Guidelines to communicate gender data: who needs what?
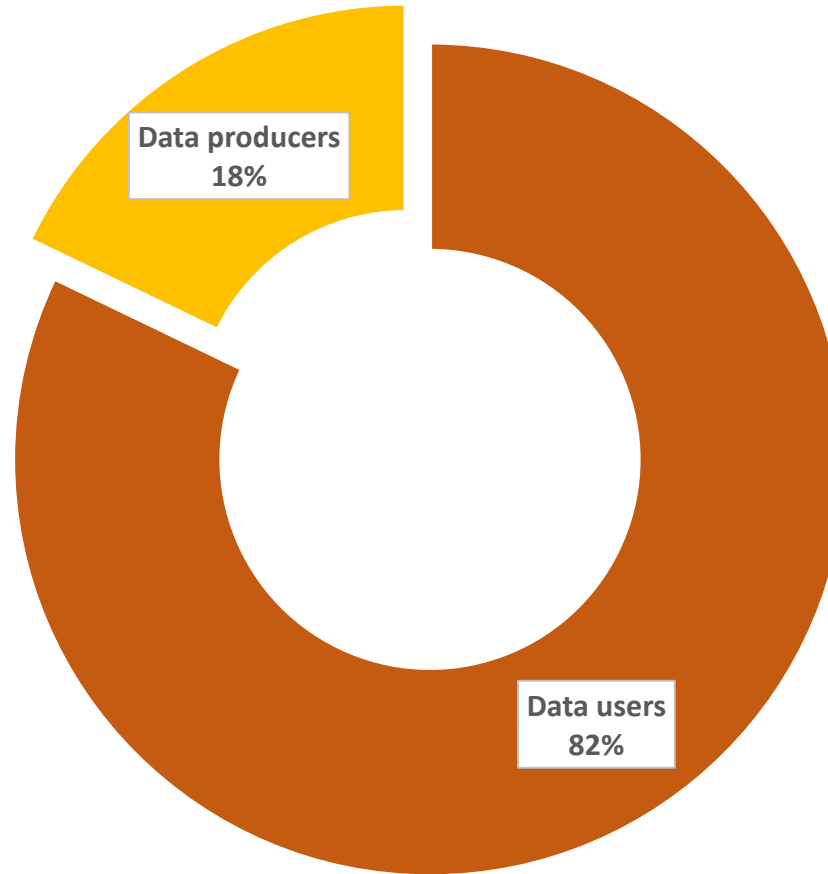
Sara Duerto Valero
Regional Gender Statistics Specialist
June 2019
Bangkok, Thailand
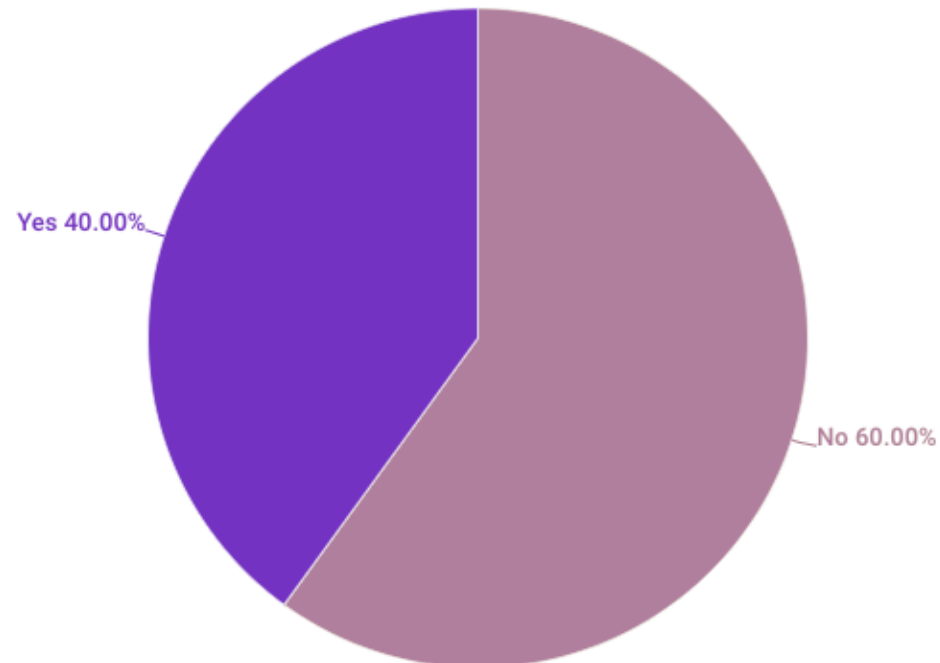
Key findings from survey

