



*"Quality Statistics for Development"*

# *USER ENGAGEMENT*

WORKSHOP ON DATA AND STATISTICS FOR EVIDENCE BASED VOLUNTARY  
NATIONAL REVIEWS

9<sup>TH</sup> – 12<sup>TH</sup> December, 2019

VIENNA, AUSTRIA

# OUTLINE

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- Methods of Engagement with Users
- Measuring User Satisfaction
- User engagement Strategy
- User groups engaged in the development of strategy
- Forms of Engagement
- Implementation Plan

# Introduction

- The Zambia Statistics Agency (Zamstats) is a department under the Ministry of National Development Planning (MNDP).
- The Department is currently headed by an interim statistician General and is functionally divided into four subject matter Divisions, namely:
  - Agriculture, Environment and Fisheries Statistics;
  - Economic and Financial Statistics;
  - Social Statistics; and
  - Information, Research and Dissemination (IRD).

# Introduction cont'd

- There has been increased demand for statistics emanating from National Development Plan, 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.

- Among other objectives of the new Statistics Act are:
  - 1) promotion of the use of statistical data and information at individual, institutional, national and international level; and
  - 2) building of sustainable capacity for the production and use of statistical data and information for planning purposes.
- Under IRD, a team is dedicated to disseminating statistics in collaboration with other Divisions, using various user engagement means

## Methods of Engagement with users

- Monthly press conferences (Average 25 media personnel)
- Dissemination Seminars (usually over 150 participants)
- Regular user-producer meetings prior to survey undertaking (including SDGs Indicator framework preparation)
- Training staff in line ministries on the use of statistics (including use of the open data portal which now has a module on SDGs)
- Data sharing on recent releases of data through reports and newsletters

# Methods of Engagement with users

- Media Workshops (e.g. on statistical methodologies).
- Statistical awareness activities during African Statistics Day, Zambia International Trade fair, etc.
  - Data visualization and school quizzes
  - Panel Discussions
  - Interviews (English and local languages)
- website: [www.zamstats.gov.zm](http://www.zamstats.gov.zm)
- Library
- Memorandum of Understanding (MoUs) for sharing data or to collect data on behalf
- Interaction with walk-in clients



# Measuring User satisfaction

- Feedback from users
  - Walk-in clients
  - User satisfaction survey (online)
  - Dissemination Seminars
- Monthly user assessment report

# User engagement strategy

- Zambia, is among countries being assisted on the United Nations Statistics Division (UNSD)-Department for International Development (DFID) Project, on Sustainable Development Goals (SDGs) Monitoring
- Among the objectives of the project is to work with members of the National Statistical System (NSS) in improving the collaboration and data exchange across agencies and help them develop user engagement strategies.

# User groups engaged in strategy development

- A mission by UNSD was held in April 2019, focussing on user engagement regarding monitoring of SDGs.
- Three important user groups were invited to the meeting:
  1. Staff of the Agency and other SDG data producers from the national statistical system
  2. Policy level users of SDGs
  3. Journalists, national and international NGOs, academia, private sector

## Forms of Engagement

- Users from policy group were engaged through **focus group discussions**.
- Journalists, national and international NGOs, academia and private sector were engaged in a **round table discussion** on SDG data user needs.
- Drafting the strategy, involved compiling information gathered from all the various engagements.
- Most of the input used to draft the strategy was generated in **group assignments** which were validated through plenary.

# Implementation Plan

## **STRATEGIC OBJECTIVE**

- To meet users' needs by delivering quality data and statistics, and fostering mutual partnership between users and producers through:
- Engagement with users throughout our work
- Creating greater statistical awareness
- Producing a variety of statistical products that respond to user data needs
- Delivering our products through channels that are most accessible to users.
- Responding to changes in user's needs

# Implementation Plan

Link to Objective of Strategy	Activity	User Group	Means of Engagement
Engagement with users throughout our work	Training workshops on Statistical Standards to apply in administrative data collection tools	Public Sector	Meetings and Training workshops
	Training in Statistical Literacy	Public sector (policy makers)	Breakfast meetings
		Civil society organization	1 day Workshop
		General public	Road shows, drama, Music/dance
	Meeting with Editors in Chief for key media houses to determine means of engagement		

# Implementation Plan

<b>Link to Objective of Strategy</b>	<b>Activity</b>	<b>User Group</b>	<b>Means of Engagement</b>
Creating greater statistical awareness	Training in Statistical Literacy	Politicians and parliamentarians	Breakfast meetings
Producing a variety of statistical products that respond to user data needs	Meeting to discuss data needs for research	Academic, research and training institute	Breakfast Meeting

THANK YOU