An Phríomh-Oifig Staidrimh
Central Statistics Office

Chapter 7 - Communications

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Seminar on measurement of wellbeing

10 July 2024

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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

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Communications Chapter Sections (2)

- Recommendations for analysis and communication
  - Communication of indicators and headline set
  - Visualisation examples
  - Dashboard development examples
  - Examples of national and international communication approaches (Ireland & Israel)
  - Examples of national policy uses (Ireland & Israel)

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KEP workshop
Summarising the complexity of well-being data and evidence: Reporting and communicating on well-being dashboards (13 June)

Comprehensiveness

Simplication	Context	Format	Omission	Technical methods
Combining information on multiple indicators through narrative, composite indicators	Comparisons over time, between regions, between groups, against other countries or targets	Choice of medium (report, interactive portal), data visualisation, infographic design	Selecting a sub-set of indicators or data stories to highlight (eg via headline indicators)	Criteria for selecting indicators, establishing meaningful differences and change over time

Ease of understanding

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1.1 Stages of communication

- **Initial scoping stages of framework development**
- **Design and production stage**
- **Dissemination and communication of indicators**
- **Ongoing dialogue with audience and stakeholders**

(Guidelines on Producing Leading, Composite and Sentiment Indicators, UN, 2019)

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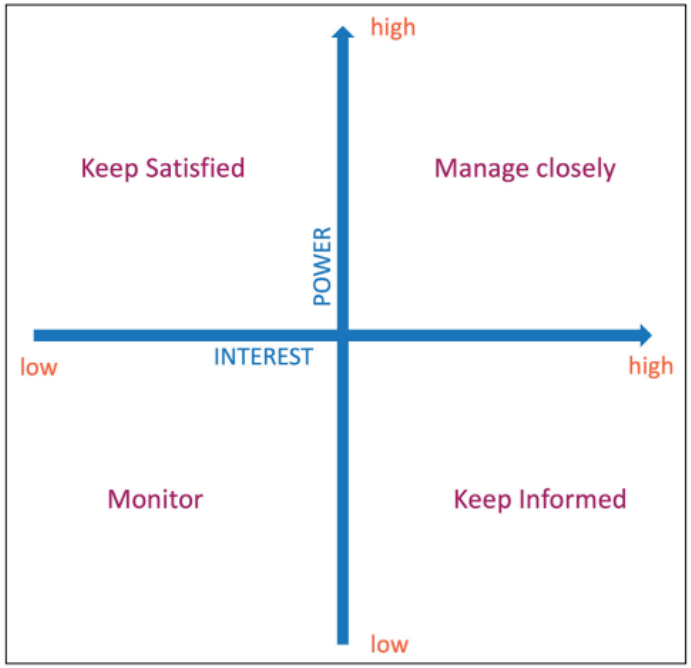
1.2 Defining and mapping stakeholders



(Strategic Communications Framework for Official Statistics, UN, 2021)

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1.3 Audience segmentation & communication channels

	Statistical Products						
	Infographic	Dashboard	Indicators	Metadata	Microdata	Links to related NSI publications	Links to international publications
Policymakers (work in organisations, governments, and other authoritative bodies to develop and execute public policy)							
Ministers, special advisors, and senior civil servants	X	X	X			X	X
Mayors, local government cabinet members, political advisors, and senior officials	X	X	X			X	X
OECD, EU and UN leaders and senior officials	X	X	X	X		X	X
Influencers (govern, control, oversee or question policymakers, and influence their behaviour and decisions)							
Politicians	X	X	X			X	X
Members of think-tanks and interest groups	X	X	X	X	X	X	X
Academics (students and teachers)	X	X	X	X	X	X	X
Commentators and senior journalists	X	X	X	X		X	X
Business leaders	X	X	X			X	X
Civil service leaders	X	X	X			X	X
Leaders from non-profit organisations (the third sector)	X	X	X			X	X
Scrutinisers (observe government, administration, policymakers, and influencers in a critical manner, acting as watchdogs to increase accountability)							
Parliamentary committees and scrutiny committees	X	X	X	X		X	X
Other national statistical leaders	X	X	X	X		X	X
International bodies (e.g., Eurostat, international NSIs)	X	X	X	X		X	X
Bloggers, journalists, commentators, and social media influencers	X	X	X	X		X	X
Academics (students and teachers)	X	X	X	X	X	X	X
Information commissioners	X	X	X	X		X	X
Privacy commissioners and campaigners	X	X	X	X	X	X	X
Open data campaigners	X	X	X	X	X	X	X
Partners (people or organisations that provide statistical organisations with services crucial to core statistical processes)							
Funders	X	X	X	X		X	X
Survey respondents	X	X	X	X		X	X
Administrative data providers	X	X	X	X		X	X
Syndicators and aggregators	X	X	X	X		X	X
Academics and other innovators	X	X	X	X	X	X	X
General Public	X	X	X	X		X	X

