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Dissemination to information media in developing countries: can we help?



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In these two years I realized that...

- There is a growing demand for training and experiences that improve the quality of statistical dissemination in developing countries
- International organizations have resources to invest, but their efforts must be focused
- Our group has experiences and training capacities that we must share

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Statistics in the 21st century

- World development is everybody's concern
- But development must be monitored
- We are witnessing a trend toward a global statistical system
- International organizations have important programs for statistical capacity building in developing countries
- But: dissemination is seldom considered part of statistical capacity building

Statistics for developing countries: problems and opportunities

- ◆ Financial problems: too much dependence from international aid, need for a steady flow of local resources
- ◆ Political problems on data handling: “statistics are for governments”, seldom countries have a statistical law
- ◆ Cultural problems: low local understanding of the figures
- ◆ Growing awareness of the importance of data among opinion leaders
- ◆ High level of cooperation by respondents

Disseminating statistics in developing countries

- Lack of adequate professionals
- Fear of the press - or political constraints
- Investments in paper products
- Importance of Internet - even below the Internet divide
- Setting the rules: statistical advocacy comes first

What is “statistical advocacy”?

- From Paris 21: “Making the case for better statistics to a range of audiences, including respondents, data providers, and financial backers”.
- But the first targets of advocacy in developing countries are:
 - ✓ political leaders
 - ✓ local media
- “Advocacy” means providing the local NSOs with instruments to convince the public opinion

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The role of international organizations *(in statistical dissemination capacity building)*

- Imf's Sdds - Gdds in particular
- The Paris 21 Consortium
- The Unsd good practices data base
- The Unsd Handbook
- And now the Unece Handbook

Total coordination is impossible, synergies will be useful

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The “Why statistics” experiment

- The task: statistical advocacy material
- The poster and the pamphlet
- The hypertext
- The team
- Will it become a website?

What did we learn from “Why statistics”?

- Difficulties in adding experiences from developing countries
- Need for a guide for the best use of the material
- Continuous updating required, by an international team
- Building up regional points of reference

What Now? Some Ideas

- Sharing experiences in a website
- Building a world network of communicators
- Promoting a session for international discussion on
DISSEMINATION AS PART OF STATISTICAL
CAPACITY BUILDING

Should we prepare a document for the 34th session of the UN Statistical Commission (New York, 4 - 7 March 2003) ?