International Workshop on Gender Statistics,
Wuhan, China, 28-30 July 2026

Dissemination, communication and use of gender data

Approaches and good practices in disseminating and communicating gender statistics

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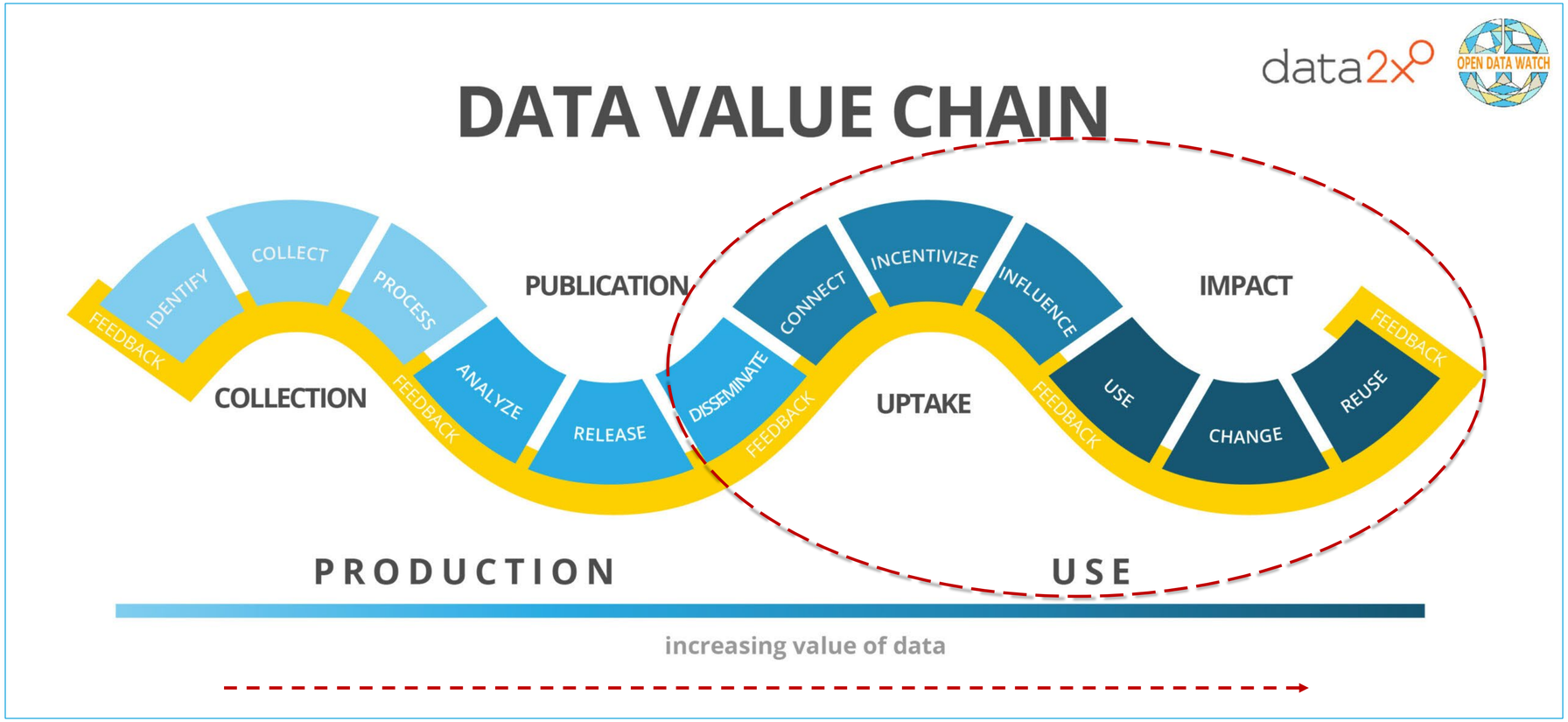
CONCEPTS & PRINCIPLES

01

DATA DISSEMINATION & COMMUNICATION FOR USE

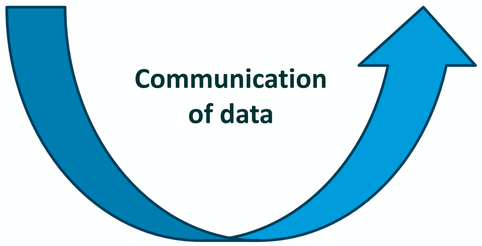
UNDERSTANDING DATA USE IN THE CONTEXT OF PRODUCTION



WHY SHOULD WE COMMUNICATE DATA?

