JUPITER PRIME

Consulting • Training • Advisory

جوبيتر برايم للاستشارات والتدريب

COURSE BROCHURE

Communicating Official Statistics and Uncertainty Training Course

5 – 9 July 2027
Dar es Salaam

jupiterprime.uk

info@jupiterprime.uk

Registered in the United Kingdom and Saudi Arabia

Communicating Official Statistics and Uncertainty Training Course

Ref: 3032_115028 **Date:** 5 – 9 July 2027 **Location:** Dar es Salaam **Fees:** 5300 GBP

Communicating Official Statistics and Uncertainty is a 1-week training course for statisticians, analysts and official statistics staff who publish figures for non-specialist readers, and each participant leaves with a statistical release and briefing note pack. Public trust in official figures now depends as much on how numbers are explained as on how they are produced. Jupiter Prime Training offers this course to staff whose estimates reach ministers, journalists and citizens.

Why Communicating Official Statistics and Uncertainty Matters Now

Three audiences shape how official figures land today. Journalists and commentators republish headline numbers within minutes, often stripped of their caveats and context. Policy makers want a single clear figure, while every survey estimate carries sampling error and later revision. A statistics office that explains its estimates plainly keeps its figures cited correctly and its reputation intact; one that hides uncertainty in footnotes invites misreading and accusations of spin. The course rests on widely accepted principles of impartial, accessible and transparent official statistics.

Who Gains Most from Communicating Official Statistics and Uncertainty

- Staff who draft first releases, bulletins and headline commentary on survey and census results
- Analysts who prepare charts and tables for publication alongside each release
- Methodologists who explain sampling error, revisions and changes in definitions
- Officers who answer press enquiries and brief spokespeople before publication
- Specialists who correct public misuse of figures and maintain statistical notices

A dissemination unit gains most when its release authors, methodologists and press officers attend together.

Communicating Official Statistics and Uncertainty Capabilities

Participants turn technical estimates into accurate messages non-specialists can quote.

- Design release headlines that state the main finding and its direction plainly — journalists and public readers
- Communicate margins of error, confidence ranges and revisions in everyday words — policy makers relying on estimates
- Specify charts and tables that avoid truncated axes and misleading comparisons — readers of published bulletins
- Assess draft releases for jargon, ambiguity and unsupported causal claims — the reputation of the statistics office
- Build briefing notes that anticipate likely questions and misreadings — spokespeople and senior officials

- Apply calm, accurate responses to media questions and public misuse — trust in official figures

Key Communicating Official Statistics and Uncertainty Terms

- Margin of error — the range around a survey estimate within which the true value is likely to fall.
- Confidence interval — a stated range, with a probability level, expressing how precise an estimate is.
- Revision — a change to a published figure when later or fuller source information becomes available.
- Statistically significant change — a difference between periods or groups larger than sampling variation alone would explain.
- Statistical release — the first official publication of new figures, with headline messages, tables and methodological notes.
- Misleading presentation — a chart, comparison or wording that leads readers to a conclusion the figures do not support.

Communicating Official Statistics and Uncertainty Day by Day

Day 1: Official Figures and Their Audiences

- Audience Profiles for Citizens, Media and Policy Makers — Matching Message Depth
- Principles of Impartial Official Statistics — Independence and Equal Access
- How Headline Numbers Travel Through News and Social Feeds — Points of Distortion
- Release Calendars and Pre-Release Access Rules — Fairness to All Users
- Case Reviews of Misreported Figures — Lessons From Health and Labour Statistics

Day 2: Writing Plain-Language Releases

- Headline and Key Points Drafting — The Finding Readers Should Remember
- Bulletin Structure Placing Findings Before Detail — Reader Attention
- Jargon Replacement and Readability Checks — Words Non-Specialists Recognise
- Describing Change Over Time Accurately — Rises, Falls and Stable Trends
- Avoiding Causal Language for Correlated Figures — Honest Wording of Associations

Day 3: Explaining Uncertainty and Revisions

- Margins of Error in Everyday Words — Ranges Instead of False Precision
- Confidence Intervals in Tables and Text — Readers Judging Reliability
- Significance of Period-to-Period Change — When a Movement Is Real
- Revision Policies and Revision Notes — Explaining Why Figures Changed
- Quality and Methodology Notes — Limitations Without Burying the Message

Day 4: Charts, Comparisons and Media Questions

- Chart Choices That Avoid Truncated Axes — Fair Visual Comparisons
- Rates, Percentages and Absolute Numbers — Choosing the Honest Denominator
- Uncertainty Shown in Charts With Ranges — Visual Cues for Precision
- Press Enquiry Handling and Spokesperson Lines — Consistent Answers Under Pressure
- Responding to Public Misuse of Figures — Corrections That Stay Neutral

Day 5: Practising the Statistical Release and Briefing Note

- Headline Drafting Applied to a Live Data Set — Sharpening the Key Message
- Uncertainty Wording Inserted Into the Draft — Ranges and Revision Notes
- Chart and Table Set for the Release — Checked Against Misleading Practices
- Anticipated Questions and Answer Lines — Briefing Spokespeople Before Publication
- Statistical Release and Briefing Note Pack Completion — Ready for Sign-Off

Applying Communicating Official Statistics and Uncertainty After the Course

- Rewrite the headline of the next scheduled release, adding plain wording for its margin of error.
- Prepare an anticipated-questions note for one upcoming publication and rehearse it with the press officer.

Communicating Official Statistics and Uncertainty Questions FAQ

What is communicating official statistics and uncertainty, and why does it matter now?

It is the skill of explaining official figures, including their margins of error and revisions, so non-specialists read them correctly. It matters now because headline numbers spread instantly and are easily misread without their caveats.

Which roles gain most from communicating official statistics and uncertainty?

Release authors, publication analysts, methodologists and press officers in statistics offices gain most. Health and labour analysts who publish figures also benefit.

How does a communicating official statistics and uncertainty course differ from a data visualisation course?

It centres on words, releases and media handling, with charts as one part. A data visualisation course concentrates on graphic design.

What do you bring back from communicating official statistics and uncertainty training?

You bring back a draft statistical release and briefing note built on your own figures, with plain headlines, uncertainty wording and prepared answers.

Communicating Official Statistics and Uncertainty: The Way Forward

The statistical release and briefing note pack gives a dissemination unit a tested model for its next publication. Its first use is the sign-off decision on a release, taken by the head of the statistics area with the press office. After publication, compare how the media reported the figures with the intended headline, and adjust the uncertainty wording accordingly.