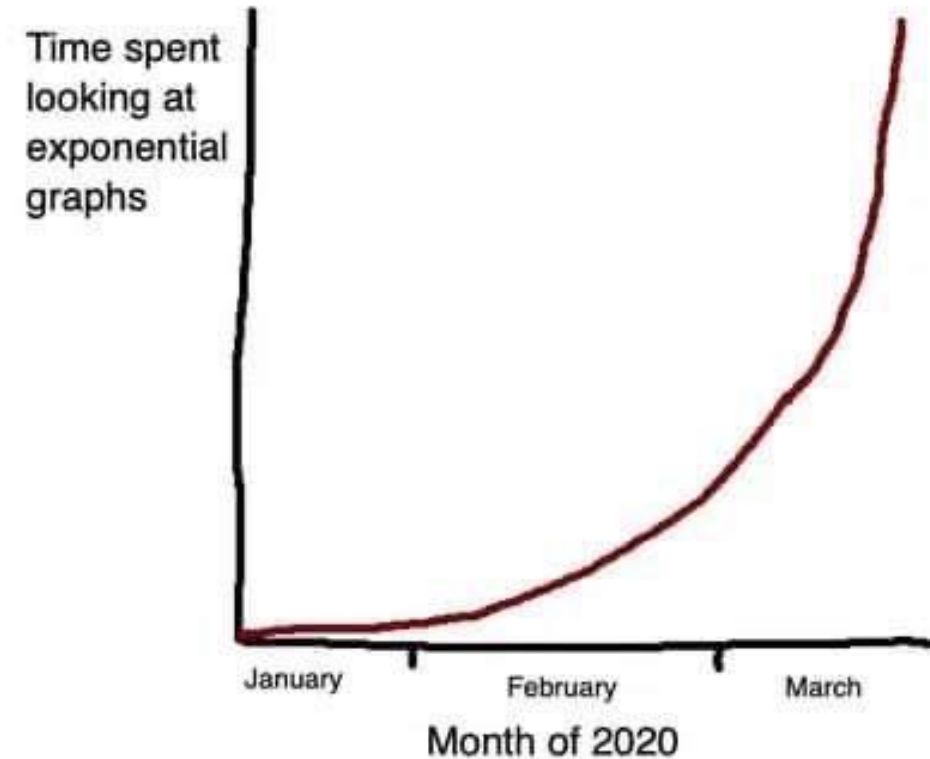
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## 2. Why should the statistical community take an active role in providing quality data around COVID-19?

- COVID-19 has led to huge demand for data and statistics
  - Many (potential) users aren't aware of varying quality of alternative sources
  - Big role for National Statistical Office (NSO) to engage with users as a provider of trusted information



