



Data Impact Program

Vital Strategies' Data Impact Program partners with governments to expand the use of data to enhance public health planning and policy development.

Informing policy.
Improving health.

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Effective Use of Data in Public Health Media

Civil Registration
& Vital Statistics (CRVS)

TRAINING OVERVIEW

WHO IS THIS TRAINING FOR?

This training is designed for journalists and other media professionals who want to use CRVS data to support and enrich their work. It focuses on helping participants source, understand, and translate relevant data into compelling stories, and evaluate government public health claims using CRVS data.

WHAT ARE THE TRAINING OBJECTIVES?

The training will enable participants to:

- Understand what CRVS is and why it is important and newsworthy
- Identify major sources of public health data, with a focus on CRVS data
- Understand how to access and interpret CRVS data for use in stories
- Understand how to do basic synthesis/analysis using CRVS data
- Tell a story using CRVS data or about the value of strong national CRVS systems
- For each of the above, understand the links between CRVS systems and equitable development, and how CRVS data can be used to expose inequity

TRAINING OUTCOMES

After completing the curriculum, participants will be able to:

- Produce **accurate, engaging health stories** grounded in credible data
- Confidently **interpret and explain health and mortality statistics** to the public
- Ask **sharper, more informed questions** of health officials and technical experts
- Identify and communicate the **most newsworthy message** in complex datasets
- Report responsibly on **risk, uncertainty, and negative findings**
- Apply ethical principles when covering **sensitive health issues and crises**
- Counter **mis- and disinformation**

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WHY THIS CURRICULUM MATTERS

- **Improves accuracy:** Reduces misinterpretation of health statistics
- **Strengthens public trust:** Promotes responsible, transparent reporting
- **Builds media capacity:** Supports informed public dialogue on health issues
- **Enhances accountability:** Enables journalists to question and contextualize official data

HOW IS THE TRAINING OFFERED

This curriculum is delivered through the **Data Impact Program**, part of the **Bloomberg Philanthropies Data for Health Initiative**, in partnership with media organizations and training institutions.

- **Format:** In-person, facilitator-led training
- **Duration:** Multi-day curriculum (typically 2–3 days)
- **Approach:** Highly interactive, practice-oriented

The curriculum includes facilitator guidance, participant-focused exercises, group discussion, and applied reporting activities using real and simulated country data. Sessions emphasize peer learning and practical professional application.

The Curriculum is also available in Spanish and French/ El plan de estudios también está disponible en español y francés/ Le programme est aussi disponible en espagnol et en français.

HOW CAN I ACCESS THE TRAINING

The training is available as a 3-day interactive, face-to-face workshop, which has been designed to provide several opportunities for participating journalists and other media professionals to build their skills and to receive feedback from CRVS experts. The schedule is provided on the following page.

A modified version of the training is also available online through Vital Strategies' Center for e-Learning. The online version includes four modules and takes approximately 2.5 hours to complete.

OTHER MEDIA TRAINING OFFERED

- **Civil Registration and Vital Statistics (CRVS):** How to use CRVS data to tell compelling stories and spur national action
- **Data Journalism:** How to tell a visually rich and compelling public health data story
- **Self study:** E-Learning courses are available on [Using CRVS Data in Public Health Journalism](#).
- **Self study:** E-Learning courses are available on [writing](#) and [disseminating](#) public health reports.

For more information about the training, please email: data4health@vitalstrategies.org
Access all of our online training materials at <https://learning.vitalstrategies.org/catalog/>