Why the ASA decided to undertake this

- 2014 – *This Is Statistics* launched
- 2016 – with that program launched, staff asked “What should our next campaign be?”
- Unfortunately, events helped us with the answer
How statistics lost their power – and why we should fear what comes next

The ability of statistics to accurately represent the world is declining. In its wake, a new age of big data controlled by private companies is taking over – and putting democracy in peril.

by William Davies
Spicer quotes Trump: Jobs reports 'may have been phony in the past, but it's very real now'
Trump's budget director claims Obama was 'manipulating' jobs data

by Jill Disis  @jdisis

March 12, 2017, 3:32 PM ET
We know that this is not a new problem

- And we know that many of you have been trying to address it for a long time
- ASA is in a better position than in the past to help take it on
- We have a great communications partner to help us
Opportunities

- Widespread support for ASA to lead a communication program articulating the value of federal statistics
- Timely examples of high-level attacks on the federal statistical system
- The media are attuned to attacks they can highlight and challenge as false or misleading to the public
- There is a growing cadre of data journalists who rely on federal statistics in order to do their work
- A number of organizations represent natural allies who will support ASA's initiative
Challenges

- Erosion in trust in government and major institutions diminishes public confidence in federal statistics.
- Federal agencies and their leaders are not in a position to proactively defend their work and the integrity of government statistics.
- Defense of government statistics by prominent experts can easily be characterized as politically-motivated.
- Self-appointed "experts" who lack scientific credibility increasingly comment and attempt to interpret scientific data for a lay public.
- Private sector entities generate data they promote as legitimate substitutes for government statistics raising questions about the need for the public to fund a federal statistical system.
- Perception this program should be targeted at "everyone"
Campaign Mission

Distinguish federal statistics as absolutely essential to the functions of our democracy.
**Campaign Objectives**

- Enhance awareness of the importance, integrity and trustworthiness of government statistics
- Provide a strong, independent, and non-partisan voice that supports the federal statistical system
- Ensure that no attack on federal statistical agencies and their work goes unanswered
- Contribute to general statistical literacy by building greater understanding of how statistical agencies do their work & why their work is important
What’s right?

What is missing?
Campaign Strategy

Tell the benefits story
Influence the influencers
Engage the user base
Inform and enhance agency communications
Communication Considerations

Campaign Platform

Society Depends on Statistics
Communication Recommendations

Core Themes

- **Integrity**
  - The validity of the scientific processes by which government agencies gather data.

- **Accuracy**
  - Obligation to generate data that are correct.

- **Credibility**
  - People can trust the agencies to gather and deliver data in an apolitical manner.

- **Criticality**
  - Government statistics are vital to virtually every dimension of our economy, democracy and society.
What else?
Communication Recommendations

Key Audiences

- Media
- Congress
- Business Community
- Allies
- Agencies
Whom else?
Objective

- Position ASA as a preferred partner with think tanks and organizations of common interest for unified considerations and presentations on the value and integrity of the federal statistical system.
Objectives

- Foster renewed support for federal statistical agencies
- Protect adequate funding for essential science
- Position ASA as a trusted and recognized authority on the integrity and vital nature of the system
Objectives

- Develop press into defenders of federal statistics
- Increase media reliance on legitimate data scientists for interpretation and analysis
Objectives

- Engage users of government data in the conversation about validity and value
- Assemble examples of business utilization of data and the benefits that result
- Increase the potential that business leaders (including U.S. Chamber of Commerce) will independently defend the value of federal statistics
Objectives

- Facilitate and extend the reach of agency communication
- Provide a voice that endorses and supports agency value and statistical validity
- Foster agency and data user dialogue and interaction to build the base of support
Additional thoughts?
Thank You