

**CENTRAL
STATISTICS
AGENCY**

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User Engagement Strategy
(2012-2016 E.C.)

Central Statistics Agency

January 2012 E.C.

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Central Statistics Agency (CSA)
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Introduction

Ethiopia's Growth and Transformation Plan II, 2015/16-2019/20, (GTP II) emphasizes "evidence-based planning and policy making through improving generation of high-quality data and statistics"¹. It recognizes the need to focus on the Second National Statistical Development Strategy and by extension the Central Statistical Agency (CSA), in order to manage, organize, analyze and disseminate in timely fashion monitoring and evaluation information.

The legal framework underpinning the CSA is based on Proclamation No. 442/2005 Central Statistics Authority Establishment Proclamation. The Proclamation mandates the CSA to, among others: prepare national statistical programs; and provide training to personnel of government agencies and institutions, non-governmental organization and the private sector who are engaged in statistical activities.

Media is one of the nine user groups identified in the user engagement strategy; it uses data and statistics to raise awareness and influence debate. In practical terms it uses data as part of news articles and to validate claims made in the public space. Currently there are limited interactions between the national statistical system entities (and CSA in particular) and the media.

Rationale

In response to its various mandates, CSA has a robust data collection and dissemination system. The importance of interacting with users is fundamental to the work that it does; its mission statement includes "fulfill all users' needs through ICT based data archiving, analysis and dissemination system" as a key tenet of its work. Furthermore, the CSA has developed a five-year National Statistical Development Strategy (NSDS). Strategic theme 6 of the NSDS calls for promoting statistical advocacy and involvement of the media, including through: creating awareness in the use of statistics, improving statistical launching and data accessibility; and building capacity to improve advocacy and public relations. User engagement is an important work stream for the CSA.

¹ See pg 113 of the Ethiopia's Growth and Transformation plan (2015/16-2019/20), Volume 1.

The importance of users of statistics is not only reflected in national documents but also at the global level. The UN Fundamental Principles of Official Statistics which have been adopted by the UN General Assembly, call for the compilation of official statistics “that meet the test of practical utility”, a clear indication of the importance of providing relevant data to society. The importance of user engagement is also reflected in the African Charter on Statistics, which Ethiopia ratified in 2014. The Charter calls for dialogue with users in order to ensure that the statistical information offered are commensurate with their needs.

Building upon the various high-level policy and statistical documents, this user engagement strategy sets out the path towards the institutionalization of user-producer relationships in a systematic way. It also lays out the means of engagement to facilitate interactions with different user groups. A roadmap of activities is developed to meet the objectives set out in this strategy (Annex 1).

Looking at the perspective of media, there are identified challenges such as

- Medias’ difficulty in accessing and understanding statistical information;
- The dissemination products that are long and do not contain easy to understand, contextual information.
- The discrepancies among different national data sources as well as between national and international data that contribute to a lack of trusts.

Therefore, there is an opportunity to systematically and strategically address the challenges and build a stronger relationship between the media, CSA and the NSS for the benefit of both which can be achieved through:

There is a need to build capacity in CSA in order to implement the activities listed below.

- Improving understanding of statistics
 - Regular training courses for journalists,
 - E-learning courses for journalists and
 - Press conferences;
- Increasing access and improve knowledge of available statistics
 - Press conferences,
 - Release calendar,
 - Website that considers all user group needs,

- Dedicated staff to liaise with the media and facilitate collaboration
- Dedicated e-mail for submitting questions/data requests
- Increase use of social media, and etc;
- Producing relevant statistical outputs to meet media's needs, for example but not limited to:
 - Press releases with reusable quotes and relevant contact details on who to approach with technical questions;
 - Info-graphics that are easy to understand and reuse in media publications;
 - Regular discussions with journalists on their data needs through focus groups, round tables and other means of engagement;

Vision

Well-coordinated and collaborated NSS by improving statistical activities for effective production and utilization of quality data in Ethiopia.

