Public education through mass media and the Internet

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ICAC’s Anti-Corruption Strategy

- National Level

- International Conventions
- Domestic Legislations

INNOVATIVE TECHNIQUES
ICAC’s 3-pronged approach

Investigation

Education

Prevention

Prevention of Corruption Act 2002
Education Mandate of the ICAC under Section 20 of the Prevention of Corruption Act 2002

- To educate the public against corruption
- To enlist and foster public support in the fight against corruption
- To undertake and assist in research projects in order to identify the causes of corruption and its consequences on the social and economic structure of Mauritius
- Cooperate with all other statutory corporations which have as object the betterment of the social and economic life of Mauritius
Evolution of ICAC’s public education strategies – a decade

General mass awareness on the dangers of corruption

Focused anti-corruption sessions

Empowerment

Mass communication campaigns

SUSTAINED Engagement in anti-corruption initiatives

Ownership of anti-corruption initiatives

5 R Strategy

2003

2013
Trends in Public Education Strategies

Traditional Media

Digital Media

2002-2005  2006-2009  2010-2013
Public Education Campaign Tools

- **Traditional Media**
  - Press advert
  - Billboard
  - Bus Advert
  - Pull Out
  - TV & Radio clips

- **Digital media**
  - Website such as Ethics Online Corner
  - Mass e-mailing
  - Mass SMS
  - Social Network: Facebook
  - Electronic Billboard
  - Online Discussion Forum
  - PABX waiting message
Mass communication achievements 2010-2013

- Mass SMS
- Mass e-mailing
- Facebook
- Internet
- Ethics Online Corner
- Electronic Billboard
- E-Anticorruption Materials
- TV Clips
- PABX waiting message
- Online Discussion Forum on corruption
- Enhancement of ICAC Website
- Educational CD
- Bus Advert
- Radio Clip
- Printed media: Posters, Stickers, Flyers, Handbooks / Guides
Don't sell your INTEGRITY
SAFEGUARD OUR DEMOCRACY
Is your integrity for sale?
OU ÉNA TOUT POU PERDI
EK CORRUPTION

PERDI
REPUTATION

GRAND POUWAT
NOU PAYS

PERDI
TRAVAIL

www.icac.my  Hotline: 806 4322
Our Integrity is NOT for SALE

INTERNATIONAL YOUTH DAY
12 August

Report corruption
800 4222 / 206 6633
68, Harbour Area, Port Louis
icacoffice@intnet.mu
www.icac.mu
Mass media budget

- About 60% of the Corruption Prevention and Education Division’s budget are devoted to mass communication activities / events including the use of digital tools.
Innovation – trends in public education campaign

- Shift from traditional media to digital media
- Use of more electronic anti-corruption tools / publication of main recommendations of CPRs on website
- More e-communication with stakeholders
- More focus on the younger generation (decision-makers of tomorrow)
- Use of social media such as Facebook.
Using IT-based tools

- Some statistics:
  - Mobile cellular subscriptions per 100 inhabitants: 114.9
  - Internet subscriptions per 100 inhabitants: 44.0
  - Fixed internet subscriptions per 100 inhabitants: 11.5
  - Mobile Internet subscriptions per 100 inhabitants: 32.4
  - Broadband Internet subscriptions per 100 inhabitants: 32.7
- Free WIFI zones
- Free Internet Kiosks
- Increased bandwidth, speed and shrinking internet accessibility costs

1Source: ICTA & Statistics Mauritius 2012
Benefits of mass media and internet in the fight against corruption

- Increased access to information
- Target a larger group and maintain meaningful engagement
- Direct means of reaching the mass
- Friendly medium (social network) to target youth, for e.g., Facebook
- Enlisting public’s support faster and foster social mobilisation
- Facilitate two-way communication between ICAC and stakeholders
- People can share their experiences via a reporting tool on ICAC’s website, SMS, email, fax, post and Facebook
- Reporting can be easily made online or via e-mail (anonymously or disclosed)
Evaluating effectiveness of Public Education Campaign

- Surveys conducted to assess the effectiveness of the mass communication campaigns conducted in 2010 & 2011
  - Major highlights from the surveys are as follows:
    - The campaign comprised bus adverts, posters, billboards and pullouts
    - Bus Adverts are the most effective medium of communication followed by billboard, poster and pullout in newspapers;
    - More than 70% of respondents rated both campaigns as effective.
- Feedback questionnaires collected from empowerment programmes
- Evaluation reports compiled and submitted by stakeholders
- Informal feedback from stakeholders
72% of the respondents stated that if they come across a suspicious case of corruption, they will report it to the ICAC.
86% of respondents said they will discourage people in their surroundings from getting involved in corrupt practices.
SUGGESTIONS PROVIDED TO IMPROVE ANTI-CORRUPTION CAMPAIGN IN THE FUTURE

- Increase ICAC staff: 0.9%
- Others: 10.9%
- Campaign on internet, facebook: 1.8%
- Emphasis on corruption as an immoral act: 0.3%
- More campaigns on corruption offences: 2.4%
- Talks / speeches in diverse sectors: 4.7%
- Posters & Billboard campaign: 5.9%
- Use of local press: 0.9%
- Campaign in schools and colleges: 19.7%
- More aggressive mass media campaign at regular intervals: 20.6%
- Sensitise public in all sectors: 13.5%
- Use of TV / Radio to convey messages: 17.1%
Feedback from public officers – Education Activities
What do you understand by corruption?

