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Theme: Improvement of DAM data distribution and usage

Approach of Kazakhstan to distribution and communications

Represented by Kazakhstan Statistic Office, Kazakhstan

Introduction

Development of interaction with statistic information users is the strategic orientation of Kazakhstan Statistics activities. Kazakhstan Statistic Office is constantly performing the work on the improvement of DAM Indicators spread in particular and all statistical key figures in whole. During the past year we can distinguish four basic components in which the progress is observed:

- (I) **The project of the new method of society informing about operated statistics is developed – it is the Diagram of statistical information distribution.** At the present time the draft bill “On government statistics” (redrafted) is discussed in the Parliament. In this draft bill the issue of government statistics distribution is given special attention. In the realization of the law the Diagram will provide society with the data on the list and terms of statistical key figures developed by all institutions engaged with statistical works.
- (II) **Special organizational unit “Database distribution management” is created. It provides the distribution of statistics in electronic form.** This year with a view to ensuring of statistical data accessibility one has made the emphasis on the distribution of statistics in electronic form: all developed statistics is placed on the official Web site; electronic distribution of statistical data is increased in more than six times; the work on regional Web sites integration is performed.
- (III) **Publication activity is expanded.** For making of statistical publications more attractive and recognizable in the beginning of this year new logotype and corporate style of Kazakhstan Statistic Office were developed. Also publication standards were introduced. For the purpose of user sphere widening one has begun publication activity on producing of accessible statistics for mass media, students and business - booklets, brochures.
- (IV) **Training of statistical data users is organized.** It is planned to train at least 3000 users annually. In the course of training they are provided with the information on statistical publications and Web site, the information on branch statistics. Also they are given the explanation of computational strategy of statistical key figures.

(I) The Diagram of statistical information distribution

The problems of improvement of statistical key figures distribution are reflected in the draft bill “On government statistics” (redrafted), which is discussed by the members of Parliament. Within the framework of this draft bill it is planned to develop new method of society informing about all operated statistical key figures - it is the Diagram of statistical information distribution. The Diagram of statistical information distribution will be formed on the basis of the Statistical Works Plan, which contains the aggregated information about statistical observations and works.

1. According with the active legislation the main source of information about operated statistics is the Statistical Works Plan approved with the Resolution of the Government. The Statistical Works Plan consists of two parts: the list of statistical observations and the list of statistical works. As far as the list of statistical works does not perform the list of specific statistical key figures, the users have many questions: where and when one can find one or another key figure. Moreover, the Statistical Works Plan represents only the national observations and works without regard

to department statistics. Again user has difficulties in the search of relevant information. It is often difficult for them to define to competence of what department one or another key figure belongs.

2. It is our opinion that the Diagram of statistical information distribution is the most comfortable for users. Firstly, the Diagram will combine the key figures operated by all institutions engaged with statistical works which is crucially new moment. Further, very important moment is that in accordance with the Diagram all operated statistics will be placed on the Web sites of the institutions engaged with the governmental statistics system. Thus, simultaneous and equal access of users to statistical data will be provided.

3. It is supposed, that in accordance with the new legislation on governmental statistics the approval of the Diagram structure and order formation will be the competence of the Government, and the approval of the Diagram itself will be the competence of Kazakhstan Statistical Office. It will allow giving a high status to the document on the one side, and providing the operational efficiency of its formation on the other side.

4. The project development of the Diagram of statistical information distribution (so far only according to key figures operated by the Kazakhstan Statistical Office) took a good deal of time, about 5 months. The document is rather volume – more than 70 pages, more than 800 key figures without regard to division and periodicity. In the nearest future the project of the Diagram will be sent to the National Bank and governmental authorities entered the system of governmental statistics for including the key figures operated by them.

All above-listed moments were taken into consideration during the development of new law “On government statistics”. We expect that the new law “On government statistics” will be passed till the end of this year. And then next year the users will have an opportunity to use the Diagram of statistical information distribution. It will be easier for them to orientate in the large information stream and more comfortable to find necessary statistical key figures.

(II) The distribution of statistics in electronic form

The distribution of statistics by means of paper medium has a very limited character. On the whole the circulation of publications is between 300 and 1000 units, it depends on the financing from the republican budget and also on the demand of governmental authorities for statistical publications. The paper statistical publications are not realized for fee. Thus, there was the impression that there was not enough statistics. A good problem solution is the distribution of statistics in electronic form.