Who responded?

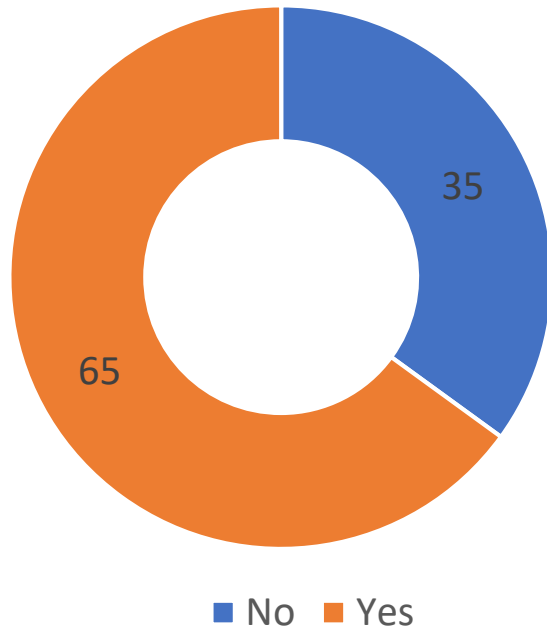Composition of respondents by type

Data producers
18%

Data users
82%

We all communicate data

% people with a gender data communications strategy
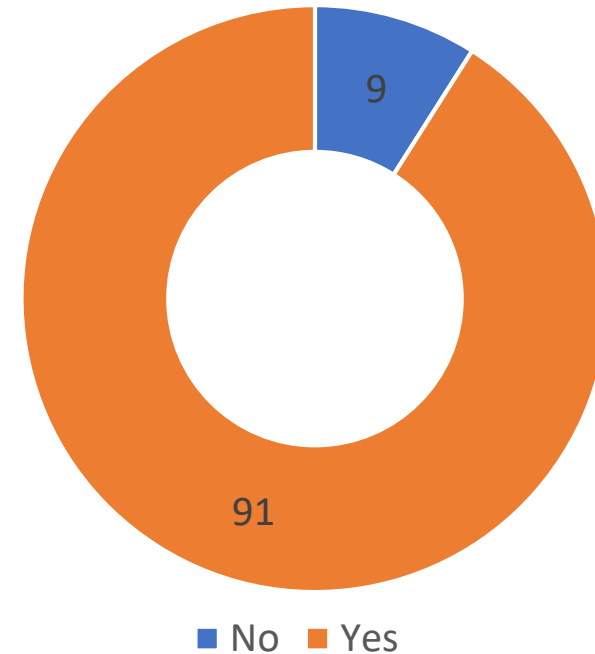

