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# Promoting Data Use

Country Data – Sharing Best Practice in the Dissemination of  
National Development Indicators

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Addis Ababa, 31 July 2013

# Outline

Objective: To highlight innovative initiatives that promote data use (UNICEF and partners)

- Animated presentations (videos)
- Infographics
- Child-friendly reports (non-technical audiences)
- Mobile Apps
- DevInfo
- (Celebrity) Analytics

# Quiz

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**1. Which country has the lowest under-five mortality rate in 2011?**

(a) Kenya; (b) Eritrea; (c) Ethiopia; (d) Somalia; (e) Djibouti

**2. Which country has the highest fertility rate in 2011?**

(a) Timor-Leste; (b) Haiti; (c) Pakistan; (d) Ethiopia; (e) DRC

**3. Which country has the highest GDP per capita (current USD) in 2011?**

(a) Iraq; (b) Bolivia; (c) Moldova; (d) Cambodia; (e) Ethiopia

**4. Which country has the lowest proportion of seats held by women in national parliament in 2012?**

(a) Italy; (b) Ethiopia; (c) USA; (d) Mexico; (e) China; (f) Tunisia

# Animated Presentation:

# Storyboard

Sample Video Frames



1 Your video should begin with the supplied Title Sequence designed for MICS.



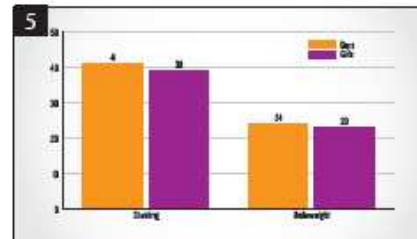
2 After the Title Sequence has played, you may choose to run the first bumper ...



3 ... this may be followed with live-action reporting ...



4 ... or photograph stills with a voice-over ...



5 ... or charts and graphs with a voice-over.



6 Add a new Bumper to introduce each MICS indicator area.



7 If your country's language is not one of the six featured, use the supplied PowerPoint file.



8 Resume with video or other content and repeat sequences until video is complete.

# Animated Presentation

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- Example:
  - Swaziland MICS 2010  
(<http://www.youtube.com/watch?v=zQUPYvEibLE&feature=youtu.be>)
  - Belize MICS 2011  
([http://www.youtube.com/watch?v=NsTZhiKW\\_HdQ](http://www.youtube.com/watch?v=NsTZhiKW_HdQ))

# Infographics

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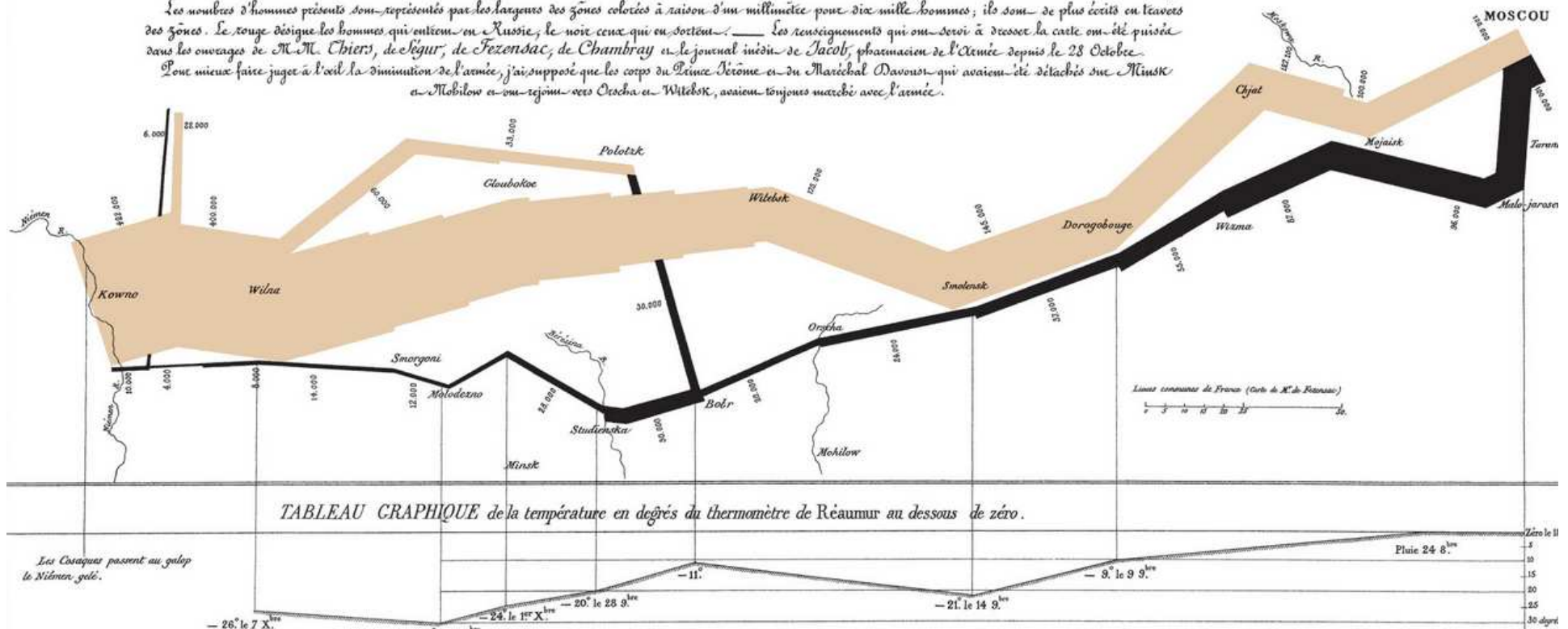
- Infographics = ?
- Visual representations of information, data or knowledge intended to present complex information quickly and clearly – Wikipedia