Data dissemination:

Data collected and compiled by statistical agencies released to users



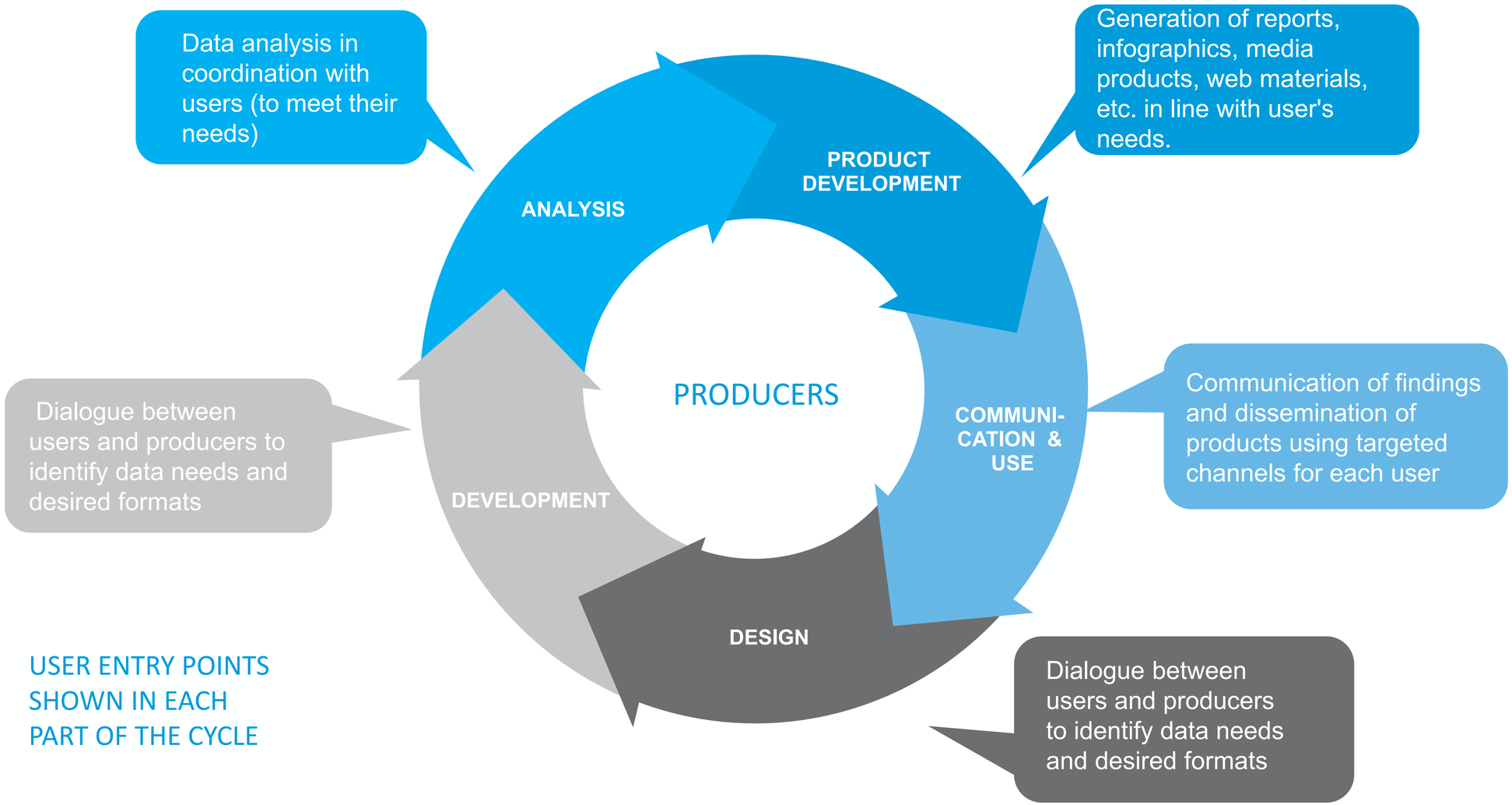
Data use:

To drive change

- ✓ Was there dialogue between users and producers prior to data collection/compilation?
- ✓ Is the data aligned with users' needs?
- ✓ Is the data available in accessible formats for non-technical users (e.g. advocates, policymakers, journalists…)

