

How StatCan changed its storytelling approach

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Director-General, Statistics Canada

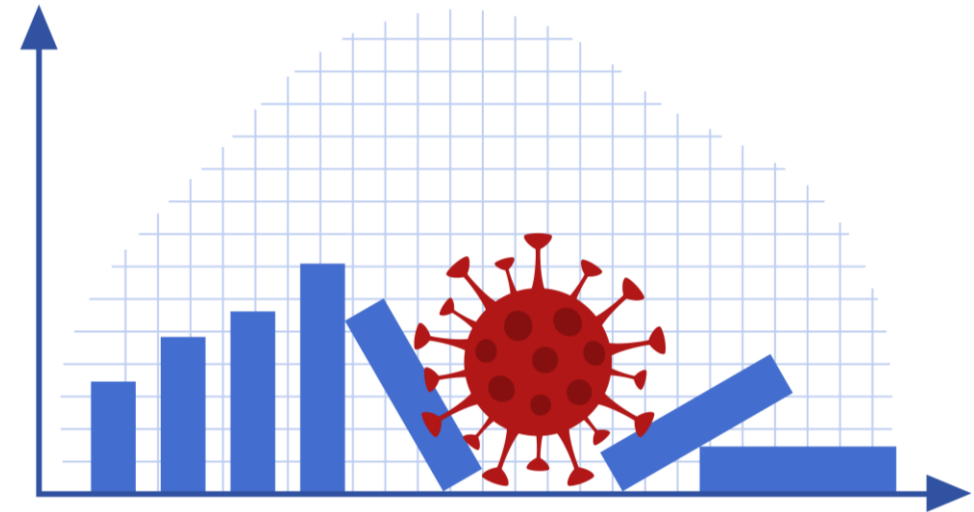
September 15, 2022



Delivering insight through data for a better Canada

The pandemic story. . . .

- One of the biggest societal disruptions in our lifetime
- Public health story, with statistics playing a key role
 - Infection rates, vaccination levels and hospital admissions
 - All told in clear, relevant ways



The pandemic story. . .

- Demonstrated need for statistics people can use
- Delivered in a way they can understand
- Provided an opportunity for StatCan to re-examine how we serve Canadians



Looking back

- Agency has delivered a daily package of its releases for over 90 years
- Despite floods, power outages, severe weather events world wars and pandemics
- Traces back to one man, Robert H. Coats
 - a journalist by training, with a talent for statistics



