

PUBLIC ENLIGHTENMENT/ EDUCATION STRATEGIES



INDEPENDENT CORRUPT PRACTICES AND OTHER RELATED
OFFENCES COMMISSION

2015



TRAINING MANUAL

NATIONAL ANTI CORRUPTION VOLUNTEER CORPS

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First Edition: 2015





PUBLIC ENLIGHTENMENT/EDUCATION STRATEGIES

The Public Enlightenment/Education programmes have been greatly limited by inadequate funding. Within the available resources, our strategies and methods include the use of print and broadcast media as well as sensitization workshops seminars, conferences, community partnership, town hall meetings, youth development programmes and an outreach programme at NYSC orientation camps and the formation of anti-corruption clubs in schools, development of values and ethics based curriculum for schools, and the use of the internet.

There are various methods and strategies of public enlightenment that could enhance social change or development within social systems depending on their appropriateness and applicability. These methods and strategies are transmitted through messages.

MESSAGE THEMES: The following themes can be considered while designing messages.

INFORMATION: Some messages are designed to provide information, by treating and transmitting data meant to provide objective facts on specific issues. This data is transmitted “raw” without specific added value. Instances of information approach could be posters or radio and Television jingles that just mention numbers e.g. “every year millions of Nigerians die due to lack of basic health facilities” or “Do you know that money appropriated for health care delivery is being diverted to private pockets by Corrupt Officials.

PERSUASION: This is usually defined as a communicating process aimed at influencing others. Persuasion attempts to cause change in attitude or behaviour of a specific group of people. A persuasive message has a point of view or desired behaviour that the recipient is supposed to adopt in a voluntary, even if rather passive fashion. In a persuasion approach there is always an element of mutual fulfilment between the persuader and the one



being persuaded and this is the main difference between persuasion and propaganda.

PROMOTION: This is a way of informing people to make them aware and familiar or even accept ideas, concepts of behaviour. By promoting, we try to create interest or a favourable impression of an idea or practice through motivation, image creation and positioning. Often promotion implies calling people to action and depending on the situation it can imply either top down or horizontal communication.

ADVOCACY: Advocacy approach attempts to generate support of decision makers both within and outside the community. Such an approach is usually adopted to create a conducive environment that may lead to policy change on issues under focus. Advocacy can also be directed at Non- Governmental Organizations, Ministries or international donors in order to start or obtain funds to start development initiatives on critical issues. It aims at influencing policy, obtaining support and legislation.

EDUCATION: This approach is aimed at increasing knowledge, comprehension and also to change attitudes, usually through a formal learning environment. Education approach can be carried out at an inter-personal level e.g. teacher-student as is the case with the National Values Curriculum of primary, secondary and tertiary institutions in the country. The education approach can also be group level through meetings and at a mass level through publications, radio and television.

TRAINING: This is to impart or increase skills and give opportunity for trial. The training approach is similar to the education one, but it focuses on practical skills rather than theoretical knowledge. That is why it usually implies an inter-personal learning environment in venues such as workshops and seminars.

PARTNERSHIP: Through partnership, different groups or associations or even labour unions within or from outside the community can join and



work together to address more effectively specific issues and problems. The National Anti- Corruption Coalition of the ICPC is an example of partnership with NGOs to address the problems of corruption in our society. Partnership is vital because a single Agency like the ICPC or an ACTU may not have the resources for tackling the problems of corruption, so it is necessary to network with other organizations for help. Even when dealing with a problem involving a single sector, it is still advantageous to have partnership of different groups and associations joining together in order for the intervention to carry more weight thus facilitating the advancement of the common objectives.

TRADITIONAL INSTITUTIONS: Assuming that our traditional rulers and Government leaders would be factual and good ambassadors of the people, the Obas, Obis, Emirs and Ministers would be an effective way of disseminating information and campaigning against corruption in the society.

1. RALLIES

This strategy involves mobilization of those to participate. Could be used to campaign against social vices and bad governance. An effective way of public enlightenment.

2. READING AND TELEVISION VIEWING CENTRES: Television centres and reading have not been put to effective use in our country because of poor reading culture and its twin-illiteracy. The viewing centres should be equipped not only with television programmes but with documentaries on good governance, democracy, citizen rights, health issues and how to improve agriculture.

3. RADIO PROGRAMMES

This is the most effective and fastest way of communication in Nigeria to date. Messages relayed can reach all geographical terrains. Recommended for social crusades.



4. MOUNTING OF BILLBOARDS

Billboards can be put to good use like the withdrawal of smoking campaign billboards by British Tobacco Association and offering of the boards for social crusades.

5. POSTERS

An effective way of reaching out to people who in turn will carry the campaign messages far and wide. Similarly for handbills.

7. CULTURAL DISPLAYS SUCH AS DANCE AND DRAMA

These are practical ways of conveying messages.

8. RELIGIOUS PROGRAMMES

Can be used to pass messages. Religious leaders are men of authority who are always respected. Their authority should never be used to cover evil.

9. NEWSPAPERS PUBLICATIONS

The cost of newsprint has drastically reduced their function as means of communication. Sometimes the authenticity of their report is questionable. It could complement other sources of information. Other forms of public enlightenment and education include:-

10. Workshops
11. Seminars
12. Television and Radio Jingles
13. Handbills
14. Exhibition
15. Symposia
16. Newsletters and Magazines.

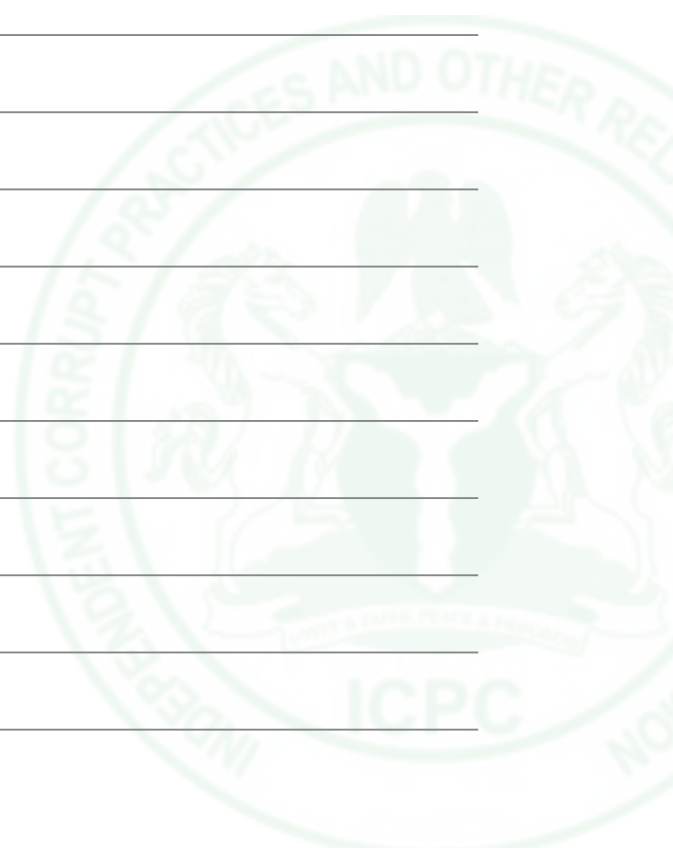


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