Yes 40.00%

No 60.00%

We all communicate data

% of users that put out communication products with gender data at least once a month
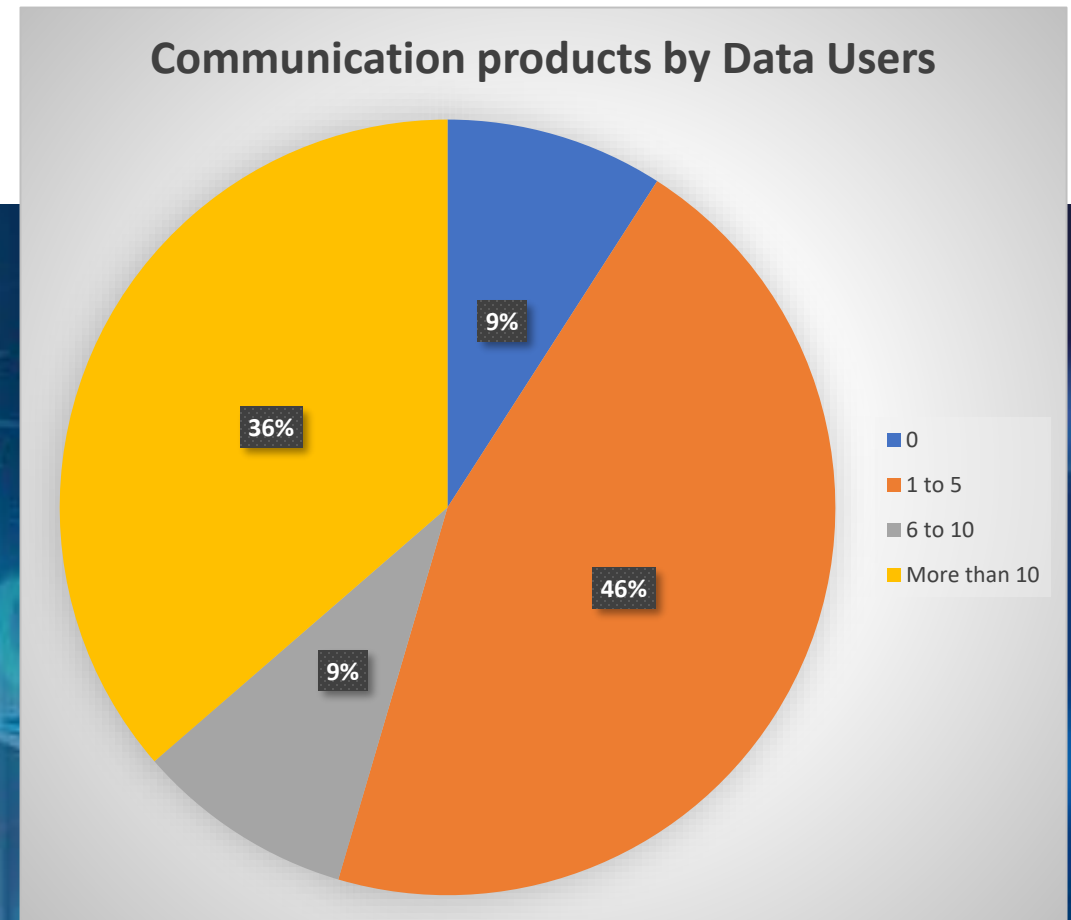