Strategic objectives

- To strengthen strategic and mutually beneficial partnerships among users and producers;
- To foster the production and dissemination of quality data that meets users' needs, including evidence-based policy making;
- To increase awareness and build statistical literacy of user groups;
- To enhance the capacity of NSS in all terms;
- Availing and disseminating reliable data to end users;
- Strengthening to share quality data among users and producers;
- Strengthening strategic partnerships among users and producers;

Core values/key principles

Accessibility: we recognized that the statistics and data that we produce are a public good and we will strive to make data and statistics available to all users on various platforms for easy access and based on our data access policy.

Accountability: we will actively seek users view on how well we have responded to their needs through different mechanisms.

- Accuracy:** we will strive for appropriate levels of accuracy and reliability in the collection, measurement and calculation of statistics – and inform users of the accuracy and limitations
- Confidentiality:** we will provide mechanisms for users to provide inputs into our work in a confidential manner.
- Efficiency and effectiveness:** we will aim to meet users' needs in the most efficient and cost-effective manner.
- Inclusiveness:** we will compile and disseminate data that is disaggregated by relevant groups to the extent possible
- Innovation:** we will use modern tools to interact with our users throughout the statistical production process
- Integrity:** we will engage with users in developing our methodology and share it with them; we will ensure that the statistics are well-documented and have a high quality and that they comply with international standards. We will be mindful of resource constraints and use available resources as efficiently as possible.
- Participatory:** we will engage with stakeholders to identify their needs, obtain their inputs, and produce quality statistics that satisfy their needs to the extent possible while recognizing their diverse needs and expectations.
- Partnerships:** we will build relationships with regional and global partners in order to enhance our capacity to meet user needs. We will also address user needs by facilitating a strong collaboration between users and producers.
- Professionalism:** we will consistently participate in fostering use and application;
- Respectfulness:** Inputs and ideas from users will be respected.
- Standardization:** we will consistently use internationally and nationally agreed methodologies, definitions, and classifications to facilitate comparisons.
- Timeliness:** we will disseminate data to our users in a timely manner.

Transparency: we will be forthcoming about decision that the statistics office makes and would be open to receiving feedback and inquires on data. To facilitate this process, we will make data publicly available to the extent possible.

Users and their needs

Policy makers: use our data and statistics to design policies, inform investment decisions and national planning, monitoring, evaluation and reviewing of policies, strategies and planning.

Ministries, Departments and Agencies (government bodies): use our data and statistics to design policies, develop plans, monitor and evaluate programs and policies, design strategies, provide inputs into the policy process and implement policies.

Regional government: use our data and statistics for designing policies, strategies; developing their respective strategic development plans, develop their monitoring and evaluation plans.

Researchers: use our data and statistics to support, recommend and determine the effectiveness of policies, for advocacy and to raise awareness

Academics: use our data and statistics for further research, to design curriculum and advice students

Media: use our data and statistics to raise awareness and influence debate

Private sector: uses our data and statistics for business decisions and understanding competition.

Civil society organizations (e.g. professional organizations): use our data and statistics to identify problems and design programs.

Non-governmental organizations: use our data and statistics to prioritize interventions, monitor and evaluate projects, advocacy and raise awareness.

International organizations and donors: use our data and statistics for planning, evaluation and monitoring, comparison, and to prioritize interventions.

General Public: uses our data and statistics for personal decision making and being informed about the performance of policies and elected representatives at national and local level.

