



# Data Dissemination Workshop

United Nations Population Fund  
U.S. Census Bureau International Programs Center

Astana, Kazakhstan  
July 10 – 13, 2023



# What is Data Dissemination?

“The objective of the dissemination process is to ensure that census products and services meet data user needs.”

- UN Principles and Recommendations for Population and Housing Censuses, Revision 3

## Dissemination involves planning:

<u>WHAT</u> to share	<u>HOW</u> to share it	<u>WHO</u> to share it with
Thematic map of population counts	Website or social media	General population
Block-level microdata of demographic characteristics	Web-access API	General population but with privacy protections
Customized table of local data	Response to direct request	Client requesting the information
Non-public microdata	Restricted access data center	Researchers

**As technology and data user needs change, so will the methods of data dissemination.**

# Why Data Dissemination?

“...data from national censuses are the **primary source of basic national population data** for administration and for many aspects of economic and social planning...represent a **valuable public good**...are **indispensable for informed decision-making**, development planning and better implementation outcomes.” (Emphasis added)

- UN Principles and Recommendations for Population and Housing Censuses, Revision 3



# Why Data Dissemination?

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Census data are valuable public goods that are instrumental to understanding development challenges and socioeconomic progress

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Role of statistical leadership is to anticipate and define measurement of policy questions

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To increase public knowledge and transparency about the progress of society, mutual accountability and governance, and results-based management and transformation

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Increased use of statistics by government, businesses, and citizens at large will drive different and better results to enhance society

