

GROWING DATA LITERACY AT IFRC

Heather Leson, Data Literacy Lead



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الاتحاد الدولي لجمعيات الصليب الأحمر والهلال الأحمر

DATA PLAYBOOK: SLIDEDECK 8

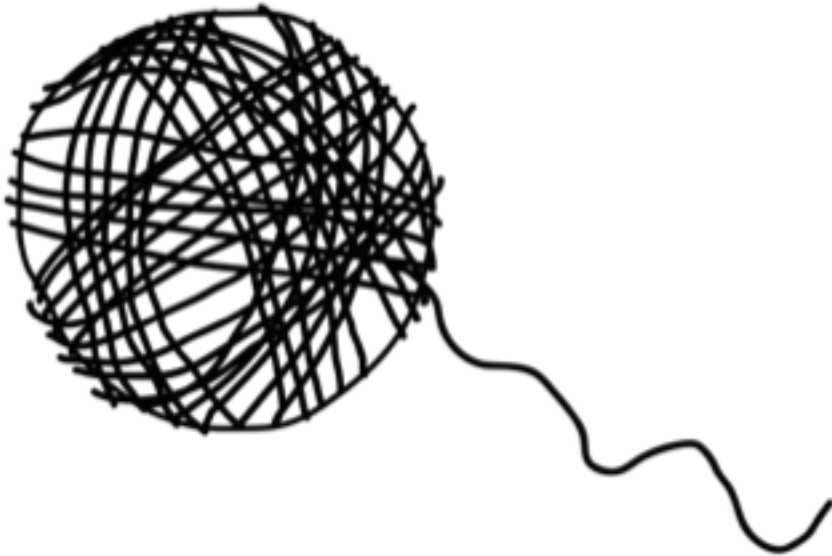
The data revolution is here. Are we data ready?



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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



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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



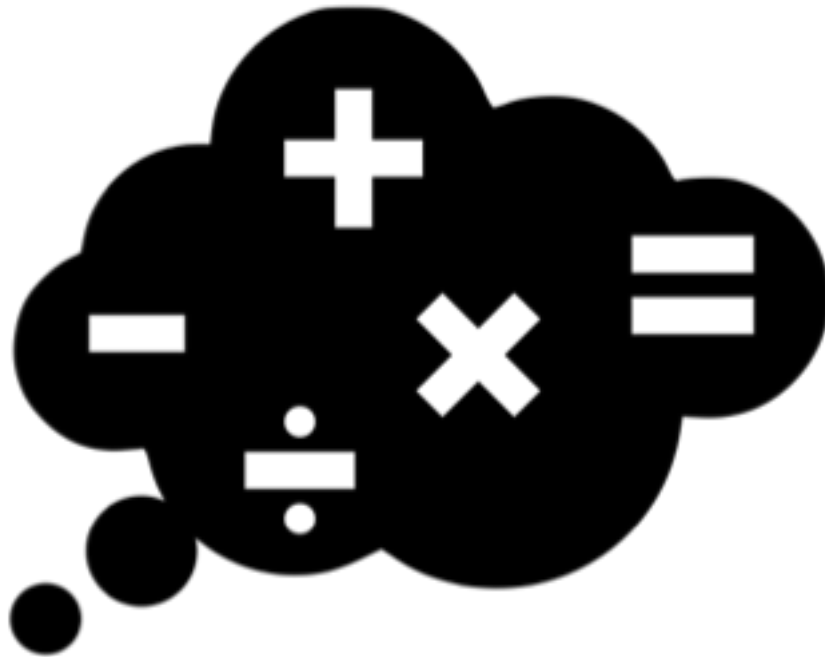
Why is this a priority for IFRC?



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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



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Data Pipeline

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.