# Infographics

- 1812 French invasion of Russia

*Carte Figurative des pertes successives en hommes de l'Armée Française dans la campagne de Russie 1812-1813.*  
 Dessinée par M. Minard, Inspecteur Général des Ponts et Chaussées en retraite. Paris, le 20 Novembre 1869.

Les nombres d'hommes présents sont représentés par les largeurs des zones colorées à raison d'un millimètre pour dix mille hommes; ils sont de plus écrits en travers des zones. Le rouge désigne les hommes qui ont été en Russie, le noir ceux qui en sont sortis. — Les renseignements qui ont servi à dresser la carte ont été puisés dans les ouvrages de M. M. Chiers, de Fégué, de Fezensac, de Chambray et le journal inédit de Jacob, pharmacien de l'Armée depuis le 28 Octobre. Pour mieux faire juger à l'œil la diminution de l'armée, j'ai supposé que les corps du Prince Jérôme et du Maréchal Davout qui avaient été détachés sur Minsk et Mohilow et ont rejoint vers Orscha et Witebsk, avaient toujours marché avec l'armée.



# Infographics

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- MICS Macedonia 2011
  - [http://www.childinfo.org/files/MICS4\\_Macedonia\\_Infographics.pdf](http://www.childinfo.org/files/MICS4_Macedonia_Infographics.pdf)
- MICS Bosnia and Herzegovina 2011
  - <http://www.youtube.com/watch?v=jNTxeXCiOXW>



# Children's Book Headline Goes Here!



MICS 2011

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## Early learning and development

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Did You Know?



9 out of 10 small children have family members playing with them and helping them to learn.



In 4 out of 10 households, there are three or more children's books (in 6 out of 10 households there are less than three children's books).



## What Can I Do?

Always support my young brothers and sisters to learn and develop – and never hurt them or do anything else that could destroy their self-confidence.

Play with, and read to my young brothers and sisters every day



## Chapter 2 – Health And Nutrition

### Description Goes Here

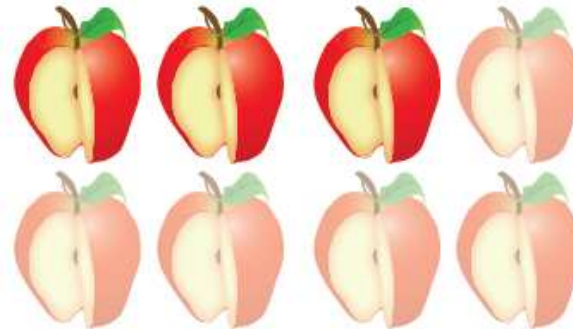
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Statistic about **food quality** goes here with a graphic comparing different foods.



