



# General views

*Once a upon a time, storytelling was a common way to engage with users*





# Today !

Users' experiences *tell the engagement story*





**Users' stories depend on how engaged or not they are in our work!**





# Do we actually engage users in what we do?

*Or we simply inform them when we are done with our work?.....*





**Do users understand what we do?**



**Lets find out:**





# UGANDA'S EXPERIENCE

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**Ways to engage users better  
and promote the stuff we do**

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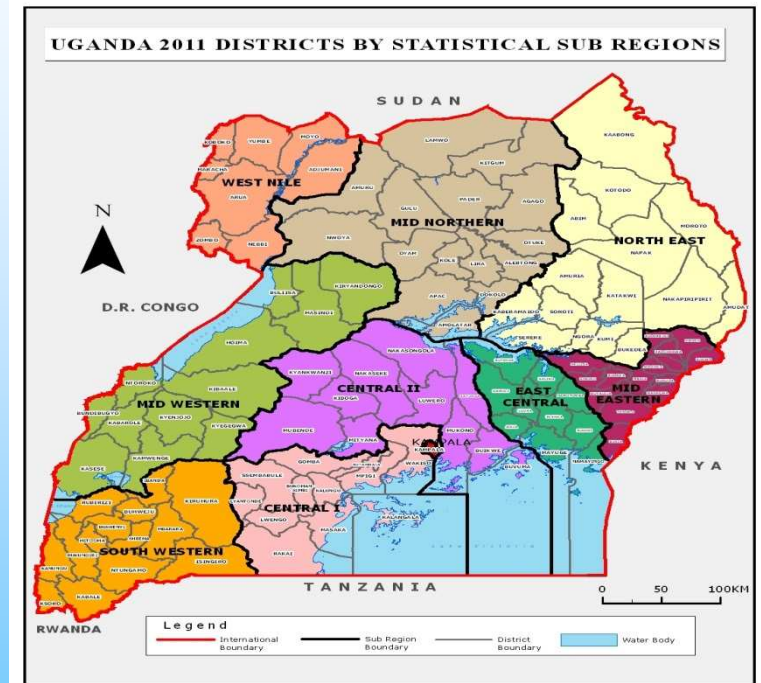
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1. General views on engaging with users
2. About Uganda
3. National Home for Statistics
4. User engagement and ways to promote the stuff we do



# About Uganda

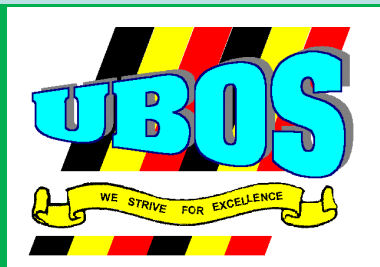
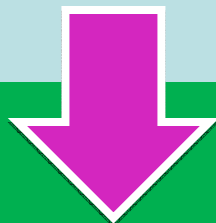
Uganda officially the Republic of Uganda, is a landlocked country in East Africa. Uganda is bordered on the east by Kenya, on the north by South Sudan, on the west by the Democratic Republic of the Congo, on the southwest by Rwanda, and on the south by Tanzania. The southern part of the country includes a substantial portion of Lake Victoria, shared with Kenya and Tanzania. Uganda lies within the Nile basin, and has a varied but generally equatorial climate.



Uganda's currency is the Ugandan shilling; and the current population size is estimated at 34.51 million people.



# National Home for Statistics



## Uganda Bureau of Statistics.

Is the home for official socio-economic statistics in Uganda. The Uganda Bureau of Statistics (UBOS) is a semi-autonomous body established by an Act of Parliament (1998) to coordinate and supervise the NSS. The UBOS Act emphasizes professional independence, trustworthiness and *usefulness* of statistics.

Demand for statistics has grown in response to social, economic, environmental and political developments in the country especially over the last 15 years. To respond to these demands, **UBOS and respective producers** generate various statistics products through collection, analysis and coordination of socio-economic data. Among these are key development indicators that inform the national and regional development agenda, as well as international development frameworks for example the MDGs, IMF, World Bank etc.



# Who are our Users?

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Recipients of statistical data produced and disseminated by UBOS.

These can either be internal or external.