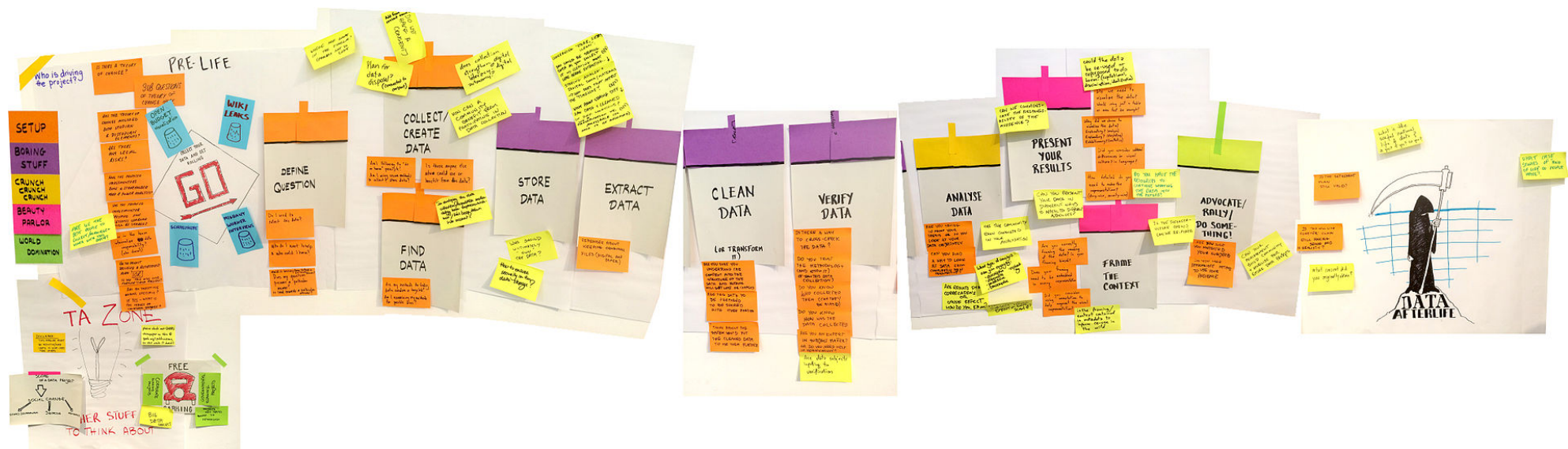
*Source: School of Data

Graphic Source: School of Data



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Responsible Data Lifecycle



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What does data literacy mean for me?

Role	Task
IM / Operations/PMER/Health	Deliver projects with information products/Assess project and programme delivery
Marketing Communications	Excellent data/analysis, narrative for storytelling, brand and fundraising
IT	Assess and support data products/tools, provide infrastructure
Training	Provide e-learning, workshops and technical training
Manager	Strategic planning, staff development, organization development
Community served	Provide data, obtain help/services, get feedback

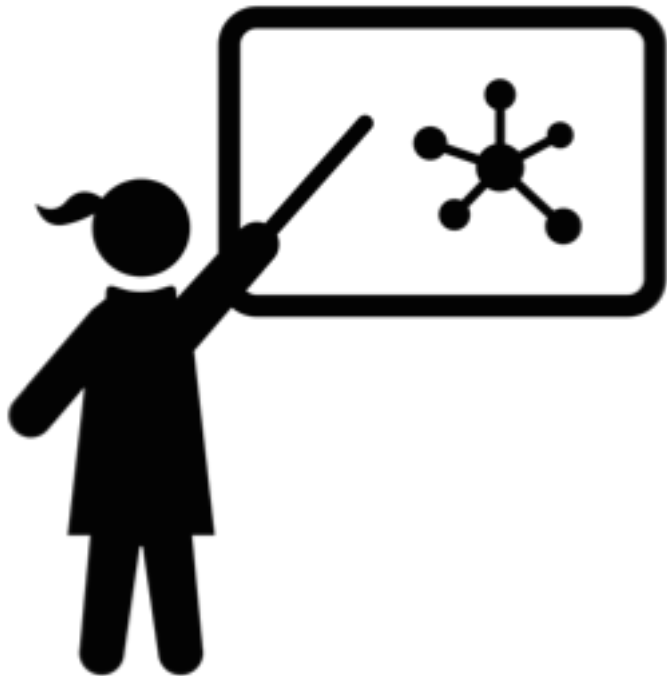
Building Data Literacy



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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



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1. Connect



We are connecting the data curious and the data ready across the Secretariat and National Societies.