Means of engagement

Consultations:

We will conduct consultations with our users by having:

- Informal and formal discussions with users
- Stakeholder consultative meetings
- User-producer workshops
- Forums (Social organization, professional, organizational)
- Focus groups
- One-on-one consultations with key, high-level users
- Technical working groups
- Video conferences
- Advisory panels

Meetings

- Stakeholder meetings
- Community meetings

Media

- TV, radio, press
- Social media (Facebook, telegram, twitter)

Capacity building

- Trainings

- Building awareness (*stakeholders, community, institution, governmental and/or non- governmental organizations*)

Key Informant Interviews

- Identify the needs and interest data users:

Create coordination structure

- Planning for data production and utilization,
- Methodological improvement,
- Data productions
- Data dissemination
- Data use

Mode of interactions

We will use different mediums to interact with our users; we understand that different user groups will require different modes of interaction; a list of potential modes of interaction follows below.

- Brochures
- Newsletters
- Release calendar
- User-friendly website
- Radio and TV programs
- Press conferences
- Interviews
- Social media (Facebook, twitter)
- Other statistics focused events (e.g. African Statistics Day)
- Text message
- Video conference using Woreda net
- Telephone

Capacity building

Capacity building and improving statistical literacy within NSS and CSA, and the user groups: we will work with users to increase their understanding of statistics through:

- In-person training and workshops, including training of CSA and NSS staff on how to interact with different user groups (e.g. how to produce press releases and how to produce documents for policy makers);
- E-learning

Formalizing relationships

We will work with different users and producers to concretize our collaborations through:

- Memorandums of Understandings
- Formal agreements
- Steering committees

User engagement committee formation

Setting up user engagement committees is a very important step to implement user engagement strategy and meet its strategic objectives. User engagement strategy sets out the path towards the institutionalizations of user-producer relationships in a systematic way. User engagement committee facilitates interactions with different user groups and creating a structure for engaging users. Continual user engagement through steering and technical working groups is required, as there are different users of statistical data. User is an important player of a statistical system in any country. Major Users of Statistical Data in Ethiopia Includes: Policy/ Decision Makers; Government Bodies (Ministries, Departments and Agencies), Researchers/Academia, Development Partners/ NGOs/Donors, Civil Society, Students, Media, Civil Society, Students, Media, Private Sector and the General Public.

Structure of user engagement committee

The user engagement committee structure contains steering and technical working groups involved at various levels of user engagements activities. The user engagement committee has the following proposed structure:

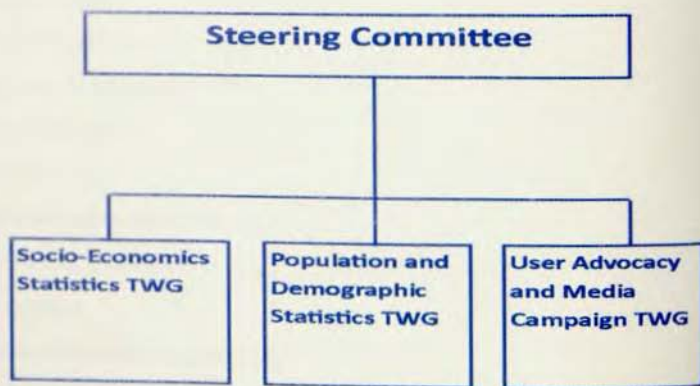


Figure 1: Structure of User Engagement

A **steering committee** is the highest coordinating body of the producers of official statistics, users and in some cases all the stakeholders in NSS. Its main task is to monitor the quality of user engagement Technical Working Group (TWG) activities. It will provide advice (and sometimes making decisions) about changes to modes of engagement. The Steering Committee provides support, guidance and oversight the work of the TWGs.

The steering committee composition

The steering committee has the following proposed compositions:

Chair: Director General, CSA

Secretary: National Statistics System Coordination and Operation Deputy Director General (DDG), CSA

