

**Part V**  
**Community Relations  
and  
Promotion**





## Part V

### Community Relations and Promotion

#### I. Summary of Community Relations

##### (I) Integrity Education

The CCAC attaches much importance to the enhancement of public servants' integrity and ethics and teenagers' moral education. To promote the culture of probity and to gain citizens' support and cooperation are the primary missions of the Community Relations Department in carrying out their education and community works.

The statistics of sessions, targets and participants of the seminars that the CCAC has ever organized are shown below:

**Statistics of seminars 2000-2009**

		2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Public servants	No. of Sessions	23	94	132	132	51	173	67	88	64	78
	No. of Participants	855	5,209	7,435	11,385	1,752	20,228	3,340	4,731	2,842	3,165
Students, trainees	No. of Sessions	10	21	40	50	301	175	263	182	285	243
	No. of Participants	886	5,386	3,271	6,105	27,483	12,430	18,902	14,300	29,696	23,724
Teachers	No. of Sessions	-	-	-	24	-	-	-	-	-	-
	No. of Participants	-	-	-	810	-	-	-	-	-	-
Members of civil associations	No. of Sessions	14	19	10	6	22	17	25	13	9	36
	No. of Participants	1,678	1,736	493	190	890	876	1,010	413	327	2,637
Staff of credit institutions	No. of Sessions	6	4	2	6	8	3	2	1	1	2
	No. of Participants	220	132	55	316	538	135	75	90	100	170
Staff of public utilities and private entities	No. of Sessions	-	2	1	-	3	3	9	16	18	9
	No. of Participants	-	70	25	-	105	154	393	586	535	340
Total	No. of Sessions	53	140	185	218	385	371	366	300	377	368
	No. of Participants	3,639	12,533	11,279	18,806	30,768	33,823	23,720	20,120	33,500	30,036

In 2009, the CCAC continued to do the best to carry out promotion and education and liaised with the community in a systematic way according to social development. A total of 368 seminars, symposia and workshops were carried out throughout the year, with 30,036 participants. The statistics are shown below:

**Statistics of seminars, symposia and workshops in 2009**

Target	Topic	No. of Sessions	No. of Participants	Sub-total
Public servants	Symposium of “Noble Character, Righteous Conduct”	3	75	3,165
	Basic Training Course for Public Servants	51	1,722	
	Workshop on Integrity Management	2	80	
	Public Procurement Procedure	4	105	
	Integrity and Observance	10	720	
	Integrity Awareness	7	363	
	Clean Election	1	100	
Primary students	New Generation of Integrity – an Education Programme on Honesty for Primary Students	131	4,550	4,995
	Children’s Day Special Programme	13	445	
Secondary students	Education Programme on Honesty for Teenagers	45	10,606	17,237
	Educational Drama for Secondary Students	10	1,875	
	Integrity Awareness	6	157	
	Clean Election	18	4,599	
College and university students	Clean Election	13	1,178	1,242
	Integrity Awareness	2	64	
Trainees	Integrity Awareness	5	250	250
Civil associations	Integrity Awareness	3	95	2,637
	Clean Election	33	2,542	
Public utilities, credit institutions and private entities	Integrity Awareness	7	330	510
	Symposium of “Noble Character, Righteous Conduct”	4	180	
<b>Total</b>		<b>368</b>	<b>30,036</b>	

The summary of promotion and education of integrity is as below:

### 1. Seminar on Integrity for Public Servants

In 2009, the CCAC organized 78 seminars on different topics for public servants in order to enhance their awareness on ethics and integrity. The participants totalled 3,165. Details are listed below:

#### Seminars and symposia organized for public servants in 2009

Topic	Department	Target	No. of Sessions	No. of Participants
Noble Character, Righteous Conduct	Transport Bureau	Staff	2	55
	Supporting Office to the Secretariat of China and Portuguese-Speaking Countries Economic Cooperation Forum (Macao)	Staff	1	20
Basic Training Course for Public Servants	All	New recruits	51	1,722
Workshop on Integrity Management	Land, Public Works and Transport Bureau	Professional staff	2	80
		Front-line staff		
		Officers		
		Non-professional front-line staff		
Advanced Course on Integrity	Academy of Public Security Forces	Deputy sergeant promotion course	2	125
		Deputy divisional officers		
	Macao Prison	Deputy sergeant promotion course	1	14
	Fire Services Bureau	Principal fireman promotion course	1	43