35

65

■ No ■ Yes

% of users that ever put out comms products with gender data
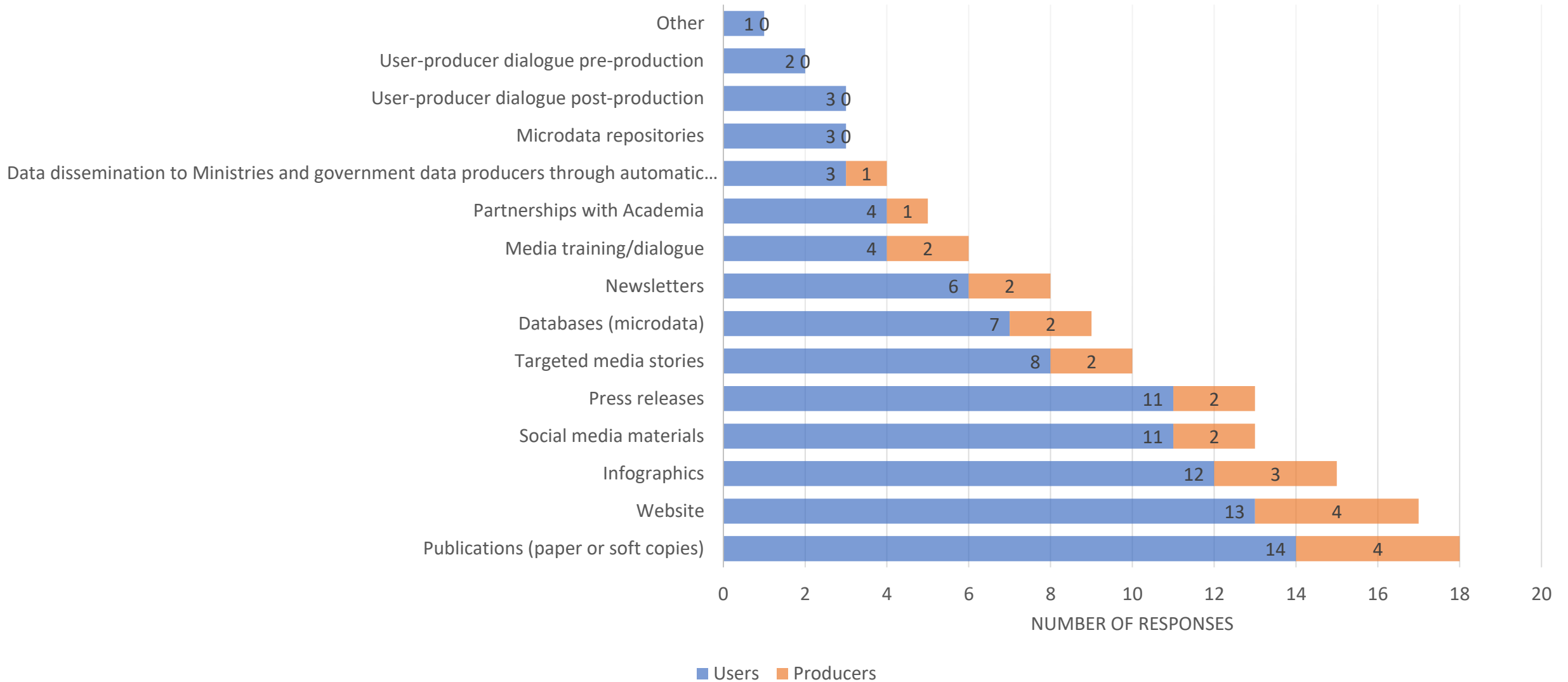

