Summer School on Multidimensional Poverty Analysis

1–13 August 2015

Beijing Normal University, China

Communication

Sabina Alkire and John Hammock

The input of researchers

Figure out what issues are *timely* and *relevant.*

Read the newspapers

Follow policy dialogues & get to know people

Keep asking 'why my measurement matters'
to a policy maker, citizen, poor person.

See your work from a 'users' perspective

Craft factoids   **Design metaphors**

Experiment: not everything works.

Finding 'factoids'

E.g. – The Poorest of the Poor

E.g. – India vs Africa

E.g. – MPI in Middle Income Countries

E.g. – GDP per capita vs MPI

"How do I wake them up?"

Giants Amongst Us

South Africa's and Nigeria's GDP in nominal prices comprised over fifty percent of the total GDP of Sub-Saharan Africa.

51.4% South Africa and Nigeria

48.6% The Rest of Sub-Saharan Africa

TOTAL GDP OF SUB-SAHARAN AFRICA (IN NOMINAL PRICES)

Finding 'factoids'

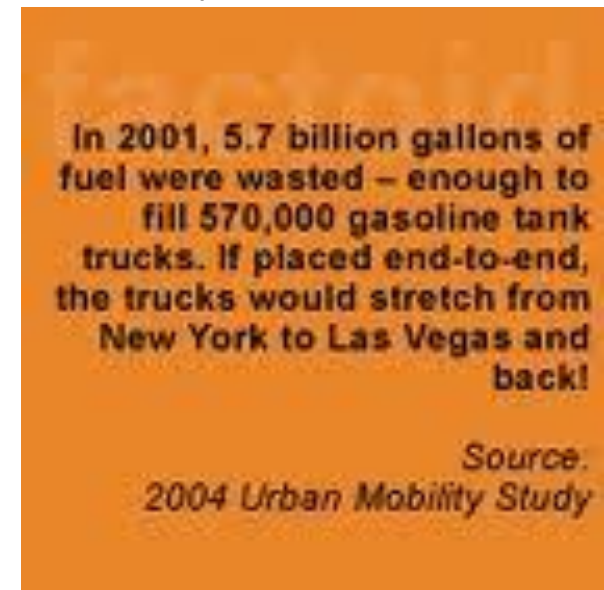Plastic STRAWS:
usage time: ~5-10min
lifespan 300 years

Start from an idea or a controversy:

- MDGs wrongly count countries not people.

- Growth => higher GDP per capita but may not decrease multidimensional poverty.

Or a question:

- There are more $1.90/day poor in MICS. Is it true for MPI poverty?

In 2001, 5.7 billion gallons of fuel were wasted – enough to fill 570,000 gasoline tank trucks. If placed end-to-end, the trucks would stretch from New York to Las Vegas and back!
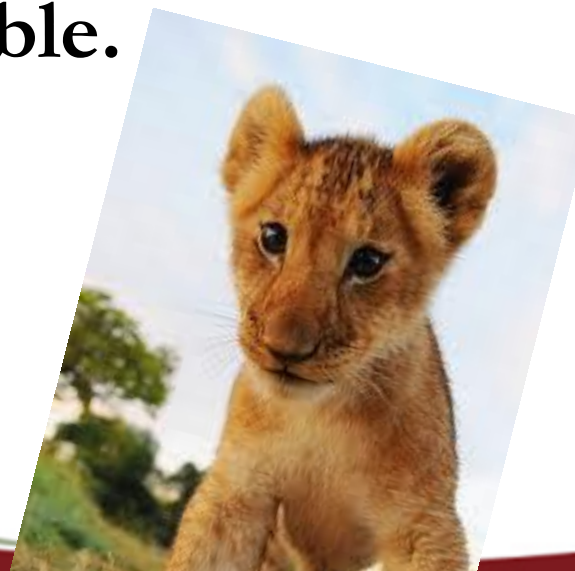
Source: 2004 Urban Mobility Study

Finding 'factoids'
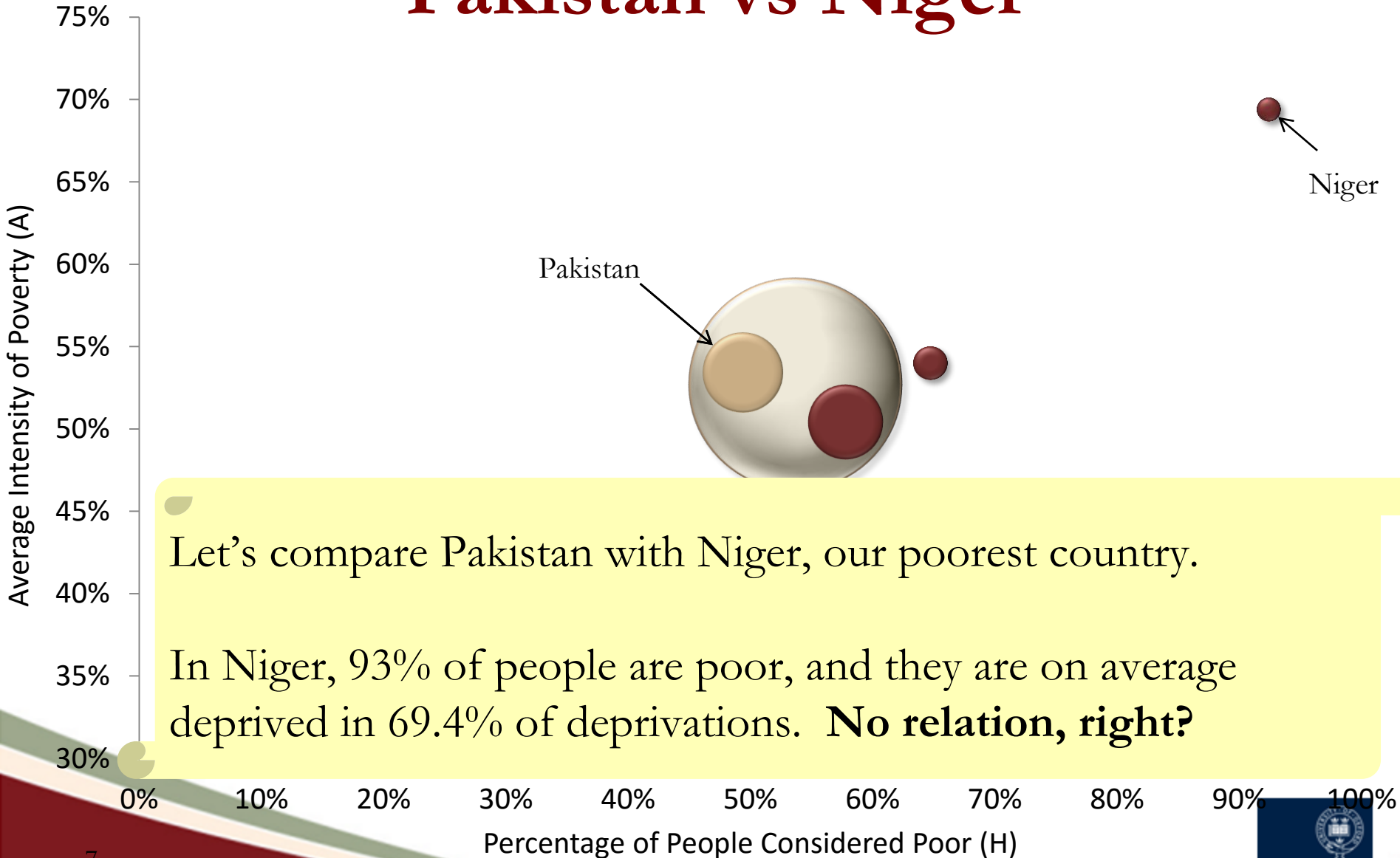
Become <u>very Curious</u>
about your results

Play with your data.