Members: Population and Vital Statistics DDG; Economic and Social Statistics DDG; NSDQSC Directorate; Agriculture, Natural Resources and Environment Statistics Directorate; Business Statistics Directorate; Household Budget and Price Statistics Directorate; GIS and Cartography Directorate; ICT Directorate; Gender Mainstreaming Directorate; Public Relation and Data Dissemination Directorate and Plan and budget Directorate. From statistical sector organization the following would be members of steering committee; Plan and Development Commission; Ministry of Finance; Ministry of Health; Ministry of Education; Ministry of Agriculture; Ministry of Water, Irrigation and Energy; Ministry of Trade and Industry, Immigration and Vital Events Registration Agency; Ethiopian Broadcast Authority, Ministry of Revenue, Ministry of Urban Development and Construction, Ministry of Transport, National Bank, House Federation, House of Federation, House of peoples Representatives;

Technical working group (TWG)

The main role of the TWG is to provide expert advice on the production of official statistics. They also get involved in various coordination activities such as statistical compilation and dissemination. The TWG will draft the road map based on the objectives of user engagement and submit to the steering committee for approval. TWG may be organized in to three groups such as Social and Economic Statistics TWG, Population and Demographic Statistics TWG and User Advocacy and Media Campaign TWG.

Social and economic statistics (TWG)

Chair: Economic and Social Statistics DDG, CSA.

Secretary: Agriculture, Natural Resources and Environment Statistics Directorate, CSA.

Members: Business Statistics Directorate; Household Budget and Price Statistics Directorate; Plan and Development Commission; Ministry of Finance; Ministry of Health; Ministry of Education; Ministry of Agriculture; Ministry of Trade and Industry; Ministry of Water, Irrigation and Energy; Ministry of Revenue, Policy Studies Institute, Agricultural Research Institute, Environment Forest and Climate Change Commission, Ethiopian Biodiversity Institute, Ministry of Labour and Social Affair.

Population and demographic statistics TWG

Chair: Population and Vital Statistics DDG, CSA

Secretary: Population Statistics Directorate, CSA

Members: Vital Statistics Directorate; GIS and Cartography Directorate; National Statistics Data Quality and Standards Coordination Directorate (NSDQSCD); Gender Mainstreaming Statistics Directorate Ministry of Health; Ministry of Finance; Ministry of Education; Immigration and Vital Events Registration Agency and Ethiopian Public Health Institute, House of Federation, House of peoples Representatives, National Disaster Risk Management Commission, Policy Studies Institute.

User advocacy and media campaign TWG

Chair: Public Relation and Data Dissemination Directorate, CSA

Secretary: Planning Directorate, CSA

Members: National Statistics Data Quality and Standards Coordination Directorate (NSDQSCD); Agriculture, Natural Resources and Environment Statistics Directorate; Vital Statistics Directorate; Business Statistics Directorate; Household Budget and Price Statistics Directorate; GIS and Cartography Directorate; Plan and Development Commission; Ministry of Education; Ministry of Health; Ministry of Agriculture; Ministry of Finance; Ministry of Water, Irrigation and Energy; Ethiopian Broadcasting Corporation; Broadcast Authority; Ethiopian Press Agency, Ethiopian News Agency.

Duties and responsibilities of user engagement committees

The Steering Committees has the following duties and responsibilities:

- Approve the work programs and budget prepared by technical working groups
- Provide advice and support on different modes of engagement
- Monitor the activities of technical working groups

The technical working groups have the following major duties and responsibilities

- Draft the strategic road map and budget required
- Prepare Term of references (ToR) with budgets, action plan and lists of users and producers;
- Conduct users' needs assessment;
- Work to strengthen relations among sector organizations;
- Define how to engage in different users
- Identify possible ways of improving the quality of official statistics in terms of accuracy, timeliness and relevance;
- Identify key resources to support user engagement;
- Encourage users to invest in statistics and make use of national statistical products;
- Advocate the use of official statistics;
- Organize sub-technical committees where necessary;

- Reports performances of technical committee;
- Designing and implementing mechanism for obtaining feedback after doing major activities;
- Designing and conducting impact evaluations²

Meeting arrangements

- The steering committee will meet every 3 month, and
- Technical working group will meet every Month.