Topic	Department	Target	No. of Sessions	No. of Participants
Integrity and Observance	Macao Prison	Prison guards	1	23
	Academy of Public Security Forces	Trainees	2	406
	Financial Services Bureau	Drivers and auxiliary staff	1	30
	Macao Custom	Judiciary investigator trainees	3	117
	Civic and Municipal Affairs Bureau	New recruits	1	40
Integrity Awareness	Judiciary Police	Trainees	1	40
	Civic and Municipal Affairs Bureau	Staff	2	85
	Financial Services Bureau	Front-line staff/ Taxation Section	2	160
Public Procurement	Macao Economic Services	Staff	1	30
	Macau Laboratory of Civil Engineering	Staff	1	15
	Hospital Centre S. Januario	Medical care personnel	2	60
Clean Election	University of Macau	Teachers and staff	1	100
<b>Total</b>			<b>78</b>	<b>3,165</b>

## 2. Integrity Education Targeting Teenagers

Promotion and education targeting teenagers is a priority in 2009. Due to rapid social development over recent years, the occupational structure and career path have experienced changes, deeply influencing teenagers’ moral values. Therefore, the CCAC attached much importance to the enhancement of teenagers’ morals and will keep on strengthening efforts in this regard.

Through the branch offices and cooperation with local schools and youth associations, the CCAC promoted proper moral values among teenagers and students.

### 1) Teaching Materials for Secondary Schools

With cooperation with local educational professionals, the trial version of teach-

ing materials entitled *Learn and Think* (a set of 4 books) has been published and now it is being tried out by a number of schools. The CCAC will obtain opinions from teachers in order to improve the contents.

The teaching materials consist of 8 units of which the first 4 launched include “Value of Money”, “Honesty”, “Integrity” and “Clean Election”. The remaining units are “Fairness”, “Friendship and Justice”, “Law Observance” and “Responsibility and Obligation”, which will be launched in the next stage.

The teaching material kit consists of textbooks for teachers and a multimedia CD containing slides, short clips, news excerpts and worksheets. Teachers can use them according to students’ need and teaching schedule. By producing the teaching material the Commission hopes to further elevate the effectiveness of integrity education for teenagers through the set.

## **2) Integrity Education for Secondary Students**

The CCAC continued to carry out “Integrity Week” and “Education Programme on Honesty for Teenagers” to gradually step up the integrity education for secondary students. The “Integrity Week” has been co-organized respectively with the Portuguese School of Macau and the Technical Secondary School of the Macao Federation of Trade Unions so as to nurture teenagers’ probity and morals.

The “Education Programme on Honesty for Teenagers” which targets students from secondary schools featured seminars with discussion on students’ value of money and importance of upholding one’s integrity. A total of 45 seminars were organized throughout the year with 10,606 participants.

### Statistics of Seminars of Education Programme on Honesty for Teenagers in 2009

School	Target	No. of Sessions	No. of Participants
Tong Sin Tong School	Form 1 to 6	2	406
Macau Baptist College	Form 3	4	160
Luso-Chinese Secondary School of Luís Gonzaga Gomes	Form 1 to 5	7	1,029
Pui Va Middle School	Form 1 to 6	2	900
Kao Yip Middle School	Form 1	1	110
Choi Nong Chi Tai School	Form 1 to 2	2	310
Xin Hua Night Middle School	Form 1 to 3	1	400
Sheng Kung Hui Choi Kou School (Macau)	Form 1 to 3	3	575
St. Joseph Diocesan College (The 2 <sup>nd</sup> and 3 <sup>rd</sup> Branches)	Form 1 to 5	4	1,267
Santa Rosa de Lima's College (Chinese and English Sections)	Form 1 to 6	15	1,519
Neighbourhood's School of Macao	Form 1 to 6	2	550
Fong Chong School in Taipa (Secondary Section)	Form 1 to 6	1	380
Hou Kong Middle School	Form 1 to 4	1	3,000
<b>Total</b>		<b>45</b>	<b>10,606</b>

### 3) Integrity Education for Primary Students

The Branch Office at Areia Preta organized a total of 131 activities of “New Generation of Integrity” series, in which 4,550 students from 25 primary school participated.



