

PART IV
PROMOTION & EDUCATION



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Given different needs of all strata of society, in 2018, the CCAC endeavoured to meld traditional media and online platforms and extend the coverage of its integrity promotion and education, aiming to gain more support from citizens for integrity building of Macao and encourage their participation in it.

I. Education on corruption prevention for public and private sectors

In 2018, the CCAC held a total of 476 seminars and symposia on different topics, which recorded 23,443 participants who were mainly public servants, employees of private companies, ordinary citizens, teenagers and secondary and primary students. The statistics are shown in the following table:

Statistics of seminars and symposia in 2018

| Topic | Target | No. of sessions | No. of participants |
|--|--|-----------------|---------------------|
| Integrity and Observance, Noble Character and Righteous Conduct, Public Procurement, Declaration of Assets and Interests | Public servants | 112 | 4,916 |
| Seminar on the law <i>Prevention and Suppression of Bribery in the Private Sector</i> | Private entities, public departments, educational institutions | 74 | 3,286 |
| Integrity Awareness | Associations, educational institutions, government departments | 14 | 553 |
| Education on Integrity | Teenagers and students | 276 | 14,688 |
| Total | | 476 | 23,443 |

(1) Seminars on integrity for public servants

The CCAC always attaches great importance to the integrity of public servants. In 2018, it continued to carry out promotional and educational work in a systematic way. It held a total of 112 seminars for 4,916 public servants from 22 departments in the year. The topics included “Integrity and Observance”, “Noble Character and Righteous Conduct”, “Public Procurement” and “Declaration of Assets and Interests”.

(2) Integrity awareness seminars for the private sector

The CCAC continuously organises seminars for civic associations, private entities and educational institutions on the law *Prevention and Suppression of Bribery in the Private Sector*, where the legal provisions are introduced and explained with cases and examples. In 2018, the CCAC organised 74 seminars which recorded a total of 3,286 participants.

II. Integrity education for teenaged students

Integrity awareness should be developed at a young age. Therefore, integrity education for teenage students is always an important part of the promotional and educational work of the CCAC. In 2018, the CCAC continued to team up with the educational sector and youth organisations to promote correct moral values to teenagers as well as secondary and primary students through diversified approaches.

Statistics of seminars and activities for teenagers in 2018

| Project | Number of sessions | Number of participants |
|--|--------------------|------------------------|
| Integrity and Honesty Seminar for College Students | 5 | 350 |
| Education Programme on Integrity for Teenagers | 48 | 3,660 |
| A Talk on Integrity for Secondary School Graduates | 8 | 791 |
| New Generation of Integrity | 148 | 4,644 |
| “Righteous and Honest Superkid” school drama tour | 67 | 5,243 |
| Total | 276 | 14,688 |

(1) Integrity Seminar for Higher Education Students

To strengthen the awareness of integrity and law-abidingness of higher education students, the CCAC continues to organise the Integrity Seminar for Higher Education Students basing on the law *Prevention and Suppression of Bribery in the Private Sector*, where a video clip is presented and the elements of active corruption and passive corruption are introduced. The seminar aims to encourage students to reflect on the harmful effects of corruption on society and individuals and help them develop a zero-tolerance attitude towards corruption. In 2018, a total of 350 students from three higher education institutions participated in the aforesaid seminar.

(2) Seminars for secondary students

1. Education Programme on Integrity for Teenagers

The “Education Programme on Integrity for Teenagers” has been conducted for secondary schools for many years and has been supported by different schools all along. The CCAC sends staff to schools that have joined the education programme,

where they guide students to discuss and think about the importance of integrity and honesty through short films, daily life examples and current issues. The programme also aims to understand what today’s teenagers think about the relevant topics and help them develop righteous character. In 2018, the CCAC organised a total of 48 seminars for 12 schools, which recorded 3,660 students.

2. A Talk on Integrity for Secondary School Graduates

To enable graduating students of secondary schools to understand the current anti-corruption law of Macao and grasp the knowledge of corruption prevention, the CCAC holds the seminar entitled “A talk on Integrity for Secondary School Graduates”. In 2018, the CCAC held eight sessions of the seminar for seven schools, which recorded a total of 791 students.

(3) “Integrity Week”

In 2018, the CCAC co-organised the “Integrity Week” with Sacred Heart Canossian College and Fong Chong School of Taipa. To allow students to understand the importance of honesty, fairness and integrity on society, Sacred Heart Canossian College organised some character education activities and a slogan writing activity. During the “Integrity Week”, the CCAC sent staff to the schools to conduct themed seminars and interact with students. They also set up display panels and arranged quiz games in the campuses to allow students to know more about the work of the CCAC.

(4) Launch of “Resources Database of Integrity Education”

To cater to educators’ need for moral education materials, in 2018, the CCAC established and launched a website entitled “resources database of integrity education”. Aiming to support secondary and primary school teachers in carrying out moral education, the database contains all the integrity education materials designed by the CCAC in the past as well as timely new lesson plans

for teachers' reference. The website features a lesson plan search function and a push notification so that educators can easily search information and obtain the latest lesson plans.