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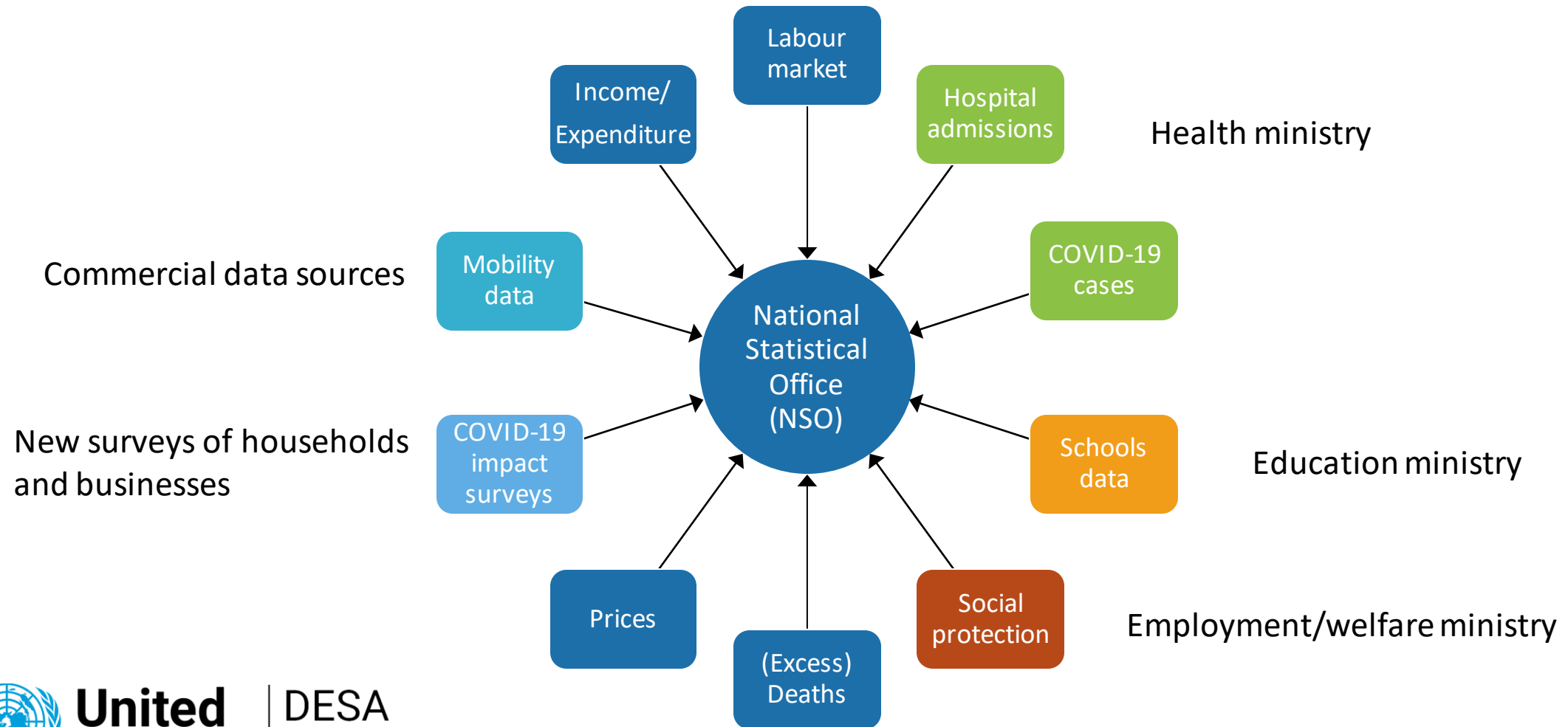
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## 2. NSO can play a key role in coordinating and curating data from multiple sources to provide a comprehensive picture of COVID-19 impacts



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## 2. Need to balance multiple dimensions of quality



- Relevance
- Accuracy & Reliability
- Timeliness and Punctuality
- Accessibility & Clarity
- Coherence & Comparability



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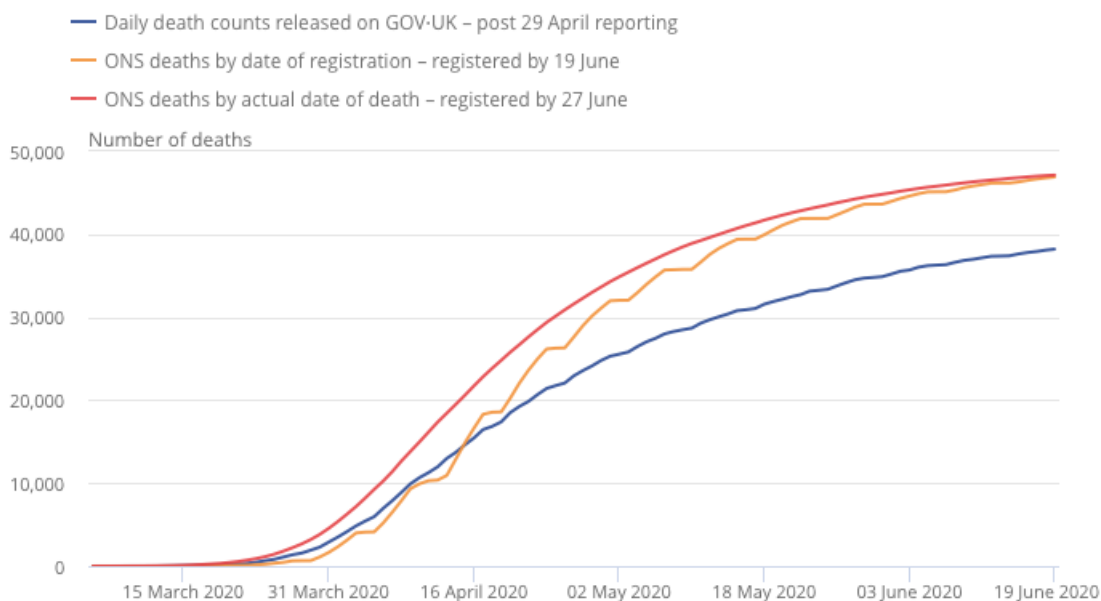
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## 2. Timeliness vs. Accuracy

- e.g. COVID-19 deaths data

**Figure 1: The cumulative number of deaths involving COVID-19 in England using different data sources, up to 19 June 2020**



The DHSC release daily updates on [GOV.UK](https://www.gov.uk) counting the total number of deaths reported to them among patients who had tested positive for COVID-19, regardless of place of death.

