

# Importance and tools for building data partnerships, including engagement with data users

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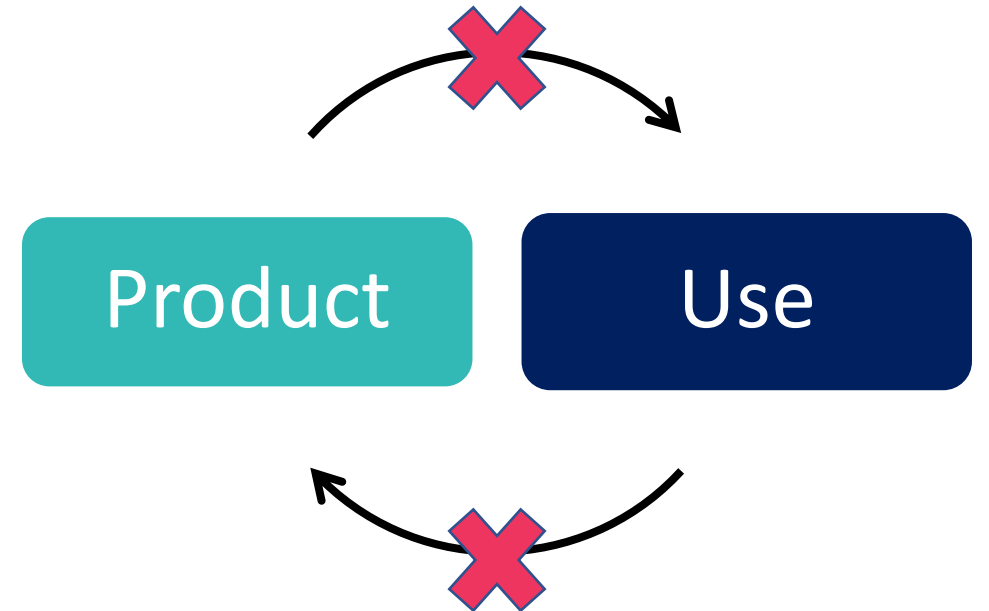
UN Statistics Division | Development Data and Outreach Branch

*Workshop on supporting evidence-based VNRs and SDG reporting: data and statistics innovations*  
Ankara, Türkiye | 6 December 2023



# Why is engagement important?

- The users are the reason we as official statisticians exist
- It's therefore essential we understand their needs.
- If our statistics and data are not used, there is little value in producing them
- The users can often contribute to the production of data and statistics



# Who are our users/data partners?

- Users/data partners of official statistics come from a broad range of different backgrounds and organisations and may need to answer very different questions
- They include:
  - Citizens
  - Civil society organisations
  - Media
  - Business
  - Academics
  - Government analysts
  - Policy makers
  - Ministers and other politicians
  - International organizations

# What are some of the potential benefits to users?

- They can help ensure the statistics are relevant and fit for purpose
- Increased use of the statistics because they are available when they need them and are presented in a way they understand
- Increased understanding in how to use the statistics through increased statistical literacy.
- They will be better empowered to undertake evidence-based decision-making
- Increased trust in the statistics



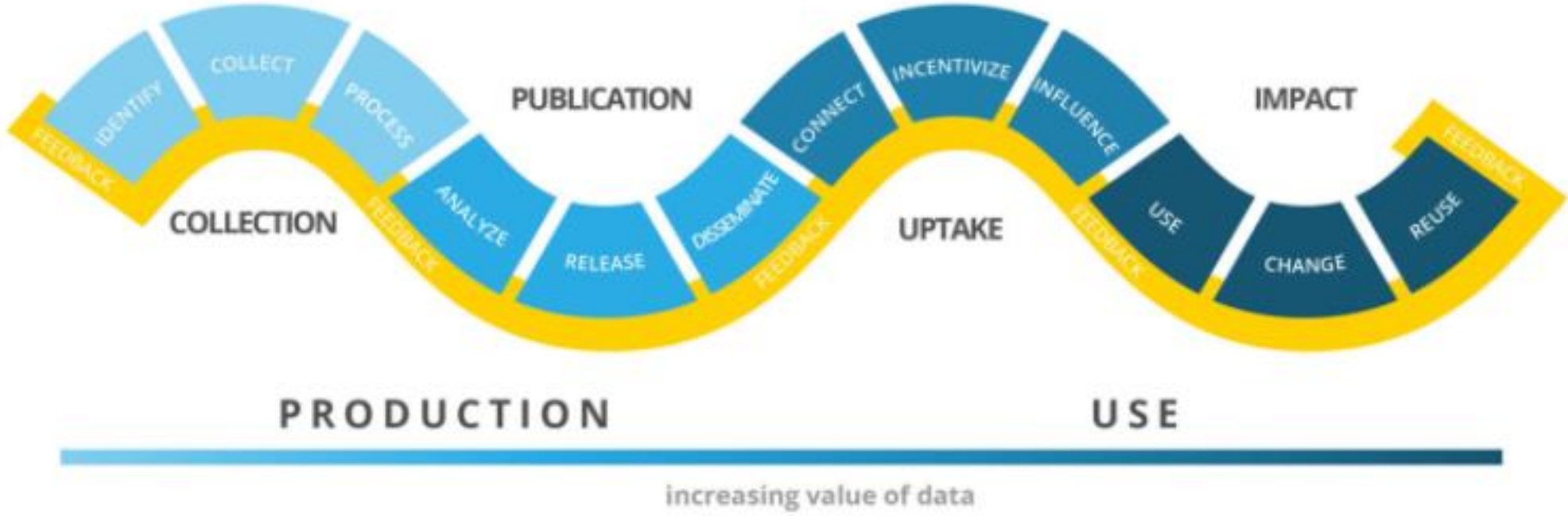
# What are some of the potential benefits to statisticians?