1. In May of the present year *special organizational unit “Database distribution management”* as a part of strategic planning and statistical data distribution Department is created. It consists of 5 people. The basic purpose of the new management is close support and promotion of Web site and the distribution of statistics in electronic form.

2. Since last year *all published statistical publications have been placed on the official Web site*. Since the present year territorial statistics authorities have also placed their publications on their Web sites. It has already been a good result, but it is not enough as far as the publications are placed in pdf format. It is not always comfortable for the users. In future we should solve this problem.

3. One of the main aims with which we gear to essential improvement of user convenience – is *the realization of dynamic tables for online distribution of statistical data*. For the purpose of automatical fulfillment of statistical data formation requests in various sections one develops and promotes information systems such as “Initial statistical information storage”, “Electronic statistical reporting”. This work is meant for the statistical data publication on the web sites in the form of interactive analysis reports contained chosen key figures with the possibility to construct a graph, a diagram , maps and providing of online access to the statistical data.

4. It is planned *to integrate the regional sites of territorial authorities on the common web-portal of the central office* till the end of this year. It will allow preserving the common statistical data structure of all regions. Moreover, it is more comfortable for users to use common site.

5. *Database of subscriber to the electronic distribution of statistical information* is created and constantly refilled. If last year the Database of subscribers consists of about 150 e-mail addresses, then now this figure is near 1000. The half of them is academical sphere - institution of higher education, less than the third part is employees of governmental authorities. On requests of the users they are sent the necessary statistical information.

6. There is a separate *subscription to press-releases*. During 9 months of the present year the number of subscribers to the electronic distribution of press-releases is made 1168. Press-releases are issued in accordance with the established schedule and are placed on the site at the latest 10 o'clock in the morning. Since 2008 the press service has functioned. It is responsible for the coordination of the works with mass media. Now 9 national and international information agencies, 20 print media (there special statistical columns are published), 6 television channels are included in the Database of electronic distribution.

7. *The distribution/exchange of information with the national statistical offices and international organizations* takes place on regular basis. The data on monthly, quarterly and yearly basis are sent to such international organizations as United Nations Organization Economic Committee For Europe, International Labor organization, International Economic Association, United Nations Children's Fund, Food and Agriculture Organization, United Nations Educational, Scientific and Cultural Organization, International Monetary Fund, United Nations Industrial Development Organization, United Nations confederation on Trade and Development and others. During 9 months of 2009 94 requests of foreign institutions were worked out. The number of private requests of companies, research institutes and universities increases.

This year with a view to ensuring of statistical data accessibility one has made the emphasis on the distribution of statistics in electronic form. A number of requisite measures has been undertaken. But alongside with that we expect a great work on promotion and distribution of statistical data. We hope that next year during the Working session of United Nations Organization Economic Committee for Europe on communications and statistical data distribution we will have an opportunity to use the Standard of statistical site structure. It will significantly help in promotion of Kazakhstan Statistical Office site in particular and the statistics in the whole.

(III) Publication activity.

The Kazakhstan Statistical Office performs permanent work on improvement of the structure, content, design and quality of publications.

1. For making of statistical publications more attractive and recognizable in the beginning of this year new logotype and corporate style (identity colors) were developed for the decoration of statistical publications. For recognizability and popularization of statistical publications "Instruction of corporate identity usage" was developed. At the present time in the decoration of publication on the central and regional levels the common corporate style is used.

2. *Publication standards were introduced.* In the beginning of 2009 the rules of table, bulletin and press-release decoration were developed. For the sake of convenience and for easy perception of statistics "Instruction of publication design of the Kazakhstan Statistical Office with the detailed development of design rules (brand-book) with the aim of preservation of the common decoration stylistics", "The standards of bulletins and alerting service decoration", "Press-release writing manual" are used when forming of collected books, bulletins, alerting service and press-releases. Here the general requirements on forming and decoration of tables and graphics are represented. All statistical publications of regional organizational units are adjusted to a common style.

3. For the purpose of popularization of statistical data since 2008 *the works on bringing out of statistical publications for extensive sweep of users have been started*. More than 20 names of booklets with respect to branches of economy were published. Attractiveness of the given kind of publications lies in the fact that there is a brief, accessible presentation of information with respect to a separate branch of economy, colorful design. Moreover, summary statistical collected books with the time series more than 15 years are published. It simplifies statistical information search process.