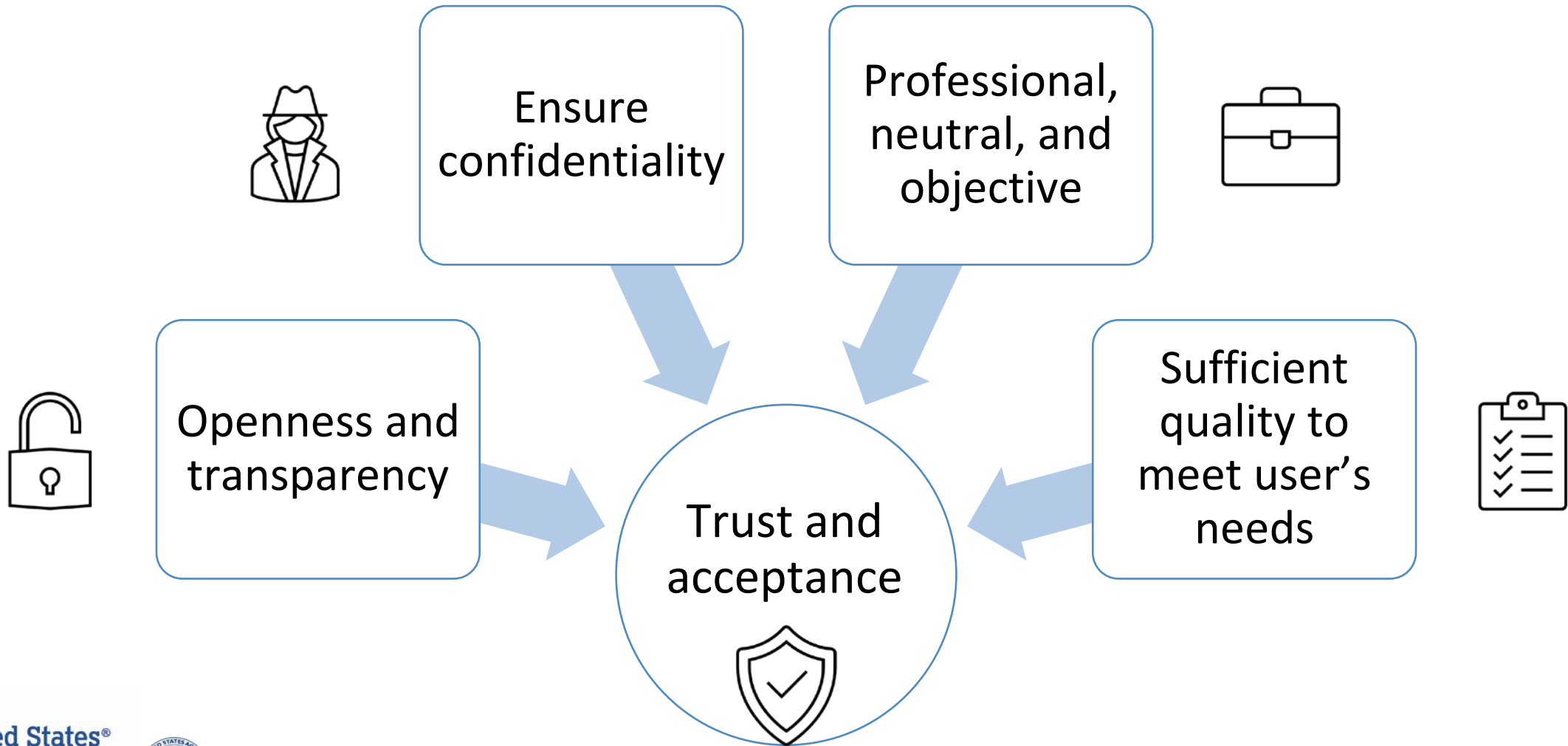
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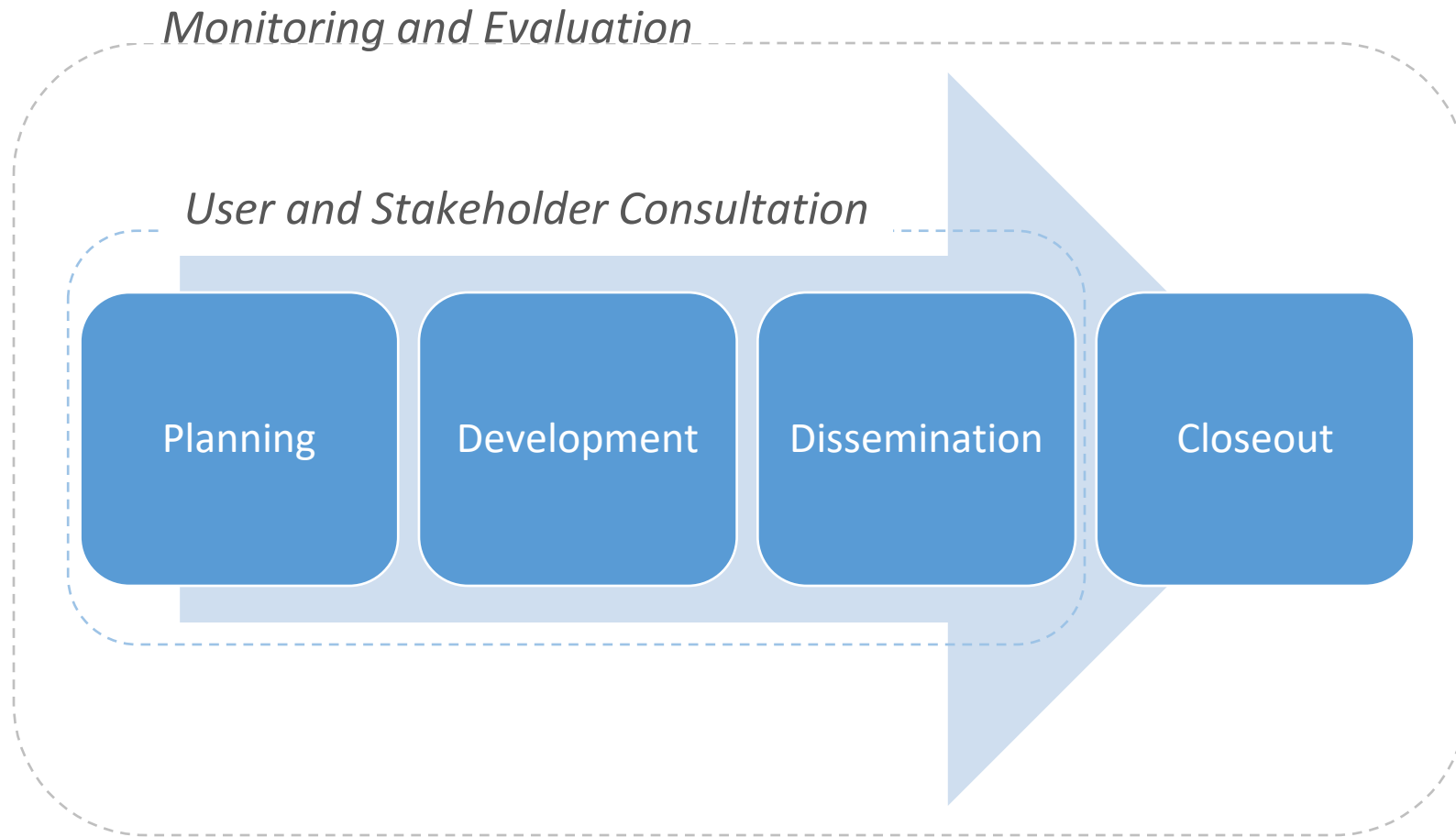
# The Mission of a Dissemination Program

To discover and meet the expressed needs of data users by producing, promoting, and disseminating easily acquired, user-friendly, accurate data products in a timely and service-oriented manner.