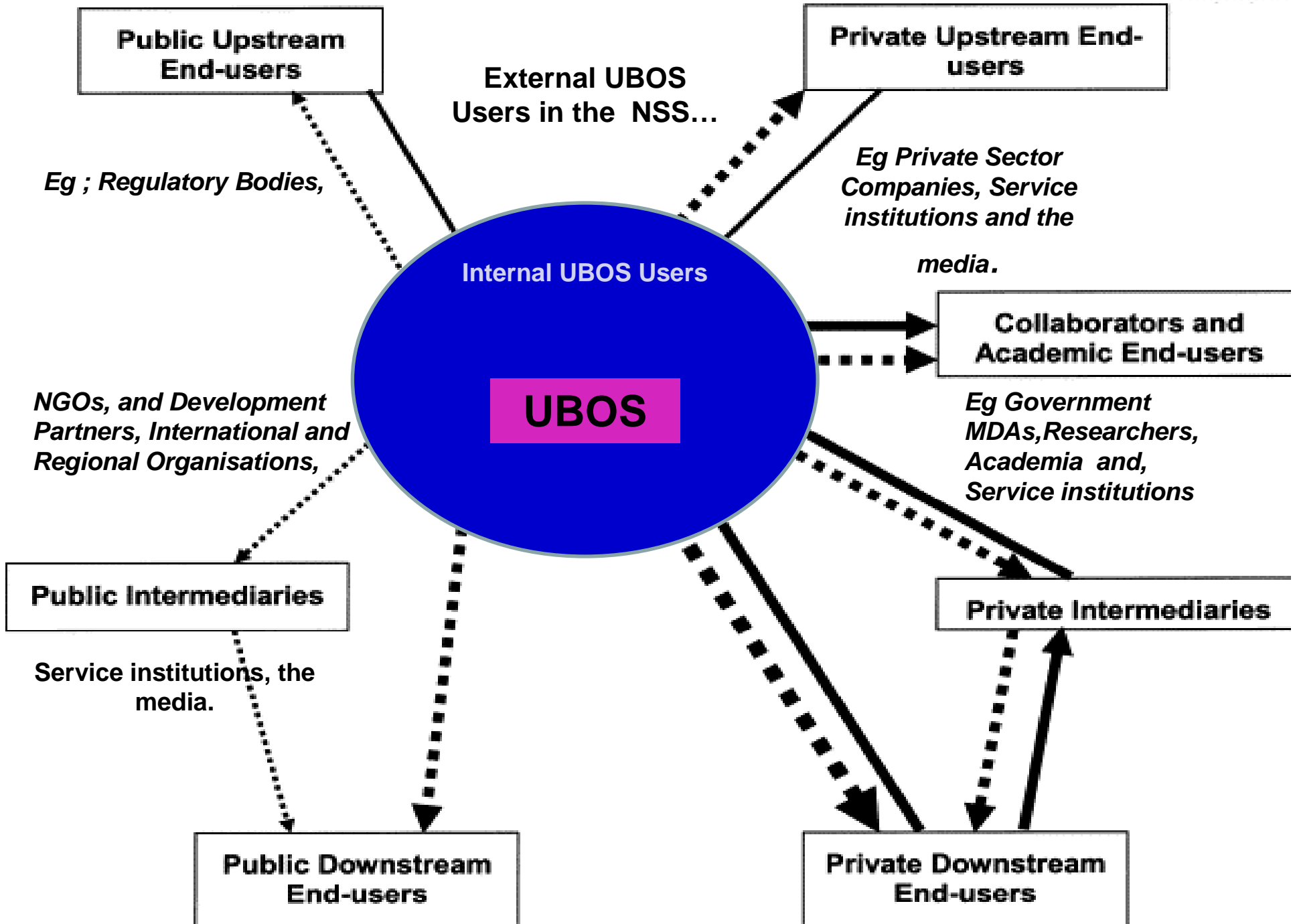
- *Internal UBOS users are recipient departments of statistics data produced by technical departments for budget planning, coordination and policy decision making. etc*
- *External users include; Government MDAs, Regulatory Bodies, Private Sector Companies, NGOs, Researchers, Academia and Development Partners, International and Regional Organisations, Service institutions and the media.*



# How we categorise UBOS users?

UBOS internal and external users are categorised as *Intermediaries, Collaborators and End Users*. Examples of our user categories:

- *Intermediaries*- Internally- Technical Directorates/ Divisions and Externally- Key data producing MDAs in the Health Sector, Education Sector, Gender , and Agricultural sectors
- *Collaborators* – Internally – IT, Macro and Coordination Directorates, and Externally -the Central Bank , Uganda National Council for Science and Technology and Ministry of Finance.
- *End Users* – Internally- Board of Directors and Externally- National Planning Authority, Office of the Prime Minister, Central & Local Government, Parliament, Academia, Researchers, service Industry, Media and general public.





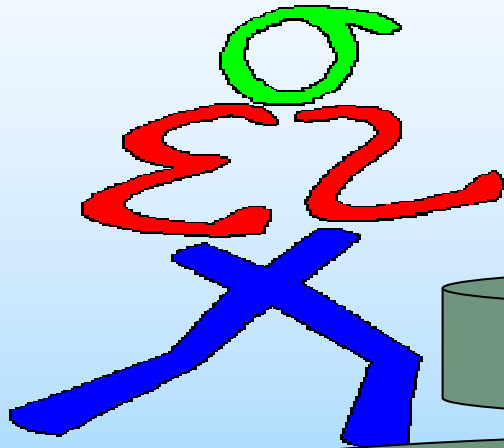
# General Concept of engaging users

Engaging users is a process through which commitment of users with each other, a company, producer, or particular brand of interest is created and maintained. Users can either be engaged online or offline. Engaging users strengthens their loyalty, and commitment to a given product, brand or organisation. This has been done in various ways, for example; through media advertising, online marketing company brands etc. Here are a few practical examples;

- *Amazon* - 'serves the world's largest engaged online community.' through re-branding their products and services based on users contributions and demands.
- *The Association of National Advertisers (ANA), American Association of Advertising Agencies (AAAA) and the Advertising Research Foundation (ARF),* Established an 'Engagement Steering Committee' to oversee how their users are engaged in research and advertising work
- *Social Media Networks – eg Facebook, Twitter, Linked In etc*
- *IT Companies like Apple-* Apple still dominates the IT product market, and maintains a wide range of dedicated users.



