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Workshop on Communicating Official Statistics and Measuring Gender-in-Trade

Communicating gender statistics: the experience of Italy

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Summary

Communication and users

- Dissemination vs Communication
- Users of gender statistics

Exercise n. 1 «Communication and users»

Communicating gender data in Italy

- Case study: the gender perspective in the economic and budgetary planning
- Case study: the gender perspective in the Istat Annual Report
- Case study: survey on users of anti-violence centers in Italy during the pandemic

Exercise n. 2 «Communicating gender data in Italy»

Conclusions

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Communication and users

Data dissemination

vs

Data communication

«...is the public disclosure of statistics by any appropriate means, including through scientific publications in any medium. Dissemination provides direct access to the statistics, without consideration of users' specific needs»

«... is the strategic outlining and delivery of key data-driven messages using relevant media formats and communications channels to best target identified audiences for the widest possible reach»

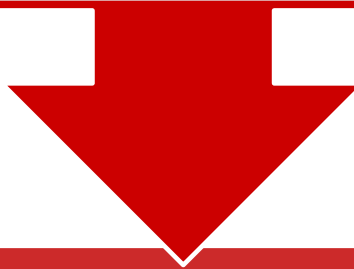
Data dissemination

vs

Data communication

«...is a phase in statistical processes in which data collected and compiled by statistical agencies are released to users»

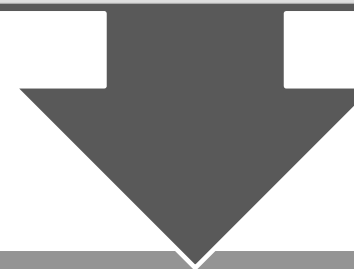
Data may not align with users' needs



Available data is often underused

«...requires strategic and targeted measures for communicating with users with the most relevant communication channels»

