

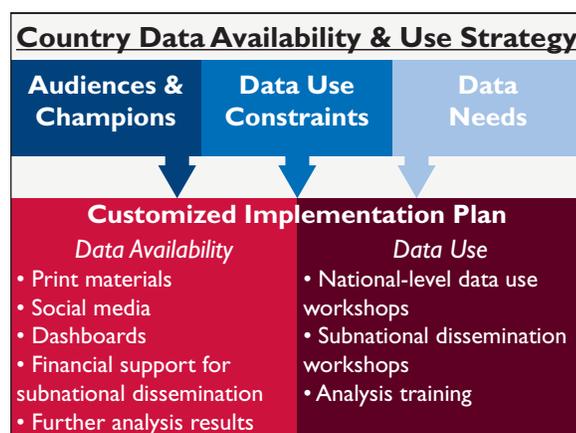
DHS Survey Design: Planning for Data Use

During survey design, stakeholders should consider the ultimate plans for data dissemination and use, especially at the subnational level. The DHS Program recommends that countries develop a **Data Availability and Use Strategy (DAUS)** to guide thoughtful implementation of dissemination, data use, and data analysis activities to support evidence-based decision making throughout the country.

Why do we need a DAUS?

The ultimate purpose of DHS data is to be used in informing program and policy decisions. The DAUS acknowledges that all surveys and country settings have varied audiences with different data use constraints, needs, capacities, and resources. Data use plans cannot be standardized across DHS countries and must be customized to each setting to maximize impact.

A country-specific, explicitly agreed upon DAUS can raise awareness, improve buy-in and cooperation of stakeholders, and lead to a more strategic data use plan. For example, if a country has interest in building capacity at the subnational level for data interpretation and use, a DAUS should explicitly plan and budget for these activities early in the survey process.



When should we develop a DAUS?

There are 3 stages to the development and implementation of the DAUS.

1. The DAUS should be discussed and drafted during **survey design** to assess stakeholders' basic interest in data use and to budget and secure funds for data dissemination and use activities.
2. The DHS Program recommends that stakeholders further brainstorm data use constraints, specific needs, audiences, and data use champions at a **stakeholder committee meeting**.
3. The DAUS will be reviewed and finalized when the **Key Indicators Report** is distributed. Early planning will allow time for fundraising and workshop participant selection, especially in the case of more expensive and time consuming workshops and publications.

What is included in a DAUS?

- **Audience:** Key data users at national and subnational levels
- **Workplan and Budget:** Timelines for major decisions, including budget cycles, workplan deadlines, and international reporting needs and deadlines
- An assessment of the main **data use constraints** in the country. Can stakeholders: interpret and apply data? Communicate with social media? Perform secondary analysis?
- **Initial selection of dissemination products and workshops** at national and subnational levels
- **Initial selection of additional analysis activities**, including further analysis reports and workshops
- Identification of **Data Use Champions** in country to contribute towards dissemination data use activities

Availability & Use: Dissemination from the Global to the Subnational Level



GLOBAL

As part of The DHS Program, all surveys will be globally available through the following:

Digital Platforms



Publications & DHS Data Archive Available at

www.DHSprogram.com



NATIONAL

At the national level, The DHS Program can ensure that dissemination activities are tailored to the individual country based on identified audiences, data use constraints, data needs, and budget.



National Launch

- *National Seminar*, 1/2-day national event with up to 300 people + press conference
OR
- *Topical Dissemination Seminars*, series of topical workshops over 3-4 days with small groups

Data to Action Workshop

- Series of topical 1-day workshops with up to 30 program managers
- Output includes a *data to action plan*

Other Data Use Workshops

- Journalists (1-day)
- Data Visualization (1-day)
- Social Media (1-day)
- Writing Policy Briefs (5-day)
- Malaria Trends (5-day)



SUBNATIONAL

Program managers and stakeholders in subnational areas have had fewer opportunities to learn about DHS data and practice applying the data to their programmatic and budgetary decision making. The DHS Program has innovative approaches for subnational data availability and use for program managers.

Communicating DHS Data at the Subnational Level Workshop:

5 day training of trainers (TOT) with implementing agency & other communications teams.

Topics include:

- Data to action
- Data visualization
- Social media
- Hands-on preparation of subnational presentations
- Workshop facilitation skills
- Logistics for *subnational dissemination workshops*

Subnational Dissemination Workshops:

1-2 day subnational event per subnational area with an audience of up to 50 subnational program managers & stakeholders.

Topics include:

- DHS key findings presentation
- Subnational strategic plan
- Reading & understanding DHS tables
- STATcompiler & mobile app demonstrations
- *Data to Action Plan*

Print & digital materials available with a national, subnational, or topical focus.

- Summary report
- Key findings video
- Fact sheets
- Wall charts
- Presentations
- Social media toolkit
- Infographic
- Press release
- Topical booklets
- SDG dashboards
- Modeled maps
- Webinars