Find comparisons that are striking or unexpected

Make sure factoids are 100% accurate and academically defensible.

Pakistan vs Niger

Average Intensity of Poverty (A) (y-axis: 30% – 75%)

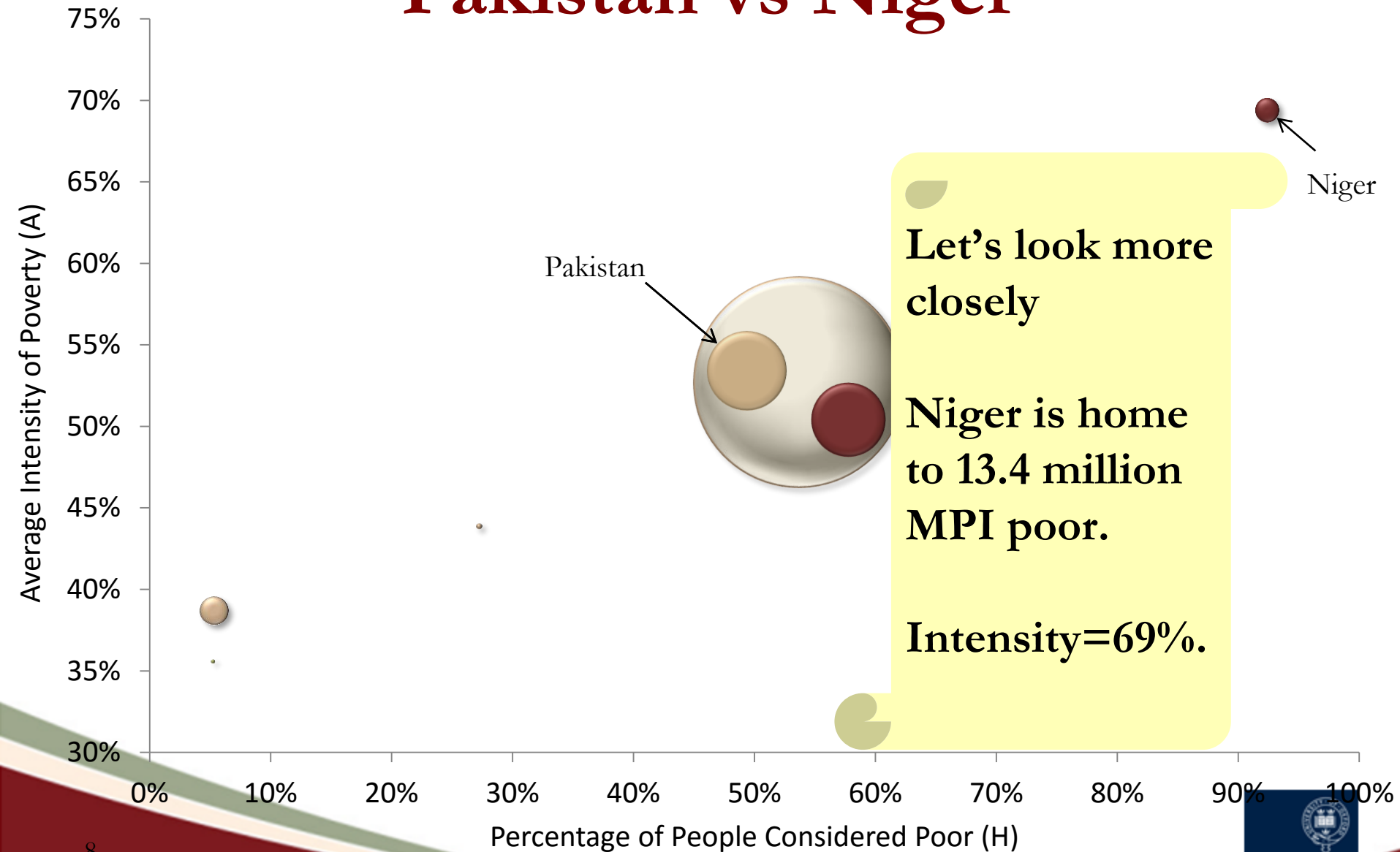**Percentage of People Considered Poor (H)** (x-axis: 0% – 100%)
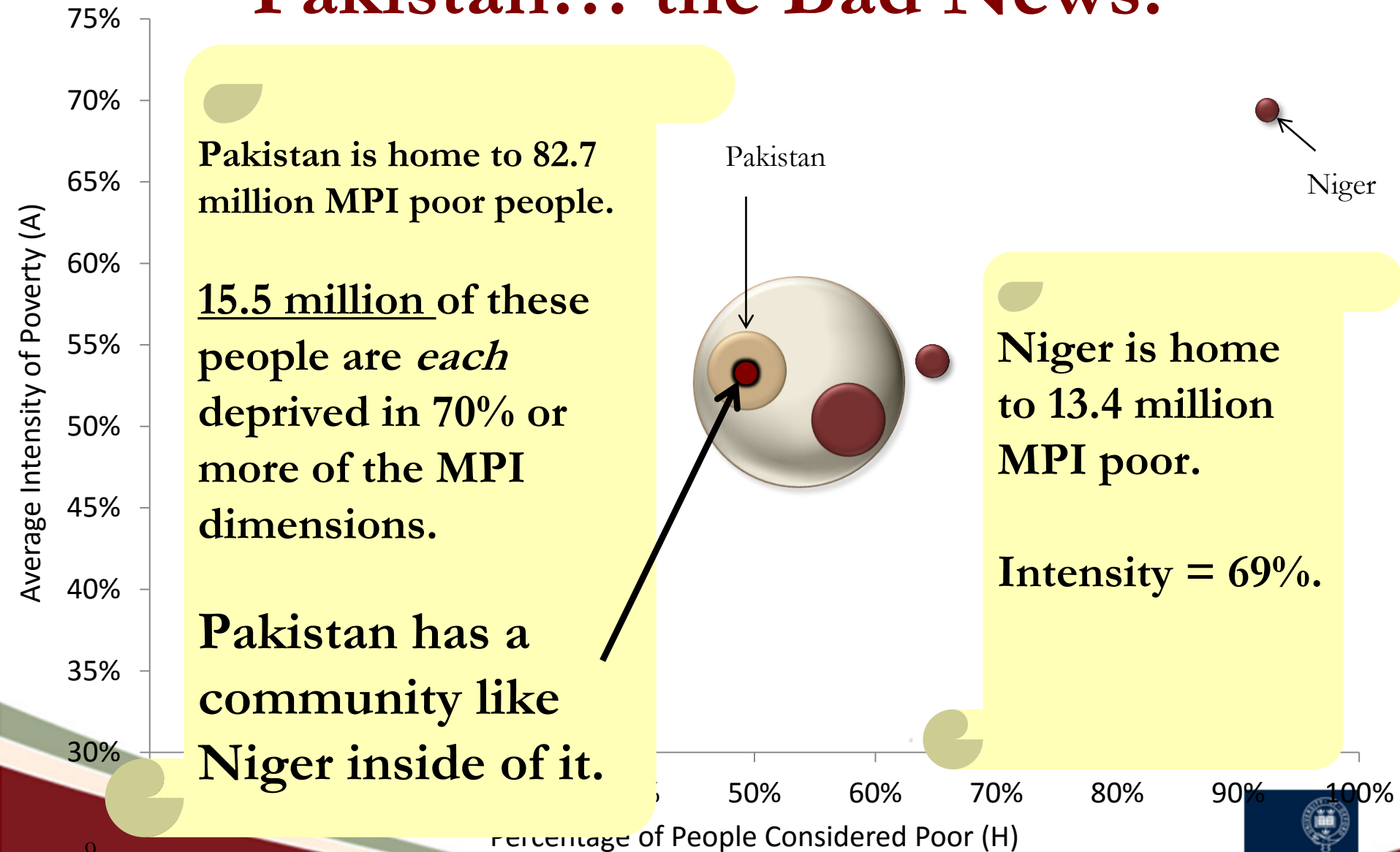
Niger

