

Title	Brick by brick: The road to data revolution
Country	ALGERIA
Region	MENA
Division	
Section	COMMUNICATION
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Story Type	ICON Story Ideas
Date to be published	6/21/2015
Summary	
Full Text of Story	

A long road to data credibility



@UNICEF Algeria/2015
Banner for the MICS4 launch.

After months of hard work, UNICEF Algeria was proud to launch the latest Algeria MICS report on June 9th, along with the Minister of Health, whose teams undertook all of the field work.

And there was a lot of field work, to reach over 28 000 thousand households and 150 000 people in the largest country in Africa. Long days spent travelling simply to reach the next survey sample location. At times in areas where safety was not necessarily a given for field surveyors. Then came the time to feed all that wealth of data sets into computers. One at a time. Carefully, so as not jeopardize the survey credibility.

Following months of data handling and validation, the result is a goldmine for social researchers and public decision makers alike. Part of the challenge for UNICEF Algeria was then to make such results resonate across the country, as well as across the spectrum of social policies stakeholders. After some internal brainstorming, we designed what we dubbed a data revolution pathway:

First, creating a buzz...not a clash. The data speaks for itself

The launch strategy was focused on allowing MICS data to penetrate and permeate as widely as possible within ministry partners, NGOs and CBOs, but also towards a range of university professors and of course media professionals and social researchers alike. In order to do so, full electronic MICS reports were provided to all 250 attendees to the launch, which itself insistently focused on the survey results, and specifically how such results could more often than not highlight how distinct a child's chances in life were if he/she were from the poorest or the richest quintile, or if his/her mother was highly educated or illiterate.

Supporting the above, a number of strong visuals were elaborated, from banners to a [full map atlas](#) so as to provide, at a glance, a strong understanding of progress made in sectors as health, education and there are many- but also of the disparities between regions and socio-economic status for children's access to quality services.

The launch was a success and created significant media response, often focusing on the 16,000 babies who continue to die every year despite Algeria's progress against IMR, great progress towards equity in primary school access and concerns around disproportionate school dropouts for adolescent boys, but also on how the high proportion of children reporting severe punishment at home.

Next: Voices beyond the capital

The next phase focuses on allowing MICS results to travel beyond the capital. Immediately following the launch, a UNICEF team travelled to the country's second city, Oran, in order to present the survey results to an active and energetic youth NGO partner and take some time to discuss the results with them directly. The subsequent exchanges highlighted how closely the youths associated with the survey findings, and, from their own individual tales, how much human individual stories of children deprivations were hidden in the numbers. Equally importantly, it also evidenced the thirst that exists at decentralized levels for more information and the desire to discuss MICS results, what they mean for children and reflect upon what could be done to improve them at local level.

UNICEF will aim to multiply such discussions fora at decentralized levels over the coming months, both with NGOs and CBO partners as well as with locally elected assemblies so that knowledge around the situation of children in country is as widely disseminated and discussed as possible, in time creating bottom-up discussion fora from local decision makers to central ones to discuss required social investments to stem disparities.

Let the children do the talking

Seeing the energy in Oran around what story for children the survey represents, the Oran regional education Ministry representative requested that UNICEF Algeria organize a wide communication campaign towards the Wilaya school children from September onwards. The objective of such campaign would be for the children to better understand what is happening to their peers across the country, and be better equipped to understand what disparities there may be and how, for instance, these may be a reality for children living with disabilities, and what role they may have to make a positive difference in their lives. The end game: making children themselves be the champions of their own rights!

Using youth innovation to put MICS' dataset in everyone's smartphone

Finally, in an era of instant connectivity, and in a country where the recent arrival of 3G connectivity boosted an explosion in internet users from 2.5 million early 2013 to more than 10 million end 2014 (8 million 3G connected), UNICEF is working hard with its youths partners from its youth innovation lab to build accessibility for all to simple but powerful visuals of MICS results on the internet. Provided with the full MICS results, the youths indeed intend to create a series of web pages that would allow any and all to query MICS results on any of the survey questionnaire, and get an instant response highlighting progress, or lack thereof, and key disparities in the given area.

This will take some time, but the road to the data revolution is a long one, and our collegial capacity to monitor progress against upcoming SDGs results will depend on the solidity of today's bricks on its path!

Image	Cover page of Algeria's MICS4 + unicef MICS4 launching banner
ImageCredit	UNICEF Algeria/2015
ImageCaption	Image 1: Algeria MICS4 cover page , Image 2: MICS4 launching poster
Related Topics	
Status	Submitted
Notes	
Feature in N&N Slider?	No
N&N Slider Rank	
PublishedMonth	06 June
PublishedYear	2015
Published Date	6/21/2015
Attachments	banner-unicef FR.jpg MICS4 COVER PAGE ALGERIA.PNG