# UBOS Steps in engaging users its users in the NSS



**2011/12 to date** Review & update of the PNSD under the theme, *“Enhancing data quality and usability.”*

**2010/11** Integration of the PNSD/ NSDS into Uganda’s National Development Plan

**2009/10** Revision of the UBOS Act- 1998

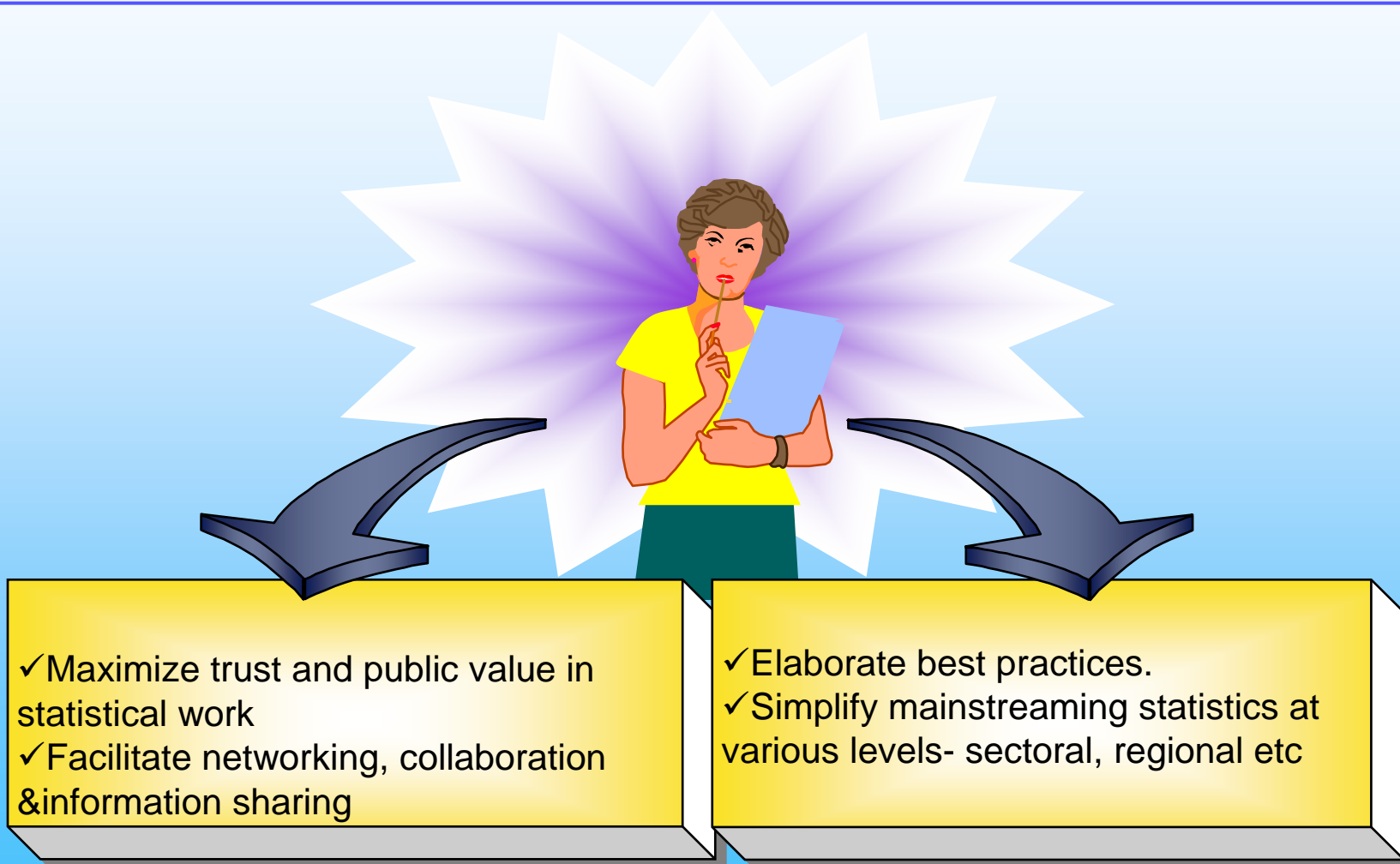
**2007- 2011** –PNSD Implementation- *Design & implementation of Sector Strategic Plans for Statistics- SSPs (18) and (10) LGSPs – User orientation through Coordination, Capacity development and statistics production*

**2006/07** - Designed the Plan for National Statistical Development (PNSD)/ NSDS for Uganda -- *User orientation a shared value*

**1998 - 2005/06** – UBOS Corporate Plan

UBOS Act of 1998- Emphasizes professional independence, trust and *usefulness* of statistics

# Benefits of engaging statistics users





# Basis for engaging users in statistical Work



It is a legal requirement of the UBOS Act 1998: The act underlines the Bureau's responsibility in providing high quality central statistical information services on social, environmental and economic conditions in the country. UBOS is also responsible for promoting cooperation with statistics producers, users and providers at national, regional and international levels.



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# Mechanisms for engaging UBOS' users

Inline with the UBOS Act , the Bureau has embarked on mechanisms for engaging its users across the NSS, within data producing agencies and Ministries and at regional and International levels, they include

➤ The design and Implementation of a 5 year Plan for National Statistical Development- PNSD/ NSDS which provides the national framework for strengthening statistical development in Uganda. The PNSD is anchored in the 5 National Development Plan for Uganda, which informs the national, regional and International development agenda- EAC, MDGs, IMF etc.



# Mechanisms for Engaging Users...cont

- The PNSD sectoral approach to mainstreaming statistics production at sectoral, and district levels has improved collaboration and engagement with various stakeholders-both users and producers in statistical work. At national, sectoral and district levels, users are engaged through;
  - Coordination and management of various statistics producers and users inline with existing policies, regulatory frameworks and administrative structure.
  - Human Resource Development and Management focused on building statistical capacity of users and producers in the NSS
  - Design and Implementation of Statistical Development Programmes and related production activities. For example, when UBOS undertakes a Census activity, users will be engaged in each or most of these production stages. This ensures statistical products / services disseminated fulfil the needs identified by users in the initial stages of needs identification.