### Eating Healthy

Three out of eight children are likely to eat healthy  
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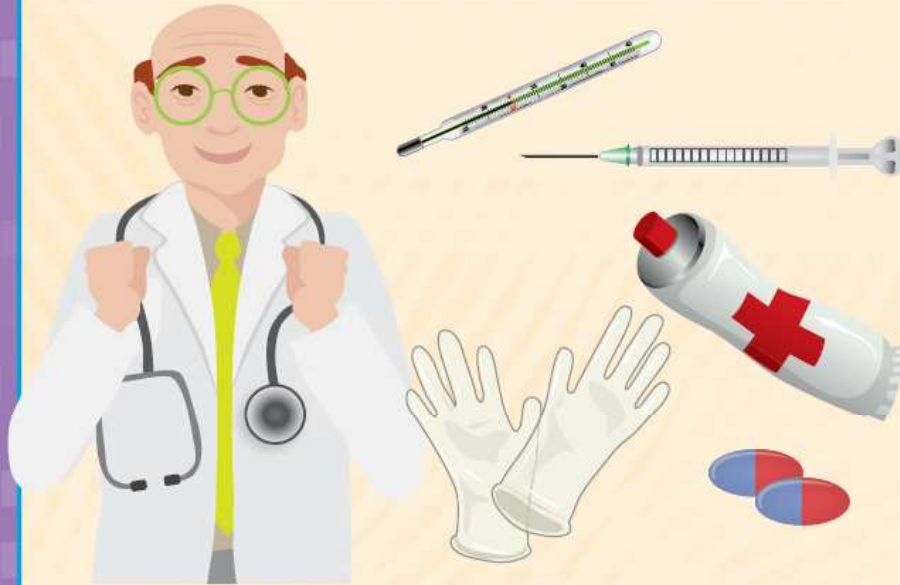


### What Can I Do?

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## Chapter 4 – Headline Goes Here

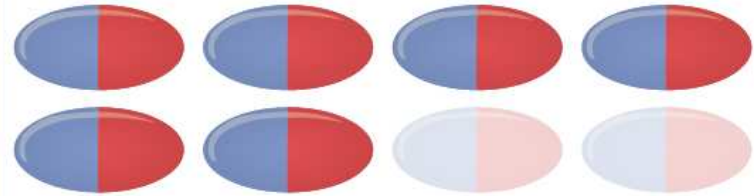


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### Medical Statistic

**Six out of eight** Mod magnit nos ero do conulput utatue corting eu feugue verosto eummy nummy nos alit praesse mod el il dolore eriusti verosto eummy.

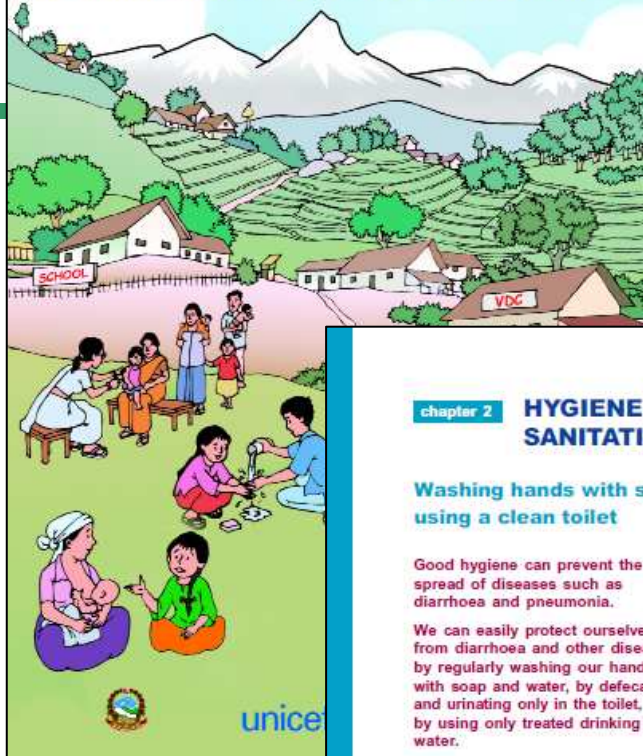


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**LIVES OF CHILDREN AND WOMEN  
IN THE MID- AND FAR WESTERN REGIONS  
OF NEPAL**  
Nepal Multiple Indicator Cluster Survey (NMICS) 2010



**chapter 2 HYGIENE AND  
SANITATION**

**Washing hands with soap and water  
using a clean toilet**

Good hygiene can prevent the spread of diseases such as diarrhoea and pneumonia.