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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.



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Activity: Data Stories

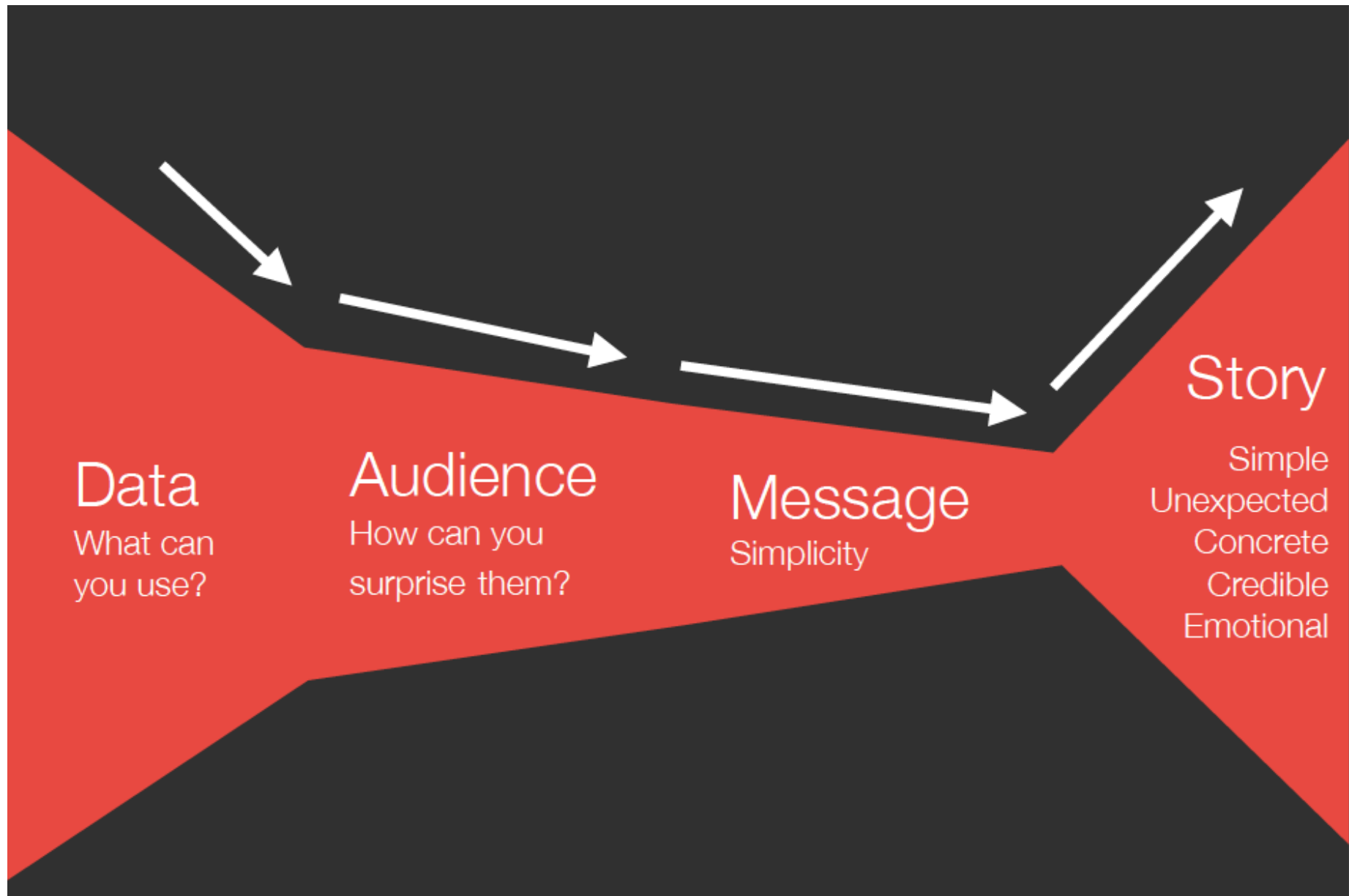


Locate, share stories, and examples of how data is used across IFRC. Be humanitarian Data Journalists.

Bonus track: Working with BRC to prototype an aggregation of this.



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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?



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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?





2. Learn

The Data Literacy program is creating learning spaces via skillshares, workshops and webinars.



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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.



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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



DACI...



Demo Trust



Ludicrously...



Premortem



Roles and...



Sparring

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

