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International IDEA

Joint Training on
Effective Electoral Assistance

DAY 2
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Civic/Voter Education

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Day 2
Civic and Voter Education and Information

- Links voting to broader democratization issues
- Political understanding increases participation by removing apathy
- Citizens aware of the meaning of elections
- Decreases invalid ballots
- Yet, easily ignored
Civic Education

- Emphasizes roles and responsibilities of citizens, governments, political & special interest groups, & mass media
- Citizen participation in all aspects of democratic society
- Conditions necessary for democratic elections
- Not connected to electoral calendar
- Schools, NGOs
- Ongoing activity
- Long-term strategy
Voter Education: ‘Why’ Elections

Deals with concepts
✓ Not related to an electoral event
✓ Importance of secrecy
✓ Importance of each vote
✓ The significance of a blank ballot
✓ How votes translate into seats
✓ Role of elections within context of democratisation & political participation
✓ EMBs & CSOs
✓ Medium-term activity in between elections
Voter Information

✓ Where’, ‘When’ and ‘how to Vote?
✓ Election-related event
✓ Based on the electoral laws
✓ Duty of the EMB
✓ Short-term activity
Challenges to Civic/Voter Education

- Poor conceptualization and planning
- Limited funds
- Timely delivery
- Inadequate coordination among implementing initiatives
- Implementing EMB/ CSO may lack capacity
- Credibility and impartiality of those delivering civic and voter education
- Lack of monitoring and evaluation
Whom to Support and How?

- **EMBs**
  - Studies & planning prior implementation
  - Baselines surveys on voter attitudes, knowledge & sources of information (prior/after the election)

- **Ministry of Education**
  - Short-term voter information, but also medium-long term civic/voter education

- **CSOs**
  - Capacity development for trainers and training of trainers

- **Media**
  - Face-to-face teaching/alternative methods for adults, illiterate
  - Media Centre
  - Avoid duplication, but support complementary initiatives