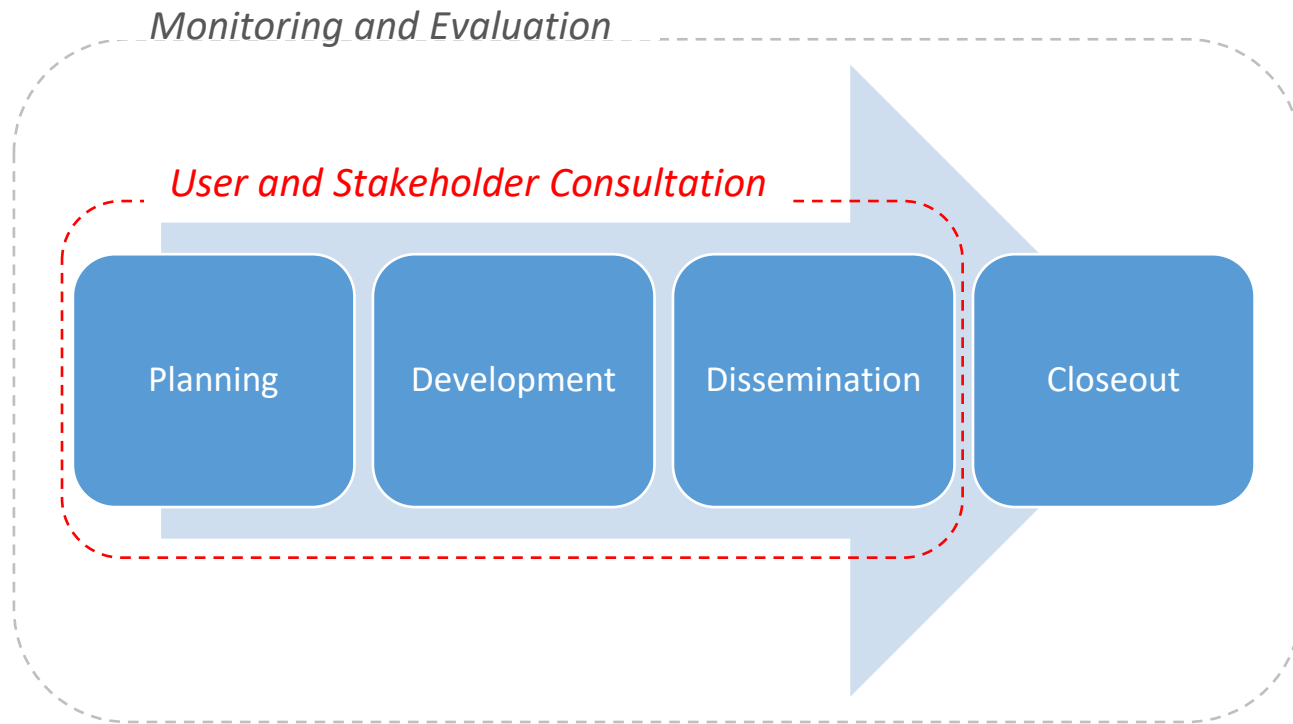
# Key Principles of Dissemination



# Stages in a Census Dissemination Program



# Stages in a Census Dissemination Program

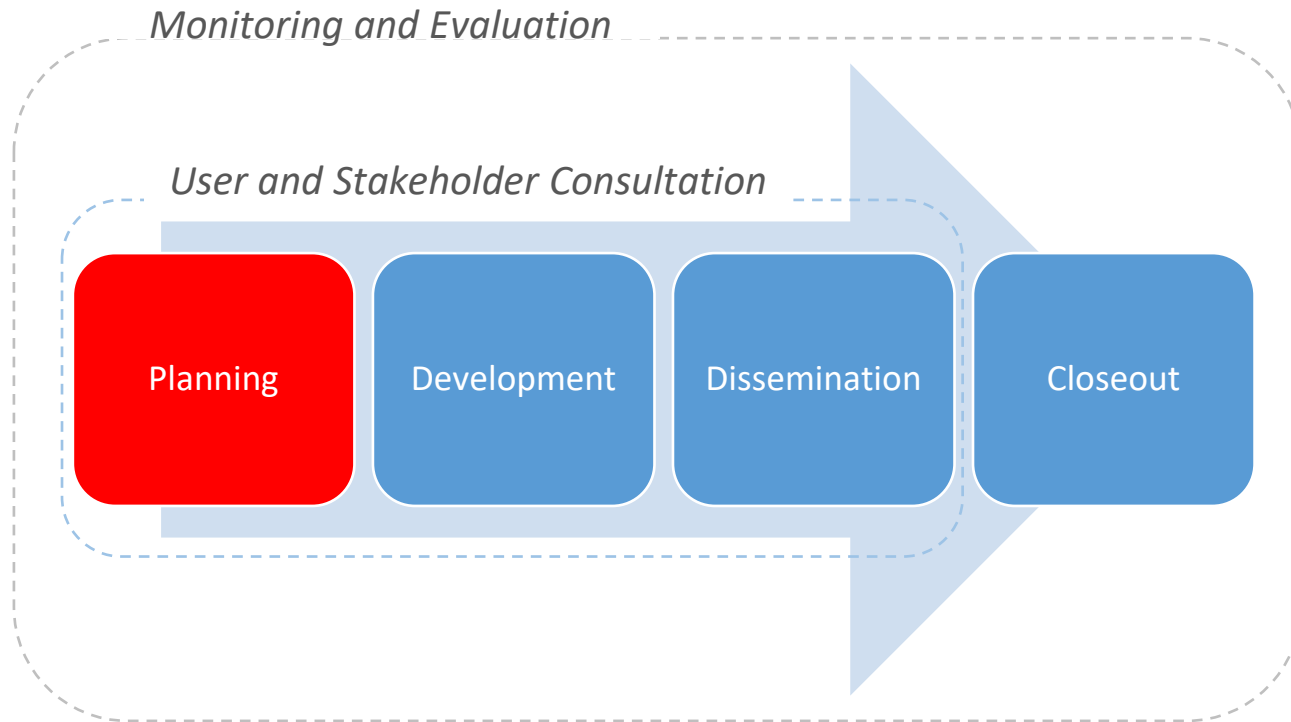


- Identify users and stakeholders.
- Discuss content of products and best medium for dissemination.
- Be transparent about when and how users can engage throughout the dissemination process.
- Continue throughout the data dissemination process until closeout.