# Ways in which UBOS engages with users

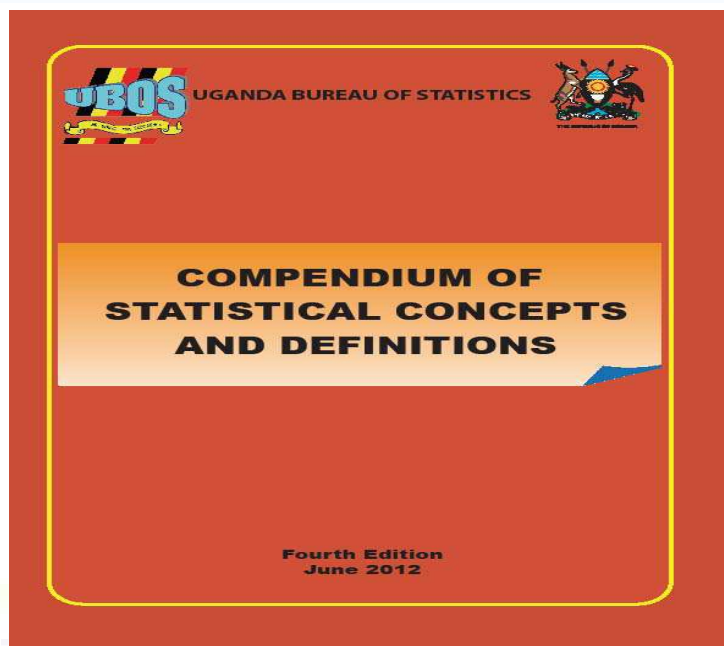
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- Creating and maintaining Stakeholder partnerships in statistics production specifically development indicators through establishment of an MDG Subcommittee with representation of key producers and users of MDG indicators
- Extensive statistical advocacy about the importance of statistics to the society and wide spread dissemination of data to the public through standardised tools (**eg the compendium**, metadata,) , media, press releases and online for a etc
- Annual User producer dialogue organised by UBOS in collaboration with key statistics stakeholders to align statistics production to user needs.
- Statistical Capacity building tailored-trainings and career guidance by UBOS in collaboration with various training institutions in the country. And international agencies
- UBOS involvement and participation in core activities of its users



# An example of a Statistics Product

## *The Compendium - 4th edition*





# Ways in which UBOS engages with users

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- Regular dissemination of statistical Outputs and products
- Community mobilisation and awareness creation campaigns, for major statistical programmes etc
- Online Information sharing by UBOS through social networks to increase awareness about statistics. These are; Face book (<http://www.facebook.com/UgandaBureauofStatistics>) and Twitter (<http://www.twitter.com/StatisticsUg>)
- Key users engage in the monthly statistical seminars targeting all statistics stakeholders organized by the Uganda Statistical Society (USS). Regular involvement in USS activities requires annual membership subscription.
- Regular statistical events in which users participate for example; statistical exhibitions during major events, the Africa statistics week celebrations every November , Sensitization workshops, Statistical Conferences etc



# Practical Examples - User engagement:

## *Statistical Coordination & Building partnerships*

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- The Statistics Donor committee with representation from donor agencies which support statistics development in the country.
- General Data Disseminating System (GDDS) – Fosters production and dissemination of key socio-economic statistical data in a standard way for IMF
- Inter Agency Committees (IAC)- engages key Ministries, Departments and Agencies under the PNSD. Through the IAC structure, sector committees at MDA levels engage users at MDA departmental levels, while the Sub committees engage MDA users at sectoral level.
- IAC Sub committees include; MDG Sub committee, MDA subcommittees, National Standards Committee on Applied Statistics, Economic statistics committees – SESTAC, National Gender Working Group, National Agriculture Statistics Committee, Environment Sub committee etc.
- NSS Statistical advocacy committee with membership of key users and producers of Statistical data



# Examples – User engagement



## *Awareness creation about statistical work*

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- Monthly and Quarterly Press releases for high frequency statistical data eg *Monthly CPI, quarterly PPIs, CSI and IoP*. *This activity draws key users from the media, research and academia.*
- Users are engaged in various Community Mobilisation activities at the district level across the country organized by UBOS for major statistical development programmes eg, *census mapping, census publicity campaigns, household surveys etc.*
- Users' participation in regular data management trainings for both UBOS and MDA staff handling and using data, as well as other stakeholders from respective fields of research.



# Examples – User engagement

## *Statistical Advocacy and publicity*

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- Annual producer - user workshops organised by UBOS draw various producers and users in the NSS to share experiences in statistics production and its alignment to user needs.
- Active participation of UBOS core activities of its users. For example; UBOS Membership on the National Monitoring and Oversight Committee coordinated by the Office of the Prime Minister (OPM). The OPM is a key user of statistical data produced by UBOS. It guides OPM's function of monitoring and evaluation of Government business and core programmes.
- UBOS participation in annual global and regional statistical events drawing statistics users and producers across the globe eg; the ISI Conferences, STATCOM events, EAC Statistical sectoral meetings and other regional activities.
- User engagement through statistical advocacy and Publicity of various statistical programmes and activities, through the media, statistical messages on radio talk shows, news prints, t-shirts, cups, flyers, brochures, notice boards in schools and health facilities and community gatherings etc.





# Examples User engagement

## *information sharing and networking*

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- Users engage in statistical work through active participation in the Annual Africa Statistics Week celebrations held in November, each year. Examples of the activities include
  - *Students' symposium covering various universities in social activities like sports competitions.*
  - *Pupil art competitions under the theme of gender statistics, for schools in the city centre.*
  - *Panel discussions under the theme, "Making every man and woman count, engendering statistics for better development outcomes." By academic and research institutions*
  - *Media workshops targeting different media houses on the value of statistics and statistical products available.*



# Examples – User engagement

## *Statistical awareness programmes and Stakeholder meetings*

- Users participate in hosted by UBOS and international statistical events held to strengthen statistics production, management and dissemination of statistical data. Examples include;
  - *The United Nations Statistics Division (UNSD) and DevInfo Support Group mission on “Strengthening data exchange of development indicators using the Standard Data and Metadata Exchange (SDMX) application.*
  - *The FAO mission on the Country STAT development and integration of agriculture statistics in the NSS*
  - *International scientific conference and regional gender workshops*
  - *International Conference on Agriculture Statistics,*
  - *Regional Training meetings on statistical capacity building etc*
- User participation in sensitisation meetings for senior management, mid-level managers, officers and entry-level staff on the design and implementation of strategic plans for statistics in the respective MDAs and districts under the PNSD framework.
- Users participate in exhibitions for UBOS products organized annually alongside major events celebrated every year for example; *World Population day and Labor Day celebrations, national workshops to launch statistical activities and dissemination workshops for key outputs.*