### Statistics of “New Generation of Integrity” series in 2009

School	No. of Sessions	No. of Participants
Luso-Chinese Primary School in Flora	2	42
Ha Wan Baptist School	1	19
Tamagnini Barbosa’s Luso-Chinese Primary School	8	189
Tong Sin Tong School	4	139
Sir Robert Ho Tung’s Luso-Chinese Primary School	3	80
Pui Ching Middle School	16	716
Primary Division of Kao Yip Middle School	9	328
Chan Sui Ki Perpetual Help College	9	405
Choi Nong Chi Tai School	10	389
St. Joseph Diocesan College (The 5 <sup>th</sup> Branch)	2	62
Dom João Paulino’s School	5	93
Santa Maria Mazzarello’s School	4	147
Keang Peng School (Primary Section)	5	185
Luso-Chinese Primary School at Bairro do Hipódromo	3	87
Luso-Chinese Primary School at Northern District	2	42
Hoi Fai School	2	56
Pui Va Middle School	3	43
Pooi To Middle School (Primary Section)	11	396
Xin Hua School	6	212
St. Joseph Diocesan College (The 1 <sup>st</sup> Branch)	3	104
Holy Family’s School	11	375
Sacred Heart Cannossian College (Chinese Section)	3	109
Fukien School	2	60
The Affiliated School of the University of Macau	4	150
Chong Tak School	3	122
<b>Total</b>	<b>131</b>	<b>4,550</b>

The CCAC organized 13 sessions of special activity entitled “Celebrate Children’s Day with William the Integrity Bear” before and after the Children’s Day on 1<sup>st</sup> June just as it did in the previous year. Puppet play was presented in order to illustrate the importance of honesty to children.

### Statistics of Children’s Day Special 2009

School	No. of Sessions	No. of Participants
St. Joseph’s School at Ká Hó	1	15
São João De Brito’s School (Branch)	2	65
The Workers’ Children High School (Primary Section)	5	238
Dom João Paulino’s School	1	27
Lingnan Secondary School (Primary Section)	1	34
Luso-Chinese School in Taipa	3	66
<b>Total</b>	<b>13</b>	<b>445</b>

In addition to the abovementioned activities, the CCAC also participated in the activity “Celebration of 1<sup>st</sup> June International Children’s Day” held by the Macao Federation of Trade Unions at the Stadium of the Macao Federation of Trade Unions on 30<sup>th</sup> May in order to instil in the children with the message of integrity and law observance through booth-games.

#### 4) Competitions for Teenagers

##### a. Anti-Corruption TV Commercial Competition for Teenagers from Guangdong, Hong Kong and Macao

Every year, the CCAC organizes different competitions for teenagers for the purpose of enhancing connection and communication among teenagers and guide them to entrench positive moral values. In late 2009, the CCAC expanded the scope of competition by co-organizing with the Guangdong Provincial People’s Procuratorate and the ICAC of Hong Kong the “Anti-Corruption TV Commercial Competition for Teenagers from Guangdong, Hong Kong and Macao” for university and secondary students from the three places.

With the slogan “a clean society starts from me”, the objectives of the activity

are to strengthen young people's vigilance of corruption through this creative activity, to enlist their support of anti-corruption works, to consolidate their awareness of integrity as well as to encourage them to participate actively in anti-corruption promotion. The competition will end in mid-2010.

#### **b. "Draw a New World of Integrity 2008" Comics Drawing Contest and Exhibition**

The CCAC co-organized a comics drawing contest with the General Association of Chinese Students of Macau, attracting students of 33 primary and secondary schools. The entries were creative and the awarded works were displayed in a tour exhibition at different primary and secondary schools. Students showed keen interest in the exhibition.

