Communicating International Migration Statistics

Technical Workshop on International Migration and Temporary Mobility Statistics

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Importance of effective communication in the production and dissemination of migration statistics

<table>
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<tr>
<th>Policy and Governance</th>
<th>Public Understanding</th>
<th>Research Advancement</th>
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<tbody>
<tr>
<td>• Evidence-based policymaking</td>
<td>• Public awareness and data literacy</td>
<td>• Research into migration patterns and impacts</td>
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<td>• Targeted immigration laws and integration programs</td>
<td>• Increased response rate</td>
<td>• Improved quality</td>
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<td>• Improved data governance</td>
<td>• Reduced misuse and misinformation</td>
<td>• Experimentation and innovation</td>
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<td>• Data sharing and coordination</td>
<td>• Improved social cohesion and inclusion</td>
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DESA Statistics Division
Key sections of the Recommendations chapter

- Importance of effective communication and dissemination
- Principles of effective communication and the UNFPOS
- Developing a communication strategy
- Implementation, monitoring, and evaluation
Principles of effective communication and the UNFPOS

• Objectivity and impartiality
• Transparency and timeliness
• Accessibility and fitness for purpose
• Confidentiality and prevention of misuse
Developing a communication strategy

Data Stewardship

Communication before data collection

Communication during data collection

Communication during data dissemination

Implementation, monitoring and evaluation
Communication before data collection (Field-based)

- User engagement and needs assessment
- Raising public awareness and engagement
  - Identifying stakeholders and communication channels
  - Addressing misconceptions and confidentiality concerns
- Involving key partners and leveraging expertise
Communication before data collection (Administrative and Big data)

- Identifying policy user data needs
- Identifying data producer needs
- Communicating migration-related concepts and definitions
- Negotiating data sharing arrangements – communicating
Communication during data collection (Field-based)

• Building trust and cooperation with respondents
• Informed consent and ethics
• Training and support for data collectors (field-based)
  • Communicating migration-related concepts
  • Cultural sensitivity and communication skills training
  • Special considerations for collecting data on vulnerable groups
Communication during data dissemination

- Selecting dissemination channels and platforms
- Setting clear goals and objectives
- Improving data literacy
- Proactively mitigating misuse
- Human impact and storytelling
- Collaborating with partners and community organizations to amplify reach
Implementation, monitoring and evaluation

• Evaluating and improving communication efforts
  • Gathering feedback from stakeholders and users
  • Assessing the effectiveness of the communication strategy
  • Continuously refining and updating communication approaches
Discussion questions

• What are key elements and tools to ensure that international migration statistics and data can be effectively harnessed by a broad audience, including policymakers, researchers, media, and the general public?

• How can we prevent or mitigate misunderstanding / misuse of international migration statistics?