# Examples- User engagement

## *Stakeholder engagement in statistical production*

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- Users at the district and community levels benefit from the Community Information System and Harmonised Local Governments Database (HLGD) designed for managing information generated at grass root level for planning.
- Key data producers in various MDAs in the NSS engage their users and other stakeholders in the statistics production activities they undertake, for example;
  - *Energy for Rural Transformation survey by Ministry of Energy & Mineral Development*
  - *Annual School Census and Tertiary Schools Census spearheaded by Ministry of Education and Sports*
  - *Monthly Informal Cross Border Trade Survey, Annual Personal Transfers Survey, Annual Private Sector Investment Survey, Quarterly Enterprise Survey, Bank Lending Survey, Periodic BOP Surveys-Education, and the Annual Personal Transfers Survey spearheaded by Bank of Uganda (Central Bank).*
  - *National Science, Technology and Innovation Survey and Research and Development survey spearheaded by Uganda National Council for Science and Technology*
  - *Census of Savings and Credit Cooperative Organisations (SACCOs) spearheaded by Ministry of Trade, Industry and Cooperatives and Visitor Satisfaction Survey and Census of Hippos spearheaded by the Ministry of Tourism, Wild Life and Antiquities*



# Examples – User engagement



## *Regular dissemination of statistical Outputs and products*

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- User participation in regular dissemination workshops for various statistical outputs and products by UBOS. For example; during dissemination of preliminary survey findings of any given output, users provide their input and comments for consideration in the final survey results that are released at a later date. Examples of statistics products disseminated include;
  - *Quarterly and Annual Gross Domestic Product (AGDP) estimates,*
  - *Annual Statistical Abstract,*
  - *Standardized governance indicators,*
  - *Major Survey Reports i.e. 2011 Uganda Demographic Health Survey (UDHS) , 2009/10 Uganda National Household Survey (UNHS), User Satisfaction Survey,*
  - *Census reports including; 2002 Population and Housing Census, UCA, COBE etc*
  - *the 4th edition of the Compendium of Statistical Concepts and Definitions*



# Examples -User engagement

## *Statistical training and career guidance*

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UBOS provides guidance to users and producers of statistics through statistical training and technical support in production and data management. For example;

- Data management training and capacity building for key stakeholders in MDAs and districts. This can be done in collaboration with academic institutions that teach or train in statistics related fields.
- Training in basic M&E applications for statistical development for key users and statistics producers. This is often done in collaboration with recognized training institutions with specialised courses in project management and M&E.
- Collaboration with regional training statistical Institutions offering specialised training in statistics for professionals/ key stakeholders in related fields.
- Collaboration with recognised academic institutions offering statistics degree programmes for selected university students to pursue internship training at the Bureau.



# Training internal statistics users- Division of Communication & PR

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**Rosemary's training experience;**  
*"From this training in PR and Statistics I have been able to train journalists on how best to communicate statistics, i.e. relating the figures to their subject. We asked journalists to let their articles and programs be informed by statistical findings or their interpretation. Newspapers, radios and televisions are vital platforms for the public to monitor and evaluate the impact of development programs using the findings of the different surveys conducted by UBOS."*

Source: Statistics and the quality of life - ***Measuring progress – a world beyond GDP.*** InWEnt Reader Vol. 3.