9

91

■ No ■ Yes

We all communicate data

Communication products by Data Producers

- 25% — 0
- 75% — 1 to 5

Communication products by Data Users

- 9% — 0
- 46% — 1 to 5
- 9% — 6 to 10
- 36% — More than 10
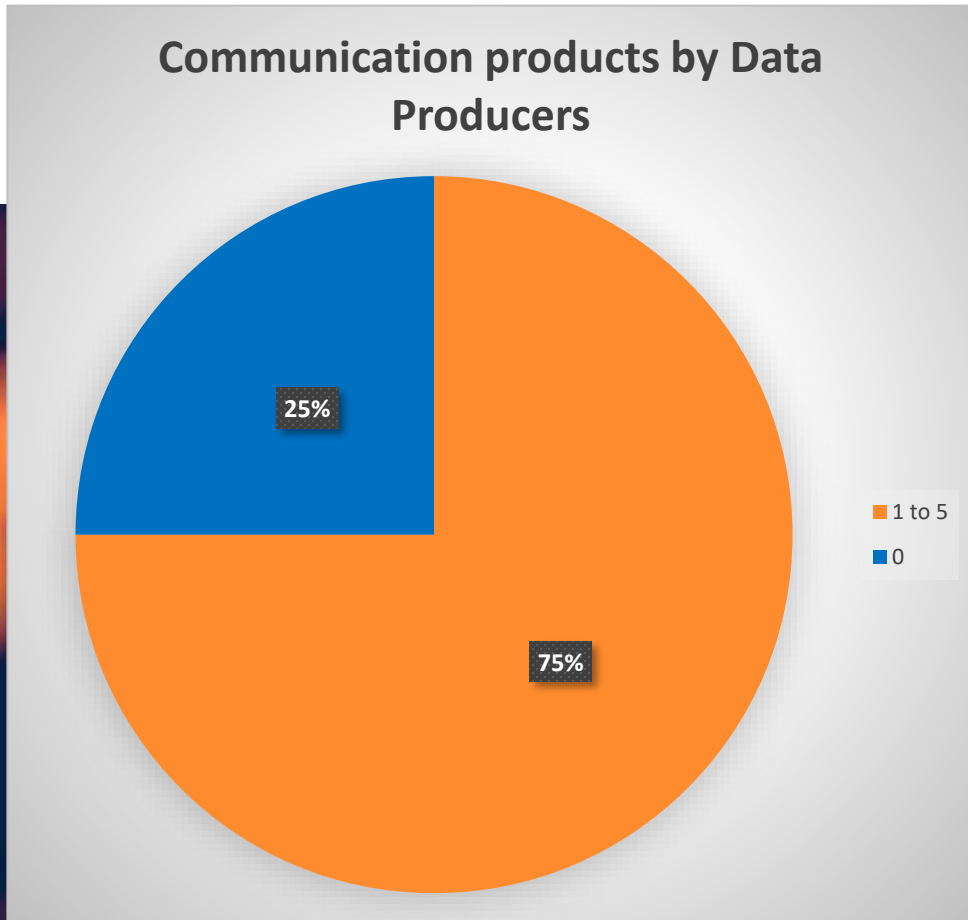
Key findings from survey

TYPES OF COMMUNICATION PRODUCTS USED
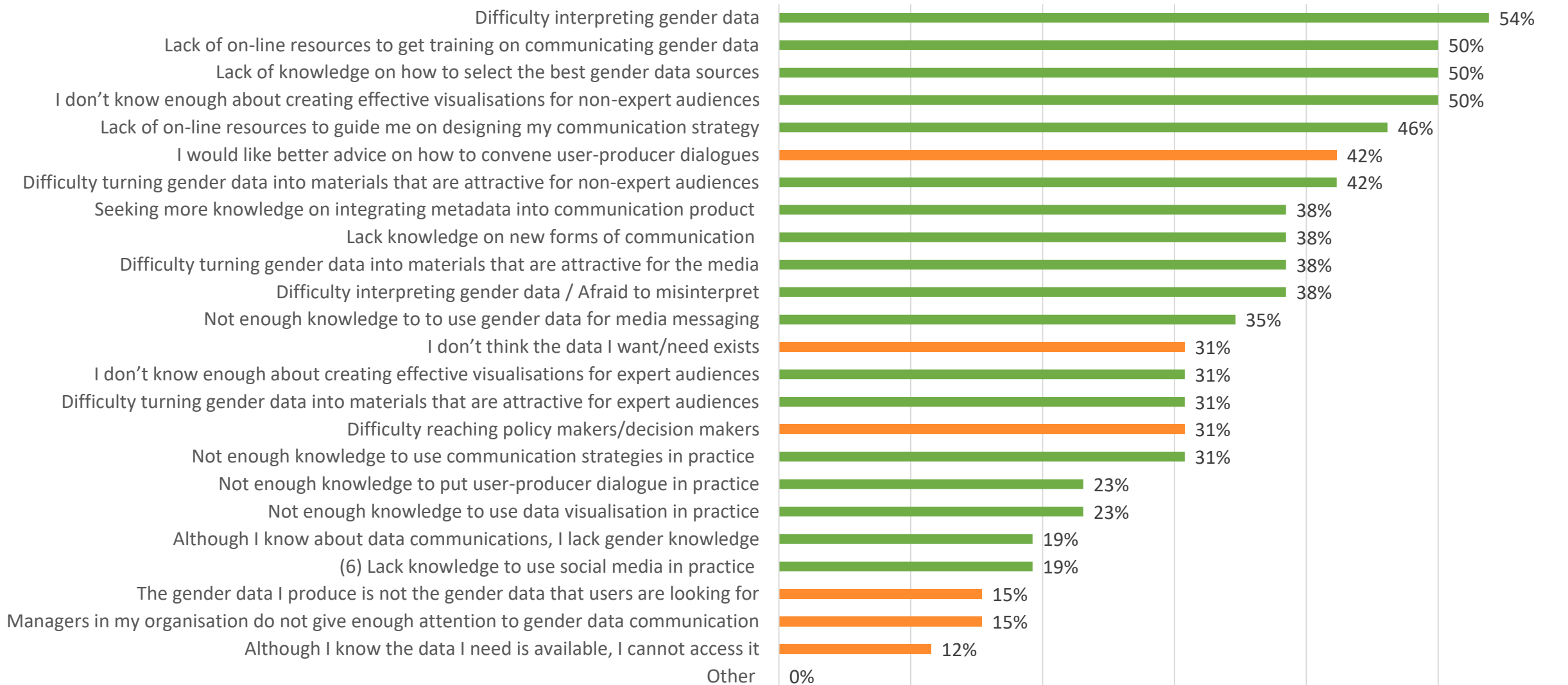
Type	Users	Producers
Other	1	0
User-producer dialogue pre-production	2	0
User-producer dialogue post-production	3	0
Microdata repositories	3	0
Data dissemination to Ministries and government data producers through automatic...	3	1
Partnerships with Academia	4	1
Media training/dialogue	4	2
Newsletters	6	2
Databases (microdata)	7	2
Targeted media stories	8	2
Press releases	11	2
Social media materials	11	2
Infographics	12	3
Website	13	4
Publications (paper or soft copies)	14	4

