UNECE Guidance on Communicating Gender Statistics

Workshop on Communicating Official Statistics
Astana, Kazakhstan
19-21 October 2022
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   Unpublished or inaccessible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
Communicating statistics on gender-based violence
The language of gender in statistical communication

Maintaining impartiality when communicating gender statistics
Interacting with users of gender statistics
Addressing data gaps in gender statistics

Contents
1. The issue
2. Challenges
3. Recommendations
4. Examples
**Issue**
- Average difference between earnings of men & women
- 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

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
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
### 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

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 in communicating gender statistics

**Communicating gender statistics**

A repository of good practices

### Title of the good practice example

<table>
<thead>
<tr>
<th>Title of the good practice example</th>
<th>Country(ies) to which the example refers</th>
<th>Organization</th>
<th>Thematic areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia-Pacific regional snapshot: women who experience intimate partner violence, 2000-2020</td>
<td>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</td>
<td>kNOwVAWdata, UNFPA Asia-Pacific Regional Office</td>
<td>Violence against women, Gender &amp; health, Human rights of women &amp; girls, Gender &amp; sustainable development</td>
</tr>
<tr>
<td>Key terminology: Measuring prevalence of violence against women</td>
<td>Asia-Pacific region</td>
<td>kNOwVAWdata, UNFPA Asia-Pacific Regional Office</td>
<td>Violence against women, Gender &amp; health, Human rights of women &amp; girls, Gender &amp; sustainable development</td>
</tr>
<tr>
<td>Terminology and Language</td>
<td>Canada</td>
<td>Statistics Canada</td>
<td>Other</td>
</tr>
<tr>
<td>Gender stereotypes in training advertisement</td>
<td>Finland</td>
<td>Statistics Finland</td>
<td>Education</td>
</tr>
</tbody>
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[https://statswiki.unece.org/display/gendercom/Repository+of+good+practices+in+communicating+gender+statistics](https://statswiki.unece.org/display/gendercom/Repository+of+good+practices+in+communicating+gender+statistics)
Thank you