# The Users' circle of trust?

## *Are we there yet?*





# How do we engage users better?

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# Moving towards better

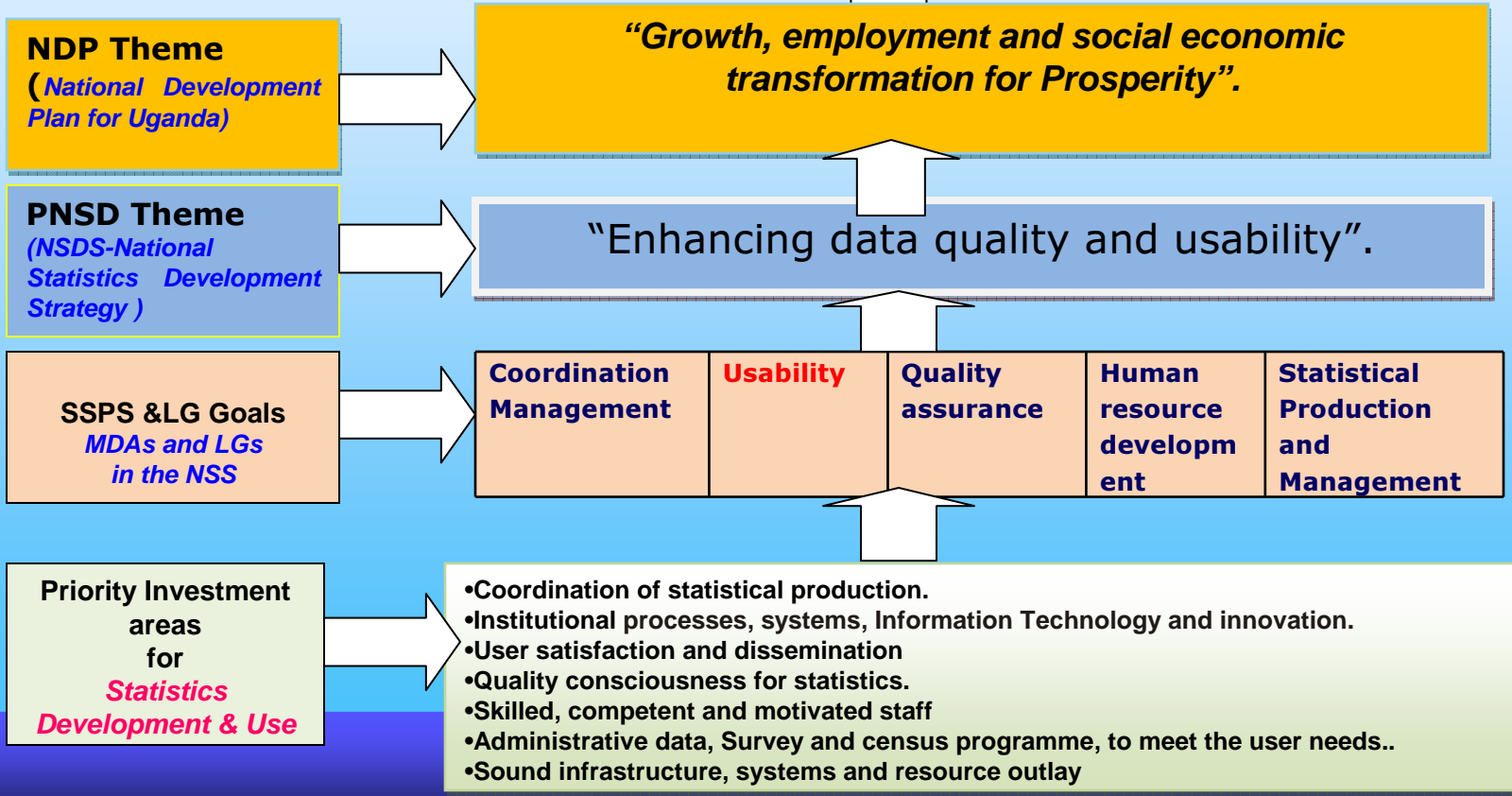
## Engaging statistics *Users better* in Uganda





**Uganda's Overall Development Framework: Vision 2040**  
*"A trans-formed Ugandan society from a peasant to a modern and prosperous country within 30 years".*

Quality Statistics for policy formulation, evidence – based decision making, and improved service delivery to inform development initiatives nationally, regionally & globally.





# UBOS Dilemma !

## *Engaging Users better*

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In spite of existing user engagements and successful partnerships established in statistical work, the Bureau still faces a number of challenges that affect usability of statistical information.

### ***For example***

*untimely release of statistics  
and inadequate mechanisms for  
Information sharing at various  
levels- (district, national, regional and international levels.)*



# The NSS Dilemma!

Rapid Technology advancement – *Global information age in the 21st Century*



**Today a person is subjected to more new information in a day than a person in the middle ages in his entire life!**





# How to engage users better-

## *Key Takeaways for our Wish List*

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- An Extreme makeover in statistics work
- Creating user experiences that add value to statistical work
- User empowerment in the 21<sup>st</sup> Century
- Promoting statistical literacy to enrich our societies - *academic institutions, research, media , decision makers in Gov't, Legal entities, Parliament, Private Institutions, Civil society, market place-business arena and Entertainment industry*
- Using the KYU model approach
- Using effective means to promote statistical work
- Building a circle of trust with statistics users
- Rebranding statistics based on its intended purpose and use.
- Engaging in corporate social responsibility initiatives

