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Chapter 7 - Communications

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Seminar on measurement of wellbeing

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Communications Chapter Sections (1)

- **Communication in the Development of a Well-being Framework**
 - **Stages of Communication**
 - **Defining and Mapping Stakeholders**
 - **Audience Segmentation**
 - **Channels of Communication**
 - **Mapping Audience to Statistical Products and Communication Channels**



Communications Chapter Sections (2)

- **Recommendations for Analysis**
- **Recommendations for visualisation and examples**
- **Recommendations for dashboard development and examples**
- **Examples of national and international communication approaches.**
- **Examples of national policy uses**



Chapter Issues/Concerns

- Are other national examples of communication approaches and policy uses required? Irish and Israeli examples currently included.
- Is the chapter too comprehensive?
- Potential overlap with Chapter 8.
- Should summary tables on the mapping of well-being initiatives be included? International use of headline indicators also a consideration here. (Presented at the OECD Summarising and communicating the complexity of well-being dashboards seminar)
- Should it include a section on UI/UX Dashboard Design?





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