It aims to align the supply of data with the demand for data



Data waste is likely to be reduced significantly

Data dissemination

vs

Data communication

Users

Any dialogue
between users
and producers

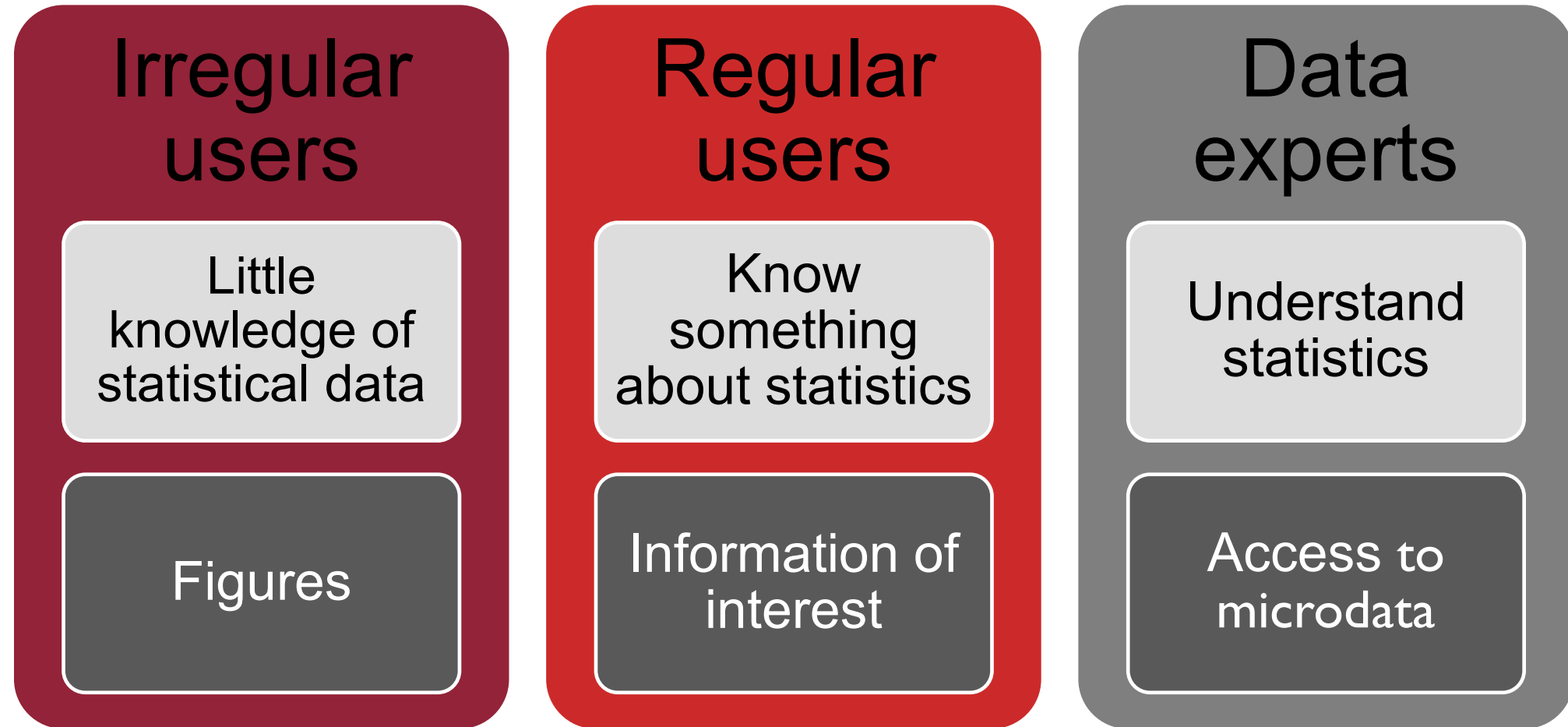


Dialogue
between users
and producers



Identify data
needs and
targeted
channels

Users of gender statistics



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Users of gender statistics



policymakers



researchers



journalists



representatives of NGOs



general public

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Different tools for different users



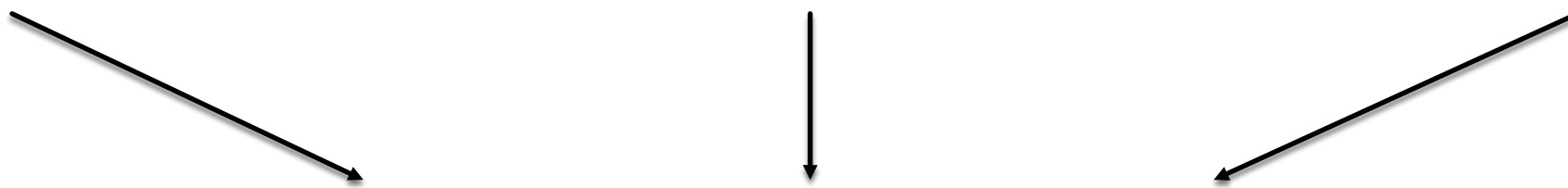
policymakers



researchers

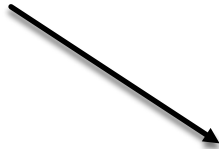


journalists



**traditional publication, press releases,
data-bases on websites**

Different tools for different users



**video,
storytelling**



social media

Interaction with users: a «to do list»

- Permanent dialogue users-producers must be established
- Dialogue users-producers must be started since the pre-data production
- Distinct communication strategies must be developed to target each user group individually
- Different communication channels and tools (social networks, visualizations, interactive tools...) must be used and adapt to engage audience groups less attracted or less able to understand more traditional dissemination products and channels
- The gap between gender-related data producers and policymaking users must be bridged ensuring users know what data are already available and the ways they can be used to answer policy-relevant question
- Developing the capability to anticipate users needs, in terms of data, is a huge and important challenge for NSOs

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Interaction with users: suggestions

- Translation from technical language to language more suitable for each audience
- Activities for users awareness of factors that can intersect with gender: age, education, race, class or minority group membership
- Promotion of a culture of data-driven decision-making

Interaction with users: recommendations

- Do not disaggregate data simply by sex. Analyse issues or concerns determined by gender-based and/or sex-based differences, inequalities and similarities between women and men
- Focus on areas of concern where women and men may not enjoy the same opportunities or status or where the lives of women and men may be affected in different ways
- Take into account specific population groups where gender inequality is likely to be present or more pronounced
- Do not forget to put gender stereotypes and gender bias in evidence when relevant for the topic you are dealing with
- Where lower response rates (due to the sensitivity of the topic) affect the data quality, flag this for users