Pakistan

Let's compare Pakistan with Niger, our poorest country.

In Niger, 93% of people are poor, and they are on average deprived in 69.4% of deprivations. **No relation, right?**

OPHI
Oxford Poverty &
Human Development Initiative

UNIVERSITY OF
OXFORD

Pakistan vs Niger

Average Intensity of Poverty (A) — vertical axis: 30% to 75%

Percentage of People Considered Poor (H) — horizontal axis: 0% to 100%

Niger

Pakistan

Let's look more closely

Niger is home to 13.4 million MPI poor.

Intensity=69%.

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Pakistan… the Bad News.

Average Intensity of Poverty (A) *(y-axis)*

75%
70%
65%
60%
55%
50%
45%
40%
35%
30%

Percentage of People Considered Poor (H) *(x-axis)*
50%   60%   70%   80%   90%   100%

Pakistan

Niger

Pakistan is home to 82.7 million MPI poor people.

15.5 million of these people are *each* deprived in 70% or more of the MPI dimensions.

Pakistan has a community like Niger inside of it.

Niger is home to 13.4 million MPI poor.

Intensity = 69%.

OPHI Oxford Poverty & Human Development Initiative
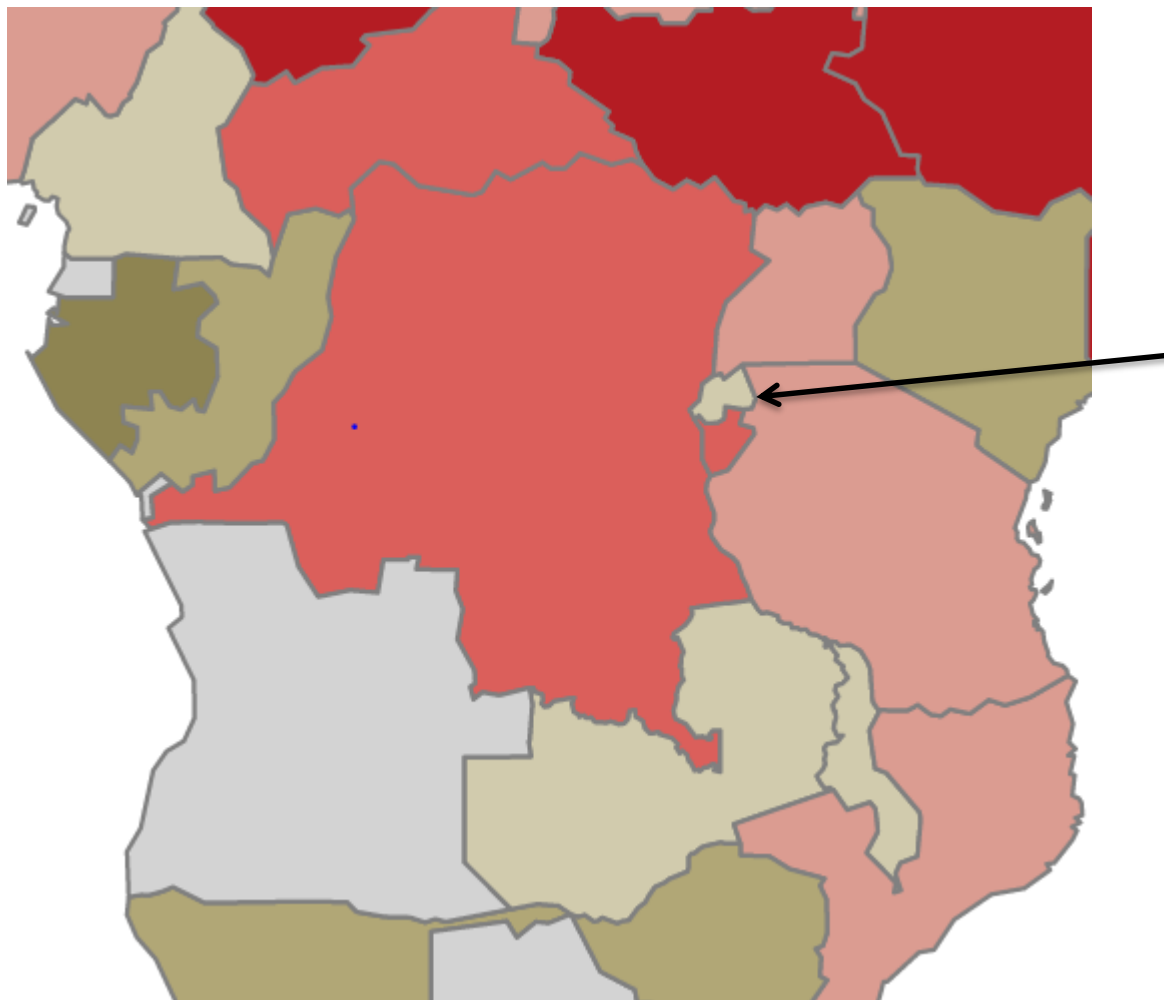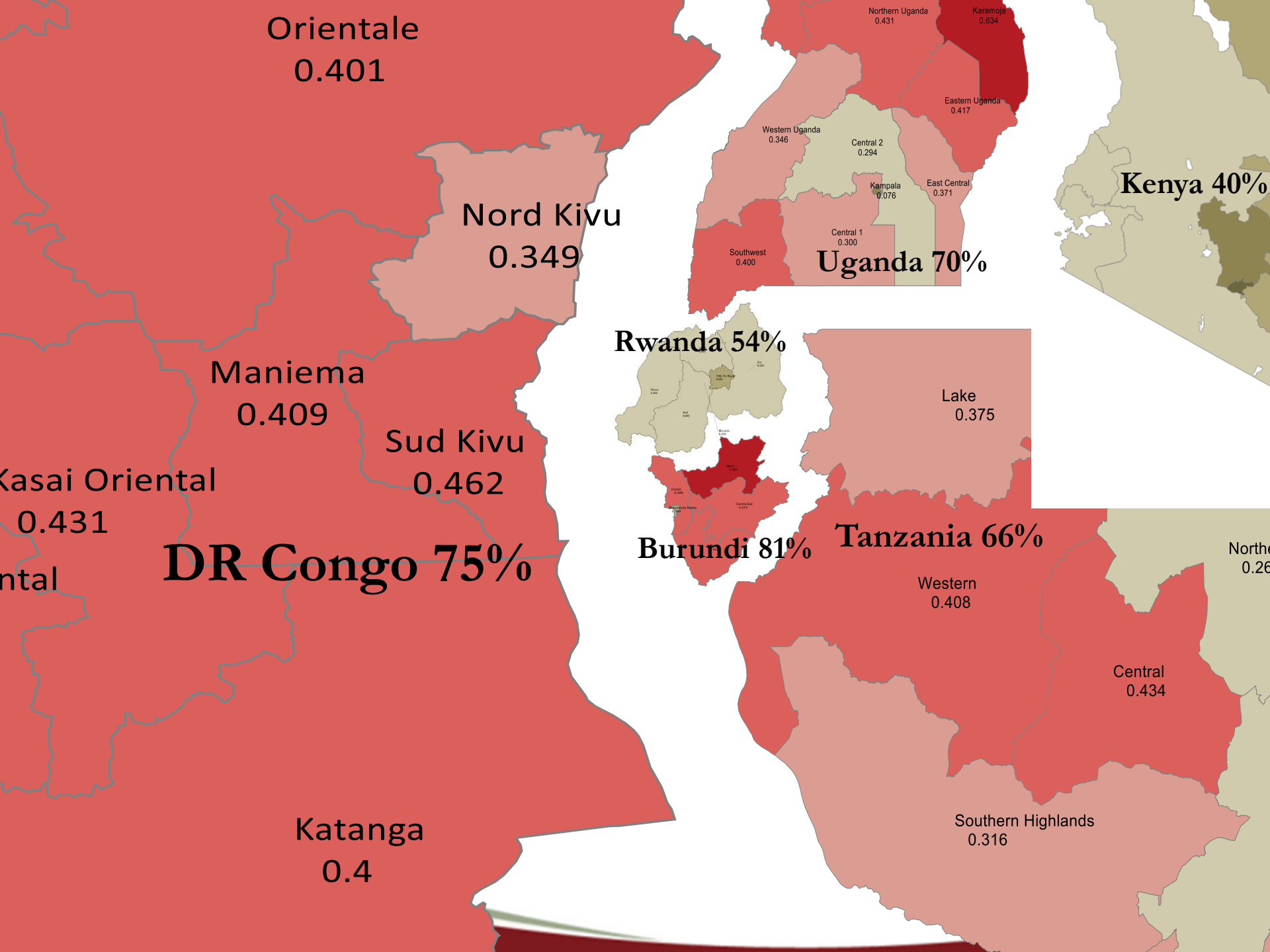
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Factoids include striking contrasts
- That may spark positive responses
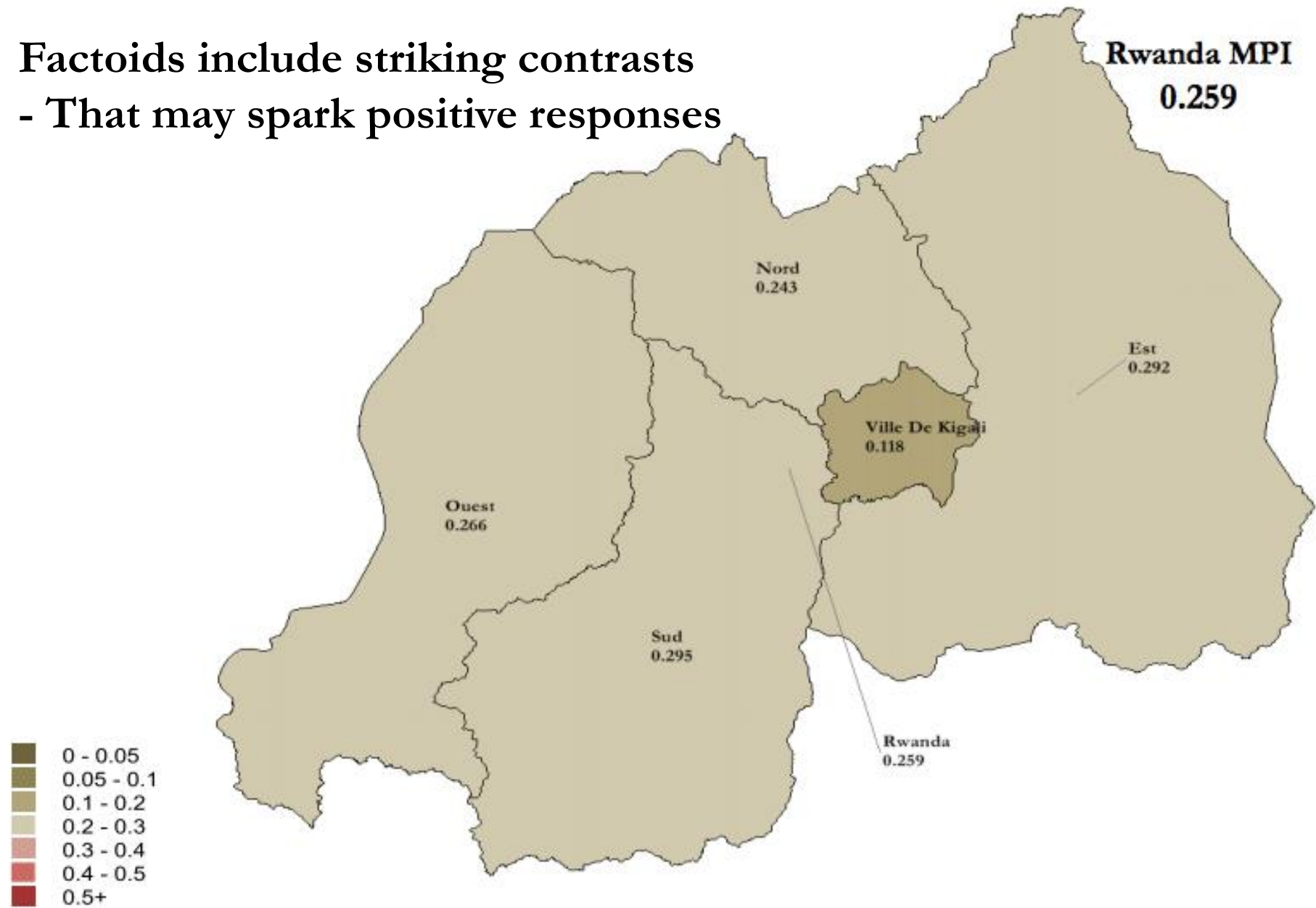
MPI for Rwanda and its near Neighbours

Orientale
0.401

Nord Kivu
0.349

Maniema
0.409

Sud Kivu
0.462

Kasai Oriental
0.431

DR Congo 75%

Katanga
0.4

Northern Uganda
0.431

Karamoja
0.634

Eastern Uganda
0.417

Western Uganda
0.346

Central 2
0.294

Kampala
0.076

East Central
0.371

Central 1
0.300

Southwest
0.400

Uganda 70%

Rwanda 54%

Kenya 40%

Lake
0.375

Tanzania 66%

Burundi 81%

Western
0.408

Central
0.434

Southern Highlands
0.316

Northe
0.26

Why communicate your measure at all?