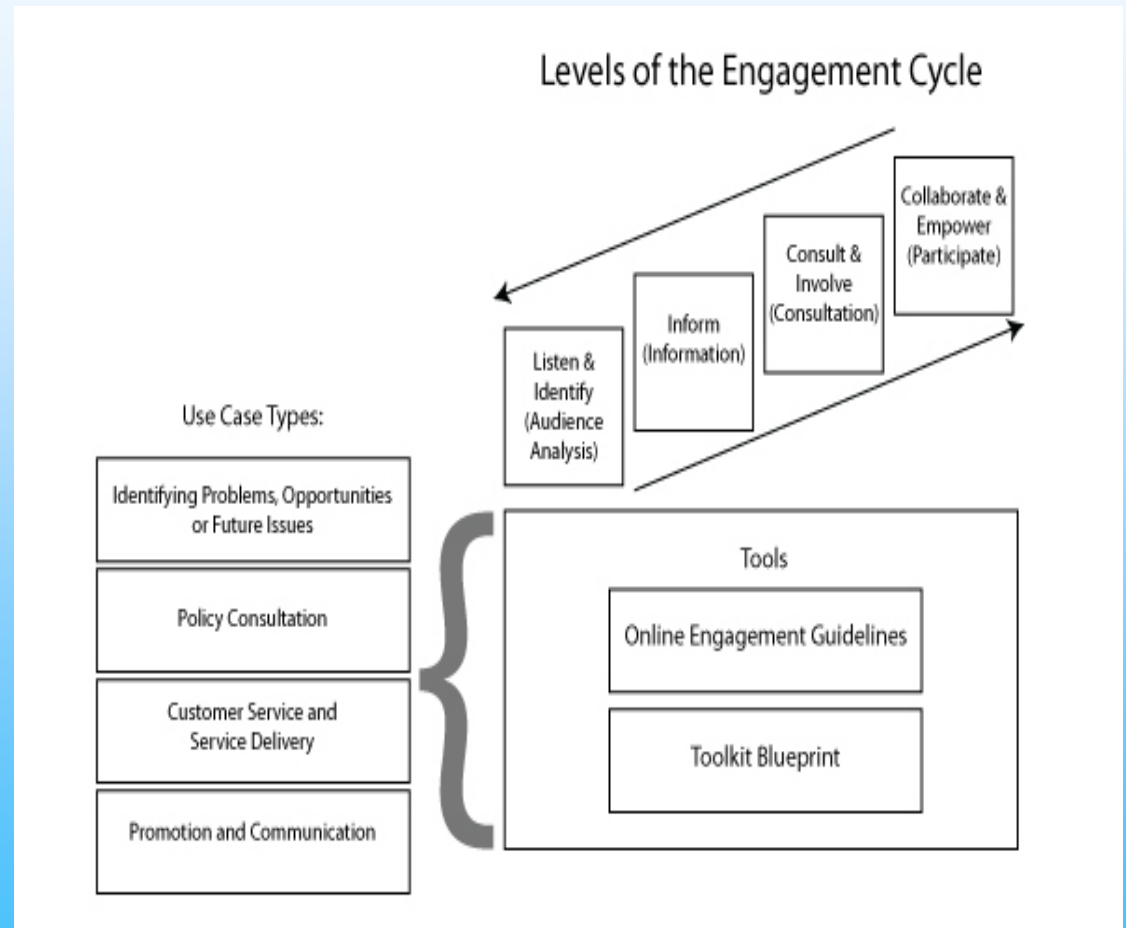


# Practical Examples

## Best Practices for Better User Engagement

### Measurement of User Engagement

- Understand what the user needs - This goes beyond needs identification !!
- Agree on a workable programme for engagement of users.
- Integrate the User Engagement Programme into the overall long term plan for statistics production



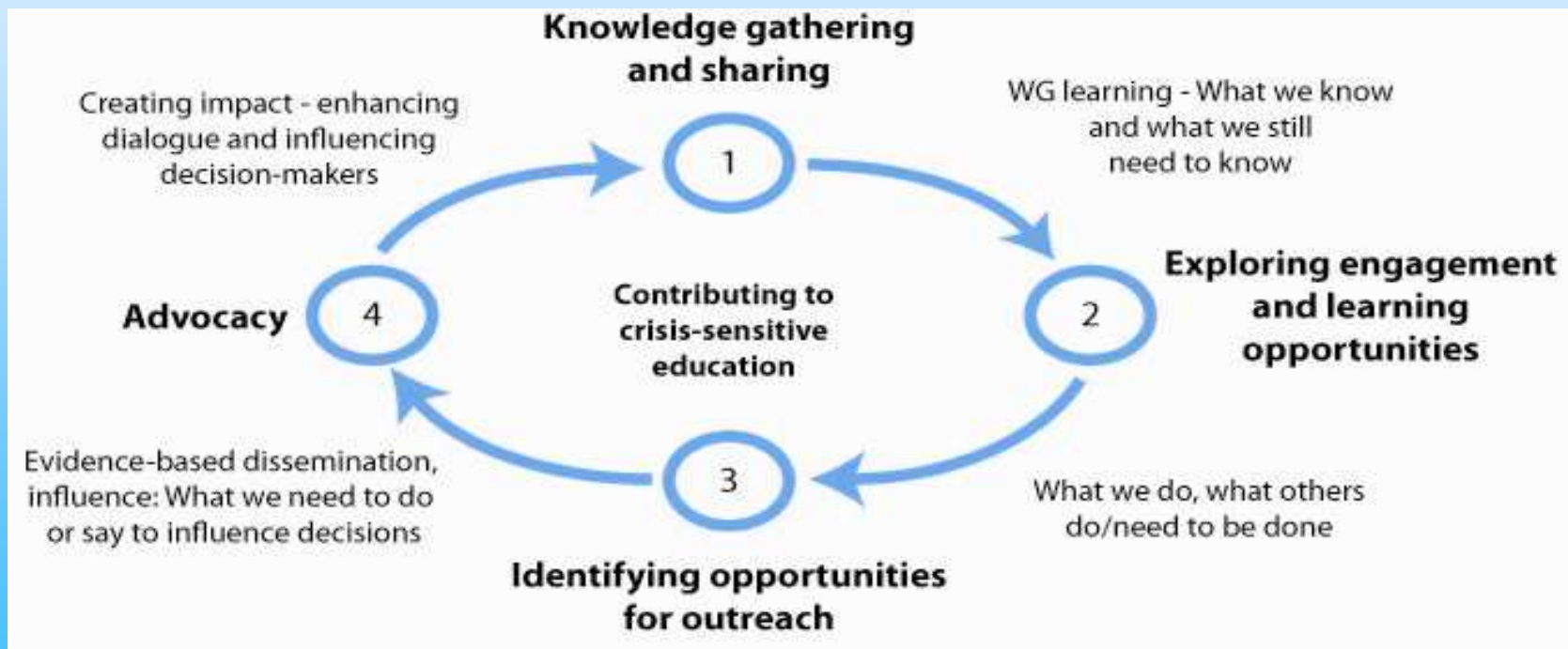


# Best Practices

## Using the KYU model approach

### Know Your User ---- Do a KYU!

- *Profiling users based on frequency of demand for various statistics*
- *Regular Update and Follow up on statistics users*





# Best Practices - Better User Engagement in statistical work



## Empower statistics users *Information is power*

➤ *Based on the KYU profile, make statistics available to various users in a way that suits their unique needs.*

- *Avoid Generalised user engagement approaches in design, production and dissemination of statistics, involve users based on their uniqueness*







# Best Practices - Better User Engagement in statistical work

## ***Users are different – engage them differently***

Avail statistics to the users based on their preferences. Eg; Not all users may require monthly statistics data provided to them in hard copies, some may prefer email, others may prefer information sharing through social networks etc.

