Leaving No One Behind, What Does It Mean To Make Data More Inclusive?

Charlotte Deeley
Lead Coordinator
Health Analysis and Pandemic Insight
Office for National Statistics, UK
The mission of the UK statistical system:

“High quality data and analysis to inform the UK, improve lives and build the future.”

Radical | Ambitious | Sustainable | Inclusive
The Inclusive Data Taskforce
In 2020, the UK National Statistician appointed an independent taskforce to recommend how to improve inclusivity of UK data and evidence.

Over a 9-month period, the taskforce engaged with senior central and local government representatives, academics and representatives of learned societies, civil society leaders and members of the public.

The review focused on:

- Measurement and data collection;
- Use of existing data (including administrative);
- Addressing critical data gaps;
- Analysis and reporting;
- Building on promising practices
Inclusive Data Taskforce

In September 2021, IDT published the principles to develop a ‘Roadmap’ for change across whole UK statistical system – not just ONS.

Eight inclusive data principles:
1. Improve trust and trustworthiness
2. Take a whole-system approach
3. Include all groups in data collection
4. Enable robust intersectional analysis
5. Define concepts clearly, measure consistently
6. Use new approaches for better insights
7. Ensure measures keep pace with society
8. Make data and evidence more accessible to all
Trust and trustworthiness are key to inclusion

- Important message across stakeholder groups in IDTF consultation
- Essential to participation in data collection & sharing
- Issues underpinning trust:
  - perceived trustworthiness of those producing and using data,
  - intended purposes and perceived benefits
  - potential harms and safeguards
What Are We Doing?
Developing a new ‘social contract’ for data

IDTF highlighted:
• Purpose/ use of data collection
• Confidentiality and anonymity
• Circumstances of data sharing
• Safeguards from harm
• Free and timely feedback
• Inclusive engagement throughout
Focusing on listening and creating new resources

• Taking stock of existing policies and respondent resources
• Plan to commission independent research with the public
  • Explore diverse views on what inspires trust and participation
  • Test different approaches to communicating ideas
  • Linking to wider ONS work on public acceptability
• Create a toolkit with tested resources and guidance
• Share toolkit across government and beyond
We’re finding new ways to widen engagement

• Public engagement with data strategy focusing on:
  • **Transparency**: demonstrated via actions, policies, operations
  • **Listening**: expanded listening channels, bringing citizen voices into decisions via fora, public research and consultations;
  • **Engagement**: building dialogue via outreach, media, social media, events

• **ONS Engagement Hub**: A central resource in ONS Communications building relationships and co-ordinating engagement with public and partners
And creating new opportunities for listening & sharing

- New ONS Assembly includes charities & bodies representing diverse groups
- Building on Census 21 engagement
- Mechanism for dialogue, input on ONS policy, ONS impacts on citizens, public acceptability
- Planning online activity focused on younger audiences with lower awareness and trust of ONS
Exploring barriers to participation in surveys

- Reviewed literature on where barriers to inclusivity may lie
- Deep dives planned exploring issues/possible improvements:
  - perceived obstacles to inclusivity
  - why people decline to participate in a survey
  - Demographic differences in awareness, views, and reluctance to take part in our surveys

Barriers in groups less likely to participate/continue to participate:
- people with mental health challenges
- people who rent rather than own their homes
Recent progress
Qualitative research with under-represented groups

• ONS has established a programme of **qualitative research**
  
  1) **Disabled adults** - accessing activities, goods and services
  2) Children with **special educational needs and disabilities (SEND)** in education and **Gypsies and Travellers**
  3) **Domestic abuse survivors** in temporary ‘safe’ accommodation and **young migrants and refugees**

• How does it address the IDTF principles?
  
  • Fills data gaps on under-represented groups (IDP3)
  • Broadens the range of methodologies, utilising first hand accounts/lived experience to gain further insights (IDP6)
  • Findings shared using a range of formats to increase accessibility by the populations involved/affected (IDP8)
Taking new approaches to build trust

• Working collaboratively throughout to build trust and perceived trustworthiness
• Exploring experiences in open-ended ways to provide deeper insights on:
  ➢ Policy-relevant issues and current data gaps
  ➢ Factors affecting trust and trustworthiness
  ➢ How research can be undertaken and findings shared more inclusively
Questions