

UNECE Guidance on Communicating Gender Statistics

Workshop on Communicating
Official Statistics
Astana, Kazakhstan
19-21 October 2022



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Motivation



- Beyond dissemination: promote understanding and use
- Unique challenges for communication of gender statistics:
 - Many data sources
 - Cross-cutting
 - Diverse users
 - Unpublished or inaccessible
 - Politically sensitive
- Meaning *and* value

Guidance notes

Themes and contents



Communicating about the Gender Pay Gap

Maintaining impartiality when communicating gender statistics

Communicating statistics on gender-based violence

Interacting with users of gender statistics

The language of gender in statistical communication

Addressing data gaps in gender statistics

Contents

1. The issue
2. Challenges
3. Recommendations
4. Examples

Gender Pay Gap



Issue

- Average difference between earnings of men & women
- Hourly? Monthly? Yearly? Net or gross earnings?
- Adjusted or unadjusted?

Challenges

- “Choice” discourse
- Unpaid labor, discrimination, cultural norms

Recommendations

- Specify data source, population covered, how earnings are measured
- Use gross earnings for international comparisons
- Visualize: one key estimate, trends over time, within-country geographic variation



Good practice example



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DISTATIS
Statistisches Bundesamt

Homepage → Press → Press releases → Gender pay gap 2021: hourly earnings of women again 18% lower than those of men

Press

Gender pay gap 2021: hourly earnings of women again 18% lower than those of men



https://www.destatis.de/EN/Press/2022/03/PE22_088_621.html

<https://www.destatis.de/DE/Themen/Arbeit/Verdienste/Verdienste-Verdienstunterschiede/gender-pay-gap.html>

DISTATIS
Statistisches Bundesamt



Gender-based violence



Issue

- Socially and politically sensitive
- Stigmatization of men
- Distress for people who have experienced violence

Challenges

- Diverse data sources
- Levels of reporting affected by awareness and access to reporting

Recommendations

- Indicate changes of methods, legislation, context that affect prevalence (e.g. #MeToo)
- Avoid time-series when data are not comparable
- Use non-emotive language
- Acknowledge experiences for all genders and sexes