The figures published on GOV.UK are valuable because they are available very quickly and give an indication of what is happening day by day. Their definition is also clear, so the limitations of the data can be understood. But they do not include all deaths involving COVID-19, such as those where no test result was available.

Numbers produced by the ONS take longer to prepare because they have to be certified by a doctor, registered and processed. But once ready, they are the most accurate and complete information.



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## 2. Communicating quality of COVID-19 statistics

Provide concise, clear quality information directly alongside figures



The Business Impact of COVID-19 Survey (BICS) is voluntary and currently unweighted, so it may only reflect the characteristics of those who responded. Online price change analysis is experimental and should not be compared with our regular consumer price statistics. Results presented are experimental.

Label outputs as experimental if appropriate

**experimental**

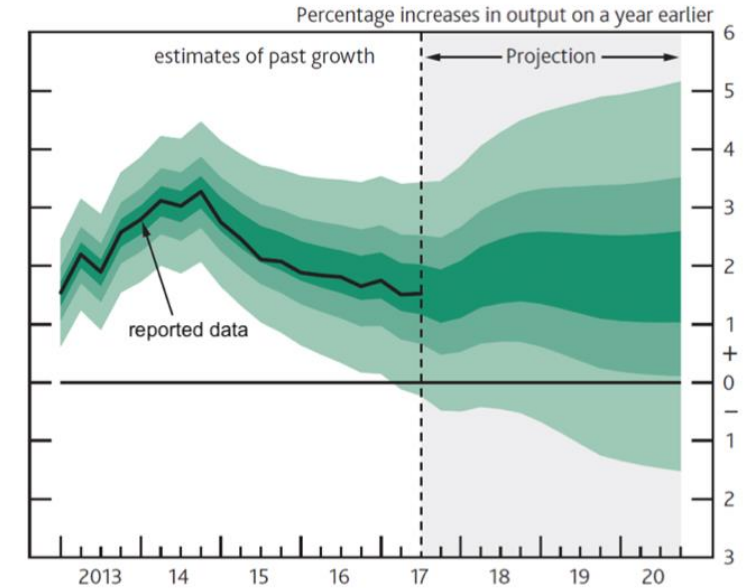


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Communicate quality and uncertainty in data visualisations



Helpful Statistician  
@stat5\_help

@stats\_user216 These are new experimental figures based on admin data, which give us very timely estimates. However, due to different definitions they're not directly comparable with previous surveys

3:45 PM · Jun 23, 2020

8 Retweets 34 Likes



Engage with users directly on social media



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### 3. Role play:

What data are useful from a user's perspective, and how can the statistics office meet the needs?