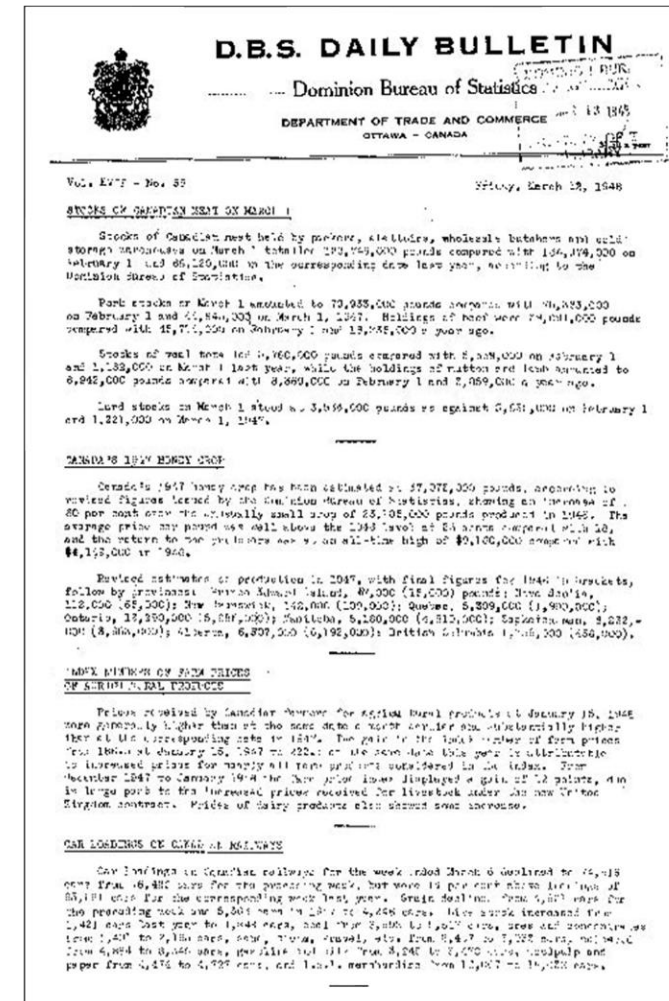
Looking back

- Coats appointed first Chief Statistician of Canada in 1918
- Wrote statistical stories the average Canadian could understand
- Not “dry as dust” numbers, but figures with meaning to the life of Canadians
- Innovative from the start – utilized radio back in its infancy in the 1930s



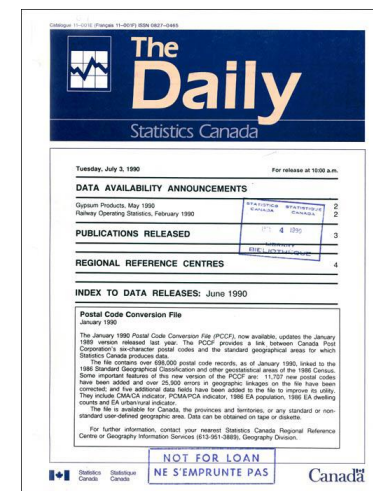
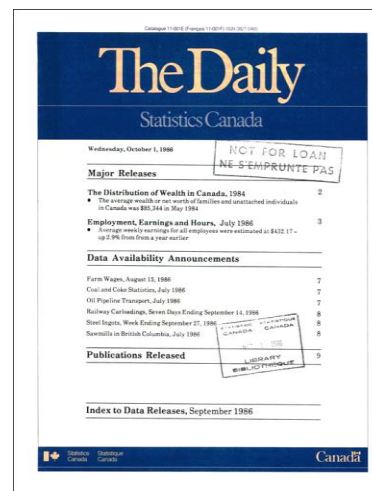
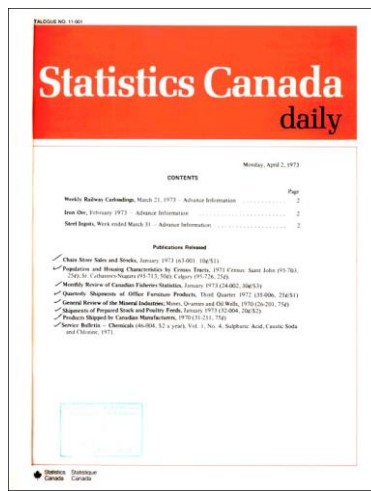
Looking back

- The Daily started out as a single, typewritten mimeographed sheet
- With a “lofty” subscriber price of \$1.50 per year!
- French edition arrived in 1935
- In the 1950s, went from six days a week to five, as the Saturday edition was dropped



Looking back

- The look has changed over the years
- But remained one of a kind in statistical circles
- A single daily release of the agency's information



Looking back

- Some of the release topics then were similar to today
- Some less so
- And some, well...
- Here is an early example, spelling mistakes, anachronistic language and all



Looking back

- Report on demographics

August 15, 1932:

Where the Centenarians Live: *There are 163 centenarians in Canada of whom 89 are women and 74 are men according to the Census. Fifty live in Ontario, 28 women and 22 men; 26 in Nova Scotia, 17 women and 9 men; 22 in Quebec, 14 women and 8 men; 15 in Manitoba, 7 women and 8 men; 14 in British Columbia, 6 women and 8 men; 12 in Saskatchewan, 3 women and 9 men; 10 in Alberta, 6 women and 4 men; 7 in Prince Edward Island, 6 women and 1 man; 7 in New Brunswick, 2 women and 5 men; none in the Yukon or the North West Territories.*

