Dissemination and Communication

Good practices in the communication and dissemination of statistics

This page is a place for the community of people working in the fields of communication and dissemination of statistics in national and international statistical institutes to share knowledge, experience, ideas and resources. The page is under development and will evolve according to the level of interest it generates and the amount of use made of the resources. If you would like to add a good practice example from your National Statistics Office or International Organization, please contact us.

Seminars and Workshops
Information and documents of UNECE Workshops on Dissemination and Communication of Statistics

Publications

Strategic Communication Framework phase 1
This publication, phase 1 of the project, was developed by a UNECE Task Force composed of experts from national and international statistical organizations, and endorsed by the Heads of statistical offices of more than 60 countries, showcases the value of official statistics and provides recommendations for statistical offices on ways to promote, measure and communicate this value. It was endorsed by the CES in 2019 and presented at the 2019 UNECE workshop on Dissemination and Communication of Statistics. The framework and all its components are offered as a guideline and are not intended to be prescriptive. Statistical organizations are invited to use the framework in its entirety, or to use elements that help support their organization’s business model and brand.

Making Data Meaningful Publications.
Four practical guides to help managers, statisticians and media relations officers in statistical organizations use text and visualizations to bring statistics to life for non-statisticians; find the best way to get their message across or define strategies for improving statistical literacy.

The guides are available in various languages. Print copies of the English version can be obtained free of charge by clicking here, indicating the publication title, the language and postal address. For more information about the Russian version, please click here.

News

The 2020 Workshop on Statistical Data Dissemination and Communication is planned to be held back-to-back with the UNECE Workshop on HRMT for Statistical Organisations. It is scheduled for 7-9 September 2020 in Lisbon Portugal. However, due to shortage of staff and the Covid19 pandemic, it is currently on hold. By early June, a final decision is expected.

The Strategic Communication Framework, was completed with several new elements:

- Internal Communications
- Employee Engagement
- Mission, Vision and values
- Stakeholder Engagement (including Stakeholder mapping, planning, evaluation of success and considerations for the successful public acceptance of a National Data Strategy)

These parts were the output of phase II of the UNECE Strategic Communication Framework Project that was part of the HLG-MOS 2019 work programme. They will be combined with the publication from phase 1 of the project, that was developed by a UNECE Task Force composed of experts from national and international statistical organizations, and endorsed by the Heads of statistical offices of more than 60 countries, showcases the value of official statistics and provides recommendations for statistical offices on ways to promote, measure and communicate this value. It was endorsed by the CES in 2019 and presented at the 2019 UNECE workshop on Dissemination and Communication of Statistics. The framework and all its components are offered as a guideline and are not intended to be prescriptive. Statistical organizations are invited to use the framework in its entirety, or to use elements that help support their organization’s business model and brand.
Part 1: A guide to writing stories about numbers

The first guide provides guidelines and examples on the use of effective writing techniques to make data meaningful.

- Making Data Meaningful. Part 1: A guide to writing stories about numbers (1.6Mb)
- 1: . (1.8b)
- Cómo hacer comprensibles los datos. Parte 1: Una guía para escribir sobre números - Spanish translation kindly provided by the Instituto Nacional de Estadística, Spain (301Kb)
- Kako podacima dati smisao. Prvi dio: Priručnik za pisanje o brojevima - Croatian translation kindly provided by Croatian Bureau of Statistics (1.6Mb)
- 1: - Japanese translation kindly provided by Japanese Bureau of Statistics (756Kb)
- - Chinese translation kindly provided by the National Bureau Statistics of China in cooperation with China Offices of UNICEF and UNFPA (1.4 Mb)
- Making Data Meaningful Parte 1: Una guida per scrivere storie statistiche (5.6 Mb)

The 2019 Workshop on the Statistical Data Dissemination and Communication was held in Gdask, Poland on 12 - 14 June. Click [here](#) for the meeting documents and meeting report.
Part 2: A guide to presenting statistics

The second guide provides guidelines and examples on preparing effective tables, charts and maps, and using other forms of visualizations to make data meaningful. It also offers advice on how to avoid bad or misleading visual presentations.

- Making Data Meaningful. Part 2: A guide to presenting statistics (1.9 Mb)
- Cómo hacer comprensibles los datos. Parte 2: Una guía para presentar estadísticas - Spanish translation kindly provided by the Instituto Nacional de Estadística, Spain (1.4Mb)
- Kako podacima dati smisao. Drugi dio: Priruk za prikazivanje statistike - Croatian translation kindly provided by Croatian Bureau of Statistics (2.4Mb)
- 2: - Japanese translation kindly provided by Japanese Bureau of Statistics (2.218Kb)
- - Chinese translation kindly provided by the National Bureau of Statistics of China in cooperation with China Offices of UNICEF and UNFPA (3.4 Mb)

MDM 2 is now available on Apple iBooks Store:
### Part 3: A guide to communicating with the media

The third guide aims to help producers of statistics find the best way to get their message across and to communicate effectively with the media. It contains suggestions, guidelines and examples.

- **Making Data Meaningful, Part 3: A guide to communicating with the media** (533 Kb)
- **Cómo hacer comprensibles los datos. Parte 3: Una guía para la comunicación con los medios** - Spanish translation kindly provided by the Instituto Nacional de Estadística, Spain (264 KB)
- **Kako podacima dati smisao. TREI DIO. Prirunik za komuniciranje s medijima** - Croatian translation kindly provided by Croatian Bureau of Statistics (4.6 MB)
- **3 Japanese translation kindly provided by Japanese Bureau of Statistics (725 Kb)**

### Part 4: A guide to improving statistical literacy

The fourth volume of Making Data Meaningful provides an overview of current initiatives and define strategies for improving the statistical literacy of different user groups.

- **Making Data Meaningful, Part 4: A guide to improving statistical literacy**
- **Cómo hacer comprensibles los datos. Parte 4: Una guía para mejorar la cultura estadística** - Spanish translation kindly provided by the Instituto Nacional de Estadística, Spain (2.4 Mb)