Reduce data waste

DATA PRODUCTION/COMMUNICATION CYCLE



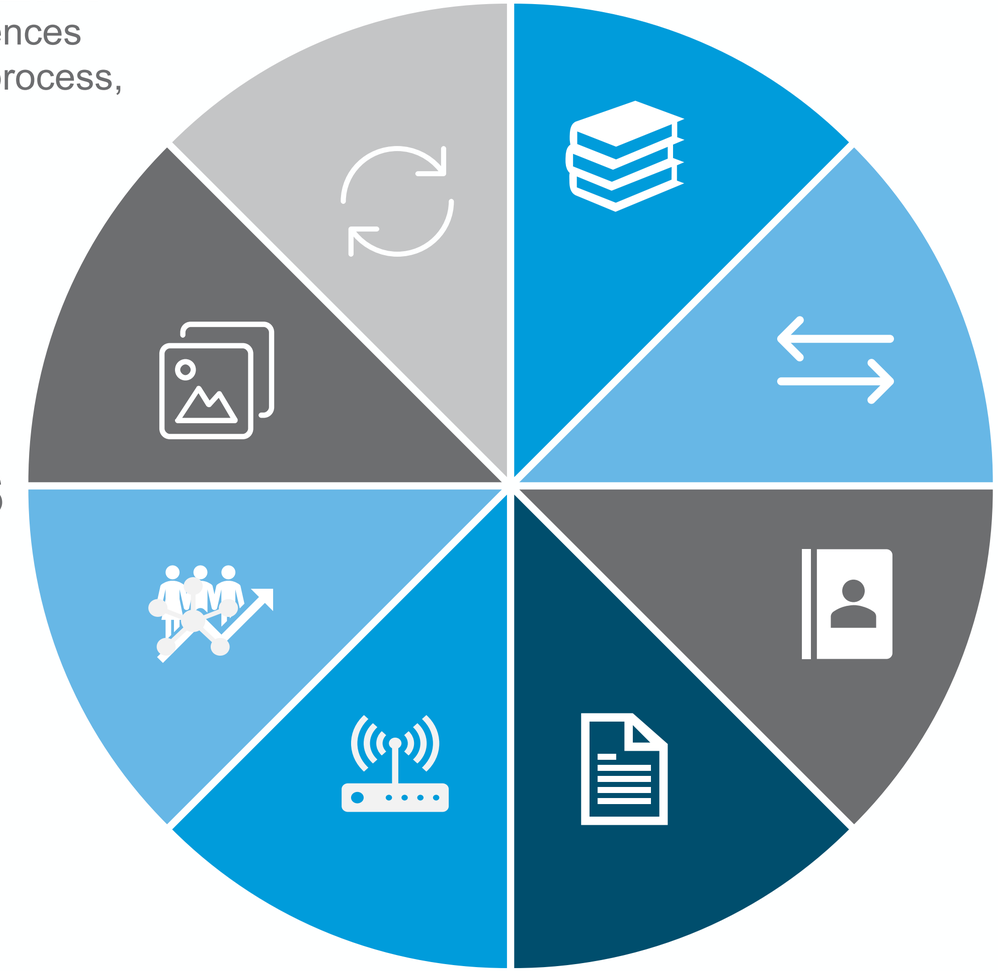
COMMUNICATION STRATEGY: GUIDES HOW TO COMMUNICATE

CONTINUED ENGAGEMENT
The earlier stakeholders and target audiences become involved in the data production process, the higher adoption and use will be.

ADVOCACY
Advocacy should guide the activities

TARGETED STRATEGIES
Specific strategies developed:
Separate activities for different target audiences

DIVERSE CHANNELS
How are you going to reach the target audiences?



