

Dr. Ahmad Hussein



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Dr. Hussein is an official statistics expert at the Ministry of Development planning and Statistics, State of Qatar. Currently he is leading a project on modernization of the official statistics in support of the Sustainable Development Agenda 2030, and to improve the effectiveness and efficiency of the statistical system in collaboration with the United Nations system and advanced European countries. He is the main author of the National Strategy for the Development of Statistics 2008- 2011 (NSDS) that has been prepared during his work with the Qatar Statistics Authority.

During his tenure as Director of the Statistics Division of the UN-ESCWA he formulated and supervised the implementation of the strategic frameworks of Official Statistics in the said organization. He led the implementation of many statistical projects funded by UNDP, ACFUND, ILO, IDRC Canada, and DIFID of UK. Over 35 years of experience in a number of countries mainly in the Arab region Mr. Hussein holds a Ph.D. in Demography and statistics from the University of Warsaw. He organized and participated in many international conferences, regional and national meetings and workshops. During his work with UN-ESCWA, he participated in developing many manuals and guidelines in official statistics at the regional and international level. He published a number of papers and provided advisory services to many Arab countries in various fields of official Statistics. Additionally, Mr. Hussein is a member of many International Statistical Associations and he is an elected member of the International Statistical Institute (ISI).

Presentation Title

Strengthening the Communication Function of the National Statistical System

Abstract

There is no doubt that the value of official statistics is increasing day by day, especially after the adoption by the United Nations of the Sustainable Development Agenda 2030, the efforts of member countries to measure progress in the implementation of SDGs and the preparation of the necessary national and international reports using a set of indicators adopted by the UN Statistical Commission in 2016. In this context, the Ministry of Development Planning and Statistics (MDPS) seeks to increase the production and use of official statistics in society, to better understand its content, to raise its level of reflection of reality and to disseminate it in a timely manner in order to assist users in formulating policies and strategies, and reaching accurate conclusions. For this purpose, it is necessary to emphasize the availability of data and presentation of statistical content in an easy simplified way. Creatively presenting and providing access for data to users is the key to successful communication. The use of presentation techniques and the reduction of knowledge burden on users are ways to attract the audience to use and convert data into high-value knowledge.

Communication is sharing information between statisticians and users in a way that maximizes understanding of the content using digital methods. It is preferable that the main message of the statistical system is to produce high-quality data that is communicated to users transparently through an effective communication strategy that seeks to build a specific brand through marketing techniques, and to disseminate statistical products that are tailored to user needs. Working on statistical literacy and promoting transparency in society is of strategic importance to increase the confidence of official users, the private sector, universities and research centers in statistical products. This presentation deals with the digital and traditional means of communicating official statistics. The presentation also notes that the process of communication is one of the strategic pillars of official statistics, and an integral part of the functional process of producing official statistics, as well as an obligation commensurate with the objectives of national and international transparency and accountability.

The presentation concludes by identifying some of the strategic goals that can be relied upon in the formulation of a communication strategy for official statistics in MDPS. Such strategy will focus on building a brand for official statistics issued by MDPS, and further focus on statistical products that can be easily accessed, enhancing statistical knowledge, using digital visual formats in the presentation of data, diversifying means of communication with partners and users,

monitoring international trends in order to meet the international data needs, strengthening internal communication within MDPS and preparing an action plan and a monitoring and follow-up system based on clear performance indicators.