We can easily protect ourselves from diarrhoea and other diseases by regularly washing our hands with soap and water, by defecating and urinating only in the toilet, and by using only treated drinking water.



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**What I can do**

- Always use a clean toilet for defecation and urination.



- Wash your hands properly with soap and water after any contact with faeces, before touching food, before having a meal, and before feeding children.

- Tell your parents that they must wash their hands before breastfeeding.



- Encourage parents and teachers to build toilets at home and in school.

Lives of Children and Women in the Mid- and Far Western Regions of Nepal

**Survey findings**

- Four out of 10 households use clean and properly made toilets.



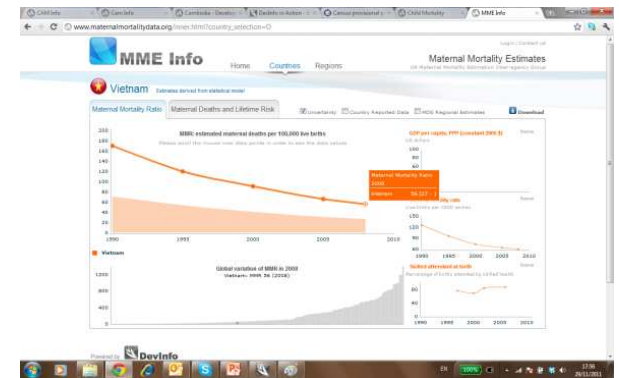
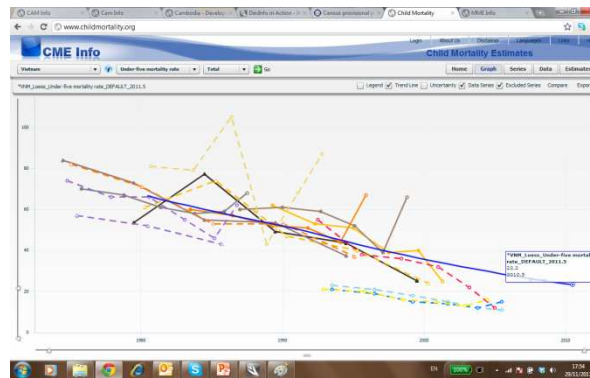
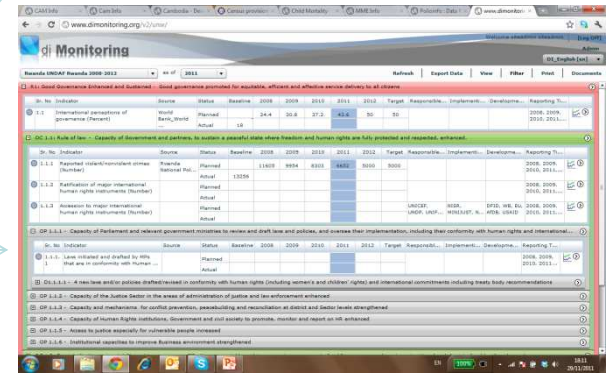
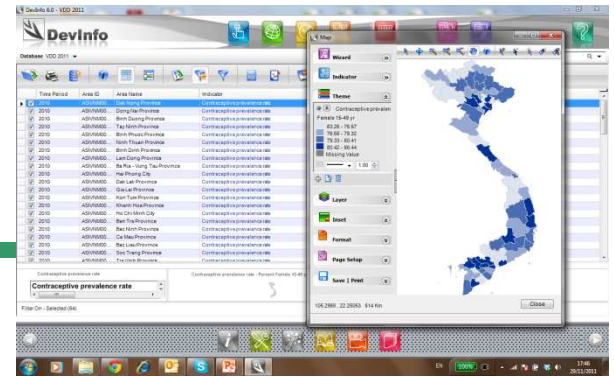
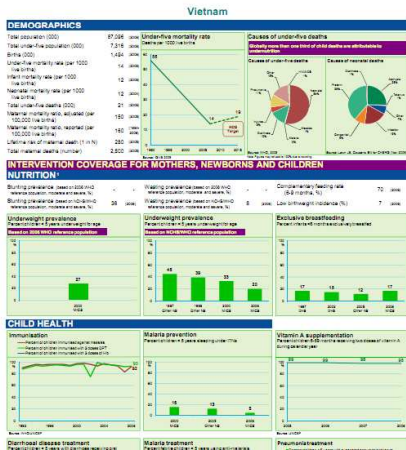
- Five out of 10 households keep water and soap ready for washing hands.