# Stages in a Census Dissemination Program

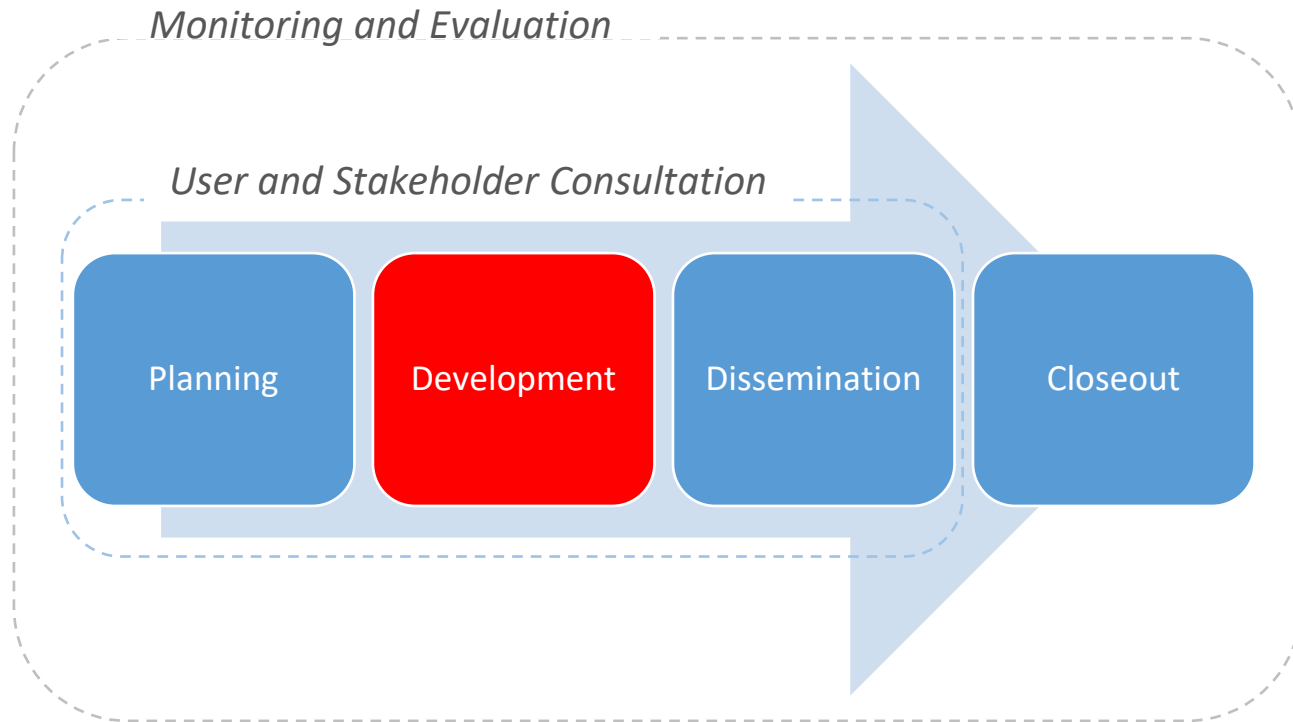
**Plan early in the census process!**



- Focus on your stakeholders
- List expected products
- Establish high-level release schedule
- Set budget and resources
- Determine quality standards
- Prepare dissemination strategy
- Anticipate risks

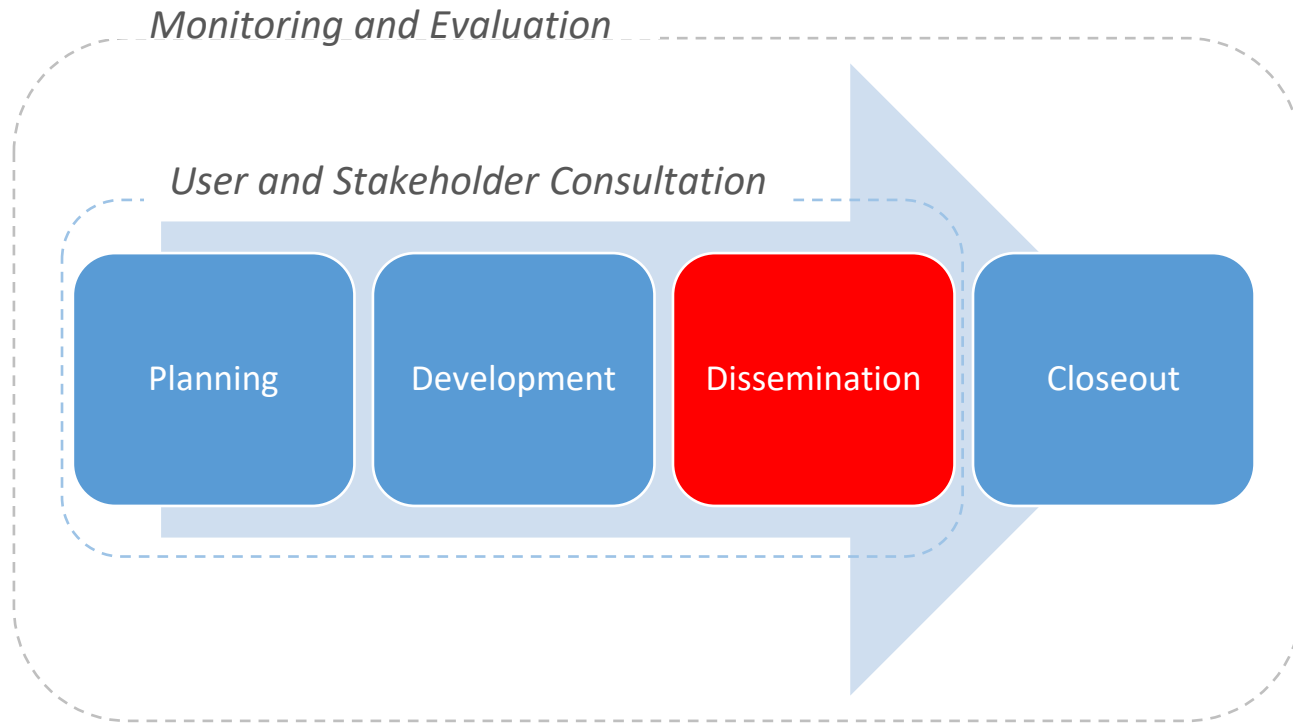
Planning early helps with other census activities, like questionnaire development, and can help with securing enough funding for data dissemination.

