

PART IV

PROMOTION & EDUCATION



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In 2019, the CCAC continued to spread the message of integrity and law-observance to public servants and the commercial industry through various channels. At the same time, it flexibly adjusted the promotional strategies targeting at the public, especially teenagers, and took the initiative to approach the community in order to gain citizens' support and join hands together with them to build a clean society.

I. Education on corruption prevention for public and private sectors

In 2019, the CCAC held a total of 458 seminars and symposia on different topics, which recorded 27,272 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 2019

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	113	5,041
Seminar on the law <i>Prevention and Suppression of Bribery in the Private Sector</i>	Private entities, public departments, educational institutions	80	3,513
Integrity Awareness	Associations, educational institutions, government departments	6	229
Education on Integrity	Teenage students	259	18,489
Total		458	27,272

(1) Seminars on integrity for public servants

In order to consolidate the culture of probity of public departments and public servants' awareness of integrity, the CCAC continues to hold seminars on integrity with different topics including "Integrity and Observance", "Noble Character and Righteous Conduct", "Public Procurement" and "Declaration of Assets and Interests". A total of 113 seminars were held for 5,041 public servants from 23 departments/entities in the year.

(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 which were selected and tailor-made for the people and organisations in different circles. A total of 80 seminars were held for 3,513 participants who were employees of banks, hotels, small and medium-sized enterprises and subsidised associations.

II. Integrity education for teenagers

The CCAC has been proactively carrying out education on integrity targeting at teenagers. With the support of the educational sector for many years, the works have been done smoothly. In 2019, the CCAC organised different types of promotional and educational activities through diversified approaches in order to promote correct moral values to 18,489 students of higher education institutions and secondary and primary schools.

Statistics of seminars and activities for teenagers in 2019

Project	No. of sessions	No. of participants
Integrity and Honesty Seminar for Higher Education Students	6	216
Education Programme on Integrity for Teenagers	90	6,010
A Talk on Integrity for Secondary School Graduates	25	1,127
New Generation of Integrity	73	2,260
“Detective William in the School Series 2019: Mini-William” - integrity education theatre	50	5,826
“Love Integrity” - “Integrity Week” series in primary schools	15	3,050
Total	259	18,489

(1) Integrity and Honesty Seminar for Higher Education Students

The CCAC continues to organise the Integrity and Honesty 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 2019, a total of 216 students from four 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 supported by different schools for many years. The CCAC sends staff to schools that have joined the education programme. According to different age groups, they give talks on

topics related to integrity and guide students to discuss and think through short films, daily life examples and current issues with an aim to inspire teenagers to develop righteous character. In 2019, there were 12 schools which had joined the programme and a total of 90 seminars were held for 6,010 students.

2. A Talk on Integrity for Secondary School Graduatess

Through the seminar entitled “A talk on Integrity for Secondary School Graduates”, the CCAC introduces practical guidelines on integrity so that the students have an initial understanding of the anti-corruption laws in force in Macao and corruption prevention knowledge before they graduate from high school. In 2019, the CCAC held 25 sessions of the seminar for eight schools, which recorded a total of 1,127 students.

(3) “Integrity Week” in secondary schools

In 2019, the CCAC co-organised the “Integrity Week” respectively with Sheng Kung Hui Choi Kou School (Macao), Salesian College and Santa Rosa de Lima College (Chinese Section). During the “Integrity Week”, the CCAC sent staff to the schools to conduct themed seminars and had interaction and discussion with students. They also set up display panels and arranged quiz games in the campuses to allow students to understand that integrity is an essential part of good moral character through different topics.

(4) Senior high school version of teaching material kit for secondary schools entitled *Think before You Act*

In 2016, the CCAC launched the teaching material kit about integrity targeting at junior high school students entitled *Think before You Act* and received positive feedback from schools. In 2019, the CCAC launched a senior high school version of *Think before Your Act*, which featured four units, namely “Take your responsibility”, “Love and justice”, “Say no to corruption” and “Clean election”.

Published in December 2019, the senior high school version of *Think before You Act* is available for schools in academic year 2019/2020. In addition, it has been uploaded to the website “resources database of integrity education” so that it may be searched and used by educators.

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

“New Generation of integrity – Education Programme on Honesty for Primary Students” has been run for over 15 years. It invites schools to arrange visits by their Primary 3 to Primary 6 students to the “Integrity Land” in the Branch Office in Areia Preta, where they also took a one-hour lesson on integrity, during which the messages of honesty and law-abidingness are conveyed to the students through puppet plays, computer animation and short films. Due to the renovation of the Branch Office in Areia Preta, the programme has been suspended since September. Between January and August, a total of 73 sessions were held, recording 2,260 participating students from 22 schools.