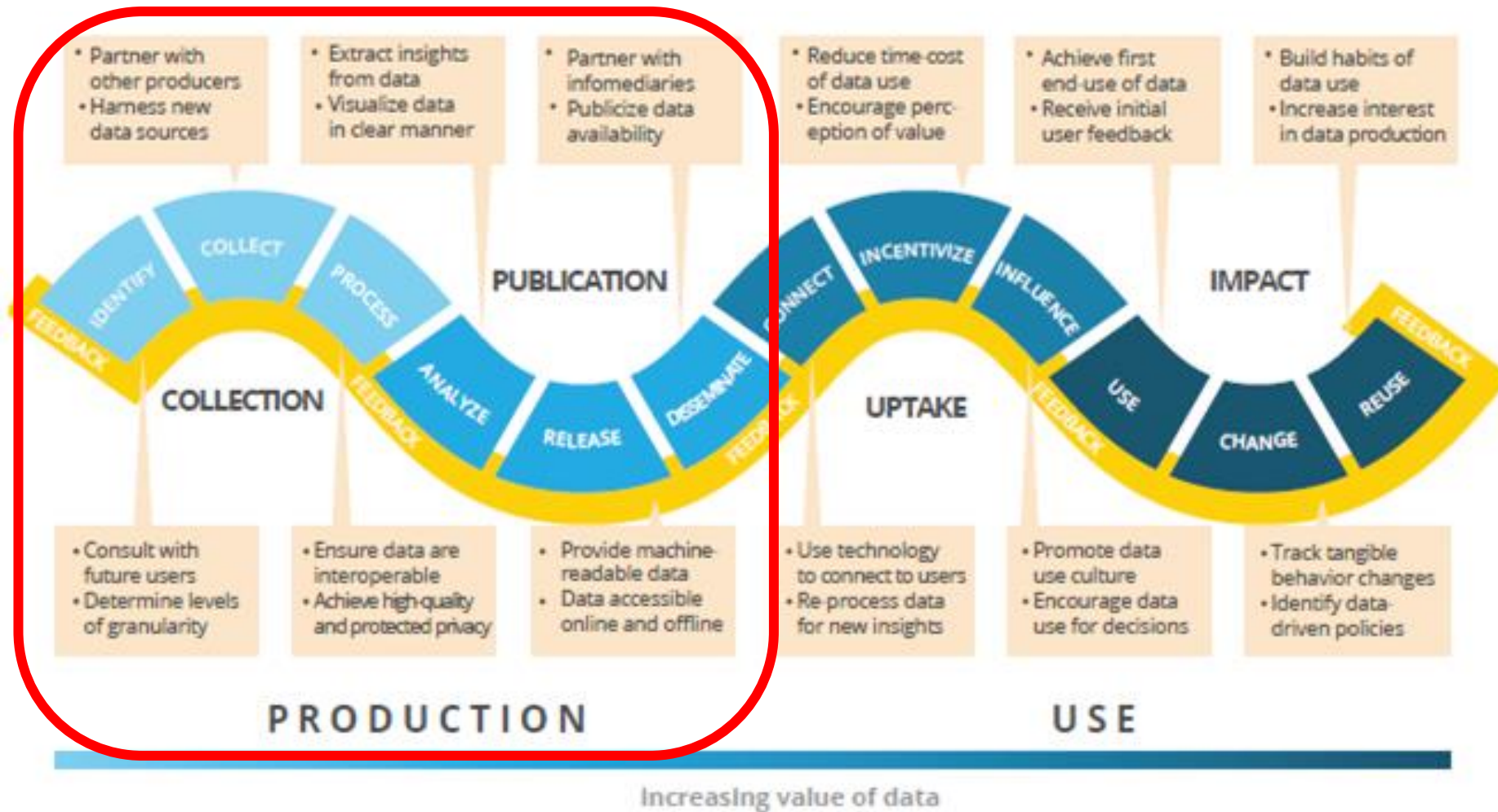
- We can prioritise our work based on what users want
- We can ensure we're being responsive to emerging and urgent needs
- We can ensure we're using our resources effectively
- We can determine what an appropriate level of quality looks like