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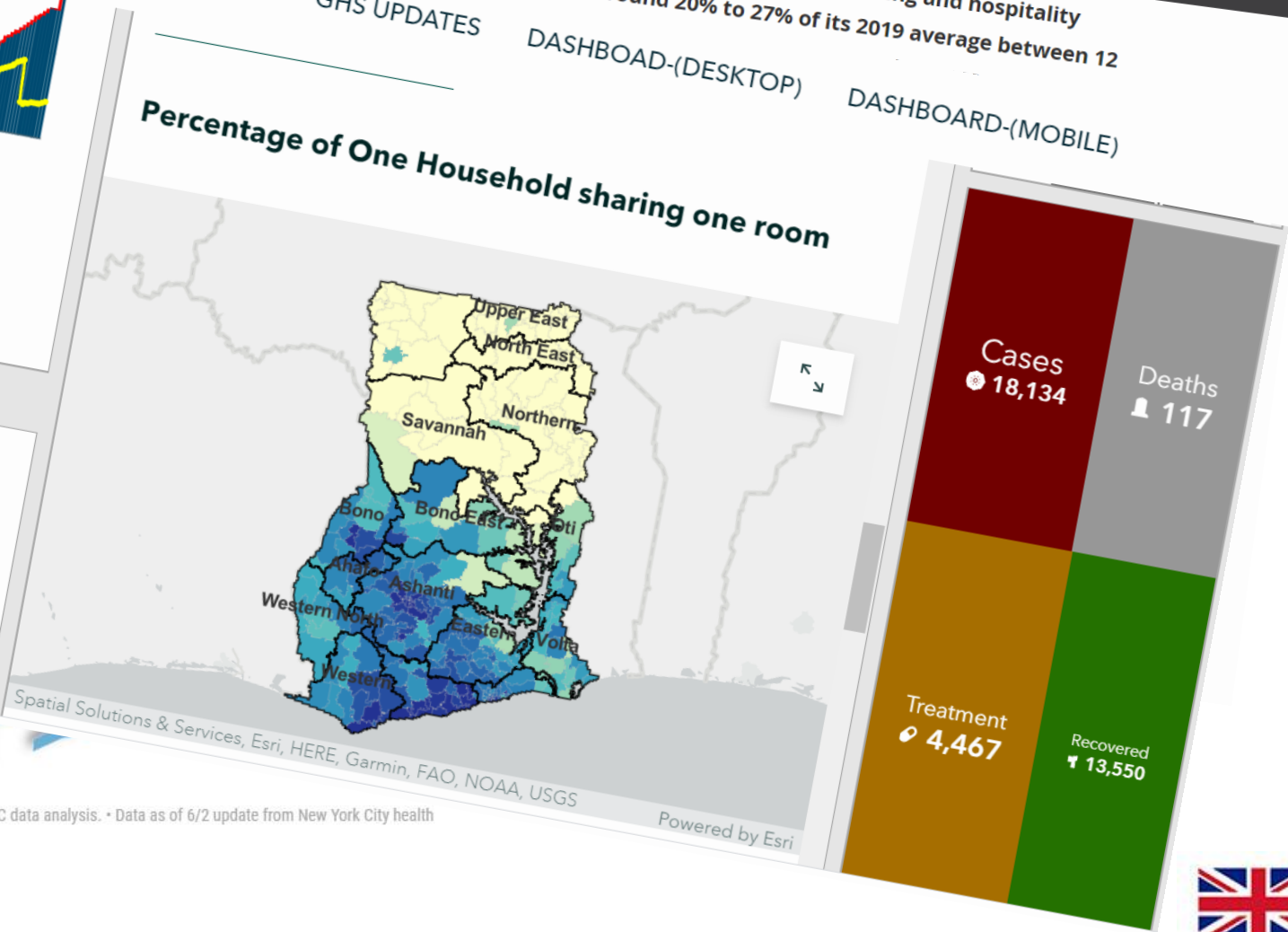




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4. Online job adverts

Figure 4: The volume of job adverts in catering and hospitality increased from around 20% to 27% of its 2019 average between 12



### 3. Potential questions to users to determine their data needs

- When looking for data on the COVID-19 pandemic, **which thematic domains** are you interested in?
- Are there specific **combinations of data or disaggregations** that would be particularly helpful?
- Where do **you usually go to find** COVID-19 data?
- What would be your **preferred format for the presentation of the data/statistics?** (microdata/summary tables/infographics/policy briefs etc)
- Is there any **data** that would help you in your decision making that **you currently cannot find?**
- Would you be **interested in collaborating with the statistics office** to facilitate the collection of new data on COVID-19 impacts?



