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?”
Finding ‘factoids’

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?
Finding ‘factoids’

Become very Curious about your results

Play with your data.

Find comparisons that are striking or unexpected

Make sure factoids are 100% accurate and academically defensible.
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?
Let’s look more closely

Niger is home to 13.4 million MPI poor.

Intensity=69%.
Pakistan... the Bad News.

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%.
Factoids include striking contrasts
- That may spark positive responses
MPI for Rwanda and its near Neighbours
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’ factoid
(“you won’t believe this but…..”)
Design memorable metaphors

Make it exciting & action-oriented
Starting points

Building blocks

Audience

Outputs & channels

Media

Curiosity
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 realistic, given our limitations?
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
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
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
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

<table>
<thead>
<tr>
<th>NO</th>
<th>YES</th>
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<tbody>
<tr>
<td>permit</td>
<td>let</td>
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<td>purchase</td>
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<td>persons</td>
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<td>exit</td>
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<td>violate</td>
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<td>following</td>
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<td>manufacture</td>
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<td>expenditure</td>
<td>spending</td>
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<td>participate</td>
<td>take part</td>
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<tr>
<td>utilise</td>
<td>use</td>
</tr>
</tbody>
</table>

**WHY ENGLISH IS HARD TO LEARN**

We’ll begin with box; the plural is boxes, But the plural of ox is oxen, not axes. 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!
Other Strategies

Human Interest
Design Metaphors for Methodology
Engage and quote thought leaders
Human Interest

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

Let’s look at an example: Rosaline
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.
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.
Fact: They are less worried by details
Fact: A catching image is remembered & repeated.

The MPI is like a High Resolution Lens…

You can zoom in
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...

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 Chuva. 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 MPI gives to these important and interlinked problems, we will be able to make progress very quickly.”

Leyeka Charles Lufumpya, Director, Statistics Department (ESTA), African Development Bank
“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 Oduola, Chief Economist for UNDP Regional Bureau for Africa
“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*
"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 simply:
Joint Distribution
Intensity
Normative justifications?
Statistical Justifications?
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
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?

<table>
<thead>
<tr>
<th></th>
<th>Health</th>
<th>Years of Education</th>
<th>Housing Index</th>
<th>Mal-nourished</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sabina</td>
<td>ND</td>
<td>ND</td>
<td>ND</td>
<td>ND</td>
</tr>
<tr>
<td>Adriana</td>
<td>D</td>
<td>ND</td>
<td>ND</td>
<td>D</td>
</tr>
<tr>
<td>Yangyang</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
</tr>
<tr>
<td>Bilal</td>
<td>ND</td>
<td>D</td>
<td>ND</td>
<td>ND</td>
</tr>
</tbody>
</table>

Who is deprived in what?

- Sabina is deprived in none of the dimensions.
- Adriana is deprived in the Health and Mal-nourished dimensions.
- Yangyang is deprived in the Health, Years of Education, and Mal-nourished dimensions.
- Bilal is deprived in the Years of Education dimension.
Intuitive explanation!

(to simplify we assume equal weights in this example)

Matrix of deprivation scores for 4 persons in 4 dimensions

<table>
<thead>
<tr>
<th></th>
<th>Income</th>
<th>Years of Education</th>
<th>Housing Index</th>
<th>Mal-nourished</th>
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<tbody>
<tr>
<td>y</td>
<td>ND</td>
<td>ND</td>
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<td>ND</td>
<td>D</td>
<td>ND</td>
<td>ND</td>
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<tr>
<td>c</td>
<td>0</td>
<td>2</td>
<td>4</td>
<td>1</td>
</tr>
</tbody>
</table>
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**

\[
y = \begin{array}{cccc|c}
\text{Health} & \text{Years of Education} & \text{Housing Index} & \text{Mal-nourished} & c \\
ND & ND & ND & ND & 0 \\
D & ND & ND & D & 2 \\
D & D & D & D & 4 \\
ND & D & ND & ND & 1 \\
\end{array}
\]

→ Multidimensional Poverty Headcount (H) = 2/4

[50% of the population are poor]
Intuitive explanation!

(to simplify we assume equal weights in this example)

Who is poor?

Fix poverty cut-off $k$, identify as poor if $c_i \geq 2$

<table>
<thead>
<tr>
<th>Health</th>
<th>Years of Education</th>
<th>Housing Index</th>
<th>Malnourished</th>
<th>$c$</th>
</tr>
</thead>
<tbody>
<tr>
<td>ND</td>
<td>ND</td>
<td>ND</td>
<td>ND</td>
<td>0</td>
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<td>D</td>
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<td>ND</td>
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</table>

\[ y = \begin{bmatrix} 2/4 \\ 4/4 \end{bmatrix} \]

$\rightarrow$ 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]
The MD Poverty Index

<table>
<thead>
<tr>
<th>Health</th>
<th>Years of Education</th>
<th>Housing Index</th>
<th>Malnourished</th>
<th>c</th>
<th>Av. dep</th>
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</thead>
<tbody>
<tr>
<td>ND</td>
<td>ND</td>
<td>ND</td>
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<td>D</td>
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<td>4</td>
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<td>ND</td>
<td>D</td>
<td>ND</td>
<td>ND</td>
<td>1</td>
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</tbody>
</table>

→ Multidimensional Poverty Headcount (H) = \( \frac{2}{4} = 50\% \)
→ Intensity of deprivation among the poor (A) = \( \frac{\frac{2}{4} + \frac{4}{4}}{2} = \frac{3}{4} = 75\% \)

\[ \text{MPI} = H \times A = \left( \frac{2}{4} \right) \times \left( \frac{3}{4} \right) = \frac{6}{16} = 0.375 \]
## The MD Poverty Index

<table>
<thead>
<tr>
<th>Health</th>
<th>Years of Education</th>
<th>Housing Index</th>
<th>Malnourished</th>
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<th>Av. dep</th>
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<tbody>
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</tbody>
</table>

→ Multidimensional Poverty Headcount (H) = 2/4 = 50%
→ Intensity of deprivation among the poor (A) = (2/4 + 4/4) / 2 = 3/4 = 75%

MPI = H x A = (2/4) x (3/4) = 6/16 = 0.375
## The MD Poverty Index

<table>
<thead>
<tr>
<th>INTERVENTION</th>
<th>Health</th>
<th>Years of Education</th>
<th>Housing Index</th>
<th>Malnourished</th>
<th>c</th>
<th>Av. dep</th>
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<tr>
<td>ND</td>
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</tbody>
</table>

→ 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 Multidimensional 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)
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
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 Post-2015 development context overlooks policies that address other aspects of being poor, such as a lack of access to healthcare, quality schooling, housing, electricity and sanitation.

Research by the Oxford Poverty and Human Development Initiative (OPHI) at Oxford University, among others, shows startling discrepancies between income poverty and multidimensional poverty, which takes into account other factors. The Multidimensional Poverty Peer Network—which was founded by Colombia, Mexico and OPHI—will use the side-event to make a case for the UN to include a multidimensional poverty index, or MPI, alongside the $1.25/day measure, to track progress towards nationally defined goals.

The MPI 2015+ would build on the global MPI published in the UN Development Programme’s flagship Human Development Reports, and would incorporate the most accurate indicators possible with new data post-2015. It would enable policymakers to identify more easily what poor people lack, and address interconnected aspects of poverty more effectively. Because it reflects improvements directly, the MPI2015+ also celebrates success and provides strong political incentives to reduce poverty.
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
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.
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)
Thank you.