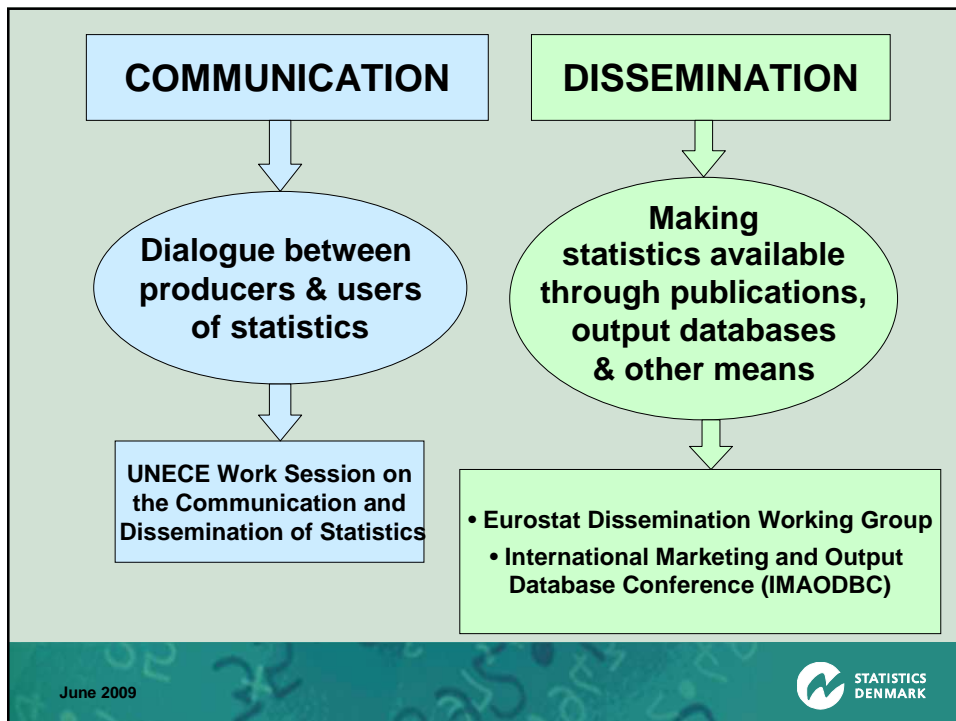


Communication and dissemination of statistics - current issues and challenges

Conference of European Statisticians
Geneva, 8-10 June 2009
UNECE Secretariat + Steering Group

June 2009



June 2009



Managing communication in NSI's

- Different approaches across countries
- Need for at least same level of management attention for communication as for dissemination
- Need to employ communication professionals
- Need for management attention to the placement of units as this will impact on their effectiveness
- Centralizing communication functions?

June 2009



Independence and credibility

- Communication strategy should strengthen the credibility of statistical organizations
- Key challenges
 - Procedures for handling errors and misunderstandings
 - Policies on pre-release access and embargoes
 - Handling data on minority groups
- Need guidelines & examples of good practice

June 2009



New tools and technologies

- Challenges
 - Monitoring the impact of on-line communities and blogs on statistical organizations
 - Introducing Web 2.0 tools when appropriate
 - Introduce interactive visualization technologies and put them into perspective
- There is a need for
 - Continued exchange of experiences and good practices
 - Guidelines, e.g. 'Making Data Meaningful'

June 2009



Communicating with hard-to-reach groups

- Declining participation in surveys & censuses
- Challenges and concerns
 - Lack of trust and credibility
 - Multiple, persistent language barriers due to immigration
- Possible solutions
 - Providing multiple language information
 - Partnering with local community leaders
 - Working with minority media
 - Educating children to reach parents

June 2009



Improving statistical literacy

- Challenges
 - Enhancing statisticians' awareness of the issues faced by users
 - Increasing users' understanding of statistics
- Concerns for statistical organizations
 - Increasing pressures on staff to address different levels of statistical literacy
 - Increasing complexity of working with the media
- Solutions
 - Improve dialogue between statisticians and users
 - Update of guidelines for working with the media

June 2009



Statistics at international level

- Problems in communicating statistics at international level
 - Limited comparability due to different methods or lack of international standards
 - Lack of data for specific indicators
 - Discrepancies between national and international data sources
- Continued integration of data from different sources will necessarily push harmonization

June 2009



Discussion

- Are these the key issues?
- Future challenges in this field?
- Suggestions for future outputs?