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Interaction with users: recommendations

- Representing information in a visual way, with respect to describing them simply, impacts on the clarity and speed with which information is received. Create data visualization and infographics to increase the appeal, comprehension, and retention of your data. Avoid using images and colours that reinforce gender stereotypes
- People prefer quick and easy ways to grasp information, irrespective of whether they would like to retain it in memory or not. Videos help address the issue of shrinking attention span.
- Ensure the user-friendliness of databases and tabulators produced for gender statistics

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Exercise n. 1

Communication and users

Dissemination takes into account users' needs

- True
- False

Dissemination is the phase in which data are released to users by statistical agencies

- True
- False

Disseminated data is often underused

- True
- False

Communication and users

Communication requires strategic and targeted measures for users

- True
- False

Communication doesn't align the supply of data with the demand for data

- True
- False

Communication is the process characterized by any dialogue between users and producers

- True
- False

Communication and users

Irregular users know something about statistics

- True
- False

The interaction with users is a fundamental step of the communication process

- True
- False

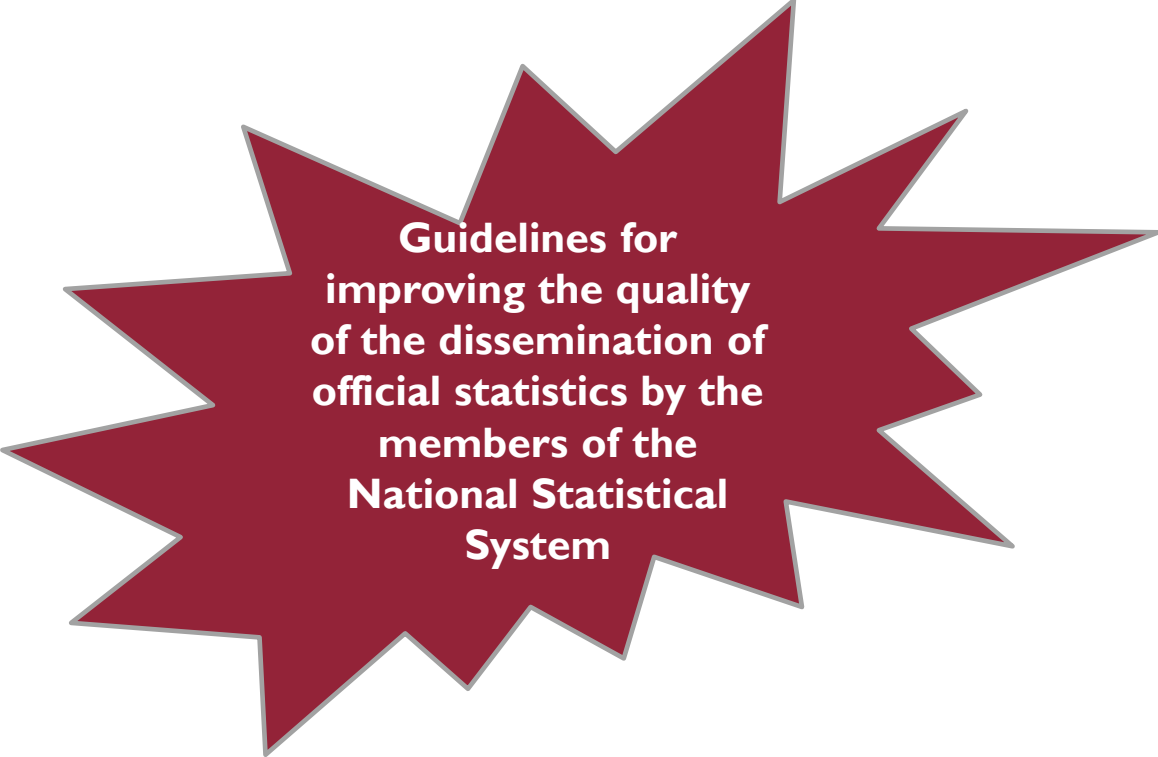
Non-expert users prefer traditional publication, press releases, databases on websites