(5) “New Generation of integrity – Education Programme on Honesty for Primary Students”

“New Generation of integrity – Education Programme on Honesty for Primary Students” invites all the Primary 3 to Primary 6 students to visit the Branch Office in Areia Preta, where the messages of honesty and law-abidingness are conveyed to Primary 3 to Primary 6 students through puppet plays, computer animation and short films. In 2018, a total of 148 sessions of the education programme were held, recording 4,644 participating students from 22 schools.

(6) Publication of picture book *The First Prize for Big-Tooth*

In 2018, the CCAC published *The First Prize for Big-Tooth*, its very first parent-child integrity picture book for 3-7 years old children. The CCAC hoped that parents would instil the concept of integrity in their children through parent-child reading so it will take root in the mind of each family.

The CCAC held a book launch for the picture book at the conference hall of the Macao Science Centre in May, where the author, Ieong Weng Hong, read the picture book to children and parents. After the book launch there was a light clay workshop where children and parents were guided by instructors to make integrity badges. The CCAC also organised a series of promotional activities between May and August, including a seminar of the book launch carnival entitled “Reading with Joy - the Magic of Picture Books” and “Righteous and Honest Superkid” school and community drama tours.

(7) “Righteous and Honest Superkid” school and community drama tours

To complement the launch of the integrity picture book *The First Prize for Big-Tooth*, the CCAC invited a drama group to adapt it into a drama, so that the message of integrity was spread among kindergarten and primary school kids through drama appreciation and interactive games.

Between June and July in 2018, a total of 18 schools joined the “Righteous and Honest Superkid” school drama tour. 67 sessions of the drama tour were held, recording a total of 5,243 kindergarten and primary students. In August, the CCAC also held four sessions of the “Righteous and Honest Superkid” community drama tour at Taipa Central Park and Praça Das Orquideas of Fai Chi Kei, which attracted nearly 400 children and parents.

(8) A Creative and Honest New Generation” – Parent-Child Collage/Colouring Contests

The CCAC first launched parent-child collage/colouring contests entitled “Creative and Honest New Generation”. The contests aimed to allow children and parents to think about the importance of integrity on individuals and society through visual art creation and parent-child interaction. The relevant assessment and awarding ceremony will be held in 2019.

III. Promotion in the community

(1) Complaints, reports and requests for consultation received by the Branch Offices

In 2018, the Branch Office in Areia Preta and the Branch Office in Taipa received a total of 940 complaints/reports, requests for consultation and simple enquiries, 160 more than that of 2017. The data is presented in the table below:

Statistics of reports or requests from residents in 2018

| No. of complaints / reports | | No. of requests for consultation | No. of requests for consultation | |
|-----------------------------|-------------------|----------------------------------|----------------------------------|---------------|
| Lodged in person | Lodged in writing | | Made in person | Made by phone |
| 15 | 25 | 137 | 502 | 261 |
| Subtotal: 40 | | Subtotal: 900 | | |
| Total: 940 | | | | |

(2) Developing community relations

1. Participating in community activities

In 2018, the CCAC participated in the “International Children’s Day 2018” bazaar and the “49th Caritas Macao Charity Bazaar”, where it promoted integrity awareness to residents through booth games. It also organised personnel and volunteers to participate in the “Walk for a Million 2018”, so that they would give off positive vibes in the community through the charitable activities.

2. Integrity education in the community

In 2017, five civic associations and one school organised about 200 residents to visit the Branch Office in Areia Preta. Through joining the seminars and visiting the facilities in the branch office, the residents had better understanding of the functions of the CCAC.

3. Visiting civic associations

In order to strengthen liaison with local civic associations, the CCAC visited eight groups of different natures in 2018, including the Salesian Youth Ministry Macau, the Fai Chi Kei Family and Community Services Complex of the Macao Federation of Trade Unions, the Child Protection Centre of the Against Child Abuse

(Macao) Association, the Iao Hon Community Centre of the General Union of Neighbours' Association of Macao, the Pou Lei Centre of the Fu Hong Society of Macao, the Physical and Mental Health Service Centre – “Generosity and Joy” of the Richmond Fellowship of Macau, the General Association of Chinese Students of Macau and the “Joy and Harmony” Integrated Family Service Centre of the Women’s General Association of Macau. During the visits, ideas were exchanged on the ways and feasibility of cooperation in community promotion.

4. Media publicity

To heighten residents’ awareness of integrity and encourage them to report corruption, the CCAC continues to spread the information related to anti-corruption and integrity and promote its reporting channels by various media. It also disseminates integrity messages through its WeChat account.

(3) Integrity Volunteer Teams

In 2018, the Integrity Volunteer Team continued to assist the CCAC in carrying out various integrity promotion and education activities, including the launch of integrity picture book *The First Prize for Big-Tooth* and the seminar entitled “Reading with Joy - the Magic of Picture Books”. The volunteers also participated in the “International Children’s Day 2018” bazaar, the “49th Caritas Macao Charity” bazaar and the “Walk for a Million 2018”. In addition, the CCAC organised the volunteers to visit the elderly persons living alone at D.^a Julieta Nobre de Carvalho building at Toi San and to participate in an event held by the Fu Hong Society of Macao, where they created a mosaic along with 300 physically handicapped and able-bodied people using over 20,000 cups. The event set a Guinness World Record. The CCAC hopes that the team may spread the message of integrity through their own involvement in the voluntary work.