NUMBER OF RESPONSES

■ Users ■ Producers

Key resources on communicating gender data

List of most relevant resources available

- About communicating statistics:

    - UNECE, Making data meaningful

    - UNECE, Toolkit on gender statistics (literacy)

    - UNECE, Developing GS, a practical tool (select chapters)

    - OECD, Data and metadata reporting and presentation

    - Kaggle, Communicating data science

    - EC, Presenting and communicating statistics

    - ESCAP, Guidelines for developing vital statistics reports (select chapters)

    - SPC, Guide to gender statistics and their presentation

    - UNDESA, Integrating a gender perspective into statistics (select chapter)

- About communicating gender:

    - UNICEF, Gender responsive communication for development

    - UNWomen, forthcoming.

Key resources on communicating gender data

Some of the topics already covered

- Telling stories with data

- Visualization of statistics

- Communicating with the media using data

- How to improve statistical literacy among different actors

- Disseminating data and metadata

- Statistical tables

- Statistical reports

- Integrating gender in communication for development

MAKING
EVERY WOMAN
AND GIRL
COUNT

QUESTIONS	ANSWERS
List the top 5 areas you would like to see in the guidelines (based on the challenges you have discussed)	1) 2) 3) 4) 5)
What should be the format of the guidelines for each of the 5 areas you have identified? Why? • Publication? • Online publication? • On-line interactive training? • Other? (explain)	1) 2) 3) 4) 5)
If you had these guidelines, what would be the opportunities for you to use and apply them in your organization? How would you promote their use in-house?	List 3 upcoming opportunities: 1) 2) 3)

Group exercise

GROUP NUMBER	COUNTRIES
GROUP 1	MONGOLIA PHILIPPINES
GROUP 2	ARMENIA CAMBODIA
GROUP 3	VIETNAM BANGLADESH
GROUP 4	TONGA NEPAL