Communication channels

- Press release
- Social media
- Policy-based reports
- Ad-hoc reports and queriers
- Liaison groups
- Seminars

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2.1 Communication of indicators & headline set

- Communication pros and cons of using composites vs dashboards
- Clear and understandable messaging for all indicators (Eurostat, 2015)

- **Selection criteria for well-being headline indicators** (OECD, 2024):
  - Balance across framework components (averages, inequalities, all dimensions)
  - Which indicators are most frequently used in other international and national well-being initiatives?
  - Policy relevance (what are emerging themes?)
  - Strong focus on statistical quality (leading indicators, country coverage, more frequently collected, produced in a timelier manner)
  - Continuous review of the headline set in line with these criteria

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2.1 Communication of indicators & headline set

Information included in Well-being reporting

Selected countries with comprehensive well-being reporting (21 countries)

Country	Well-being initiative/Primary communication product (year)	Overall synthesis (with)	Levels	Trends over time	Benchmarking (against)
Australia	Measuring What Matters (2023)	2 page summary			
Austria	How's Austria? (2021)	Key indicators			EU-27
Belgium	Sustainable Development Indicators (2024)	Summary table			EU-27
Canada	Quality of Life Framework (2021) / Quality of Life Hub (2024)	Headline indicators			OECD
Estonia	Tree of Truth (2023)				EU
Germany	Well-being in Germany (2017)				EU/EU-15
Iceland	Indicators of Well-being (2019) / Well-being indicators				
Ireland	Well-being Information Hub (2023)				EU/OECD
Israel	Well-being, Sustainability and National Resilience Indicators (2020)				
Italy	Measures of Equitable and Sustainable Well-being (2024)	Summary table			
Japan	The Survey of Well-being and Quality of Life in Japan (2023)				
Korea	Quality of Life Indicators in Korea (2023)	Headline indicators			OECD
Luxembourg	PIBien-etre and the Index of Well-being (2023)	Summary graphs /composite index			EU
Mexico	Indicadores de bienestar (2020)				
Netherlands	Monitor of Well-being and SDGs (2023)	3 page summary			EU
New Zealand	Wellbeing in Aotearoa New Zealand (2022)				OECD
Norway	Quality of Life in Norway (2021)	1 page summary			
Portugal	Portuguese Index of Well-being (2017)	Composite indicator			
Spain	Multidimensional Quality of Life Indicator (MQLI) (2023)	Composite indicator			
Switzerland	Measuring Well-being (2023)	2 page summary			
United Kingdom	UK Measures of National Well-being Dashboard (2024)	Headline data			