PRIORITIES
Define clear communication goals and priorities

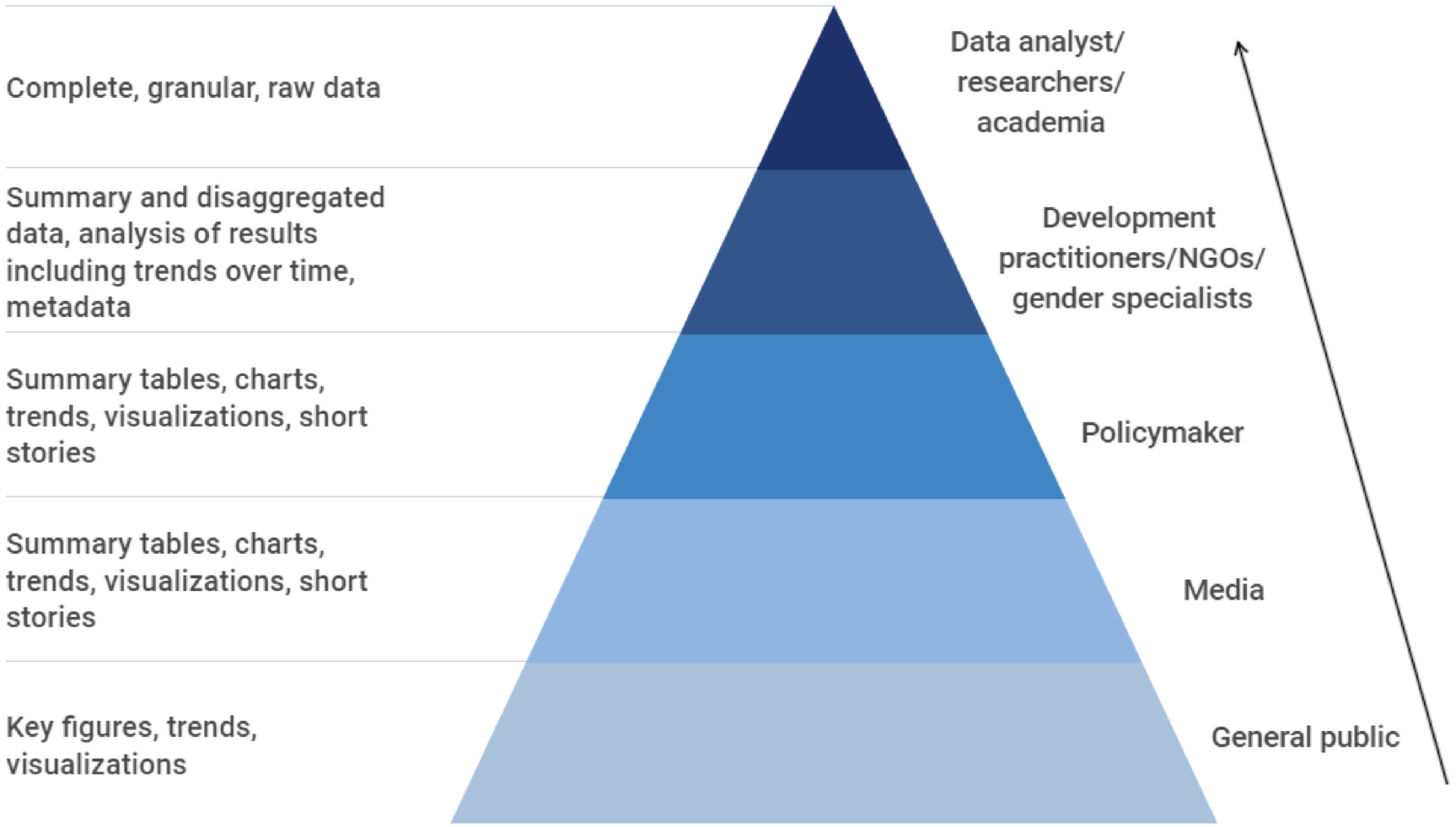
THEORY OF CHANGE
What is the change you are seeking, and how do you plan to get there?

TARGET AUDIENCE
Who do you want to reach? Who are the stakeholders?