Engage
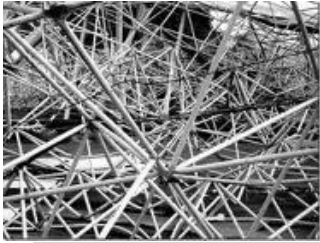- Engage others in understanding & reducing multidimensional poverty

Debate
- Stimulate national or international debates on poverty

Advocate
- Advocate poverty reduction based on technical analysis

Challenges and principles

Avoid **complexity**

Avoid **jargon**

When you can't, explain, explain, explain

Humanity – care/talk about poor people

Find the 'memorable' f**actoid**

("you won't believe this but.....")

Design memorable **metaphors**

Make it **exciting & action-oriented**

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Starting points

Building blocks

Media

Curiousity

Audience

Outputs & channels

Building blocks: Clarify your aim

✓ **Goals**: What do we want to achieve?

   ✓ Internally?

   ✓ Locally, Regionally, or Nationally?

✓ **Messages**: What are our messages?

✓ **Audience**: Who do we need to reach ?

✓ **Channels**: How can we reach them?

✓ **Tools:** What do we need to do to reach them?

✓ **Who, When and Where**: Timing of communications.

✓ **Humility:** What is <u>realistic</u>, given our limitations?

The Young Activist's Guide
BUILDING
GREEN
MOVEMEN
+ CHANGIN
THE WORL

PLAN A CAMPAIGN / RECRUIT SUPPORT
LOBBY POLITICIANS / PASS LEGISLAT
RAISE MONEY / ATTRACT MEDIA ATTEN

Sharon J. Smith
Program advisor of Earth Island Institute's Brower Youth

Foreword by JULIA BUTTERFLY HILL

KISS

Keep

It

Simple

Sweetie

PURPOSE/GOAL

- Clear, understandable

- Simple and Concise

- Reachable

- To have the global MPI included as a SDG indicator

- To have the MPI improve resource allocation

MESSAGES

- Need to Support the Goal Directly

- Stay on Topic—details only if relevant

- Tailor message to different audiences

- Avoid Academic Jargon and long discourse

- MPI should be an SDG Indicator, Here is why. Here is how it can help the UN, the Governments, the poor

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Messages ~What won't work

'Research university sets up research programme'

'New institute holds launch event'

Academic gives lecture

Potential audience

Inside trackers

General Public

Key traders in ideas

- Academics
- Policymakers
- Development practitioners
- Civil Society

- Media

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Target Audiences

- President

- Government Ministers and Staffers

- Key experts on Poverty—allies & opponents

- Civil Society (specify precisely who)

- Press—(who are your targets?)

- Private Sector (who?)

- International agencies and donors

- General public

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Possible channels and Tools

✓ **Reports** (academic & policy-focused) (Q+A)

✓ **Events** (yours and using the **platforms** of others)

✓ **E-newsletter** or **email list**

✓ **Website** and **social media—facebook, twitter**

✓ **Media**

✓ **One-on-one visits**

Media diversity ~ focusing in

Kinds of media

- Print vs. broadcast
- 'Old media' vs. New (=digital e.g. YouTube, Facebook, Twitter, infographics)
- Blogs
- Local/national/regional/trans national
- News vs. entertainment
- Mainstream vs. niche
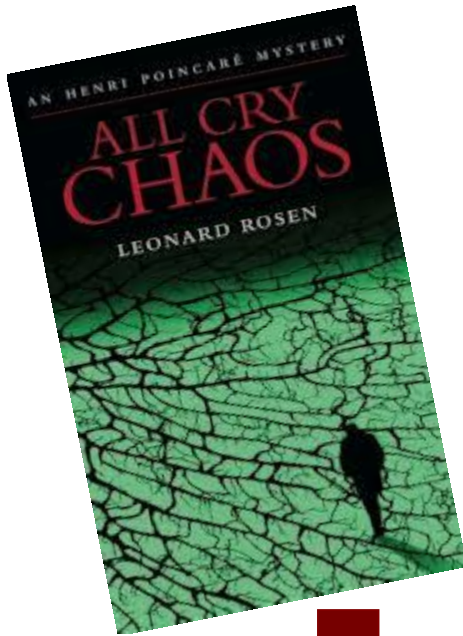
Media tactics

Press release

Events

Interview ops

Expert comment

Letters to editor

Use the simplest word available

NO	YES
permit	let
purchase	buy
persons	people
exit	way out
demonstrate	show
violate	break
approximately	about
following	after
sufficient	enough
manufacture	make
establish	set up
expenditure	spending
participate	take part
utilise	use

AN HENRI POINCARÉ MYSTERY
ALL CRY CHAOS
LEONARD ROSEN

TOM GLASS
—
SIMPLE STORIES FOR COMPLICATED PEOPLE

WHY ENGLISH IS HARD TO LEARN

We'll begin with *box*; the plural is *boxes*,
But the plural of ox is *oxen*, not *oxes*.
One fowl is a *goose*, and two are called *geese*,
Yet the plural of *moose* is never called *meese*.

You may find a lone *mouse* or a house full of *mice*;
But the plural of *house* is *houses*, not *hice*.
The plural of *man* is always *men*,
But the plural of *pan* is never *pen*.

If I speak of a *foot*, and you show me two *feet*,
And I give you a *book*, would a pair be a *beek*?
If one is a *tooth* and a whole set are *teeth*,
Why shouldn't two *booths* be called *beeth*?

If the singular's *this* and the plural is *these*,
Should the plural of *kiss* be ever called *keese*?

We speak of a *brother* and also of *brethren*,
But though we say *mother*, we never say *methren*.
Then the masculine pronouns are *he*, *his*, and *him*;
But imagine the feminine . . . *she*, *shis*, and *shim*!

— ANONYMOUS

Other Strategies

Human Interest

Design Metaphors for Methodology

Engage and quote thought leaders

Human Interest

Ten Indicators

- Health
  - Nutrition
  - Child Mortality
- Three Dimensions of Poverty
  - Education
    - Years of Schooling
    - School Attendance
  - Living Standard
    - Cooking Fuel
    - Improved Sanitation
    - Safe Drinking Water
    - Electricity
    - Flooring
    - Assets

Stories are more accessible than graphs to many people – so use both.

