



UNODC

United Nations Office on Drugs and Crime

Awareness-raising campaigns

“An ounce of prevention is worth a pound of cure”
(Benjamin Franklin)

Alun Jones
Chief of Communication and Advocacy



Aims of campaigns – call to action

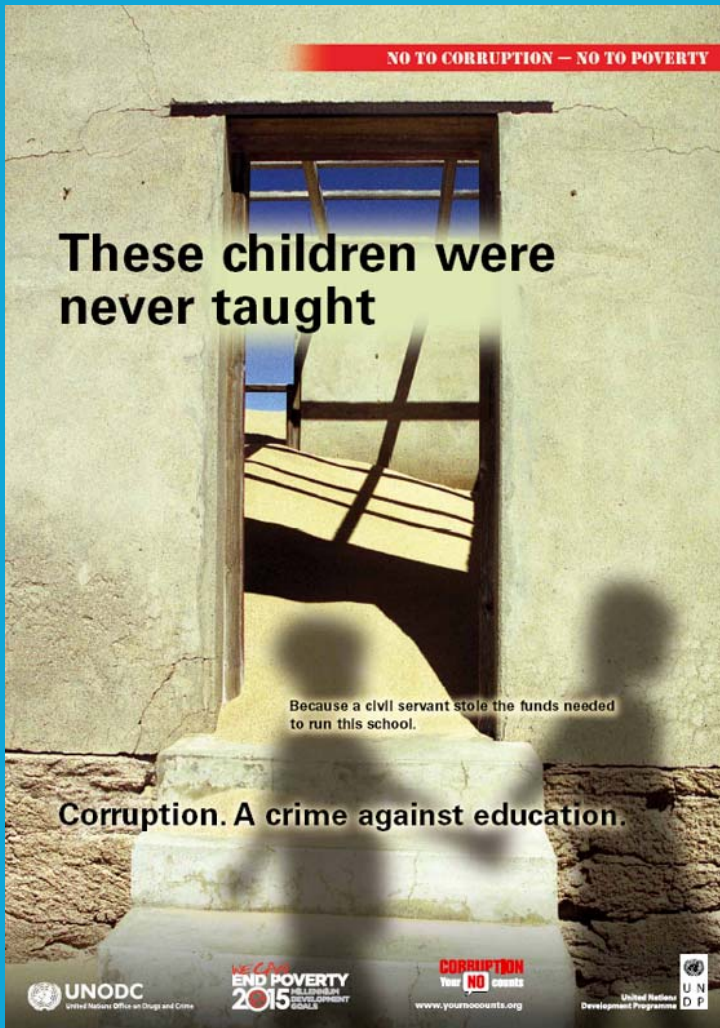
- **Inform and educate** about key societal and political challenges
- Raise awareness with general public – puts the topic on the agenda of policy makers (**agenda-setting**)
- Encourage policy makers to effectively implement legislation and **bring about change**
- **Raise visibility**



International anti-corruption day – 9 December

- UNODC’s anti-corruption campaign mainly aimed at specialised target audience of “corruption-fighters”
- Objectives: increase awareness of corruption and its extraordinarily negative impact on individuals and society, promote UNCAC and the International Day (9 December).
- Partnership with UNDP – increased reach in the field
- Difficult to be specific at global level about issues which affect local people
- Impact of campaign – hard to measure but mainly a success amongst anti-corruption community and Field Offices in countries with challenging corruption problems

International campaign against corruption







NO TO CORRUPTION – NO TO POVERTY

These children were never taught

Because a civil servant stole the funds needed to run this school.

Corruption. A crime against education.




NO TO CORRUPTION – NO TO POVERTY

This life was neglected

Because this baby's mother could not pay the bribe for care at the hospital.

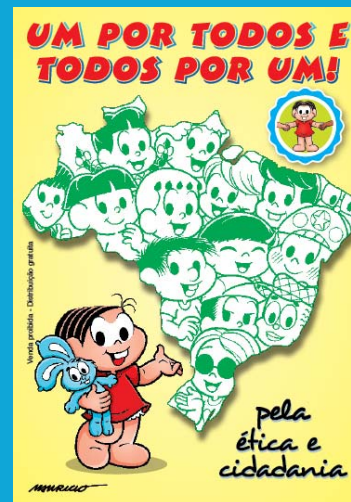
Corruption. A crime against health.



Doha COSP 2009 Side Event

- **Brazil, Office of the Comptroller General:** online transparency portal to provide info on budget, resource allocation and expenditures; campaign Eagle Eye on the Public Money to draw attention to it and the right to information, broad education campaign for all sectors (including children) and using participatory approach (contest, etc). cartoon figure)





Doha COSP 2009 Side Event Conclusions

- Successful campaigns involve **wide support, coalition building, strong leadership, mass exposure** and public pressure.
- **Creativity and participatory** approach also important.
- **Transparency is a key factor** in raising awareness about corruption, particularly when it comes to educating the public about their rights and obligations
- Campaigns should **engage youth** and be relevant to their aspirations.



What makes a campaign

1. Good evidence that there's a problem (Facts and figures)
2. Having a strong (emotional) cause.
3. Relevance and timeliness, e.g. big corruption scandals in some countries so campaign works as interest in the issue
4. **Fashion** – what's already in in the public agenda e.g. environment, women, children, animals...
5. **Having a strong brand**
6. Having good materials, being creative
7. **Having a strong call to action** – e.g. Ratify and implement the UN Convention or national measures
8. **Having wide support** from all sectors of society; NGOs, celebrity endorsement, politicians, the MEDIA, private sector.



Effectiveness of campaigns

1. Hard to pin down concrete results and deliverables at the global level, especially if linked to behavioural change (e.g. drugs campaigns)
2. Can count web and social media results, press cuttings but hard to gauge penetration of message into general culture
3. Some national successes documented
4. Can we afford to not run campaigns – what level of awareness today if no campaigns over the last 10 years? Awareness about need to combat corruption has risen.
5. Still need government commitment to campaigning and a sizeable budget to have an impact