

Data Story Telling

Janice Keenan (Statistics Canada, Canada)

janice.keenan@statcan.gc.ca

Abstract

The data remains the same, world-class, accurate, and gathered by a respected statistical agency. What has changed, though, is how it is shared, both the vehicles delivering it and the packaging.

For more than 90 years, Statistics Canada issued a once-daily release of data each working day.

But just as the world changed during that time, the agency knew it had to adapt as well. It needed to grow, find new audiences and delivery methods, and fresh language to best serve Canadians.

First, the agency created a organization solely responsible for communications, data story telling, and stakeholder engagement.

It also developed innovative ways to share integrated data stories with Canadians.

Last fall the agency launched StatCAN Plus, the agency's second official release vehicle, which offers data insights on topics Canadians are talking about, and delves into the numbers behind current issues.

Next came a new podcast series, Eh Sayers, dedicated to meeting the people and stories behind the numbers.

In January of 2022, the StatsCAN mobile application was released. Focusing on data, the app allows Canadians to tap into expert analysis, fun facts, visuals, short stories and insight that bring together data, tools and articles.

These new layers of innovative communications are all built on a solid statistical base. We will discuss how each of these new tools have helped to reach new audiences and connect the Agency to more Canadians.