Let's look at an example: Rosaline

10 Indicators

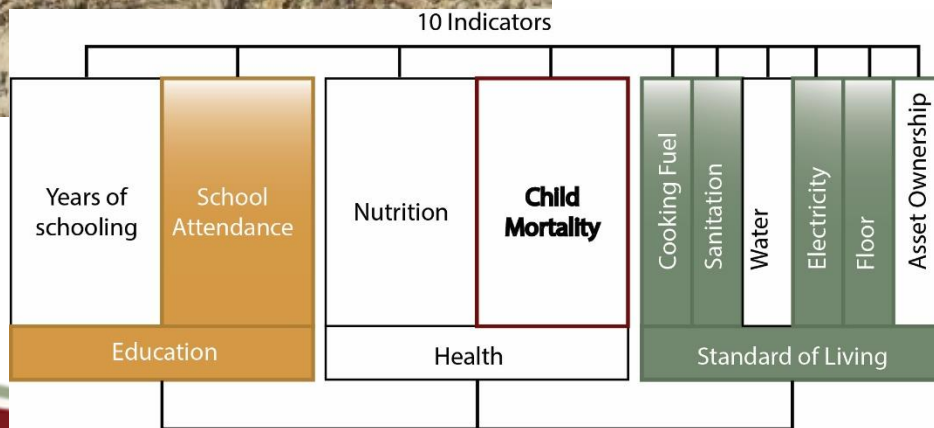| Years of schooling | School Attendance | Nutrition | Child Mortality | Cooking Fuel | Sanitation | Water | Electricity | Floor | Asset Ownership |

Education | Health | Standard of Living
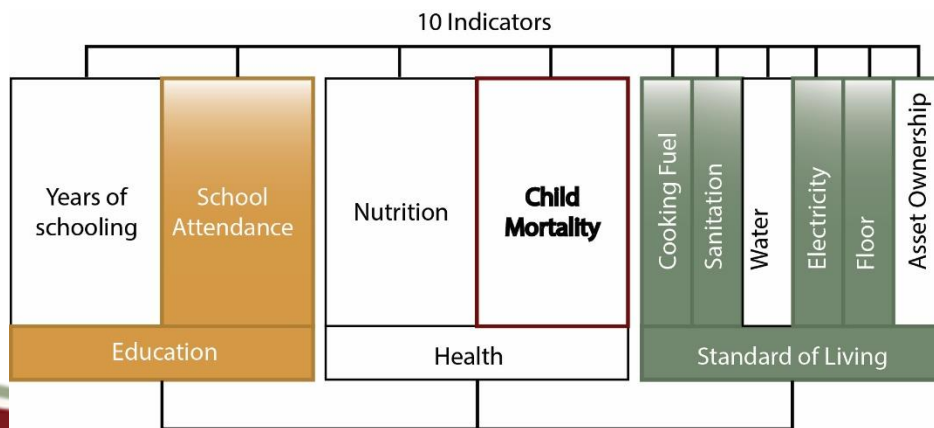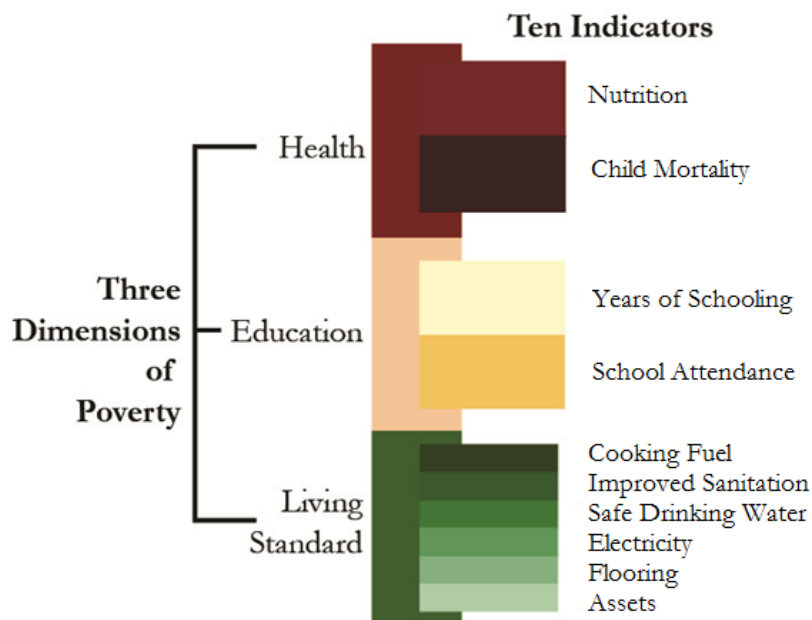
Rosaline is poor according to the Global MPI. The coloured boxes in the graphic (below) show the deprivations she faces.

She is deprived in 39% of dimensions.

10 Indicators									
Years of schooling	School Attendance	Nutrition	**Child Mortality**	Cooking Fuel	Sanitation	Water	Electricity	Floor	Asset Ownership
Education		Health		Standard of Living					

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Design Metaphors

Fact: They are less passionate about measurement.

Fact: They are less worried by details

Fact: A catching image is remembered & repeated.

The MPI is like a High Resolution Lens…

Design Metaphors

Fact: They are less passionate about measurement.

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The MPI is like a High Resolution Lens…

You can zoom in

Design Metaphors

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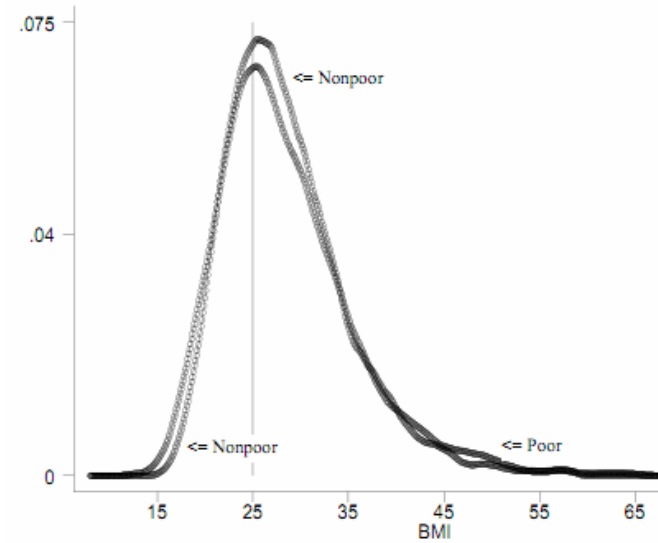
The MPI is like a High Resolution Lens…
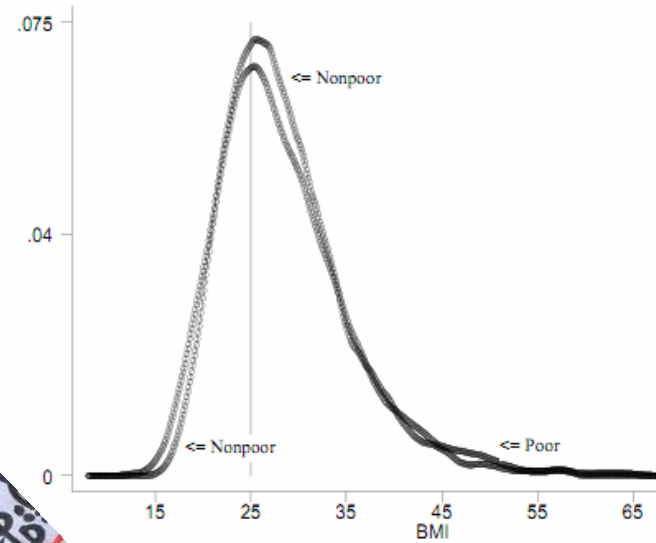
You can zoom in and see more

Design Metaphors

Headcount tells us which people are poor.