Looking back

- Some were a little different



From January 10, 1933:

***For Milady Mostly:** Madame and the young ladies did not stint themselves in 1931 where toilet preparations were concerned. They presumably are more responsible than the mere men folk for the fact that the output of Canada's toilet preparations in that year made a large increase, the factory value being \$5,946,292 as compared with \$4,206,513 in 1930.*

Looking back

- And some were very different

From January 13, 1933:

Dragon's Blood: *Dragon's Blood is imported into Canada, not the sort that the valiant Saint George, in days of old when knights were bold, spilled upon the sword from the gaping wounds he made in the monster of history, but dragon's blood for all that. It is a resinous substance which comes from the fruit of a climbing palm in Sumatra. When powdered it is a bright crimson, soluble in alcohol, and is used chiefly for coloring varnishes. During the eight months ending November Canada imported 805 pounds of it.*

Looking back

- By the way, it is still available for purchase online



Looking back

Delivery methods changed over time

- Fax added in the 1980s
- Online edition in 1995 (paper version stayed until 2003)
- Redesigned with new features and content in 2009 and 2015
- But the centrepiece remained intact

The screenshot displays the Statistics Canada website interface. At the top, there is a navigation bar with the Canadian flag, the text 'Statistics Canada / Statistique Canada', a search box, and a language selector set to 'Français'. Below this is a secondary navigation menu with links for 'Subjects', 'Data', 'Analysis', 'Reference', 'Geography', 'Census', 'Surveys and statistical programs', 'About StatCan', and 'Canada.ca'. The main content area is titled 'In the news' and features a search bar and a 'The Daily' section. Under 'The Daily', there are tabs for 'In the news', 'Indicators', 'Releases by subject', 'Special Interest', 'Release schedule', and 'Information'. The date 'Thursday, September 8, 2022' is shown, along with the note that 'The Daily' is released Monday to Friday at 8:30 a.m. Eastern time, except during holidays. Two main news items are highlighted: 'Population and demography' with the headline 'Canada in 2041: A larger, more diverse population with greater differences between regions' and 'Economic accounts' with the headline 'Securities statistics, second quarter 2022'. A sidebar on the right contains a 'COVID-19' section with a 'A data perspective' link, a 'StatsCAN app' download button, and a 'StatsCAN Plus' section. At the bottom of the sidebar is a 'Statistics Canada's Trust Centre' link and a 'My StatCan' button.