# Stages in a Census Dissemination Program



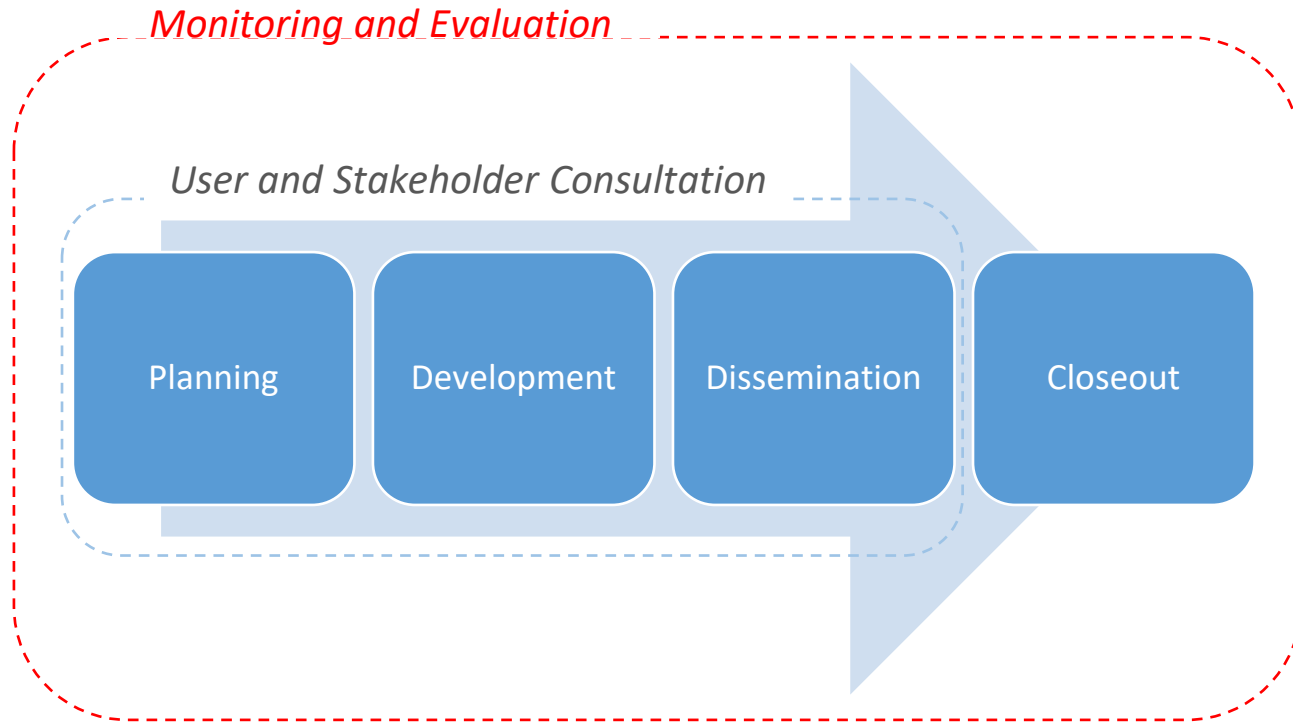
- Plan and create individual products
- Include analysis in the plan for each product
- Include development of any metadata files or user tutorials
- Run production when data is available
- Follow quality standards
- Identify appropriate dissemination media

# Stages in a Census Dissemination Program



- Review products
- Ensure products meet branding standards
- Promote products
- Provide customer support

# Stages in a Census Dissemination Program



- Track progress
- Adjust workflows and staffing, if necessary
- Document lessons learned

# Data Stewardship

“Individual data collected by statistical agencies for statistical compilation, whether they refer to natural or legal persons, are to be strictly confidential and used exclusively for statistical purposes”

- Principle 6, UN Fundamental Principles of Official Statistics



## So, what is Data Stewardship?

# What is Data Stewardship?

**Data Stewardship** is the formal, continual process we use to care for the information that is entrusted to us.

This can be information we collect, receive, and release, as well as information about our employees.

Along with the mandate and desire to inform, national statistical agencies have a responsibility to safeguard, to serve as data stewards.



# Summary

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