KEY MESSAGES
Create a set of key messages

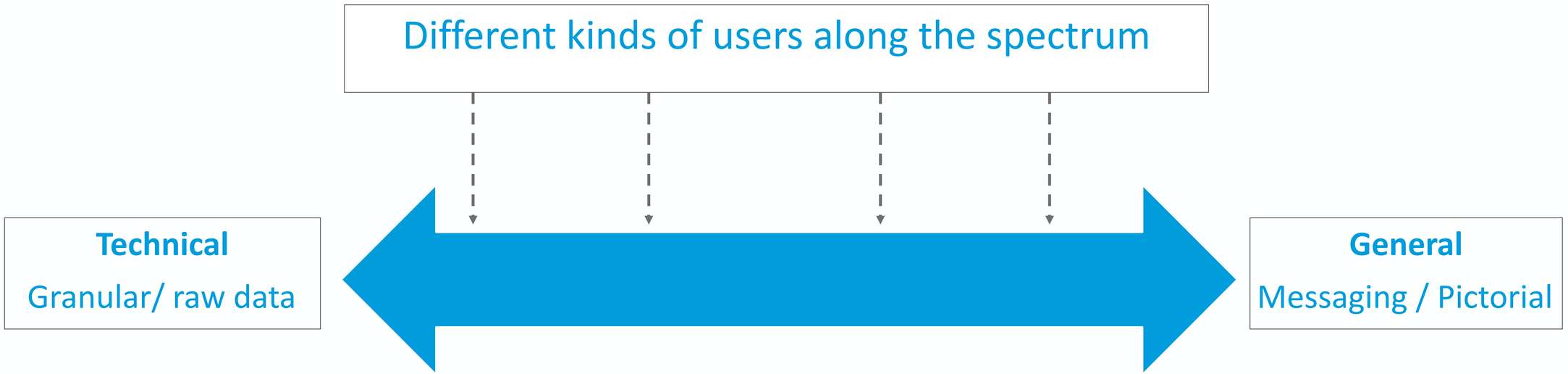
HOW TO TAILOR COMMUNICATION ACCORDING TO USER TYPE

Level of detail increases



As level of expertise increases

THE SPECTRUM: FROM TECHNICAL TO GENERAL DATA USERS

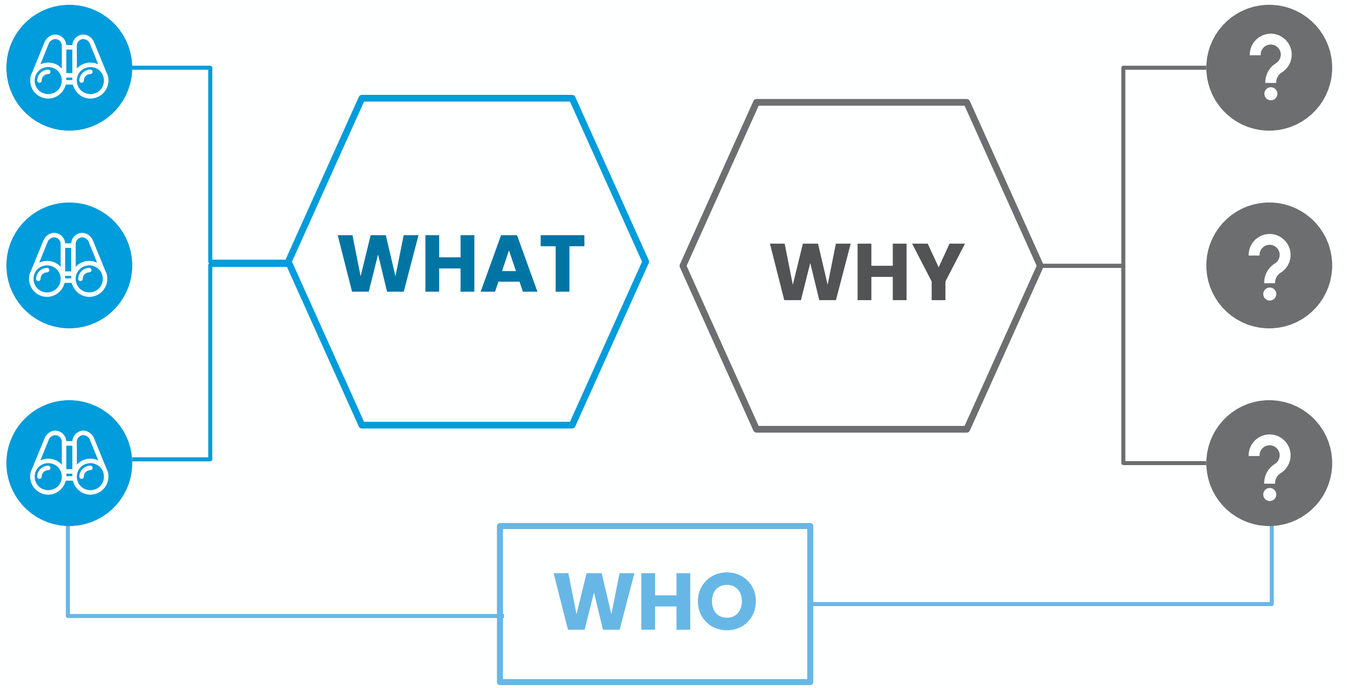


FROM TABLES TO VISUALIZATION...