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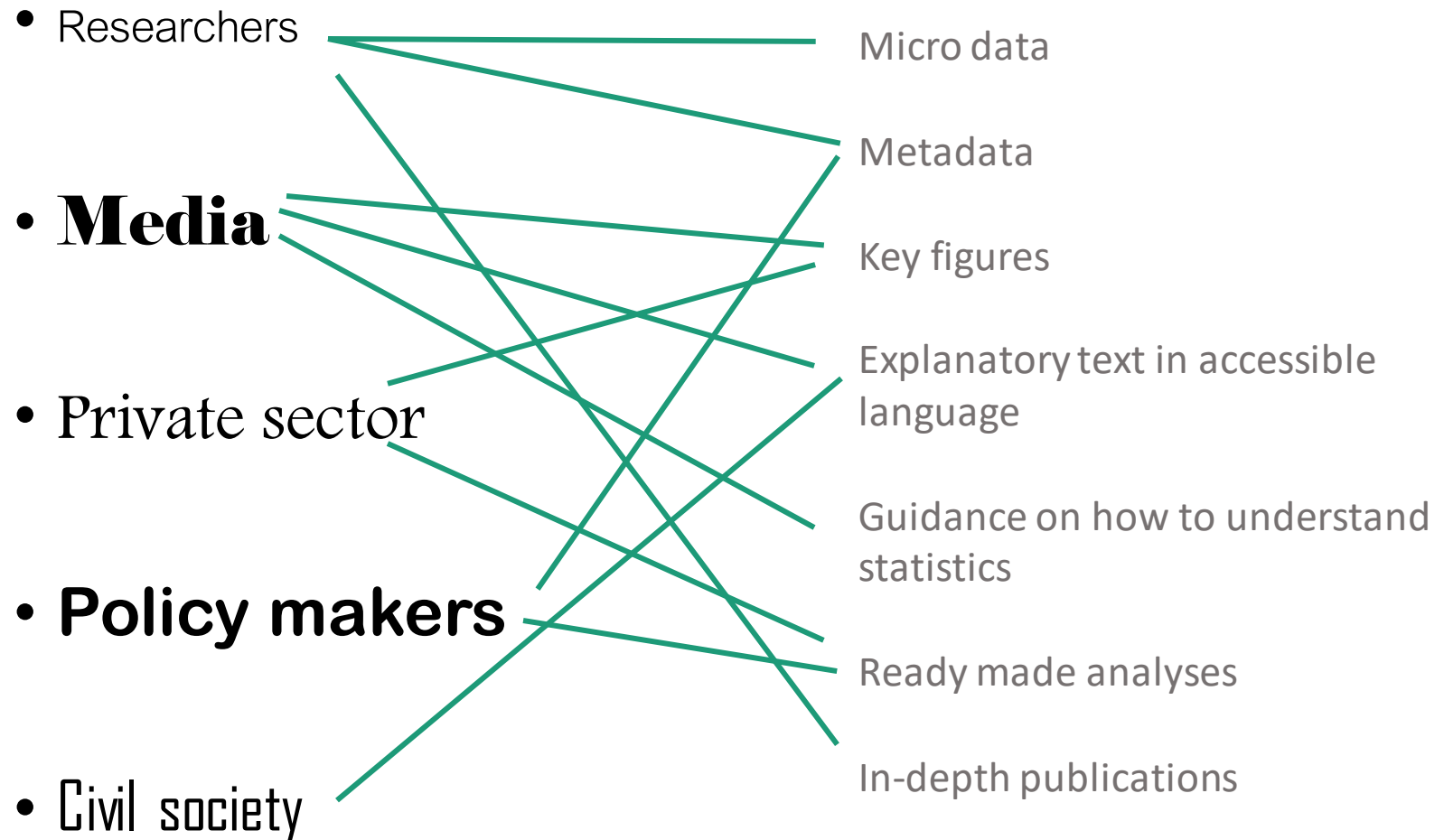
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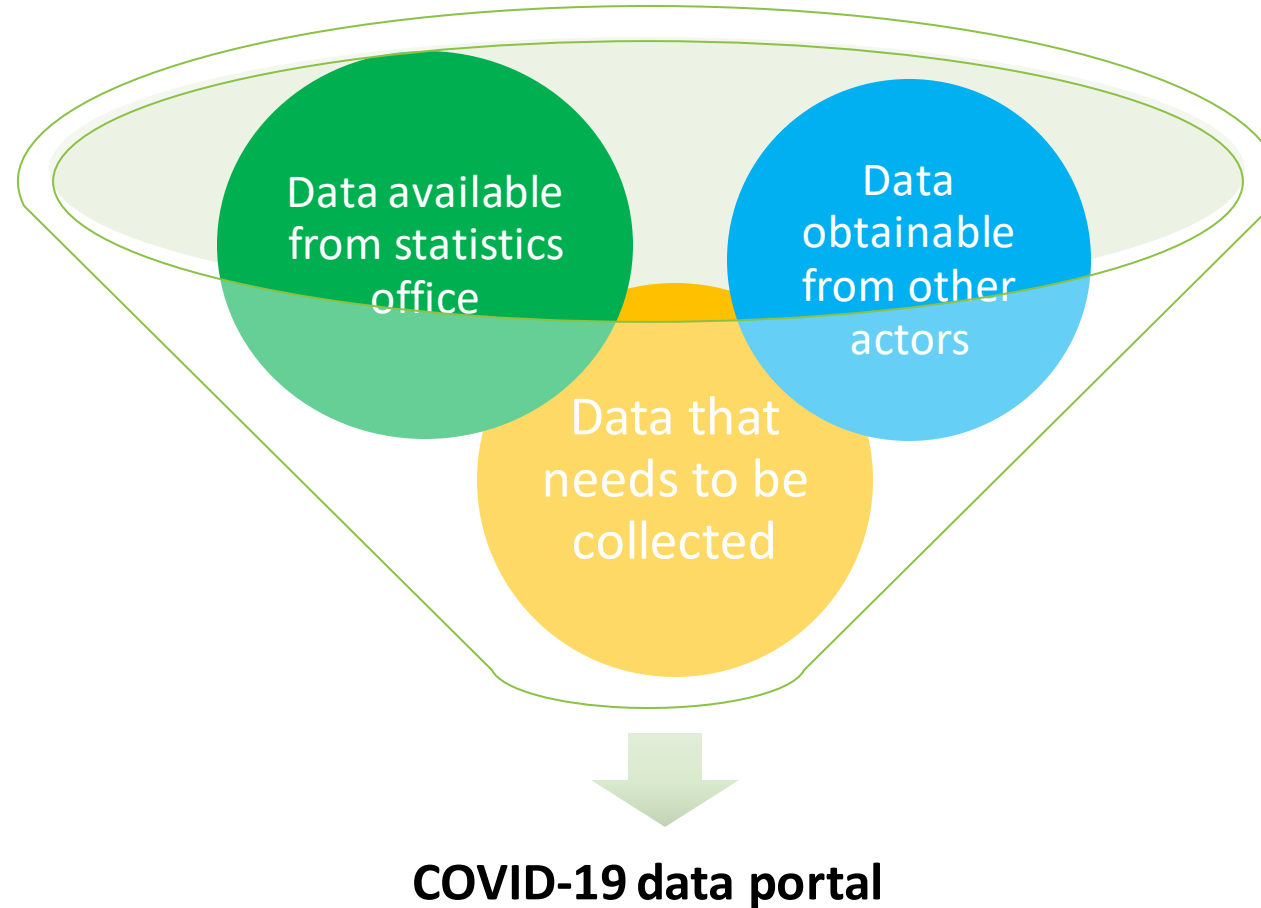




