Data Audiences at IFRC

IFRC has diverse audiences across the sectors and regions. We've built programming based on these audiences. The key data user profiles inform the development of the playbook and, potentially, future training planning.

- **Data Curious** need an '*on ramp*' to learn and be exposed to the data basics.
- **Data Advocate** sees relevance and and wants to improve their skills.
- **Data Active** are motivated to self-learn and are on their way to being a 'data-leader'.
- **Data Ready** are 'trainers' or 'data leaders' who lead data-driven projects and mentor colleagues.

DATA CURIOUS

Are looking for a starting point. They need opportunities to provide context and perspectives about why and how data skills matter. They need:
- **Solutions** to their problems
- **Practical Information** that meets them where they are at.
- **Easy, accessible and clear** explanations and examples
- A guided path to **self-help**
- Access to **support and mentorship**

DATA ADVOCATE

Will continue on their data skills learning journey. They are likely to be great supporting actors in building a data culture. They know the starting point is to ask a question. They need:
- **Access t**o a wide range of self-learning materials
- **Mentoring** from those with more experience in using data
- To use data to be more effective and **build critical thinking** skills

DATA ACTIVE

Data use is sometimes part of their job and skill set. They are continuous learners and may mentor others on their data journey. They frequently ask: how might one become more adept with data and improve data skills? They Need:
- To **learn by doing** things with data
- Materials **to teach others** about data
- **Social learning experiences** to gain access to peers and expand their networks

DATA READY

They can range up to very advanced data skills. They may or may not be data scientists, but they are deemed proficient in a range of data skills. They need:
- To **upskill** themselves to be even more data ready
- To **address** the data skills gaps in their organisations
- To save time, **improve** data workflows
- To **grow** their network of peers

International Federation of Red Cross and Red Crescent Societies
Fédération internationale des Sociétés de la Croix-Rouge et du Croissant-Rouge
Federación Internacional de Sociedades de la Cruz Roja y de la Media Luna Roja
الاتحاد الدولي لجمعيات الصليب الأحمر والهلال الأحمر

1

WHICH ONE ARE YOU?

- **Data Curious** need an '*on ramp*' to learn and be exposed to the data basics.
- **Data Advocate** sees relevance and wants to improve their skills.
- **Data Active** are motivated to self-learn and are on their way to being a 'data-leader'.
- **Data Ready** are 'trainers' or 'data leaders' who lead data-driven projects and mentor colleagues.

AN EXAMPLE STRATEGY TO REACH AUDIENCES

We're designing the data playbook for the data curious. Everyone is on their own learning journey. Peer-to-peer learning is an ongoing effort for every data audience. We know the main people who will use the data playbook will be the data active and the data ready. We will reach the data curious and the data advocates through them.

.

International Federation of Red Cross and Red Crescent Societies
Fédération internationale des Sociétés de la Croix-Rouge et du Croissant-Rouge
Federación Internacional de Sociedades de la Cruz Roja y de la Media Luna Roja
الاتحاد الدولي لجمعيات الصليب الأحمر والهلال الأحمر

2