# Mobile Apps

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- US Census Bureau (America's Economy)
  - <http://www.census.gov/mobile/?intcmp=sldr1>
- DHS
  - <http://www.measuredhs.com/data/Mobile-App.cfm>



Browser tabs: Inbox (2,731) x Childinfo.org x Lies, damne... x French invasi... x Under-five m... x STATcompil... x My Congres... x Google Publi... x MDGInfo 201... x

Address bar: www.devinfo.org/libraries/asp/Home.aspx

Search options:  
Where? (Optional: country, province) [Search]  
OR [Search by sector, goal, theme or indicator name]  
OR [Search by country, province or district]  
[Advanced Search]

## MDG Info 2012

This database contains the official UN statistics used in monitoring the world's progress towards the Millennium Development Goals. The database is published by the United Nations Statistics Division. Data is included as of 2011, or early 2012 for a few select indicators and countries only.  
*Indicators 120 Areas 282 Sources 07 Data Values 288,394 Updated on 2012-12-13*

[Download data in CSV format: 2012 \[en\]](#)

### Contact of Database Administrator

**Name** Development Indicators Unit  
**Institution** Statistics Division, United Nations  
**Email** [statistics@un.org](mailto:statistics@un.org)

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# Dashboards

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- A Promise Renewed
  - <http://www.apromiserenewed.org/Dashboard.html>
- StatCompiler / MICSCompiler
  - <http://www.statcompiler.com/>
  - <http://www.micscompiler.org/>
- US Census Bureau (various innovations)
  - <http://www.census.gov>

# (Celebrity) Analytics

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- Analytics = ?
- Discovery and communication of meaningful patterns in data – Wikipedia
- NSOs need to partner with academics, researchers, senior officials, goodwill ambassadors, media/communication experts
- Hans Rosling @ UNICEF 2013
  - <https://www.youtube.com/watch?v=hTVLYVt6MKQ&feature=youtu.be>

# Answers

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**1. Which country has the lowest under-five mortality rate in 2011?**

(a) Kenya; (b) Eritrea; (c) Ethiopia; (d) Somalia; (e) Djibouti

A: (a) Kenya – 73; **(b) Eritrea – 68**; (c) Ethiopia – 77; (d) Somalia – 180; Djibouti – 90

**2. Which country has the highest fertility rate in 2011?**

(a) Timor-Leste; (b) Haiti; (c) Pakistan; (d) Ethiopia; (e) DRC

A: (a) Timor-Leste – 5.5; (b) Haiti – 3.3; (c) Pakistan – 3.3; (d) Ethiopia – 4.1; **(e) DRC – 5.7**

**3. Which country has the highest GDP per capita (current USD) in 2011?**

(a) Iraq; (b) Bolivia; (c) Moldova; (d) Cambodia; (e) Ethiopia

A: **(a) Iraq - \$3,500**; (b) Bolivia - \$2,400; (c) Moldova - \$2,000; (d) Cambodia - \$900; (e) Ethiopia - \$400

**4. Which country has the lowest proportion of seats held by women in national parliament in 2012?**

(a) Italy; (b) Ethiopia; (c) USA; (d) Mexico; (e) China; (f) Tunisia

A: (a) Italy – 21%; (b) Ethiopia – 28%; **(c) USA – 18%**; (d) Mexico – 37%; (e) China – 21%; (f) Tunisia – 27%

Source: World Bank, WDI

# Thank you

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- [pleth@unicef.org](mailto:pleth@unicef.org)