Improves how data is viewed and understood

Uses visual elements e.g. charts, tables and infographics

Should be easy to understand; use narratives to tell the story; balance between visual design and practical utility



Provides summaries and helps make sense of the data quickly

Visualize trends and outliers

Engaging readers visually

Complex

Graphs that need some interpretation

Simplest

Messaging / Pictorial

SOME PRINCIPLES IN COMMUNICATING GENDER DATA

- **PRIVACY:** Protecting individuals' personal information and adhering to data protection regulations.
- **INFORMED CONSENT:** Obtaining informed consent from individuals when collecting, using and publishing their data.
- **DATA ACCURACY:** Ensuring the accuracy and integrity of data used in reporting, verifying data sources and avoiding misrepresentation.
- **DATA SECURITY:** Safeguarding data against unauthorized access, breaches, or misuse.
- **TRANSPARENCY:** Disclosing the methods, assumptions, and limitations of data analysis and interpretation to enable readers to understand the context and potential biases.
- **DATA BIAS:** Being aware of potential biases in data collection, analysis, and reporting that could skew conclusions.
- **STEREOTYPES:** Avoiding e.g. the use of pink for women and blue for men, or putting men first, when listing men and women together, or in icons
- **GENDERED LANGUAGE:** Being sensitive to making gendered assumptions about the data in descriptions and analyses.

SOME PRACTICAL GUIDELINES FOR COMMUNICATING GENDER DATA

- ✓ Identify the target audience before crafting a report and tailor the content and format to the target audience.
- ✓ Focus on topics that are a priority for the target audience.
- ✓ Use gender statistics for non-statistical reports, but avoid technical jargon for non-technical audiences.
- ✓ Keep a balance between graphical/other representations and text, to enable readers to get the full picture in an engaging way.
- ✓ Women and men should be presented side-by-side in graphs
- ✓ Order your data from lowest to highest value before showcasing it through graphs and charts.
- ✓ Include insights and context from the gender data used, but critical to also discuss the caveats of the data.

ACTION

02 DATA STORYTELLING

KEY CONCEPTS: DATA IN CONTEXT

- *Context is one of the key principles of data feminism covered in Box 2: data are never neutral or objective.*
- *The characteristics and values of people involved along the value chain influence the process every step of the way, including what gets measured and what remains invisible.*
- *If we are to use data effectively, we need to examine and understand the context in which they were conceptualized, designed, collected, analysed, reported on and used.*

On counting those who have previously been uncounted, see this story on how LGBTIQ+ people were counted for the first time in Nepal's Census.

To understand the story behind each data point, see this story on how women with disabilities have been affected by the pandemic.

Also look at the UN Women and PARIS21 training for data users such as journalists, activists and data enthusiasts on how to craft compelling narratives and products using gender data

6.1. RELATIONSHIPS WITH THE MEDIA

CASE STUDY: DEVEX FOCUS ON GENDER DATA

Powered by

UN WOMEN | WOMEN COUNT

Women Count is UN Women's gender data programme, created to improve how gender data is produced, used and shared, so that all women and girls are counted.
Data.unwomen.org

TWEETS BY UN WOMEN

The coronavirus pandemic could wipe out 25 years of increasing gender equality, new global data from UN Women suggests.

CASE STUDY: BBC 100 WOMEN FOCUS ON UNPAID CARE

RECOMMENDATIONS: BUILDING DIALOGUE WITH JOURNALISTS (PRODUCERS)

- Build and leverage long-lasting relationships with media organizations and individual journalists
- Build the capacity of journalists on both statistics and gender through training and partnerhips
- During press conferences and media briefings, be prepared with key messages and talking points
- Avoid technical jargon but use simple language to state facts, leaving no room to misinterpret data.
- Design materials that support your message and are useful to the media, like fact sheet
- Provide open access to the data through Excel files.
- Create a culture of transparency – if you don’t have an answer to a question, be honest but get their contact details to follow up with them.