- True
- False

Communicating gender data in Italy

General principles

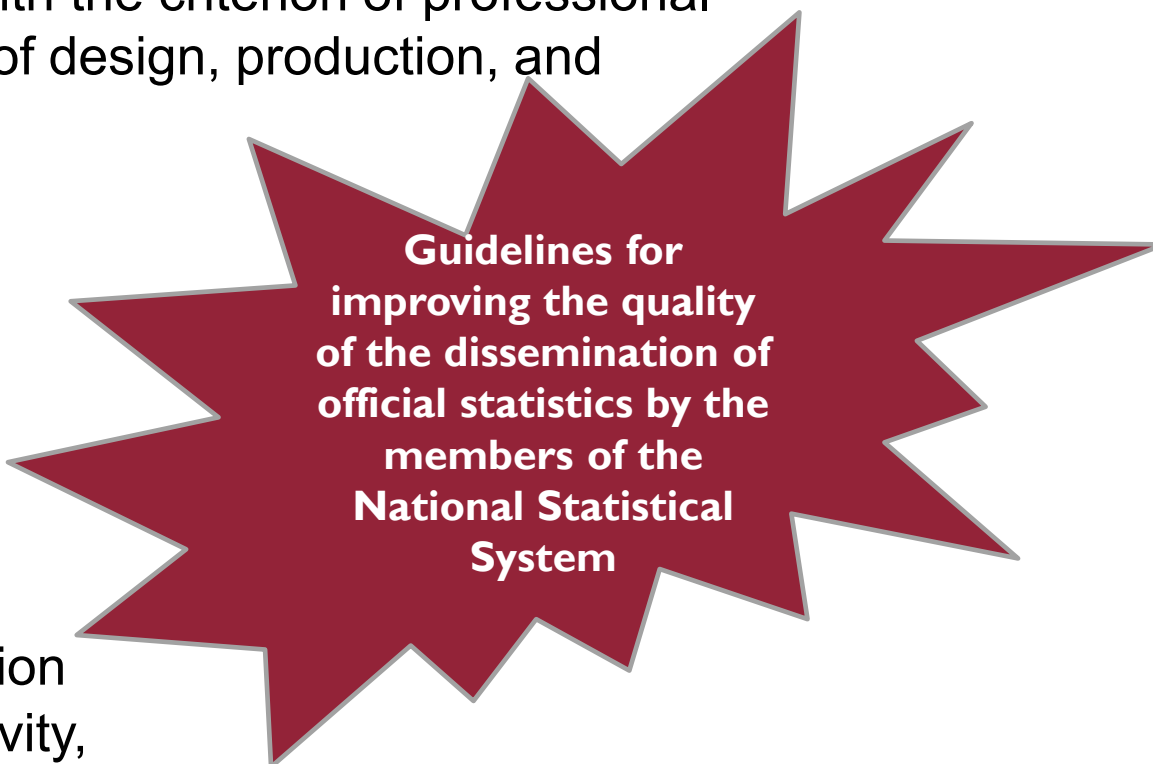
- Professional independence
- Impartiality and objectivity
- Timeliness and precision
- Accessibility
- Clarity



**Guidelines for
improving the quality
of the dissemination of
official statistics by the
members of the
National Statistical
System**

Dissemination of aggregate statistical information

- Disseminate statistical information in accordance with the criterion of professional independence, which applies to the entire process of design, production, and dissemination of statistical results
- Ensure that statistical information is disseminated as soon as possible and accurately and make readily available to the public information on the sources, classifications, methodologies, and calculation procedures adopted
- Ensure that the dissemination of statistical information is based on the principles of impartiality and objectivity, avoiding, in the analysis comment, to emphasise aspects of the investigated phenomena whose robustness is not sufficiently supported by the quantitative evidence disseminated and guaranteeing conditions of maximum scientific independence, transparency and non-discrimination towards any category of users



**Guidelines for
improving the quality
of the dissemination of
official statistics by the
members of the
National Statistical
System**

