

PRACTICAL TACTICS AND STRATEGIES ON HOW TO SHARE DATA AND STATISTICS WITH THE MEDIA

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Outline

- Why ZamStat wants to engage with the Media?
- How did ZamStat engaged with the Media?
- How to continue collaboration?
- Communication Plan on Communicating Gender Data
- Publicity Activities
- Conclusion

Why ZamStat wants to engage with the Media?

- Following a training on communicating gender statistics organized as part of the Gender Data Network activities, ZamStats realized the importance of collaboration between statisticians and journalists to communicate about Gender issues without bias or misinterpretation, particularly by using statistics to provide evidence-based information.
- **In Zambia, Gender Specialists, Statisticians and Journalists not working together resulted in:**
 - Gender statistics not being popular to the public;
 - Journalists writing stories which are not evidenced based;
 - Data Users not having confidence in the gender issues published because of lack of statistics to support the content.

How did ZamStat engaged with the Media?

- ZamStats in collaboration with the Bank of Zambia and other Civil Society Organisations (CSOs), conducted a one day training to encourage collaboration between statisticians and journalists.
- This training allowed the Media get familiar with how Communicating Gender Statistics with Statisticians and Journalists ought to be. Additionally, this workshop also introduced the Journalists to the soft-skills needed in their career as Media personnel.

How to continue collaboration?

- Through the National Strategy of the Development of Statistics II, collaboration is ongoing with different sectors working with the Gender Unit;
- The National Statistical System (NSS) in Zambia is being coordinated by ZamStats to ensure that gender statistics (though no legal provision) are credible and of quality within the recommended standards; and
- ZamStats intends to sign a letter of Intent with the Ministry of Information and Media to strengthen the newly introduced communication plan for Gender Statistics.

Communication Plan on Communicating Gender Data

- Gender Unit will ensure that in ***All*** research, officers participate to guide on the production of gender statistics;
 - Sensitisation meetings with sectors on various topics are on going;
 - Conduct sensitisation on how to present gender statistics (Charts, Tables, Pie Chart); and
 - Draft several articles on various gender statistics.

Publicity Activities

- Information Communication and Education materials
 - Posters, brochures, stickers, banners e.t.c
- Radio jingles
- Radio plays
- TV and radio programmes, Press kits
- Press conferences
- Newspaper adverts

Conclusion

- The TOT on Communicating Statistics to Journalist and the Advanced International Training Programme on Gender Statistics, has strengthened the capacity in the relevant members of staff working in the Gender Unit which is responsible for the production of Gender Statistics in Zambia;
- The Gender Unit has now the capacity to produce quality and credible gender statistics to be used for comparison across Zambia; and
- In addition, these trainings have ease the data process for the Gender Specialist, Statistician and Journalist when it comes to communication of gender statistics to the Public.

THE END



Thank you