E.g. Atlassian Team
Playbook

PROBLEM DEFINITION				
What is the key issue you are trying to address and why is it important?	Who is it a problem for?	What social or cultural factors shape this problem?	What evidence do you have that this is worth the investment?	Can you think of this problem in a different way? Can you reframe it?

Checklist, Matrices, Charts
for building plans.

E.g. DIY toolkit (Nesta UK)



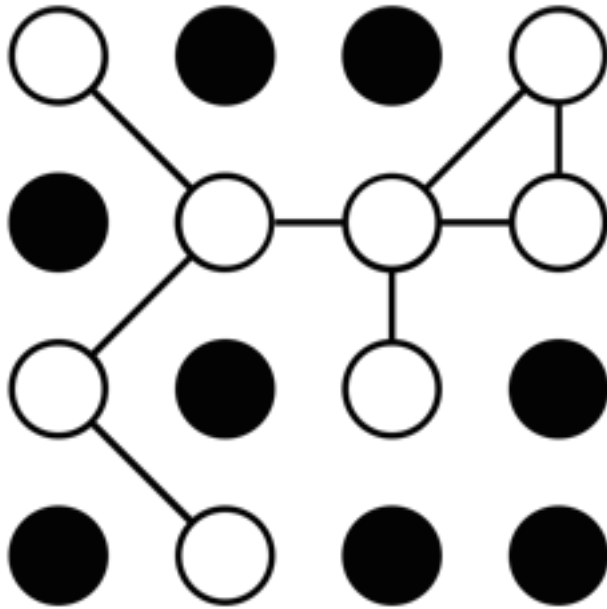
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4. Measure & Impact

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





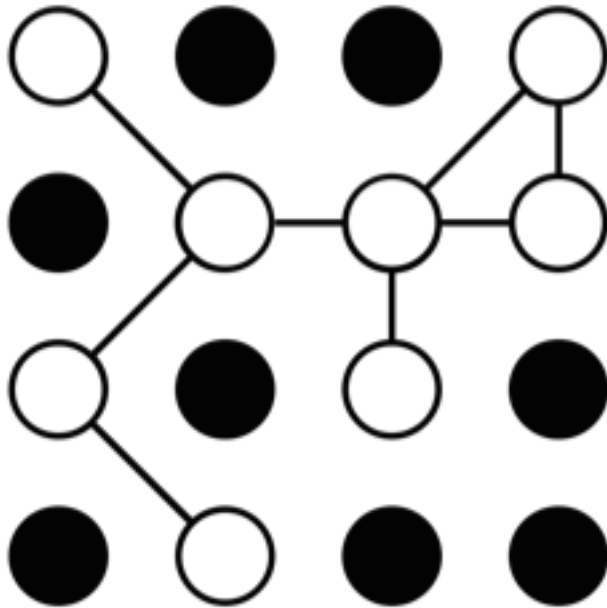
Responsible Data is:

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)



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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.



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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**



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THANK YOU

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