Case study: the gender perspective in the economic and budgetary planning

- Law no. 163/2016: the reform of the State budget
- The well-being indicators into the budget process for public policies
- Not only traditional economic measures, but also measures of the dimensions of well-being for assessing public policies
- Italy is the first EU and G7 country whose budget planning includes equitable and sustainable well-being indicators in addition to GDP
- Istat played an essential role in defining the indicators



The Committee for indicators of equitable and sustainable well-being

- Set up at Istat
- Chaired by the Minister of the Economy and Finance
- Member: the President of Istat, the Governor of Banca d'Italia, two experts from universities and research bodies
- Established on 28 November 2016
- Principal task: to choose the indicators to be included in the economic planning process

Actors and roles



Istat

Making available the data of the indicators selected



Ministry of Economy and Finance

Produce the annex to the Economic and Financial Document

Produce a report to be submitted to the Parliamentary Committees

The testing phase

- The objectives were difficult to achieve
- A small group of indicators to be increased over time was chosen
- Four indicators meaningful for citizens' quality of life

per-capita adjusted available income

available income inequality index

labour force non-participation rate

emissions of carbon dioxide and of other climate-changing gases

Towards the 12 indicators

- The update of the four initially identified indicators provided as of April 2017 was based on two approaches

Data from the current production process: per-capita adjusted available income and labour market non-participation rate

New and ad hoc methodologies: available income inequality index and emissions of carbon dioxide and of other climate-changing gases

- The Committee concluded its work on 20 June 2017 with the delivery of the final report on the activities

Characteristics of the 12 indicators

- The 12 indicators identified among the 130 included in ISTAT's 2016 equitable and sustainable well-being report
- Characteristics of the indicators:
 - theoretical soundness of the indicators
 - guaranteed quality of the statistical measurement selection
 - based on an extended participatory process ability to grasp the specific nature of the Italian case
- Recognition for Istat of the reliability and methodological soundness of an equitable and sustainable well-being project
- Istat's presence in the Committee examine the production processes
attention to the quality and timeliness of the data

Criteria for the selection

Non-hierarchical criteria

- Sensitivity to public policies
- Thrift
- Feasibility and timeliness
- Extent and frequency of the temporal series

The 12 indicators

1. Per-capita adjusted available income
2. Available income inequality index
3. Index of absolute poverty
4. Healthy life expectancy at birth
5. Excess weight
6. Early leavers from the educational and training system
7. Labour market non-participation rate with breakdown by gender
8. Ratio between the employment rate of women 25-49 years old with children of preschool age and childless women
9. Predatory crime index
10. Civil justice efficiency index
11. Emissions of carbon dioxide and of other climate-changing gases
12. Illegal construction index

The 2 gender-related indicators

- They both monitor the reconciliation of work and family times
- The labour market non-participation rate with breakdown by gender is not the generic unemployment rate, but one of its broader measures
- The ratio between the employment rate of women 25-49 years old with children of preschool age and childless women responds to the need to take account, in the well-being calculation, of a variable that considers the possibility of reconciling paid work with family care work

Case study: the gender perspective in the Istat Annual Report 2022

- The Annual report 2022 was entirely dedicated to inequalities included gender inequalities
- The report was aimed to provide a picture of the effects of pandemic on society and economy
- A good chance to communicate gender statistics benefiting of the usual audience