### 3. Users



### 3. COVID-19 response data



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# MEANS OF ENGAGEMENT IN TIMES OF COVID-19

- Help **develop** and **strengthen links with users**
- Identify **urgent needs** to respond to the pandemic
- **Explore potential collaborations** with other data producers to track the effects of COVID-19
- Use at **various stages** of statistical production to engage with users **multilaterally** and **bilaterally** (e.g. before the inception of a new COVID-19 survey)



## TOOLS FOR ENGAGEMENT



User Satisfaction  
surveys



Social Media



Toll-free lines

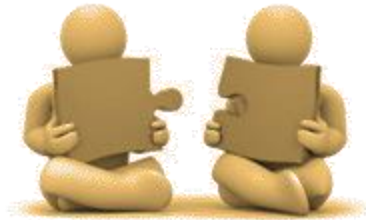


Radio shows

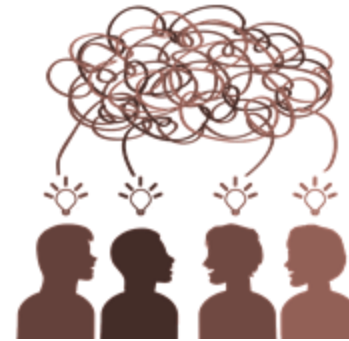
# TOOLS FOR ENGAGEMENT



Virtual conferences



Bilateral meetings



Virtual Focus group consultations



COVID-19 Data dashboard

## WHEN CAN THESE TOOLS BE USED?



- **Introducing** new products
- **Withdrawal** of a statistical product
- **Modification** of a statistical product
- **Feedback** on a statistical product





## YOUR EXPERIENCES?

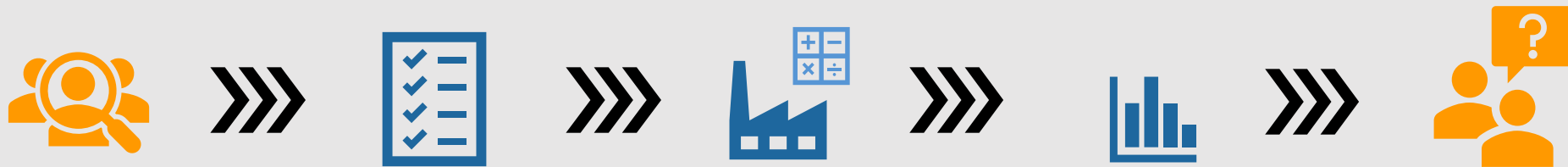
How have you engaged with data and statistics users to understand their needs during the pandemic?