4. Since January of 2009 *a new presentation format of monthly informative-analytic periodical "Socioeconomic development of Kazakhstan and its regions" has been introduced*. Primarily the internal structure of publication was

revised. The periodical is published in three tomes in official and Russian languages. All information is represented in the form of usable graphics, tables and text with the description of the main socioeconomic relations development trends in the Republic of Kazakhstan. The brief information about the development of each region of the Republic with the indication of main socio-economic variables and economical specialization is represented separately. The structure of periodical is developed with regard to the international standards and was updated for providing the maximum convenience of Kazakhstan users.

5. Also *the structure of all summary statistical publications of the Kazakhstan Statistical Office was updated*. In this connection the works on revision of presentation format and structure of statistical publications of regional statistics departments were started. Within the framework of that process in 2009 the formation of regional statistical year books is carried out together with the central statistical office. Page proofs and design development are carried out on the central level.

In the improvement of publication activity a good progress is observed. Alongside with that it is necessary to develop branch collected book. These are our plans for the next period.

(IV) Training of statistical data users.

One of the strategic orientations of Kazakhstan Statistical Office is the development of communications with statistical information users: training of users and user feedback. Of course it is much easier for the users to make a request and obtain an answer than to search for statistical key figures by themselves. But we should help them understand the body of information. In accordance with the Strategic development plan on 2009-2011 it is planned to train at least 3000 users annually.

1. Beginning with the second half of the year the statistical information users will be given training monthly. In the first stage the main listeners are the representatives of governmental authorities and national holding companies. Since the beginning of academic year the workshops will be held for students. Moreover, any person can file an application on the site and attend our workshops. The users have the opportunity to attend workshops held by the statisticians themselves for free. In the course of training they are provided with the information on statistical publications, the information on branch statistics. Also they are given the explanation of computational strategy of statistical key figures.

2. We give special attention to the relationship with mass media and journalists. We understand that mass media is the best partner in statistics distribution and the fastest way of society attraction. It is very important to insure better mutual understanding between statisticians and journalists. To this effect training workshops for journalists and agency workers were held by the press-service. The theme was “Principles of press releases writing”. The agency workers were taught the rules and nuances of press releases writing by professional journalists. The training “The problem of lightening in mass media the population process development and socioeconomic situation in the Republic of Kazakhstan” was held for journalists. This topic was of current interest in the context of National counting noses in 2009. The fact that journalist understood and could obtain correct interpretation of statistical information collected during the population count is very important. It is planned to hold more training workshops on the theme “Development indicators formation[^] inflation, subsistence minimum and consumer goods basket”. The ability to find statistical data, to use them in their works is necessary for each journalist. It is planned to organize the training for future trainer-statisticians. This training is aimed to skills improvement and to development of relationships between statisticians and journalists. The training to keep terms with the press is an integral part of our strategy.

The training will allow journalists and other users to use the statistics wider in their works, will help to orientate in large quantities of statistical key figures and simplifies statistical information search process in prints and on the site (among them according to the terms of its official publication, types, contents and periodicity of statistical key figures publication). We plan to make the given type of communications be good tradition.

Conclusion

The importance of statistical information distribution and communications is very high. It is very important to produce statistics qualitatively, on timely basis and in accordance with the international standards. The providing of statistics accessibility and user feedback are also very important aspects. The development of cooperation with statistical information users is strategic orientation of Kazakhstan statistics. It is reflected in the Strategic plan on medium-term period.

In the end of 2008 statistical information users were canvassed on the issues of Statistical Office activity. In whole, the attitude of users to the statistics is positive. There were the requests in respect to data presentation format: more analytics, more graphic materials. The practice of the latest years have shown very low interest of governmental authorities in subscription to paper publications. That is why at the present time we make the emphasis to the distribution of statistics in electronic form. Alongside with that business representatives do not consider the subscription in electronic format to be very convenient. Businessmen prefer the statistics on the paper medium. That is why it is necessary to deal with a problem of publications for fee.

Alongside with that we will perform further works on the achievement of high level confidence to official statistics data. By the end of 2009 it is planned to achieve figure at least 65%, in 2010 – at least 75% and in 2011 – at least 80%.