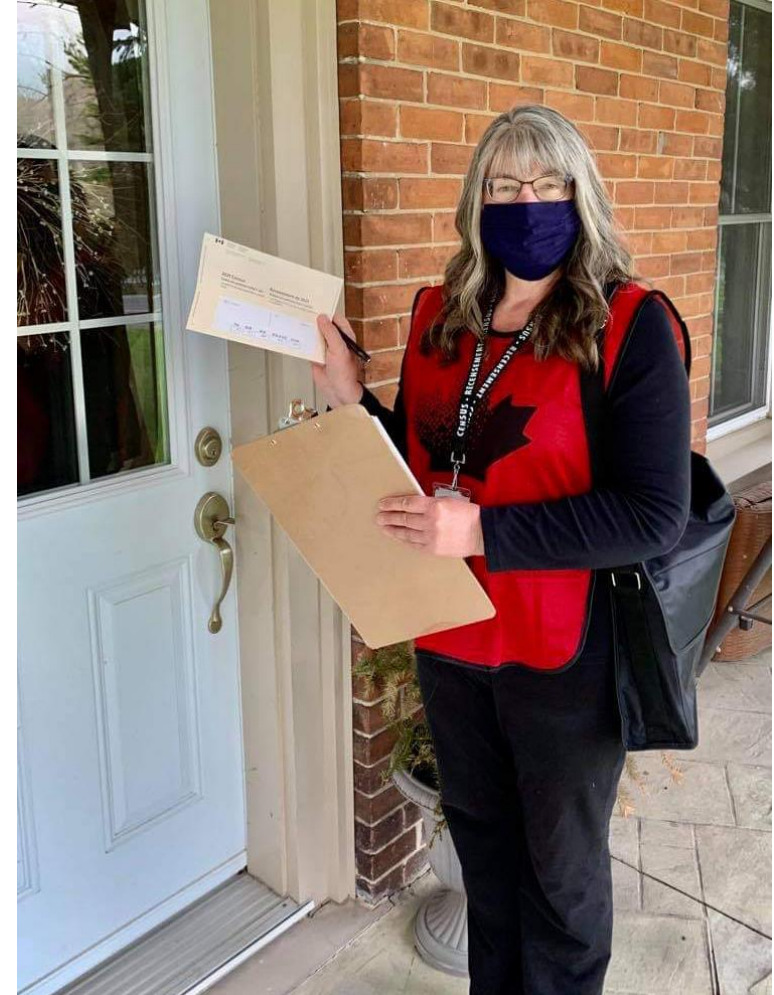
Today

- Needed to expand our reach
- Be innovative
- Needed something fresh and new

Today

Began by examining

- How people used data
- How they accessed it
- How to reach the millions who completed the Census
- And the thousands involved in monthly surveys



Today

- Agency focused on engagement and story telling
- Data release policy/framework updated to allow data publication at any time
- Simple aim - become more relevant in a digital world, where information is shared quickly and easily



Today

- Introduction of StatsCan-plus, a second release vehicle for the agency
 - Launched in November 2021
 - Published throughout the day, not just at 8:30




Today

- Focused not just on statistical releases
- Looks at days of note, topics Canadians are discussing
- The stories behind the numbers as well as regional, provincial focus
- Anything but staid in tone and look

Most recent publications

Bilingualism in Canada in the spotlight
Languages
September 8, 2022, 11:06 a.m. (EDT)




DATABYTE

Canada has a rich linguistic diversity. The languages known and spoken here are closely linked to our identity, our culture, and our relationship with the community. For people young and old, be it at home, school, or work, languages punctuate and add colour to our daily lives. Canada's official languages, English and French, are commonly spoken by the vast majority of the Canadian population for communication and service exchange. Although both are spoken throughout Canada, English is a minority language in Quebec, while French is a minority language in the other provinces and territories, as well as in Canada as a whole.

[Continue reading](#)

Discovering Canada's coral reefs
Environment
September 7, 2022, 11:00 a.m. (EDT)




DATABYTE

Coral reefs are popular destinations for fans of scuba diving. Australia, New Caledonia, Belize and Florida are where the largest underwater landscapes can be found, filled with life. But did you know that Canada—a northern country—also has coral areas?

[Continue reading](#)


You may also like

Statistics on Indigenous peoples




[Explore First Nations, Métis and Inuit Data.](#)

School's in: Resources for educators and students




[View our curated collection of educational resources.](#)

New Housing Price Index: Interactive Dashboard




[See how the prices of new houses have changed over time.](#)

Building permits: Interactive Dashboard



[Play around with our building permit data.](#)

National Culture Indicators: Interactive tool



[See the economic impact of culture and sports in Canada.](#)


Today

- Article
- Databyte
- Infobyte

StatsCAN Plus

World Hearing Day

March 3, 2022, 2:00 p.m. (EST)



Past, today is World Hearing Day.


The good news is that, according to a new study, 49% of Canadian adults are free of hearing health problems. The bad news: approximately three in five adults (60%) have hearing loss (23%), tinnitus (22%), or both conditions (14%). Hypertension and the medications used to treat the condition have been linked to the development of hearing loss and tinnitus. Over one in five Canadian adults (22%) suffer from hypertension.

Hearing health problems are significantly more prevalent among adults with hypertension (79%) than among those without hypertension (54%). Hearing loss and tinnitus (e.g., ringing in the ears) are common and potentially disabling conditions that impact many aspects of life, such as levels of stress, mental health and interpersonal relationships.