How have you engaged with producers of data and statistics to explore data synergies to track the effect of COVID-19 pandemic?



## Old “pipeline” model of statistical production

- Data **producers** are at one end, and data **users** at the other
- Data assets are created and transferred along a linear data value chain
- Quality and flow of data assets from producers to consumer is managed through centrally controlled mechanisms



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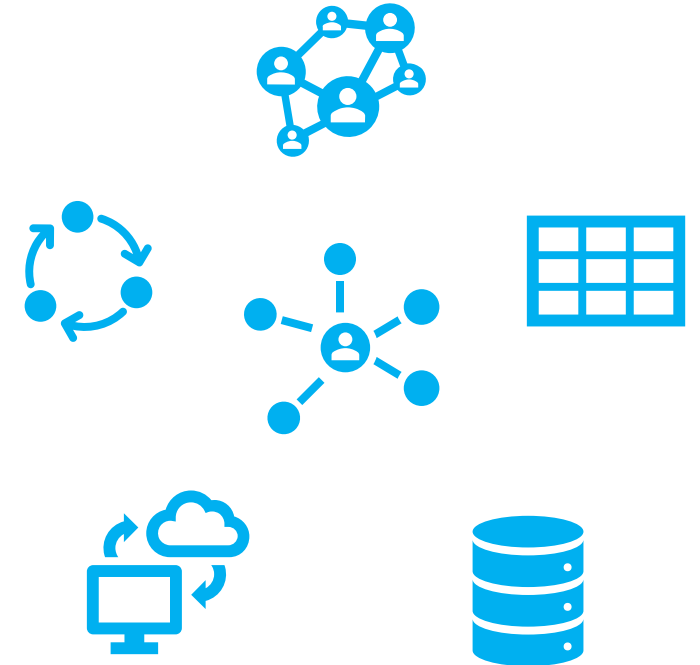
# Decentralized data ecosystem

Today, there is no single, integrated database containing all the information needed for the 2030 Agenda—or to respond to global challenges, such as the COVID-19 pandemic

- Multiple data assets exist within and across sectors, organizations and countries
- Several institutions are responsible for data collection and reporting at different levels and in different domains

There is need for a coordinated data management approach that:

- Is flexible while allowing for data integration
- Facilitates sharing and re-use among autonomous players
- Puts the user at the center



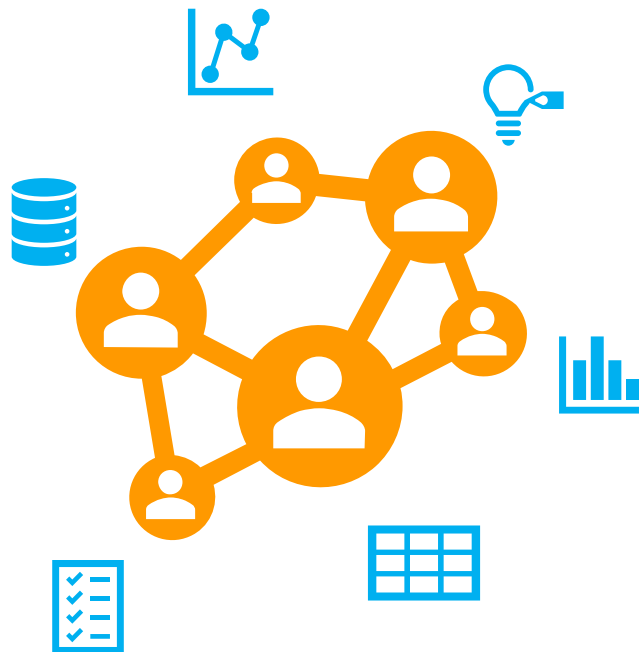
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## New “data hub” model



Autonomous data producers and data users **connect** and **interact** with one another:

- ☑ To share and co-create data and information content
- ☑ To consume data services and analysis and visualization capabilities
- ☑ To add value to data from multiple sources
- ☑ To provide feedback to data producers



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## New role of statistical organizations

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Multiple data producers and data users can exchange data assets directly among themselves

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Statistical organizations are now called to **connect** communities of data producers and data users to **facilitate** the creation, sharing and practical application of **high-quality** data



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- 
- Engagement with all stakeholders
  - Data ecosystem governance
  - Curation of open and participatory data hubs
  - Orchestration and management of data value creation

**Leadership role of  
national statistical  
organizations**



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# Statistics COVID-19 data hub

<https://covid-19-data.unstatshub.org/>



UNStats COVID-19 response



## Data

This section makes data relevant to COVID-19 response readily available as geospatial data web services, suitable for the production of maps and other data visualizations and analyses, and easy to download in multiple formats. If your organization is interested in federating authoritative data services through this global COVID-19 data hub, please [contact us](#).



COVID-19 Data



Healthcare Resources



Economy



Population



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## COVID-19 data hubs

- Use of **web GIS technologies** for sharing available data resources and web services in an open and interoperable environment.
- Help partners from across the national statistical system open up their own **COVID-19 data**, allowing them to respond more effectively to the urgent demand from their constituencies



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# Sharing geospatially enabled data through on-line web services

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- City of Los Angeles Hub

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- SYB\_Topic2
- Coronavirus
- COVID-19
- COVID
- china
- 2019-ncov
- ncov

**Data**

**SYB indicator: Health personnel**  
UN DESA Statistics Division | unstats\_admin

Series Name: Health personnel Publication Year: 2018 The Statistical Yearbook provides in a single volume a comprehensive compilation of internationally available statistics on social and...

Type: Feature Layer Last Updated: April 8, 2020 Rows: 992 Tags: SYB, SYB\_Topic22

**Data**

**GHANA COVID 19 TEST FACILITIES**  
SelasehStatsGhana

Type: Feature Layer Last Updated: March 31, 2020 Rows: 2 Tags: HEALTH

**Data**

**GHANA HEALTH FACILITIES**  
SelasehStatsGhana



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## Links to relevant resources

**Multi-stakeholder collaborative effort on the statistical community response on COVID-19.**  
 Hosted by the Statistics Division of the United Nations Department of Economic and Social Affairs

**COVID-19 RESPONSE**

Resources for National Statistical Offices  
[covid-19-response.unstatshub.org](https://covid-19-response.unstatshub.org)

**#CovidData**

This website provides a space for the global statistical community to share guidance, actions, tools and best practices to ensure the operational continuity of data programmes by National Statistical Offices, and to address issues of open and timely access to critical data needed by governments and all sectors of society to respond to the global COVID-19 crisis.

Ensuring continuity

Working remotely

Data solutions

Open data

Useful links

Share experiences

## Dashboards and data visualizations

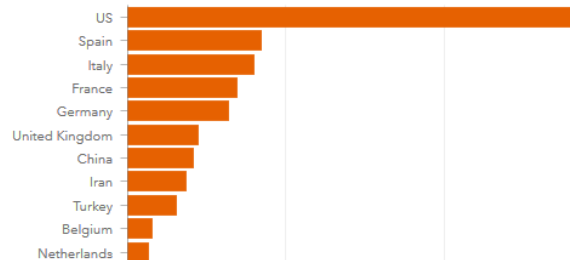
Confirmed

1,897,373

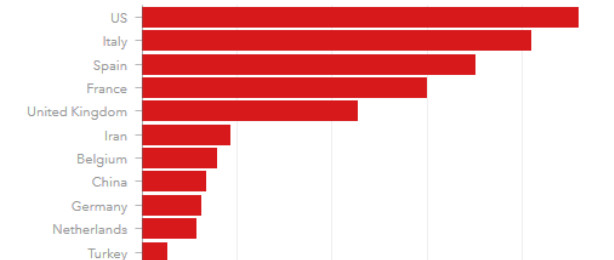
Deaths

118,304

Confirmed by Country/Region (Top 20)



Deaths by Country/Region (Top 20)



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## 7. Conclusions and next steps

- Please contact us with any requests or questions
- We will follow up with you based on your requests
- Remember: This situation may be a good opportunity to show how useful a statistics office can be for informing government and the population about the situation.



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