CASE STUDIES

Story of change: Uganda’s violence against women survey heralds legislative and policy changes

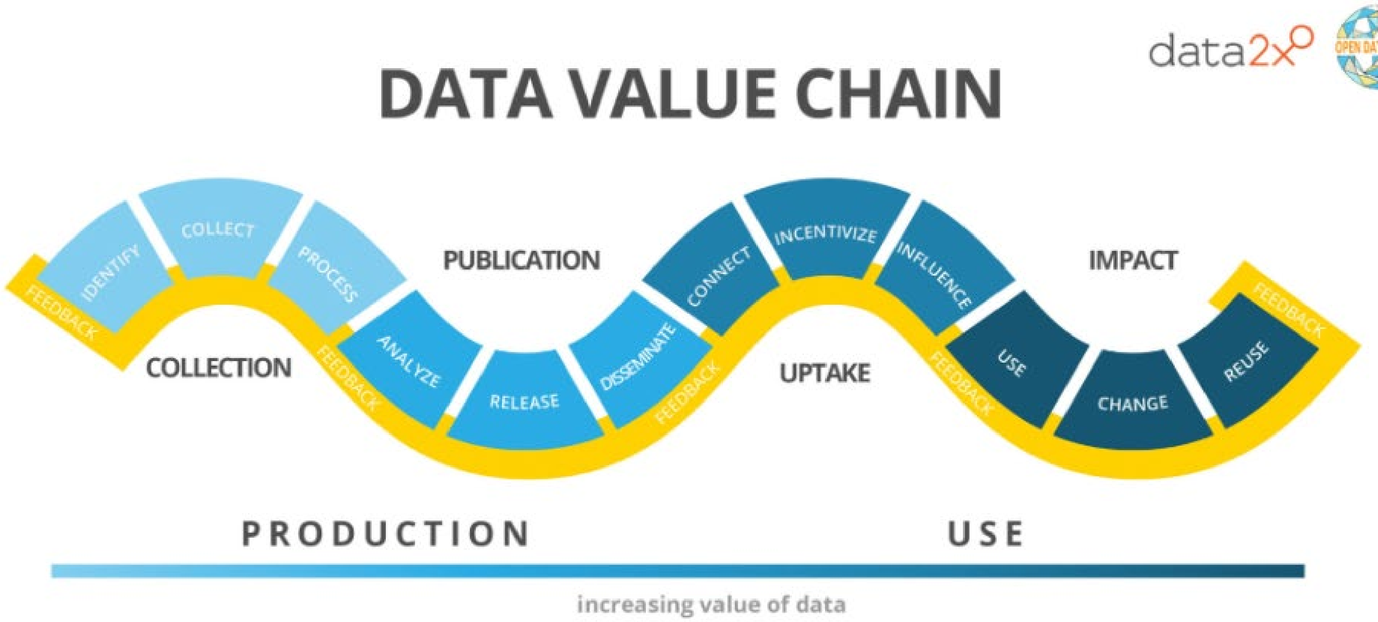
Evidence-based advocacy: Leaving no girl behind in education

ACTION

03

From Theory to Practice

Do you still remember the Data Value Chain...



Deep Dive: Gender and Environment Survey

PART 1 · PRODUCTION — Getting the data right

National consultation

Understand stakeholder data needs directly with government and partners before design begins.

Questionnaire localization

Adapt survey tools to the national context, language, and gender-environment priorities.

Collection, monitoring & cleaning

Support fieldwork quality control and produce a clean, analysis-ready dataset.

Do you still remember the Data Value Chain...

PART 2 · UPTAKE & IMPACT — Making the data count

Publication with NSO

Co-drafted key messages and data visuals with the national statistics office to expose gender-environment gaps with a clear narrative

Capacity building

Trained data producers to reproduce the estimates and data visualization, and data users to interpret and disseminate them correctly

User–producer dialogue

Facilitated exchange on how each stakeholder group can act on the data in their own role

Data use for Policy making

- Support country teams in bringing data to grassroots communities to facilitate discussions on how the data can be used for local policy planning.
  Work closely with relevant ministries to provide evidence that supports the development, implementation, and monitoring of policies, including NDC

ESCAP
Economic and Social Commission for Asia and the Pacific

WOMEN COUNT

Do you still remember the Data Value Chain...