Design Metaphors

Headcount tells us which people are poor.

MPI also shows *how* people are poor.

From a measure to a tool

The MPI…

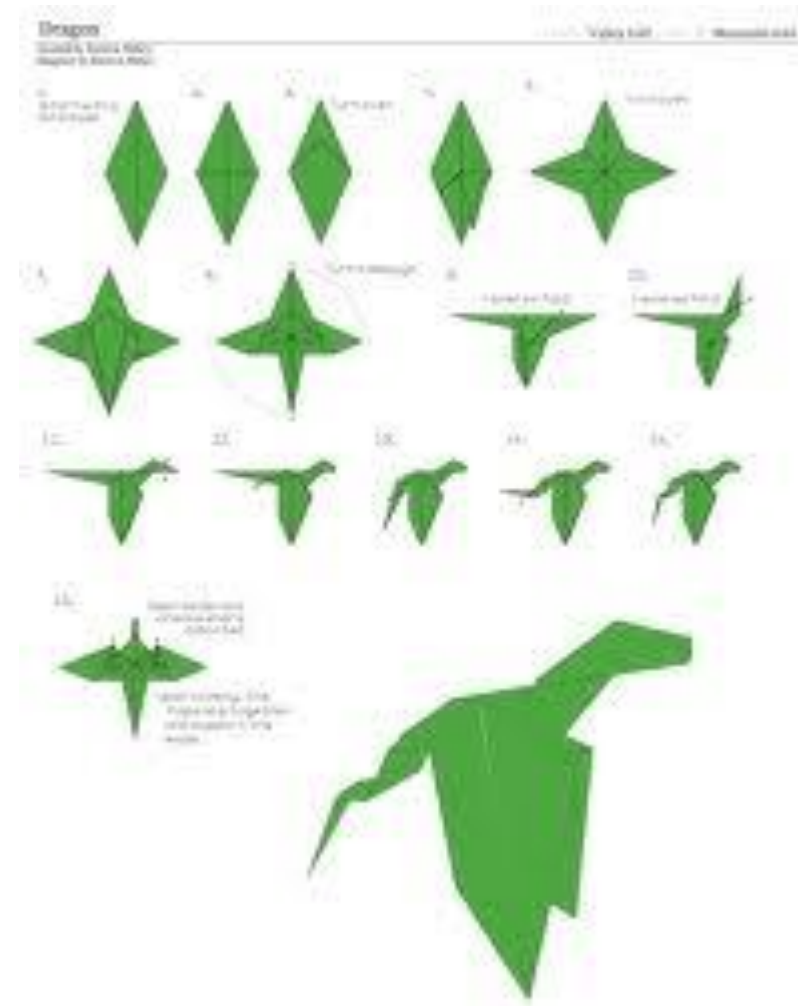# From a measure to a tool

The MPI…

Can be folded and
unfolded
in different ways….

you can see how its made
and how it can be
changed.

Quote thought leaders:

African Statisticians and Policy Leaders on MPI 2016

"We are glad that the global MPI results recognize the extraordinary rate at which **Zanzibar** reduced multidimensional poverty, and the considerable progress that Tanzania as a country made. These results have encouraged Tanzania to develop **our own national MPI**, to look more carefully at some additional areas we are seeking to improve, and we are in the process of doing so."

Madame Albina Chuwa. Director General of Tanzania National Bureau of Statistics

"It is encouraging to see the way that some regions and countries in Africa are tackling poverty in its many dimensions. This surely is, for us, an important frontier and I believe that with **prominence** the the MPI gives to these important and **interlinked problems**, we will be able to make progress very quickly."

Leyeka Charles Lufumpa, Director, Statistics Department (ESTA), African Development Bank

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"The Global Multidimensional Poverty Index 2016 figures for Africa provide extensive detail as to variations in the **composition of poverty** within countries. They map multidimensional poverty for **475 subnational regions** in Africa, providing an **unprecedented** level of **clarity**. Those working on Africa will wish to understand the comparative performance of different countries in multidimensional poverty, and study in particular the small regions that have **creatively fought poverty with runaway success**."

Ayodele Odusola, Chief Economist for UNDP Regional Bureau for Africa

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"OPHI's global MPI study of Africa highlights the interconnections between high poverty rates and **precarious climactic environments** and shows the differing patterns of poverty. It also raises the sobering fact that **population growth** is wiping out gains in poverty reduction in the majority of countries. **Analysing the MPI helps policy makers** to sharpen their understanding of poverty-related challenges, and to monitor their success in addressing them."

Savas Alpay, Chief Economist, Islamic Development Bank

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"The Global MPI 2016 provides some profiles of the creativity and innovation with which certain countries and subnational regions have reduced the worst forms of multidimensional poverty. I am pleased to say that, **relative to its starting point, South Africa reduced the global MPI fastest, from 2008-2012.**

We are now working to design an MPI that reflects the needs of South Africa and the **priorities of the poor**, using a community survey. This particular innovation sets the stage to answer some of the questions or nagging doubts related to the weighting scheme. While there is evidence that multidimensional and money metric poverties are quite related, this survey can shed more light on this form of that relationship." *Pali Lehohla, Statistician-General of Statistics South Africa*

And what about Normative issues?

What were the most common questions
for **MPI?**

1. Why these dimensions

2. Why these indicators

3. Why *not* these (better) indicators

4. Why these weights

5. Why these cutoffs

Anticipate and prepare for questions

(memorize or make on a sheet)

Explanation of key ideas <u>simply</u>:

Joint Distribution

Intensity

Normative justifications?

Statistical Justifications?

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Comms tips

- ✓ Make a **Communications plan** (seriously)
- ✓ Ensure plan has the genuine **support** of your Boss
- ✓ Seek **professional comms training**/bring in professional comms expertise
- ✓ Get to know **journalists** and **media-savvy colleagues**
- ✓ **KISS**! [Keep It Simple, Stupid]

Principles of Effective Communications KISS

- Know your audience

- How much time do you have?

- The elevator pitch—newspaper headline

- Dress and Appearance

- Use of Technology, hands, eyes

- Language—habits

- Relax

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Credibility matters

- Be Honest—if you don't know, say so
- Be up front—your aim and your level
- Tie it to local issue, area, reality, experience

The Alkire Foster Method: An Intuitive Explanation

Intuitive explanation!
(to simplify we assume equal weights in this example)

Matrix of deprivation scores for 4 persons in 4 dimensions

Who is deprived in what?

	Health	Years of Education	Housing Index	Mal-nourished	
y =	ND	ND	ND	ND	**Sabina**
	D	ND	ND	D	**Adriana**
	D	D	D	D	**Yangyang**
	ND	D	ND	ND	**Bilal**

Intuitive explanation!
(to simplify we assume equal weights in this example)

Matrix of deprivation scores for 4 persons in 4 dimensions

How much?

	Income	Years of Education	Housing Index	Mal-nourished	c
	ND	ND	ND	ND	0
	D	ND	ND	D	2
y =	D	D	D	D	4
	ND	D	ND	ND	1

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Intuitive explanation!
(to simplify we assume equal weights in this example)

Who is poor?