(6) “Detective William in the School Series 2019: Mini-William” - integrity education theatre

Between June and July 2019, the CCAC held an integrity education theatre, where the message of integrity and honesty were disseminated to kindergarten and Primary 1 to Primary 3 pupils through drama appreciation and interactive games. 28 schools have joined the theatrical event and a total of 50 sessions have been held, recording 5,826 participating students. Apart from staging plays, the CCAC also adapted the stories to teaching plans and uploaded them to the “resources database of integrity education”, so that parents and teachers may instil correct moral values in children through the stories.

(7) “Love Integrity” - “Integrity Week” series in primary schools

In 2019, the CCAC organised “Love Integrity”, which was a series of the event “Integrity Week”. During the week, activities were held during lunch breaks or in class in accordance with the arrangements of the school. In October 2019, the “Love Integrity” series was held in Colégio Dom Bosco and Pui Ching Middle School respectively. It featured activities including booth games, showing of short films about integrity, sharing of stories of integrity, VR games and quiz game panels, aiming to promote integrity among primary school pupils.

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

In 2018, the CCAC launched its first-of-a-kind parent-child activity - parent-child collage/colouring contests entitled “Creative and Honest New Generation”, which attracted 1,593 entries. In 2019, following the selection stage, the awards ceremony was held in the hall of Escola Luso-Chinesa Técnico-Profissional to award the winning students and parents. Over 180 representatives of the education sector and civic associations, parents and award-winners attended the ceremony. Between May and July 2019, a touring exhibition of the winning entries was held in nine primary schools and kindergartens.

III. Promotion in the community

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

The Branch Office in Areia Preta and the Branch Office in Taipa continue to exert their function by providing convenient channels for residents to lodge complaints, report cases and seek consultation. In 2019, the two Branch Offices received a total of 537 complaints/reports, requests for consultation and simple enquiries, 403 counts less than that of 2018 (940 counts) mainly because the CCAC organised two parent-child activities in the year, about which more

citizens had enquiries. The statistics of reports and requests in 2019 is presented in the table below:

Statistics of reports or requests from residents in 2019

No. of complaints / reports		No. of requests for consultation	No. of simple enquiries	
Lodged in person	Lodged in writing		Made in person	Made by phone
11	23	114	275	114
Subtotal: 34		Subtotal: 503		
Total: 537				

(2) Developing community relations

1. Participating in community activities

In 2019, the CCAC, as it always did, participated in the “International Children’s Day 2019” bazaar and the “50th Caritas Macao Charity Bazaar” where it infused fun with education. Through booth games, the awareness of integrity was promoted to residents, especially children. It also organised personnel and volunteers to participate in the “Walk for a Million 2019”, so that they would spread positive messages of integrity and law-abidingness in the community through the charitable activities and gain citizens’ support for integrity building.

2. Integrity education in the community

In 2019, the CCAC invited 33 residents from two civic associations to visit the Branch Office in Areia Preta. Through attending the seminars and visiting the facilities in the Branch Office, the residents had deeper understanding of the functions of the CCAC.

3. Visiting civic associations

In order to strengthen liaison with local civic associations, the CCAC visited six groups of different natures in 2019, including Chu Kwong Centre of the Association of Family Members of the Disabled, Young Men's Christian Association of Macau, Sheng Kung Hui Youth Leadership Development Centre and Sheng Kung Hui North District Youth Service Team, Ngai Chon Centre of the General Union of Neighbourhood Associations of Macau, Pou Tai Youth and Family Service Complex and the Salvation Army (Macao) Education Centre. During the visits, the CCAC's functions were introduced to the associations and ideas were exchanged on the ways and feasibility of cooperation in community promotion.

4. Media publicity

The CCAC continues to promote its reporting channels and other information related to integrity in various ways including different types of advertisement, news release, internet and new media so as to encourage citizens to report and prevent corruption and enhance their integrity awareness.

(3) Integrity Volunteer Teams

In 2019, the Integrity Volunteer Team continued to provide the CCAC with assistance in various integrity promotion and education activities, including hosting and technical support in the parent-child collage/colouring contests entitled "Creative and Honest New Generation" and shooting of the short films on the website "resources database of integrity education". In addition, the CCAC organised the volunteers to visit Chu Kwong Centre of the Association of Family Members of the Disabled, where they played games and sang songs with the disabled children and understand their needs. The CCAC encourages the volunteers to participate in voluntary and societal services, care about the disadvantaged and take action to give off positive vibes in the community.

