GROWING DATA LITERACY AT IFRC

Heather Leson, Data Literacy Lead
The data revolution is here. Are we data ready?
What is Data Literacy?

“Data Literacy includes the skills, knowledge, attitudes, and social structures required for different populations to use data.”*

*Source: School of Data
#### Data Types

**Community/Citizen**
- SMS/Mobile data
- Email
- Surveys
- Social Media (WhatsApp, Facebook, Twitter, Instagram)
- Multimedia (photos, video, VR)

**Government**
- Census/Population
- Statistics
- Infrastructure
- Finance/Budgets/Spending
- Companies/Land Ownership
- Pollution Index/Water Quality

**Physical**
- Geographical
- Infrastructure

**Aerial/Satellite**
- Satellite
- Aerial/UAV
- Balloon Mapping

**Sensor/New Tech**
- Biometric
- Genetic (Crispr)
- Movement
- Meteorology
- Bitcoin
Why is this a priority for IFRC?
Potential benefits of focusing on Data literacy:

- Team work / Collaboration
- Increased Accountability/Transparency
- Organizational Effectiveness (reuse, decrease of duplication)
- Financial improvements
- Competencies / Skills
Any plan or model needs to consider:

- Our priorities (areas of focus/strategic areas of focus, Strategy 2020), Our Work as Humanitarians
- Our practices, policies, standards and principles
- Socialization, Engagement, Negotiation, Empathy, Change Management
- Digital divide/Access/Diverse Skills
- Diverse Learning Journeys/Needs
When we talk about “data”, people often focus on the **skills**, **tools** and the **process** steps for delivery of data products like a “dataset.”

The ‘Data Pipeline’* is an example of data ready skills. We all have varying levels of know-how.

*Source: School of Data  
Graphic Source: School of Data
Responsible Data Lifecycle
What does data literacy mean for me?

<table>
<thead>
<tr>
<th>Role</th>
<th>Task</th>
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<tbody>
<tr>
<td>IM / Operations/PMER/Health</td>
<td>Deliver projects with information products/Assess project and programme delivery</td>
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<tr>
<td>Marketing Communications</td>
<td>Excellent data/analysis, narrative for storytelling, brand and fundraising</td>
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<tr>
<td>IT</td>
<td>Assess and support data products/tools, provide infrastructure</td>
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<td>Training</td>
<td>Provide e-learning, workshops and technical training</td>
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<td>Manager</td>
<td>Strategic planning, staff development, organization development</td>
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<tr>
<td>Community served</td>
<td>Provide data, obtain help/services, get feedback</td>
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Building Data Literacy
Data-literate is not the same as data-skilled

“A data-literate organisation is one that shares a culture of data and a strong vision of the future. Most people invested in this vision will have no analytic interaction with data and may never need to.”*

*Source: Open Data Institute*
1. Connect

We are connecting the data curious and the data ready across the Secretariat and National Societies.
Activity: Informal Data Working Group

Find allies from diverse departments, schedule an ‘open’ session. Get input from all the participants on data needs/opportunities/barriers, skills to learn/skills to share = your local curriculum, your community.

Ask all departments and staff to participate. Not just the usual suspects. There are brilliant people with knowledge/skills to share.
Activity: Data Stories

Locate, share stories, and examples of how data is used across IFRC. Be humanitarian Data Journalists.

Bonus track: Working with BRC to prototype an aggregation of this.
Data
What can you use?

Audience
How can you surprise them?

Message
Simplicity

Story
Simple
Unexpected
Concrete
Credible
Emotional
Activity: Ecosystem Map

Can we get a 3W on who is doing what with data training, data stories etc?

How do we connect all these people across departments and organizations?
Activity: Data Simulations
Connect with each other, co-create, share data (or talk about the process).

How and what do we share with other Humanitarian Partners?

NEED: Can we have Data Simulations in our groups to determine the workflow, risks and needs?
The Data Literacy program is creating learning spaces via skillshares, workshops and webinars.
Activity: Sessions

Build with: Skillshares, Data Clinics, Workshops, Webinars taught by staff for staff.

The Introduction to Data Viz session designed by Guido Pizzini has been done in 4 countries: Switzerland, Philippines, Honduras and Madagascar.
Activity: Excel around the World

Microsoft Excel is in all IFRC offices. There are people who have skills with this tool.

There are hundreds of free videos and tutorials online. Could we build a program using these to reach offices? Would it be feasible to something more formal with business partners?

E.g. Host an ‘excel’ skillshare. Then, follow-up 2 weeks later to have a ‘reverse share’. Or, partner with a local university.
3. Create

Together we are creating sessions, guides, policies, checklists and modules to work with existing programs and projects.
Activity: Data Playbook

Collated sessions, templates, checklists, tips, and practices from across IFRC.

E.g. Building Responsible Data use /Data Protection modules with Health groups.
Activity: How to … Data Playbook

Create a ‘menu’ of sessions, peer-to-peer learning that can be done in 1 hour.

E.g. Atlassian Team Playbook

Checklist, Matrices, Charts for building plans.

E.g. DIY toolkit (Nesta UK)
4. Measure & Impact

We are assessing metrics for data readiness and collecting impacting examples.
Information

Responsible Data is:

The duty to ensure people’s rights to consent, privacy, security and ownership around the information processes of collection, analysis, storage, presentation and reuse of data, while respecting the values of transparency and openness.

(Responsible Data Forum, working definition, September 2014)
On Data Protection:

Protecting the Personal Data of individuals is an integral part of protecting their life, integrity, and dignity. This is why Personal Data protection is of fundamental importance for Humanitarian Organisations.

(Brussels Privacy Hub/ICRC Handbook on Data Protection, ICRC)
Activity: Responsible Data Education

With one of the sessions, we build out a core team of people drafting a Responsible Data Policy for the Secretariat. As well, we are creating key questions to build learning materials with health, legal and PMER.

The supporting materials will go into the Data Playbook.
Data Literacy Resources/Humanitarian actors

- Humanitarian Data Center
  - OCHA
- School of Data
- Data Pop Alliance
- Responsible Data Forum
  - Oxfam
- Stanford PACs
- Facebook Disaster Maps
- MIT Media lab/Emerson College
- Databasics.io
THANK YOU

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