Case study: the gender perspective in the Istat Annual Report

Infographic

Gender inequalities

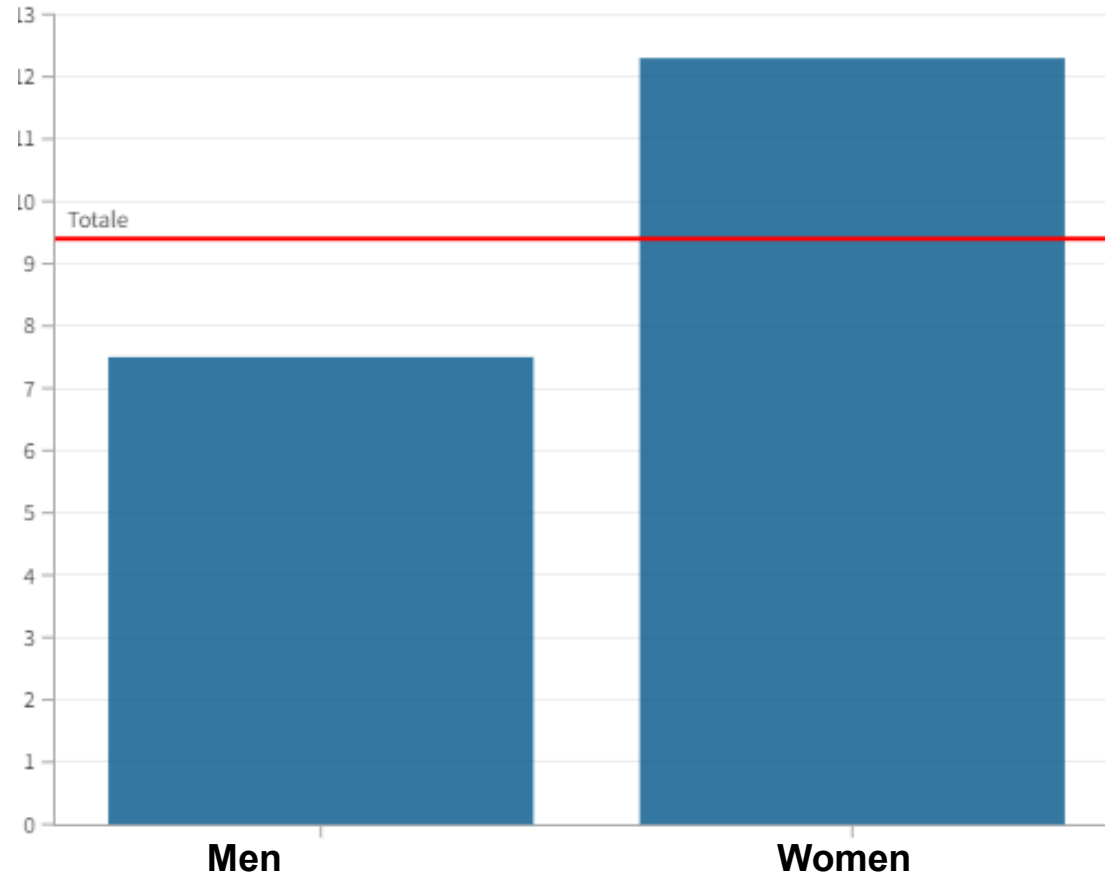


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Case study: the gender perspective in the Istat Annual Report

Interactive
graphs

Employees of non-agricultural enterprises with low hourly wages by sex.
Year 2021 (percentage values)



Case study: survey on users of anti-violence centers in Italy during the pandemic 2020-2021

- The first edition in 2006; the second one in 2014
- Partnership with the Department of Equal Opportunities – Presidency of the Council of Ministers
- Approach recommended by the Conference of European Statisticians
- Survey carried out in collaborations with the Italian Regions and Anti-violence Centers
- Survey aimed to measure the effects of the pandemic on violence against women



The survey

- Carried out on anti-violence centers
- Participation of 270 centers out of 365
- Response rate → 74%
- Communication of the results on 25 November 2021, on the International Womens' Day
- Report, infographic, update of the Informative System on VAW, press release



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Main results

13.700 women applied to the anti-violence centers for the first time

2020

Centers provided counselling (97,1%) and hosting (82,8%) services

2020

12.305 calls for help to the the free dedicated number in 2021

15.708 calls in 2020

2020
2021

Exercise n. 2

Communicating gender data

Gender statistics doesn't match with economic topics

- True
- False

The timing of communication is an important element to consider

- True
- False

The collaboration with governmental bodies is not fruitful

- True
- False

Conclusions

- Permanent dialogue users-producers must be established since the pre-data production
- Distinct communication strategies and different communication channels and tools must be developed to target each user group individually
- The gap between gender-related data producers and policymaking users must be bridged ensuring users know what data are already available and the ways they can be used to answer policy-relevant question
- Representing information in a visual way impacts on the clarity and speed with which information is received
- Statistical information and metadata must be made available in formats and licences that allow its reuse

Thank you!
рақмет сізге!

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