² Impact Evaluation should be conducted to assess at the end of a program designed in a systematic and holistic manner rather than conducting it in parts for each activities indicated in the linked objectives of the strategy

Annex 1: Roadmap of the user engagement strategy

Link to Objective of Strategy	Activity	Time	Responsibility	Indicator of Success
1. To increase awareness and build statistical literacy of user groups.	Conduct needs assessment to identify the gaps of different sectors	2012-2016	CSA, Media	<ul style="list-style-type: none"> • Assessment reports of the needs assessments;
	User advocacy and awareness campaign in order to reduce the difficulty in accessing and understanding statistical information	2012-2016	CSA, Media	<ul style="list-style-type: none"> • Reports of trainings provided, • Number of participants of consultative meetings and/ or workshops
	Enhancing training on the data management, data analysis, presentation and documentation for users, producers, providers	2012-2016	CSA	<ul style="list-style-type: none"> • Training programs, schedules; • The number of trainings provided; • The percentages of the participants of trainings versus to the corresponding training programs designed; and • The lists of participants with their corresponding organizations, address (telephone, email)
2. To strengthen strategic and mutually beneficial partnerships among users and producers.	<ul style="list-style-type: none"> • Identify the potential data user, providers and producers • Establish user-producer committee with clear Terms of Reference and meeting schedules 	October 2012 – February 2012	CSA, NSS ³	<ul style="list-style-type: none"> • The lists of the potential data users and producers identified and reported to the steering committee; • The committees formed; • Terms of references, meeting schedules and minutes of meetings produced;

³ The CSA and the potential data producers and users represented by the committees established will prepare their respective ToRs

Link to Objective of Strategy	Activity	Time	Responsibility	Indicator of Success
				<ul style="list-style-type: none"> • The committee performance reports;
	Consultative meeting with sectors and regional representatives	2012-2016	CSA, NSS	<ul style="list-style-type: none"> • Reports of the consultative meeting, • List of participants of meetings with their responsibilities, names organizations, addresses (tel., email)
3.To foster the production and dissemination of quality data that meets users' needs, including evidence-based policy making.	Organize regular workshop for data producers, providers and users about the value of statistical data for planning and decision making;	2012-2016	CSA	<ul style="list-style-type: none"> • Report of conference and • Lists of participants with the organization they belong and detailed addresses
	Establish steering committee and TWG of users and producers to bring inputs for effective NSS Coordination and statistical harmonization	2012	CSA, NSS	<ul style="list-style-type: none"> • Steering committee & TWG formed, • Duties and responsibilities of the steering committee, • Meetings schedule available;
4.To enhance the capacity of NSS in all terms	Support the CSA for effective coordination of the NSS;	2012-2016	CSA, NSS	<ul style="list-style-type: none"> • Effective coordination mechanism set
	Enhancing and Supporting statistical training center in the CSA;	2012-2016	CSA	<ul style="list-style-type: none"> • The CSA training center established and strengthen
	Conduct needs assessment of existing gaps in NSS members to fill that gap	2012, 2014, and 2016	CSA, NSS	<ul style="list-style-type: none"> • Data gap assessment tools, • Assessment result reports,
	<ul style="list-style-type: none"> • Provide statistical trainings for NSS members (data collection, data processing, data analysis, data presentation, data dissemination, etc.); 			<ul style="list-style-type: none"> • The number of participants participated at different statistical trainings • Evaluation summaries of each training sessions

Link to Objective of Strategy	Activity	Time	Responsibility	Indicator of Success
	<ul style="list-style-type: none"> • Provide training for media on statistical advocacy 			
	<ul style="list-style-type: none"> • Conducting post training assessments 	Annually	CSA	<ul style="list-style-type: none"> • Assessment tools, • Assessment results/reports
	<ul style="list-style-type: none"> • With the results based on the assessment results update/prepare short term training materials and schedules 	Annually	CSA	<ul style="list-style-type: none"> • Updated/New training materials • Updated/ New training schedules