# Engaging across the Data Value Chain

# The Data value chain





Data production must rely on feedback from users



# Case Study:

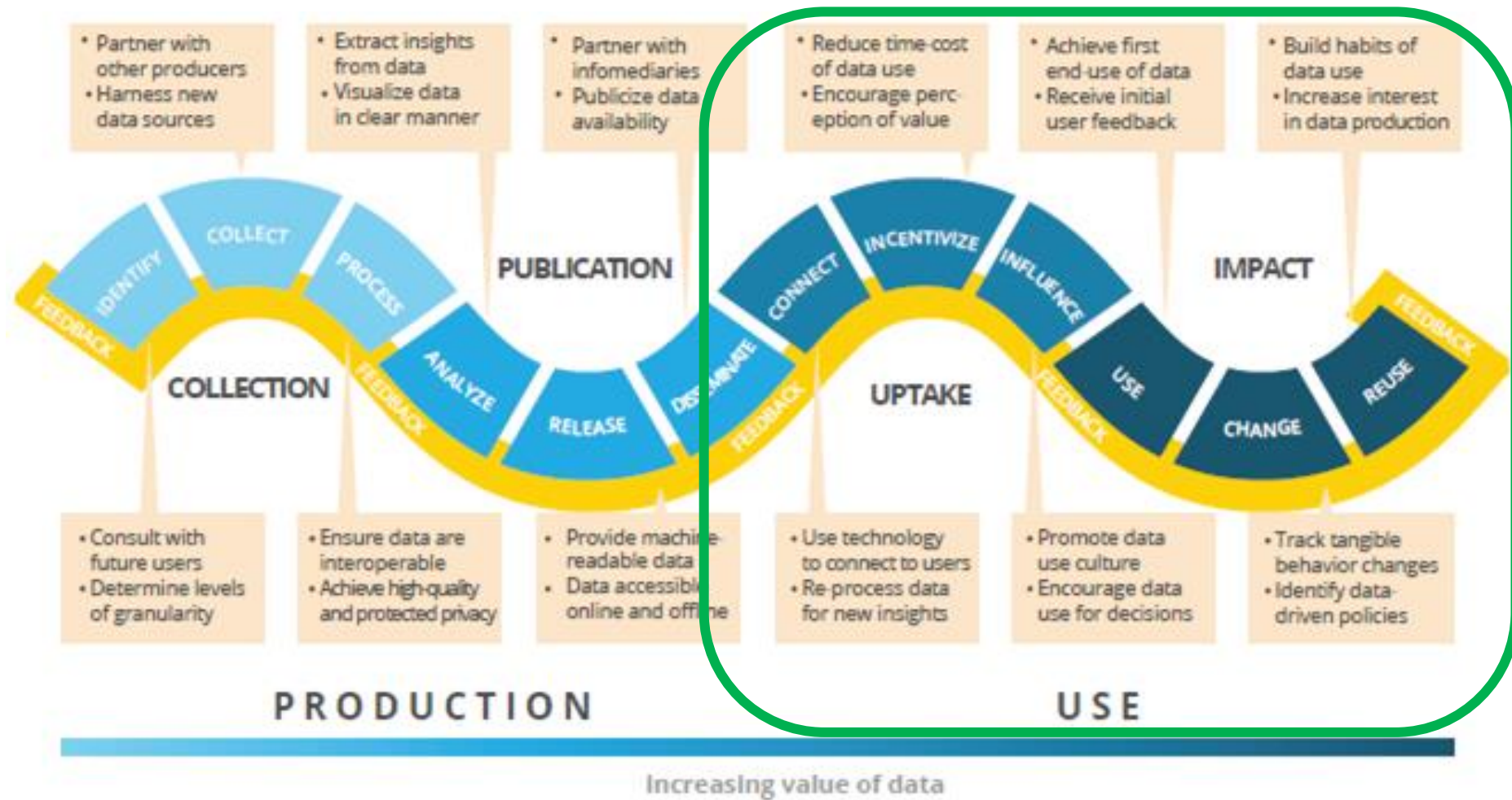


- In Colombia, minority groups have not benefited from economic progress and were missing from official statistics
- Today, policy-makers want to address this issue
- Colombia's NSO (DANE) established a cross-NSO task force to change statistical production methods to capture these groups.
- Special emphasis on local data to target policies

# Case Study:



- Established 38 technical committees chaired by the most important user in government (e.g. Tourism Board)
- Technical committees have the participation of over 150 government institutions and the national and state level.
- Allows for candid feedback on user requirements and deficiencies in current statistical products.



Need to also address uptake and use of data

# Case Study:



- Devolved & decentralized nature of UK health care system had led to a complex statistical landscape
- User feedback from consultations & satisfaction surveys led to expert review of English Health & Care Statistics System → changes across the value chain
  - **Identify:** Data gaps identified through user engagement, which GSS is working to fill
  - **Collect:** Methods & definitions harmonized to increase coherence
  - **Process:** Joint quality assurance across organisations introduced
  - **Analyse:** Joint publications developed & duplication removed
  - **Release:** Release dates aligned across organisations
  - **Disseminate:** Dedicated GSS Health & Care Statistics website developed
  - **Connect:** Workshops, seminars & user group meetings held at least monthly
  - **Incentivise:** Monthly newsletter established to share latest releases & developments
  - **Use:** User feedback sought regularly to drive continuous improvement

# Means of engagement

# Tools for engagement



User Satisfaction surveys



Social Media



Toll-free lines



Radio and TV shows



User groups and seminars/webinars



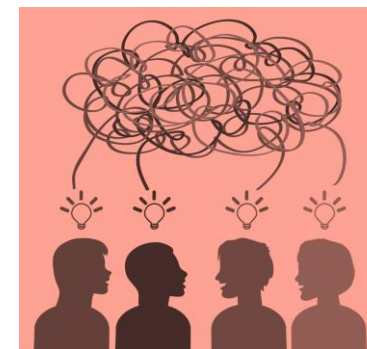
Consultations