#### **5) Seminars Targeting Civil Associations and Private Entities**

The CCAC also carried out anti-corruption promotions targeting the general public. Seminars on different topics for employees of commercial institutions and fellow citizens were held to foster integrity awareness by interacting with citizens. A total of 11 seminars were held throughout the year with 510 participants. Details are listed below:

#### **Seminars for commercial entities in 2009**

<b>Commercial Institution</b>	<b>Target</b>	<b>No. of Sessions</b>	<b>No. of Participants</b>
Macau Science Centre	Management and staff	2	60
China Electric and Engineering (Macao) Co. Ltd.	Staff	1	20
CEM	Management and staff	4	180
Wynn Macau	Management and staff	2	80
Bank of China	Staff for credit business	1	130
Tai Fung Bank	New recruits	1	40
<b>Total</b>		<b>11</b>	<b>510</b>

## **(II) Promotion in the Community**

The Branch Office in Taipa, inaugurated on 14<sup>th</sup> August, is the second branch office that the CCAC has ever established since 2004 when the first one was launched at Areia Preta. The establishment of the Branch Office in Taipa facilitates closer communication between the Commission and civil associations and citizens. The branch office serves as a platform for more effective collection of public opinion and convenient channels for consultation, complaint and report, stepping up the integrity building in Macao.

The two branch offices have played a significant part in enhancing community relations and promotion of integrity education. In 2009, they conducted mutual exchange activities with 19 civil associations in order to collect public opinion and suggestions on integrity building.

### List of civil associations that mutually exchanged with the Community Relations Department

Date of visit	Civil Association
7 <sup>th</sup> April	FAOM (Macao Federation of Trade Unions) Stage
29 <sup>th</sup> May	Macao Community Youth Volunteers Development Association
9 <sup>th</sup> June	Macao Youth Association
17 <sup>th</sup> June	Women's Mutual Help Association in Taipa and Coloane
18 <sup>th</sup> June	Association of Burmese Chinese in Macao
29 <sup>th</sup> June	Community Centre in Taipa and Branch Office in Taipa and Coloane of General Union of Neighbourhood Associations of Macao (UGAM)
30 <sup>th</sup> June	Neighbourhood Association of Taipa
1 <sup>st</sup> July	Branch Office in Taipa and Coloane and Community Centre in Taipa of FAOM
8 <sup>th</sup> July	Macao Youth Buddhism Centre
29 <sup>th</sup> August	Family Service Centre, Women's Mutual Help Association in Taipa and Coloane
1 <sup>st</sup> September	Community Services Consultative Committee of Taipa and Coloane
7 <sup>th</sup> September	Single-Parent Family Service Network of Family Services Centre of Women's Association of Macau
7 <sup>th</sup> September	Branch Office in Taipa and Coloane of UGAM
8 <sup>th</sup> September	Leadership of Pui Va Middle School
16 <sup>th</sup> September	Branch Office in Taipa and Coloane of FAOM
18 <sup>th</sup> September	Department of Government and Public Administration of University of Macau
19 <sup>th</sup> September	Association of Young Volunteers of Macao
5 <sup>th</sup> December	Faculty of Law Students' Association, University of Macau
9 <sup>th</sup> December	Young Men's Christian Association of Macau (YMCA)

In 2009, the branch offices received a total of 617 complaints/reports, requests for help and consultation and simple enquiries, registering an increase of 49 cases over 2008 (568 cases). Details are listed below:

### Number of citizens received by the branch offices in 2009

Complaints/reports		Written complaints	Requests for help/consultation	Simple enquiries	
In person	Telephone			In person	Telephone
27	2	32	160	309	87
Sub-total: 61			Sub-total: 556		
<b>Total: 617</b>					

### (III) Other Promotions

- (1) Liaison with media: The CCAC organized the “Tea Meeting on Clean Administration” each year in order to obtain opinions and suggestions about anti-corruption work from media workers.
- (2) Regular promotion and education: The CCAC continued to extensively promote integrity through multiple channels. The efforts included:
  - Publishing articles in the Chinese press “Clean Administration Forum”. Some of them were published in *Periodicals of the Association of Adult Education of Macao* and *Kai Pou*;
  - Presence on TV information programme “Enquiry and Reply”;
  - Publicizing information about integrity through newspaper advertisements, radio commercials, bus advertisements, indoor lightbox advertisements, large advertisements at public parking lots, etc.;
- (3) Publications: including *Annual Report of the Commission Against Corruption of Macao*, the quarterly *CCAC Bulletin* and the half-yearly *CCAC Newsletter* in English.