Fix poverty cut-off k, identify as poor if ci >= 2

	Health	Years of Education	Housing Index	Mal-nourished	c
	ND	ND	ND	ND	0
	D	ND	ND	D	2
y =	D	D	D	D	4
	ND	D	ND	ND	1

→ Multidimensional Poverty Headcount (H)= 2/4

[50% of the population are poor]

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Intuitive explanation!

(to simplify we assume equal weights in this example)

Who is poor?

Fix poverty cut-off k, identify as poor if ci >= 2

	Health	Years of Education	Housing Index	Mal-nourished	c	
	ND	ND	ND	ND	0	
	D	ND	ND	D	2	2/4
y =	D	D	D	D	4	4/4
	ND	D	ND	ND	1	

➔ Intensity of deprivation among the poor (A)=**(2/4+4/4)/2= 3/4**

[in average the poor are deprived in 75% of the dimensions]

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The MD Poverty Index

Health	Years of Education	Housing Index	Mal-nourished	c	Av. dep
ND	ND	ND	ND	0	
D	ND	ND	D	2	2/4
D	D	D	D	4	4/4
ND	D	ND	ND	1	

→ **Multidimensional Poverty Headcount (H)= 2/4 = 50%**

→ **Intensity of deprivation among the poor (A)=(2/4+4/4)/2= ¾ =75%**

MPI = H x A = (2/4)x(3/4) = 6/16 = 0.375

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The MD Poverty Index

INTERVENTION

Health	Years of Education	Housing Index	Mal-nourished	c	Av. dep
ND	ND	ND	ND	0	
D	ND	ND	D	2	2/4
D	D	D	D	4	4/4
ND	D	ND	ND	1	

→ Multidimensional Poverty Headcount (H)= 2/4 = 50%

→ Intensity of deprivation among the poor (A)=**(2/4+4/4)/2= ¾ =75%**

MPI = H x A = (2/4)x(3/4) = 6/16=0.375

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The MD Poverty Index

Health	Years of Education	Housing Index	Mal-nourished	c	Av. dep
ND	ND	ND	ND	0	
D	ND	ND	D	2	2/4
ND	D	D	D	3	3/4
ND	D	ND	ND	1	

→ Multidimensional Poverty Headcount (H)= 2/4

→ Intensity of deprivation among the poor (A)=**(2/4+3/4)/2= 5/8 = 62.5%**

MPI = H x A = (2/4)x(5/8) = 10/32=0.3125

The Global Multidimensionl Poverty Peer Network (MPPN)

The Multidimensional Poverty Peer Network

Launched in June 2013 at University of Oxford with:

- President Santos of Colombia

- Ministers from 16 countries in person

- A lecture from Professor Amartya Sen

- A South-South network of peers, aiming to:
  - Strengthen and advance national MPIs (in SDGs)
  - Promote Global MPI (also in SDGs
  - Invest in underlying research

Supported by the German Federal Ministry for Economic Cooperation and Development (BMZ)

BMZ

Federal Ministry for Economic Cooperation and Development

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MPPN PARTICIPANTS 2013

Angola, Bhutan, Brazil, Chile, China, Colombia, ECLAC, Ecuador, El Salvador, Dominican Republic, Germany, India, Iraq, Malaysia, Mexico, Morocco, Mozambique, Nigeria, OECD, the Organization of Caribbean States, OPHI, Peru, Philippines, SADC, and Vietnam

UN General Assembly Side Event Sept 2013: Press release

Over 20 governments pressure UN to change how it measures poverty

Germany, Colombia and Mexico lead calls for a new poverty measure at side-event at the UN General Assembly on the Post-2015 Development Agenda

A global network of more than 20 governments and institutions are using a side-event at the UN General Assembly on 24 September to argue for a new multidimensional poverty index to stand alongside an income poverty measure. Why? Focussing on ending income poverty alone in the

MPPN Second Meeting Berlin 2014
32 member countries + 10 agencies

Supported by the German Federal Ministry for Economic Cooperation and Development (BMZ)

25 Sept 2014 UNGA Side event

- **Mexico, Colombia, Costa Rica, Ecuador, S. Africa, Ecuador, Seychelles, China, Nigeria, Indonesia, Honduras, OPHI, DR, & Germany**

- Effectiveness of National MPIs

- Importance of defining poverty as multidimensional

- Promote a Global MPI 2015+ in the SDGs

(300 participants)

UN Statistics Commission Mar 2015

OPHI and MPPN host UN side-event on multidimensional poverty measurement

OPHI and the **Multidimensional Poverty Peer Network** – a group of senior representatives from over 40 governments and international institutions – hosted a special side-event on multidimensional poverty measurement at the 46th session of the UN Statistical Commission on Monday 2 March 2015.

The side event, which was standing-room only, highlighted how multidimensional poverty measurement can help to 'end poverty in all its forms everywhere' – a key component of the first goal of the final Open Working Group proposal for the Sustainable Development Goals (SDGs) and of the Secretary General's Synthesis report.

Featuring presentations by eminent panellists and discussion among all participants, the event demonstrated how national MPIs and an improved Global Multidimensional Poverty Index (the MPI 2015+), supported by a data revolution, can help to eradicate extreme poverty post-2015 as part of the core poverty indicators of the SDGs.

MPPN – Cartagena June 2015

Political Voices
27 Sept 2015: Side-Event at UNGA

- **H.E. Mr. Luis Guillermo Solís Rivera**, President of **Costa Rica**

- **H.E. Mr. Tshering Tobgay**, Prime Minister of **Bhutan**

- **H.E. Mr. Juan Orlando Hernández**, President of **Honduras**

- **H.E. Mr. Kenny Anthony**, Prime Minister of **Saint Lucia**

- **H.E. Mr. Wu Hongbo**, Under-Secretary-General for Economic and Social Affairs, UN, delivering a message of the **UN Secretary General**

Plus 15 speakers from Philippines, Colombia, South Africa, Ecuador, Vietnam, Chile, Islamic Development Bank, Georgia, Panama, Arab League, Senegal, USAID, UNESCWA, Germany, and Mexico

Technical Voices

7 March 2016: Side-Event at UN Statistics Commission

Heads of Statistical Offices presented:

• Mauricio Perfetti, **Colombia**

• José Rosero, **Ecuador**

• Julio Santaella, **Mexico**

• Aboubacar Sedikh Beye, **Senegal**

• Pali Lehohla, **South Africa** (Chair)

• Hedi Saidi, **Tunisia**

• Sabina Alkire, Oxford & GW

Reflections from the floor were offered by chief statisticians in **Cuba, Egypt, Peru, Philippines, Morocco**, and by Martin Evans at **UNICEF**.

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Freedom-Based Capabilities

**"*Development is, ultimately, the progress
of human freedom and capability
to lead the kind of lives that
people have reason to value.*"**

~ Amartya Sen (Uncertain Glory, 2013, p 43)

"*What we measure affects what we do, and if our measurements are flawed, decisions may be distorted*"

- Stiglitz, Sen, Fitoussi
(Mis-measuring Our Lives)

TEDxWooster
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Thank you.