PART 2 · UPTAKE & IMPACT — Making the data count

Promotion & global reach

Produced process videos and fed estimates into global publications and events, while sustaining ministry engagement locally

Gender and Environment Survey in Tonga

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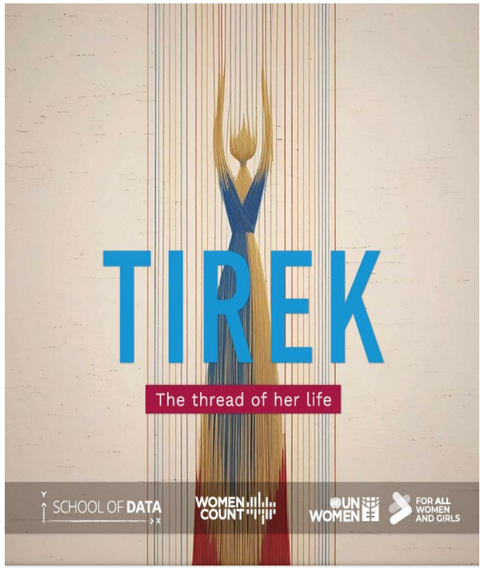
WOMEN COUNT

Innovation Spotlight

Turning gender data into art — Women Count, Central Asia

14 data-art works by artists across Central Asia translate real gender statistics — on femicide, violence, pay gaps, and social norms — into visual narratives of women's lived experience.

The goal: reach audiences that statistical reports alone don't — inviting the public to feel the data, not just read it.



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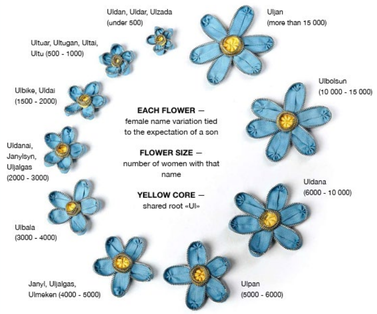
Artworks

5

Countries

2025

Published



Innovation Spotlight

Gender & Environment Data Dashboard

IN DEVELOPMENT

Complex gender-environment evidence, made practical: an interactive dashboard bringing together gender and environment indicators, geospatial estimates, maps, and graphs in one user-friendly tool.

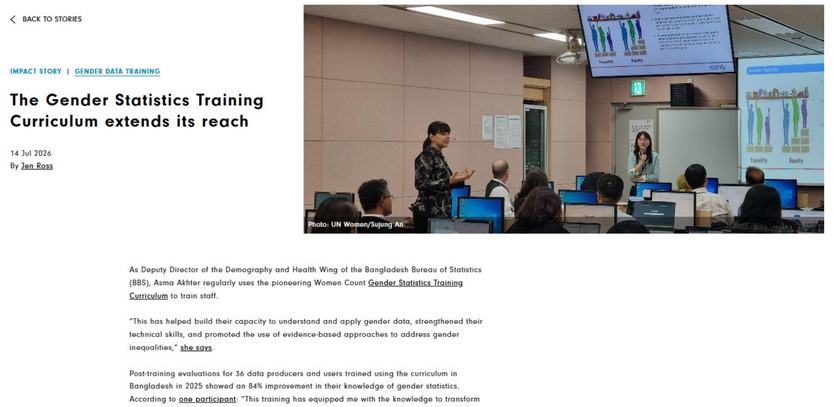
- Geospatial estimates & maps
- Interactive graphs by indicator
- Single access point for data users

Sustaining the Work — Beyond Single Projects

Gender Statistics Training Curriculum Sub-Group

Asia-Pacific expert group meeting quarterly to maintain and improve the regional gender statistics training curriculum — and to exchange experience on disseminating and communicating gender data

Country Case Studies



BACK TO STORIES

IMPACT STORY | GENDER DATA TRAINING

The Gender Statistics Training Curriculum extends its reach

14 Jul 2026
By Jen Ross

Photo: UN Women/Sujung Ah

As Deputy Director of the Demography and Health Wing of the Bangladesh Bureau of Statistics (BBS), Asma Akhter regularly uses the pioneering Women Count Gender Statistics Training Curriculum to train staff.

"This has helped build their capacity to understand and apply gender data, strengthened their technical skills, and promoted the use of evidence-based approaches to address gender inequalities," she says.

Post-training evaluations for 36 data producers and users trained using the curriculum in Bangladesh in 2025 showed an 84% improvement in their knowledge of gender statistics. According to one participant: "This training has equipped me with the knowledge to transform

Across all examples, communication is not a final step — it is built in from national consultation through to art, dashboards, and regional peer learning.

ESCAP
Economic and Social Commission for Asia and the Pacific

WOMEN COUNT

THE END...
FOR NOW

UN WOMEN