## ***Re-branding & product packaging***

Although the statistics won't change;  
The packaging of these statistics changes  
Based on the targeted users





# Best Practices - Better User Engagement in statistical work

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- **Build a circle of trust with users - Statistics should remain an asset not a liability to users**
  - Widen user base, don't settle for regular users, strive for dedicated users.
  - Create a user information system – ***accessible by all users, updated with statistics information they need, and linked to the NSO and respective sources of statistics produced.***
  - Keep user –producer communication lines open; Provide regular feedback and updates to users
  - Participatory process in the design of a long term user engagement programme, and its implementation
  - Online User services and/ or user help desk for statistical purposes.
  - Regularly publish an up-to date User service Charter
  - Participate in major activities or events organised by the users.



# Best Practices - Better User Engagement in statistical work



## ➤ Quality is better than quantity

- Enhance interpretability, mutual understanding of statistics and clarity on disseminated statistics – *Presentation will not matter if the users targeted understand the statistics disseminated.*
  - Create and Use appropriate translation tools for all/ or most statistics information disseminated online in English. For example in Uganda, the UBOS website should have translation tools into commonly used languages (locally- Luganda, regionally – Swahili and internationally – French).
  - A Popular version and corresponding metadata for high frequency statistics produced. Packaging popular versions will vary with the users targeted.
  - Undertake basic dissemination evaluations to determine whether users are satisfied with; the statistics, the dissemination method, format in which statistics were disseminated; their level of engagement and any suggestions
  - Based on evaluation; derive actions for strengthening user engagement and dissemination of statistics- *Programme these actions for possible implementation within the overall annual statistics plan*
  - Interactive seminars and User Group Trainings focused on building mutual understanding of statistics produced



# Best Practices - Better User

## *Engagement in statistical work*

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### ➤ **Quality is better than quantity**

- Timeliness defines product value to a user: statistics produced and disseminated in an untimely manner are irrelevant to a user. The best way to promote statistical work to both statistical and non-statistical users is by observing timeliness at all costs.
- **To a bank, a customer is king, To statistical work, a user are is the grand prize.** Accessibility and availability of statistics determine their utilisation and level of demand.
  - Online users require up-to date statistics available on the website – not the sign: website closed for upgrading/ re-structuring etc
  - Regular and timely Email alerts, sms messages, or postal mail notifications to users about statistics they require and its availability.  
*(Key Your User- the KYU Profiles should have updated user contacts and statistics they require when, in what format and their desired dissemination methods)*





# Best Practices - Better User

## *Engagement in statistical work*

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- **Investment in regular sensitization about statistical work sparks uninterested group of potential users**
  - **Assume less, do more:** Make sensitization drives and awareness campaigns on statistics as interesting as possible.
  - **Sensitization tailored to target users-** All users matter in statistics
    - For young user groups in schools or universities: Engage musicians to create a song about statistics,
    - For professionals or working groups, a play on statistics, performed by expert theatre actors is another way of engaging such users
    - Collaboration with a major national events other than statistics eg national games and sports activities including soccer, rugby, cricket, athletic sports etc.
    - Social Corporate Responsibility e.g. *Painting a Zebra Crossing, fundraising collectively to contribute to a school, health facility or an organisation that helps people – Red Cross Society (Engage in blood donation activities)*
    - Regular adverts on statistics in newsprint, or on aTV commercial just before a News broad cast or a soap opera etc.



# Best Practices

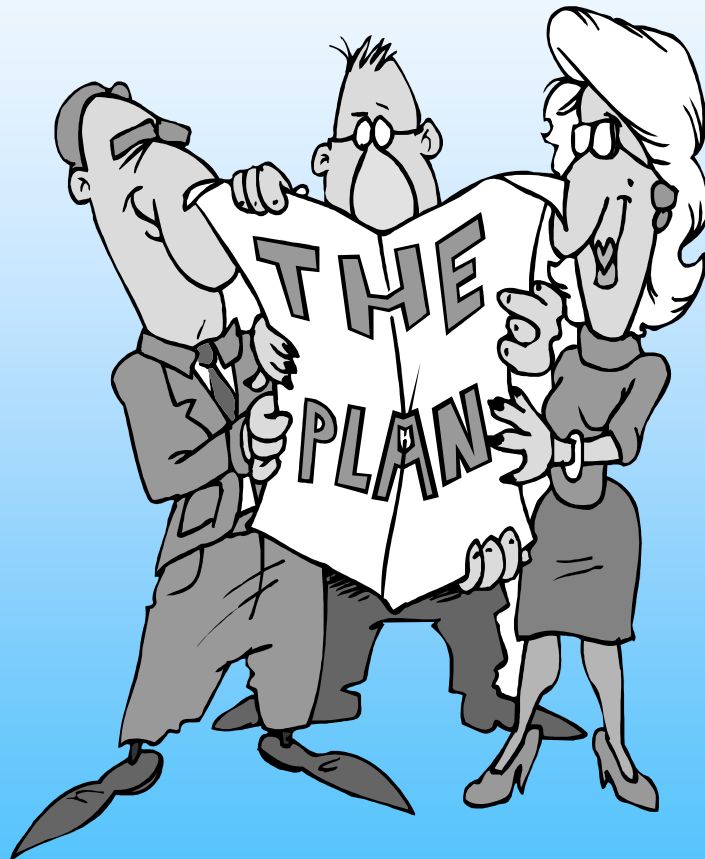
## ***Better User Engagement in statistical work***

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- **Celebrate Statistics annually, *but acknowledge the user more***
  - Appreciate users every year for their cooperation and commitment to statistical work through;
    - Special dedication of a given statistics product to the respective users
    - Send out annual thank you cards/ special events cards eg christmas cards to all statistics users
    - Organise an annual statistics gala to exhibit statistics products, outputs and statistical services. Invite stakeholders from various fields, including regular statistics stakeholders to participate.

# THANK YOU

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**User Engagement  
in statistical work  
= *Maximum  
product value and  
usability***



Any

Question