**(IV) Liaison and Exchange****Some of external exchange activities 2009**

January	Visit of Delegation led by the new Rector of University of Macao, Zhao Wei
February	Visit of Delegation of senators of Nigeria
	Visit of Delegation led by Procurator-General of the People's Procuratorate of Guangdong Province, Zheng Hong
March	Visit of Consul-General of Portugal in Hong Kong and Macao, Manuel Carvalho
April	Opening Ceremony of the Centre of Anti-Corruption Studies and Seminar, Hong Kong
May	Visit of Legislators
	The 4 <sup>th</sup> Executives' Forum on Systemisation of Supervision of Safe Production 2009
	Visit of Delegation of National Anti-Corruption Commission of Thailand
June	The World Conference of the International Ombudsman Institute (IOI) 2009, Sweden
July	Observation of the "New Immigrant Service", Hong Kong
August	Conference on International Convention on the Elimination of All Forms of Racial Discrimination, Geneva, Switzerland
September	Business Ethics Conference cum Pledging Ceremony for SMEs organized by ICAC
	The 14 <sup>th</sup> Steering Group Meeting of ADB/OECD Anti-Corruption Initiative for Asia and the Pacific and the 9 <sup>th</sup> Regional Seminar: Political Economy of Corruption, Manila, Philippines
October	APEC Anti-Corruption Workshop, Beijing
November	The 11 <sup>th</sup> Asian Ombudsman Association Conference, Bangkok, Thailand
	IOI Board of Directors Meeting 2009, Vienna, Austria
	The 6 <sup>th</sup> China-ASEAN Prosecutors General Conference, Hanoi, Vietnam
December	Visit of Delegation led by Director General of International Cooperation Department of the Supreme People's Procuratorate of China, Guo Xingwang

## **II. Campaigns for a Clean Election**

The 4<sup>th</sup> Legislative Assembly Election of Macao SAR was held on 20<sup>th</sup> September 2009. In order to safeguard electoral integrity, in late 2008, the CCAC established the Task Force against Electoral Corruption which was responsible for the planning of promotion of a clean election and corruption prevention so as to ensure the fairness and probity of the election. The efforts on promotion and education are summarized below:

### **(I) Seminars and Symposia for the Community**

In February and March, the CCAC organized 3 symposia in the Northern and Central Districts and Taipa in order to promote the importance of a clean election and obtain citizens' opinions and suggestion on upholding electoral integrity. Representatives of civil associations and citizens were invited. A total of 159 people have participated in the seminars.

Moreover, in response to different civil associations' invitation, the CCAC organized a total of 30 seminars on clean election with 2,383 participants. During the seminars, the CCAC's representatives highlighted the regulations on electoral bribery in the newly revised election law and answered citizens' questions. Details are listed below:



### Seminars on Clean Election for civil associations

Civil Association	No. of Sessions	No. of Participants
People's Alliance of Construction of Macao	1	500
General Union of Neighbourhood Associations of Macao (UGAM)	1	55
Macao Federation of Trade Unions (FAOM)	1	200
Mutual Assistance Association of Neighbourhood of Bairro O T'ai	1	40
Department of Development of Grassroots of FAOM	2	200
Centre for the Deaf	1	40
Richmond Fellowship of Macau	1	20
Public Servants' Sports Association of Macao	1	80
Macao New Chinese Youth Association	2	50
Pak Wai Centre of UGAM	1	80
University of Macao Alumni Association	1	25
Elderly Centre of Social Welfare Bureau	1	60
Ilha Verde Centre of UGAM	1	120
Interior Port Elderly Centre of UGAM	1	40
Association of Burmese Chinese in Macao	1	50
Longevity Special Day Care Centre of Caritas Macau	1	70
Community Centre of the Headquarters of UGAM	1	120
Elderly Home of FAOM	1	60
Elderly Day Care Centre of UGAM	1	80
Neighbourhood Association of NAPE	1	100
Community Centre at Tamagnini Barbosa of FAOM	1	200
Catholic Pastoral Centre at Areia Preta	1	70
Single-Parent Family Service Network of Family Services Centre of Women's Association of Macau	1	28
Women's Mutual Help Association in Taipa and Coloane	1	13
Branch Office in Taipa and Coloane of UGAM	1	15
YMCA	1	12