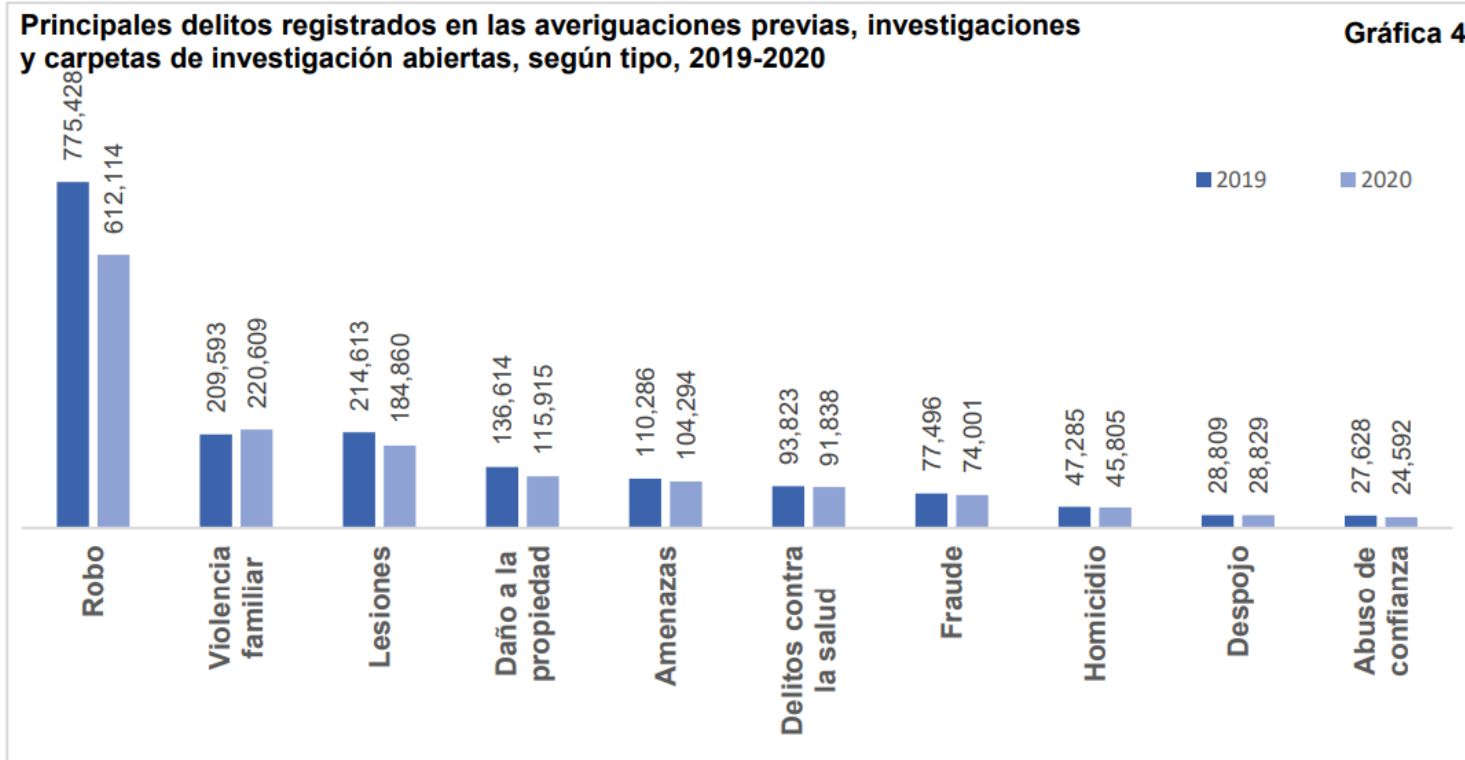
Good practice example



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COMUNICADO DE PRENSA NÚM. 689/21
23 DE NOVIEMBRE DE 2021
PÁGINA 5/6



FUENTE: INEGI. Censo Nacional de Procuración de Justicia Estatal, 2021.

Nota: Se muestran los diez principales delitos, de acuerdo con la mayor frecuencia de registros en 2020.

https://www.inegi.org.mx/contenidos/saladeprensa/aproposito/2021/EAP_Eli mviolmujer21.pdf

Language of gender



Issue

- The word 'gender' can dissuade further reading
- Sex vs. gender

Challenges

- Inconsistency, misinterpretation
- Balance between cultural relevance and inclusivity

Recommendations

- Use terminology consistently and define key concepts
- Test understanding and use of different terms in target audiences
- Review language of gender frequently

Maintaining impartiality



Issue

- Fine line between policy relevance and advocacy
- Data presented by NSO reflects views and values

Challenges

- Selecting the best data source
- Presenting impact on all sexes
- Considering intersectionality
- Communicating value

Recommendations

- Explain why data or indicators are chosen and explain limitations
- Present data for both women and men, provide demographic context
- Be aware of how data are collected and potential bias

Interacting with users



Issue

- Many different users with varied capacity to interpret statistics
- Use of many channels and tools required

Challenges

- Engaging with all data users across many policy areas
- Communicating about factors that intersect with gender
- Policy environments without culture of data-driven decision-making

Recommendations

- Represent information visually and use videos
- Produce different products for different users
- Publish data in open and reusable formats

Good practice example



Statistics Finland 

The video player shows a young woman with long brown hair looking at the camera. The video title is "What are you going to do about your statistics?". The video has 157 views and was uploaded on Feb 26, 2019. The player interface includes a play button, a progress bar at 0:37 / 1:21, and icons for volume, full screen, and other video controls. Below the player, there are interaction buttons for like, dislike, share, download, save, and a menu icon.

<https://www.youtube.com/watch?v=HkSdgD-vUYc>

Addressing data gaps



Issue

- Persisting data gaps, especially for time-use, gender-based violence, household decision-making
- Gaps across sectors

Challenges

- Collaboration between many stakeholders
- Difficult to demonstrate relevance or importance of issue without data
- Data quality issues

Recommendations

- Use international and regional standards and tools
- Pursue new partnerships; engage stakeholders inside and outside of government
- Consider sponsors for data collections exercises

Repository of good practices



- > What's this database for?
- > What is a 'good practice'?
- > Instructions for use

[Click to submit a new good practice example](#)

Title of the good practice example	Country/ies to which the example refers	Organization	Thematic area(s)
Asia-Pacific regional snapshot: women who experience intimate partner violence, 2000-2020	Afghanistan, Nepal, Bhutan, Mongolia, China, Japan, Federated States of Micronesia, Marshall Islands, Kiribati, Tuvalu, Samoa, Cook Islands, Tonga, Fiji, Vanuatu, Solomon Islands, Timor-Leste, Papua New Guinea, Indonesia, Philippines, Palau, Nauru, Viet Nam, Cambodia, Lao PDR, Myanmar, Maldives, Thailand, Sri Lanka, Bangladesh, Pakistan, India	KNOWVAWdata, UNFPA Asia-Pacific Regional Office	Violence against women Gender & health Human rights of women & girls Gender & sustainable development
Key terminology: Measuring prevalence of violence against women	Asia-Pacific region	KNOWVAWdata, UNFPA Asia-Pacific Regional Office	Violence against women Gender & health Human rights of women & girls Gender & sustainable development
Terminology and Language	Canada	Statistics Canada	Other
Gender stereotypes in training advertisement	Finland	Statistics Finland	Education

<https://statswiki.unece.org/display/gendercom/Repository+of+good+practices+in+communicating+gender+statistics>

Thank you



<https://unece.org/statistics/publications/guidance-communicating-gender-statistics>