- Favouritism: 19%
- To give/accept bribes: 38%
- Apart from bribery, there are other forms such as COI: 43%
Pre and post evaluation of anti-corruption campaigns with public officials - *Education Activities*

- **Reporting of corruption offences**
- **Understanding of your ethical obligations**
- **Ability to fight corruption within your organisation**
- **Good and excellent knowledge on the corruption offences as per the Prevention of Corruption Act 2002**

![Bar chart showing improvements after workshop](chart.png)
Pre and post evaluation of anti-corruption campaigns with other stakeholders (private sector, civil society, students, etc) - *Education Activities*

- Reporting of corruption offences
- Understanding of your ethical obligations
- Ability to fight corruption within your organisation
- Good and excellent knowledge on the corruption offences as per the Prevention of Corruption Act 2002

![Chart showing data before and after workshops]
Impact depicted from assessments and surveys

- Stakeholders are more empowered to recognise an act of corruption
- Stakeholders are in a better position to:
  
  **CORRUPTION**
  
  R e cognise
  R e sist
  Eject
  Report
  R einforce
  N ational
  I ntegrity
Reporting trends

2011
- Billboard campaign
- Newspaper Advert
- Posters
- Radio programme
- ICAC Newsletters
- Desk Planners

2007-2008
- TV Campaign
- Newsletters
- Short documentary
- Radio Spots in different languages
- 2 TV interventions

2006
- Newsletter
- CDs
- Posters
- Brochures
- Handouts

2009-2010
- 3 National Campaigns through billboards, TV, Posters, T-Shirts, Wall/ Desk and Pocket Calendars
- Sketch by well-known Mauritian artists
- Live Radio Programme

2002-2012
- Posters
- TV Programme
- TV Spot
- Newspaper Advert
- Infotech + Production of Information CD to public
- ICAC Newsletters
- Desk Calendars
- Mass Emailing
- Mass SMS

Next slide
Reporting trends

- Online reports (email and online website reporting)
- More cases reported to the ICAC
- An average of 5 complaints received on a daily basis
- Population of Mauritius: 1.3 million

\(^*\)2011 figures (1725 complaints over 365 days)
HIGHLIGHTS 2006

- Launching of ‘YEP Link’ Newsletter for the youth

- Development of anti-corruption materials:
  - CD ROM Value Games for children
  - Newsletters
  - Posters
  - Brochures, and
  - Handouts
HIGHLIGHTS 2007 / 2008

- TV Campaign
- Distributed some 40,000 Newsletters targeted for Youth (incl primary & secondary students)
- Development of value-based CDs for children
- Distribution of brochures
- Face-to-Face intervention on television
- Dissemination of Anti-Corruption message on:
  - Utility Bills
  - Post office seals
  - Electronic billboard
  - Banners
  - Bus panels
  - Servicing Cards for drivers
  - Leaflets in creole for general public
- Radio Spots aired in two languages: Creole and Bhojpuri
HIGHLIGHTS 2009 - 2010

3 National Campaigns through:
- Billboards
- TV spots
- Posters affixed at strategic places in public bodies, near cash counters
- Anti-corruption messages on T-Shirts
- Mass distribution of Wall/ Calendars to children
- Distribution of Pocket Calendars to general public
- Distribution of 150000 Desk Calendars
- Sketch by well-known artists

=RODRIGUES=

- Live Radio Programmes
- Banners affixed by Commissions
- Posters affixed at strategic places
- Distribution of brochures
Highlights 2011

- Electronic Billboard Campaign
- Newspaper Adverts
- Adverts on Rear Bus Panel
- Posters affixed at strategic places for general public such as lobby areas, cash counters, and lift area.
- One-minute Radio Programmes broadcasted during 5 consecutive days
- 50,000 ICAC Newsletters distributed across Mauritius
- Distribution of 150,000 desk calendars to public, parastatal bodies and private sector organisations

- About 50,000 pupils from 250 primary schools were targeted under a national campaign organised in February 2011 where ICAC staff conducted talks and distributed anti-corruption materials to remind students of the need for ethical attitudes and behaviour at all times.
### Highlights 2012

- **Posters**
- **10 TV Programme on corruption offences**
- **10 TV Programme based on values**
- **Affixing of 2 posters throughout Mauritius**
  - ‘Is your Integrity for Sale’ and ‘C’est ton premier pas qui compte’
- **5 Newspaper Adverts**
- **Production and dissemination of information-based CD for general public**
- **10,000 issues of ICAC Newsletters**
- **1000 Desk Planners distributed to Public Institutions, Parastatal Bodies and Private Sector Organisations.**
- **Mass Emailing**
- **Mass SMS**
Impact (continued)

- More measurable impact since electronic data can be easily captured and analysed
- Frequent two-way communication
- Easy mobilisation and involvement of stakeholders owing to direct contact
- Innovative media for public education promoting reporting of corruption
- Modernise the image of the organisation – efficiency and green
- Closer regional and international cooperation
- Increase in reporting
Challenges

- Orienting the public education campaign towards the internet users
- Consolidating and sustaining commitment of younger generations in the fight against corruption
- Sustaining the active engagement of stakeholders in the fight against corruption
- Greater interactivity means (online query amongst others)
Way Forward

• Moving towards full E-Public Education
• Maintaining coalition with key stakeholders via social media such as facebook, etc.
• New channels of reporting must be encouraged, for instance SMS
• Making more efficient use of social media. Helps consolidating confidence in the organisation. Better empowerment to certain stakeholders.
Drawbacks of mass communication campaigns and internet use

- Perception of corruption – small island state
- Effective control mechanism required specially in case of electronic social media like facebook
THANK YOU