Civil Association	No. of Sessions	No. of Participants
Branch Office in Taipa and Coloane of FAOM	1	25
Association of Young Volunteers of Macao	1	30
<b>Total</b>	<b>30</b>	<b>2,383</b>

As young people took up a great proportion of the newly registered voters, the CCAC carried out campaigns targeting them, especially senior secondary 2 and 3 students, college students and trainees of vocational training courses. In addition, the CCAC carried out “Act on Integrity-Drama Touring Programme” in a number of secondary schools in order to promote the importance of a clean election in an interactive way. Details of activities organized for secondary students are listed below:

### Campaigns for Clean Election for secondary schools

Activity	School	No. of Sessions	No. of Participants
Seminar on Clean Election	The Affiliated School of the University of Macau	2	161
	Yuet Wah College	1	450
	Chan Sui Ki Perpetual Help College	1	96
	Kao Yip Middle School	1	86
	The Workers’ Children High School	1	240
	Luso-Chinese Secondary School of Luís Gonzaga Gomes	2	94
	Pooi To Middle School	1	176
	Hou Kong Middle School (Taipa Branch)	2	1,650
	Choi Nong Chi Tai School	1	100
	Xin Hua School	1	80
	Seong Fan School	1	500

Activity	School	No. of Sessions	No. of Participants
Seminar on Clean Election	Sheng Kung Hui Choi Kou School (Macau)	1	378
	Kwong Tai Middle School	1	130
	Estrela do Mar College	1	320
	St. Paul's School	1	138
Act on Integrity	Sacred Heart Canossian College (English Section)	1	187
	Pooi To Middle School	1	127
	Neighbourhood's School of Macao (Secondary Section)	2	210
	Fong Chong School in Taipa (Secondary Section)	1	85
	Tong Nam School	1	820
	Luso-Chinese Vocational Technical School	1	103
	Pui Va Middle School	1	157
	Xin Hua School	1	110
	Luso-Chinese Secondary School of Luís Gonzaga Gomes	1	76
<b>Total</b>		28	6,474

The CCAC organized a total of 13 seminars on clean election for tertiary educational institutes with 1,178 participants. Details are shown below:

### Seminars on Clean Election for tertiary educational institutes

Educational Institutes	No. of Sessions	No. of Participants
Faculty of Law of University of Macau	3	320
Macao University of Science and Technology	3	120
Kiang Wu Nursing College of Macau	1	200
Macao Polytechnic Institute	1	55
School of Health Sciences of Macao Polytechnic Institute	1	30
Macao Millennium College	2	297
University of Macau	2	156
<b>Total</b>	<b>13</b>	<b>1,178</b>

In order to strengthen the publicity among college students, the CCAC organized a special activity, “Chit-chat with Alfred Cheung about Election”, which attracted over 600 students and the response was positive. The Commission hoped to enrich young people’s knowledge of the function of the Legislative Assembly and the significance of exercising their citizenship, encourage them to actively participate in voting and uphold electoral integrity so as to enhance social development.

From early 2009 till the Election Day on 20<sup>th</sup> September, the seminars on clean election organized by the CCAC totalled 76 attended by 10,296 people. The details are summarized as below:

## Symposia, seminars and activities on Clean Election

Category	No. of Sessions	No. of Participants
Community Symposia	3	159
Civil Associations	30	2,383
Tertiary Educational Institutes	13	1,178
Secondary Schools	18	4,599
Act on Integrity - Drama Touring Programme for Secondary Students	10	1,875
Trainees of courses held by Vocational Training Department of Labour Affairs Bureau	2	102
<b>Total</b>	<b>76</b>	<b>10,296</b>

### (II) Outdoor Activities and Large-Scale Outdoor Variety Show

On 1<sup>st</sup> March, the CCAC held “Walk for a Clean Election” at the Nam Van Lake. Citizens were invited to join the event to show their determination to join hands with the Commission to uphold electoral integrity. Over 2,000 citizens participated in the event.