When age, sociodemographic, health-related and noise exposure variables are taken into account, the odds of hearing health problems are 70% higher for men and 60% higher for women with hypertension compared with their counterparts.

August 12, 2022, 11:02 a.m. (EDT)

International Youth Day: Environment as a priority



Around the world, young people are speaking out in support of the fight against climate change. Canadian youth are no exception to this movement, [actively participating in it by donating, volunteering or promoting sustainable transportation](#): simple actions, that can be easy to adopt, to protect the planet.

While the environment is an important issue for young Canadians (aged 15 to 30 years), they also face other challenges such as affordable housing and health care, to name a few. These factors may influence their decisions and behaviours, including volunteering and purchasing decisions. Certain groups of youth face more barriers, including those living in less affordable large cities, Indigenous youth, and youth in low-income households.

There aren't any **MONSTERS** in your basement, we promise.

But you should keep an eye out for **RADON**

Radon is the #1 CAUSE OF LUNG CANCER for non-smokers

Source: Health Canada (December 20, 2020). [Radon: Health Effects in Canada](#). [https://www.canada.ca/en/health-effects/health-effects/radon/health-effects.html](#)

Just over half (54%) of Canadian households have heard of radon. Of these: 63% identified the correct description 19% chose an incorrect description 19% had only heard of the term.

Source: Statistics Canada, Table 98-10-0281-01, [Knowledge of radon and testing by tenure and type of dwelling, Canada](#)

The only way to know if you have dangerous levels in your home is to do a test. Visit [Canada.ca/radon](#) for more information.

Health Canada (December 14, 2021). [Radon: About - Canada.ca](#). [https://www.canada.ca/en/health](#)

Canada

Today

- Language is conversational and approachable
- Stories are short, tight and bright
- Infographics play a key role
- Format allows us to tell stories quickly and concisely

Today

- Meet Eh Sayers, a new podcast series
- A chance to meet the people behind the issues



Today

- First two seasons covered a host of topics
 - Impact of the pandemic on families
 - supply chain issues
 - crafting in Canada
- Rated the best Government of Canada podcast on Apple Podcast

Eh Sayers Season 2 Episode 3 - Dude, Where's My Semiconductor?

Release date: April 28, 2022

Catalogue number: 65-20-0003

ISSN: 2816-2250

Canada



As the effects of the pandemic continue into its second year, we have all had to make adjustments with the way we go about our daily lives. We have seen plenty of service disruptions, closures of services and delays due to semiconductor scarcities, inclement weather or shifts in supply and demand. But what is the real cause of these disruptions and what is the supply chain that everyone is talking about? Our guest, Andrew Barclay, an economist at Statistics Canada discusses the supply chain, what it is and why it's important to Canadians. He also discusses the ripple effect it has on our consumer goods and services.

Host

Tegan Bridge

Guest

Andrew Barclay, Economist at Statistics Canada



▶ Eh Sayers Season 2 Episode 3 - Dude, Where's My Semiconductor? - Transcript

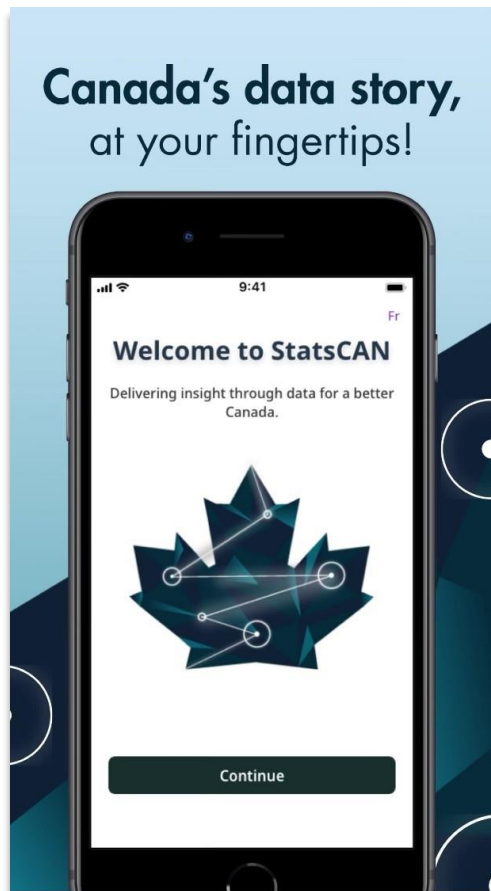
Download:

[Eh Sayers Season 2 Episode 3 - Dude, Where's My Semiconductor? \(MP3, 16.1 MB\)](#)

Listen to "Eh Sayers" on:



Today and tomorrow

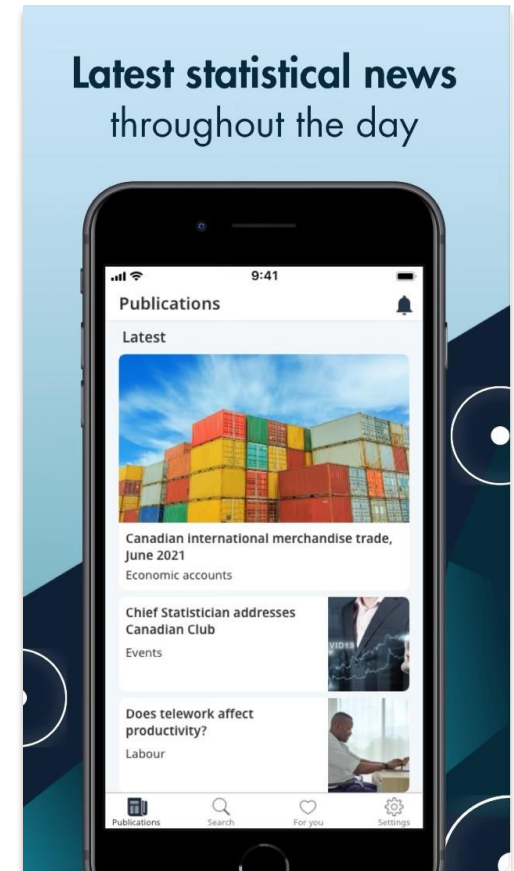


- Earlier this year, added to storytelling tool kit with new app, **StatsCAN**
- Designed to address need for mobile/accessible information
- Tells Canada's data story in a variety of ways
- Complement to both *The Daily* and *StatsCAN Plus*

Today and tomorrow

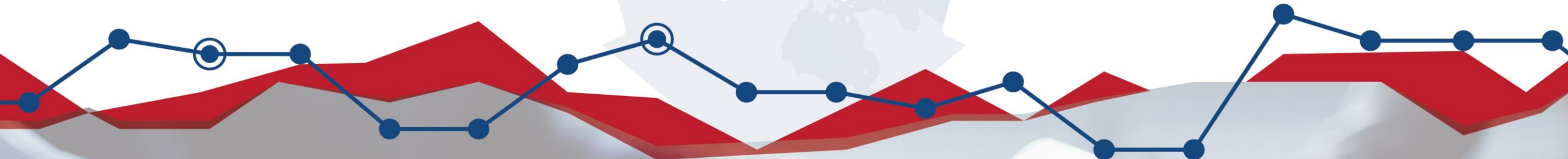
Designed to

- Meet user needs, in a variety of formats
- Examine issues from local, provincial, regional and national levels
- Offer expert analysis and insights on almost any topic
- Allows users to pick the subjects they want to follow, save content and sign up for notifications



Tomorrow

- Provide Canadians with better ways to see and understand the statistical story of their country
- An ongoing voyage of discovery, with new packaging and novel approaches
- With world-class data at its core
- This is just the beginning . . .



Questions?

