

# 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**



UK Statistics Authority  
Five year strategy  
2020 to 2025

## Statistics for the public good

Informing the UK.  
Improving lives.  
Building the future.



# The Inclusive Data Taskforce

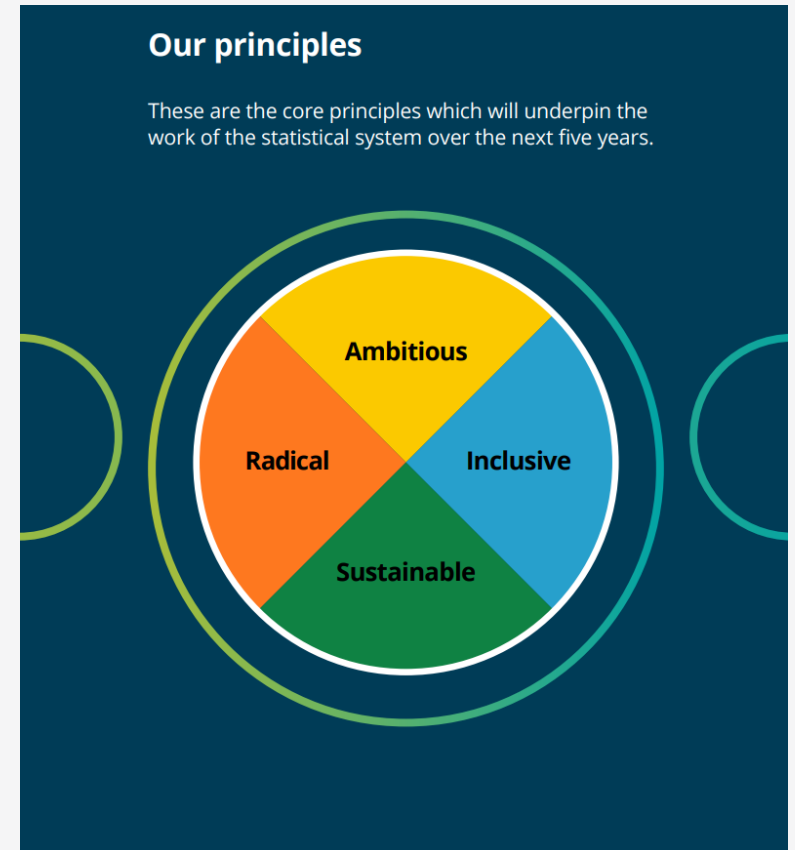
# Inclusive Data Taskforce

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