Moreover, 3 large-scale outdoor variety shows of “A Clean Election for All” series were carried out at the Northern and Central Districts and Taipa. Through entertaining performances, booth games and exhibition, the event sought to draw citizens’ attention to electoral integrity. The response and atmosphere were overwhelming.

### (III) Touring Exhibitions

In order to spread the message of clean election to every corner of the society, the CCAC organized touring exhibitions on clean election in various public areas:

- 1) Outdoor touring exhibitions: organized in popular public areas in Macao concurrently with a survey on the spots in order to obtain citizens’ opinions on the promotion of electoral integrity.
- 2) Touring exhibitions in community centres: carried out at civil associations, community centres, youth centres and elderly centres so as to extensively

publicize the information about electoral integrity in the community.

- 3) Touring exhibitions at schools: carried out at schools in order to enhance students' understanding of the importance of electoral integrity.

#### **(IV) Multiple Channels to Promote Clean Election**

The CCAC also disseminated the message through multiple channels:

- 1) Press conferences and interviews by the media were conducted to extensively promote the clean election.
- 2) Advertisements and TV Programmes: Electronic media were used to spread information about clean election. Promotions included advertisements about clean election on radio and TV at different times and presence on TV programmes "Enquiry and Reply" and "TDM Report".
- 3) Internet advertisement: Information about clean election was uploaded on popular local websites in order to spread the message to more citizens, especially young people.
- 4) Advertisements in public areas: including flags on lampposts, banners at streets and crossovers, MUPI advertising billboards, large outdoor advertising boards, doors of elevators at public lots and advertising light boxes, etc.
- 5) Advertisements at facilities of public departments: exterior walls and display windows provided by the Civic and Municipal Affairs Bureau, the Macao Sport Development Board and the Public Administration and Civil Service Bureau to advertise clean election. Moreover, the TV advertisements were broadcasted at reception areas of 11 public departments (including the Identification Bureau, the Financial Services Bureau and Health Centres in different districts). Leaflets and posters were given away and put up at the sports facilities of the Macao Sport Development Board.
- 6) Advertisements on buses: advertisements on buses and the LED display screens inside buses.
- 7) Banks: Supported by the Bank of China and the Tai Fung Bank, advertisements were displayed on the screen of their ATM machines for free. Moreover, supported by the Bank of China, the Tai Fung Bank, the Weng Bank and the Banco Nacional Ultramarino, leaflets were give away and put up at counters of these banks.

## **(V) Publications**

- 1) Car stickers: distributed to car owners who went to pay vehicle license plate tax in early 2009.
- 2) Posters: various versions were printed and distributed to public departments and institutions, civil associations and schools.
- 3) Leaflets: during voter registration period until the Election Day, the CCAC published several versions of leaflets on clean election. The CEM sponsored the CCAC and distributed the leaflets to its clients for free.
- 4) Brochures: “Guidelines on Electoral Integrity for Candidates 2009” were distributed to candidates to publicize the regulations on fair competition and electoral integrity.
- 5) Promotional Products: Various kinds of promotional products were produced to promote electoral integrity and the anti-corruption hotline.

## **(VI) Others**

In order to boost public awareness, the CCAC carried out other campaigns, including:

- 1) Homepage of “Clean Election 2009”, a gate for citizens to get to know more about clean election and the CCAC’s efforts on combating electoral corruption.
- 2) Quiz game: published in newspapers and uploaded on the homepage of clean election. Hard copies were also available in public areas in order to enhance the effectiveness of promotion.
- 3) Exhibition room: exhibition on clean election was held in the exhibition room at the Branch Office in Taipa to convey the message among citizens.
- 4) Questionnaire survey: “Questionnaire Survey on Clean Election” was carried out in various districts to obtain citizens’ opinions on anti-electoral corruption works.