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2.2 Visualisation examples

Country	Well-being initiative/Primary communication product (year)	Conceptual Framework	Headline /composite indicators	Wheels	Traffic lights/ Colour codes/ Weather reports	Indication of trends via arrows	Maps (territorial)	Ratio charts (line, bar)	Ratio charts (spider web)
Australia	Measuring What Matters (2023)								
Austria	How's Austria? (2021)		Key (30)						
Belgium	Sustainable Development Indicators (2024)								
Canada	Quality of Life Framework (2021)/ Quality of Life Hub (2024)		Headline (18)						
Estonia	Tree of Truth (2023)								
Germany	Well-being in Germany (2017)								
Iceland	Indicators of Well-being (2019) / Well-being indicators								
Ireland	Well-being Information Hub (2023)								
Israel	Well-being, Sustainability and National Resilience Indicators (2020)								
Italy	Measures of Equitable and Sustainable Well-being (2024)								
Japan	The Survey of Well-being and Quality of Life in Japan (2023)								
Korea	Quality of Life Indicators in Korea (2023)		Headline (18)						
Luxembourg	PIBien-etre and the Index of Well-being (2023)		Composite						
Mexico	Indicadores de bienestar (2020)								
Netherlands	Monitor of Well-being and SDGs (2023)								
New Zealand	Wellbeing in Aotearoa New Zealand (2022)		Headline (15)						
Norway	Quality of Life in Norway (2021)								
Portugal	Portuguese Index of Well-being (2017)								
Spain	Multidimensional Quality of Life Indicator (MQLI) (2023)								
Switzerland	Measuring Well-being (2023)								
United Kingdom	UK Measures of National Well-being Dashboard (2024)								

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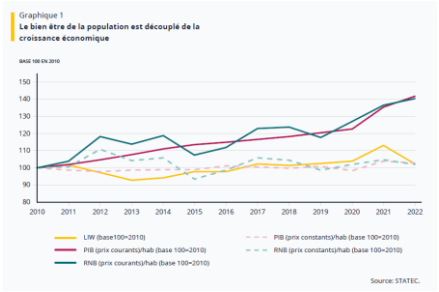
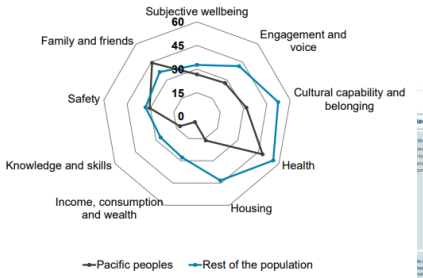
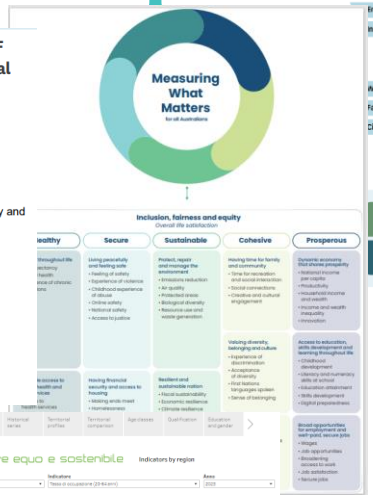
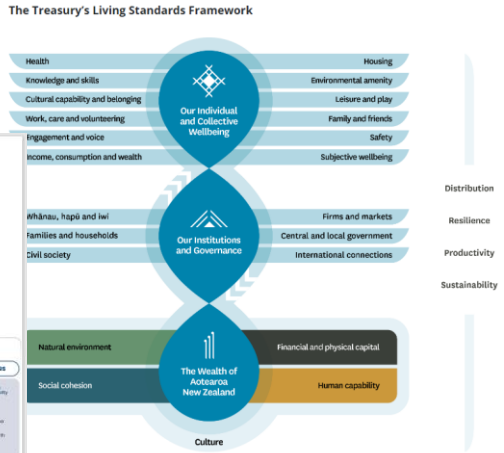
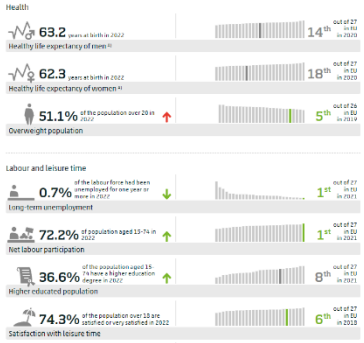
2.2 Visualisation examples











Trend Indication[2]

Improved	A change in the recent measurement values leading to a better quality of life compared to the previous figure.	$X_t - X_{t-1} > 0$
No change	No change in recent measurement values compared to the previous figure.	$X_t - X_{t-1} = 0$
Deteriorated	A change in the recent measurement values leading to a worse quality of life compared to the previous figure.	$X_t - X_{t-1} < 0$

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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 on developing a national framework.
- Should summary tables on the mapping of well-being initiatives be included? (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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