Conferences



Bilateral meetings



Focus groups and roundtables



# Example: Testing a new app

- Statistics Norway reached out on Facebook to ask users to test their new app for their time use survey.
- They want to test the app on users to check it works well before they started the actual survey
- Led to tool being improved through user engagement



**Statistisk sentralbyrå**  
Statistics Norway



Statistisk sentralbyrå - SSB ✓

21. januar · 🌐

Vi treng hjelp! 🙏 Vil du vere med å teste den nye appen til Tidsbruksundersøkinga? 🕒

Tidsbruksundersøkinga kartlegg kva nordmenn bruker tid på. Ho skal snart gjennomførast på nytt for første gong på 10 år! I samband med undersøkinga har vi laga ein app kor dei som blir trekte ut til å svare på undersøkinga, skal registrere tidsbruken sin.

Appen treng vi litt hjelp til å teste no, slik at vi er visse på at han fungerer godt før vi sender ut den verkelege undersøkinga 📱 🕒 ... Se mer



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# And which tools can be helpful to increase statistical literacy?



Learning materials



Plays



Radio and TV shows



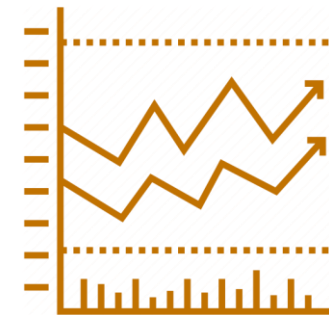
Press conferences and seminars/webinars



Quizzes and exercises



Social Media



Engaging outputs



# Case Study: Palestine Central Bureau of Statistics (PCBS)



- Some ways in which PCBS have tried to reach a wider audience include:
  - Developing a theatre play to communicate gender gap statistics – performed over 30 times at all local universities and theatres
  - Holding a competition for school children to help increase awareness of official statistics
  - Developing a special section of their website dedicated to young people and students, containing targeted videos, guides and resources aimed at increasing interest and engagement



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# Increasing user engagement around data and statistics

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SDG



2030 Agenda ⓘ

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# THANK YOU!

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