



## Some experiences carried out by the Brazilian Institute of Geography and Statistics, IBGE, in promoting statistical literacy

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The talk will present core experiences carried out by the Brazilian Institute of Geography and Statistics (IBGE) in promoting statistical literacy: projects, activities and courses developed by the Institute for the general public and for their own employees. In addition, challenges and opportunities related to capacity building will also be discussed, such as the project focused on school teachers and students. The web-based educational project, named *Let's Count*, seeks to encourage the use of information produced by IBGE through a valuable interaction between the office and Brazilian educators. In order to facilitate and stimulate teachers and students to access and use the statistical and geographical information produced by the institute, a specific workshop was designed. It focuses on developing the necessary skills to improve readability and interpretation of statistical and geographical information. The so-called *IBGE Open Doors for Schools*, with target audience teachers from pre to high school, aimed at fostering educational activities to help students to understand survey data and improve their statistical and cartographic literacy. Another web-based project is a homepage developed and maintained for young audience, providing statistical and geographical information about the country and the population, in a simple and direct language. IBGE also produces and distributes printed materials (folders and posters) for dissemination of public statistics.

The National School of Statistical Sciences, ENCE, a higher education institution maintained by IBGE, offers a first degree in Statistics and runs a post-graduate program on Population, Territory and Public Statistics. The Bachelor degree was created in 1953 and constituted the first initiative in this area in Brazil. Also, one of the objectives of the post-graduate program is to promote the use of public statistics to portray the population and territorial dynamics and the evolution of the country. In order to promote the Statistician career, lecturers from the School use to present talks in high schools and participate in careers fairs. The School is also in charge of capacity building and training activities for IBGE employees and other civil servants. Within this framework, IBGE offers short courses on Basic Statistics, Exploratory Data Analysis, Statistical Graphics and Tables, Training for Journalists for presenting ideas and concepts of statistics with emphasis on understanding the meaning, limits and possibilities of public statistics.

In addition, IBGE runs the Survey Skills Development Course (SSDC) that aims at providing participants with a comprehensive overview of the entire process of planning and carrying out a household sample survey. The main objective of SSDC is to enable a learning by doing experience in which the course attendees take part in all stages of conducting a survey: from planning to dissemination of the results. The contents of this course include, among other topics, notions of sampling, questionnaire design, tabulation planning, field operation, data process and estimation for sample surveys.

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