

Republic of Kenya



THE NATIONAL ANTI-CORRUPTION CAMPAIGN STEERING COMMITTEE

PROGRESS REPORT TO THE PATRON:

**HIS EXCELLENCY HON. MWAI KIBAKI, C.G.H., M.P.,
PRESIDENT AND COMMANDER-IN-CHIEF OF THE ARMED
FORCES OF THE REPUBLIC OF KENYA**

AUGUST 2005 – AUGUST, 2006

**1ST QUARTER AUGUST 2005 – OCTOBER 2005,
2ND QUARTER NOVEMBER 2005 – JANUARY 2006,
3RD QUARTER FEBRUARY 2006 – APRIL 2006,
4TH QUARTER MAY 2006 – AUGUST 2006**

INTRODUCTION

This is the National Anti-Corruption Campaign Steering Committee's Progress Report to the Patron, H.E. Hon. Mwai Kibaki, C.G.H., M.P., President and Commander-in-Chief of the Armed Forces of the Republic of Kenya. The Kenya Gazette Notice No. 4124 of 28th May, 2004 through which the National Anti-Corruption Campaign Steering Committee was formed, requires that a quarterly report be submitted to the President, who is also the Patron. The Steering Committee directed the Secretariat to cover fully in the report the progress of the new programmatic interventions and the District fact-finding and dialogue encounters with the Public Servants and Civil Society Groups. This report covers August, 2005 through August, 2006.

ACKNOWLEDGEMENTS

The National Anti-Corruption Campaign wishes to acknowledge the continued wonderful support from the members of the Steering Committee, the GoK for funding from the Exchequer, and the entire staff of NACCSC.

Similarly we wish to thank most sincerely the NACCSC staff for production of their respective unit reports. We are also grateful for the continued funding support from partners and the support of other Anti-Corruption bodies in Kenya for information, experience sharing and solidarity.

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1. FORWARD

Politics in Kenya since the late 1980's have been characterized by agitations against bad governance and misrule. However, due to ongoing regional, national and international pressure the KANU Regime gave in to multiparty demands in 1992. But KANU was able to manipulate the divided opposition and remained in power up to the 2002 General Elections when NARC took over power.

The 2002 General Elections were fought on many key issues. One of these was corruption, which had gone beyond control with serious consequences such as lack of political performance, accountability, economic performance below 1.5% growth rate, a dilapidating social sector, and unemployment. Yet despite the above difficulties the country had no public educational structures in place to fight corruption.

When the NARC government assumed office in 2003, it adopted the policy of Zero Tolerance to corruption. Consequently, it established a number of institutions and structures to fight corruption. Among these was the National Anti-Corruption Campaign Steering Committee which was established through a special Kenya Gazette Notice No. 4122 of 28th May, 2004. The committee was charged with the primary task of undertaking public education against the culture of corruption in Kenya – with a view to changing citizens' attitudes and behavior.

As a way of meeting her mandate, objectives and goals, the NACCSC developed a Strategic Plan for the National Anti-Corruption Campaign for the period 2004 to 2008. Key areas covered by the plan include:-

- Opportunities and challenges
- The Vision, Mission, Values and Strategic Objectives
- Impact, outcomes and outputs
- The strategies
- Monitoring and Evaluation
- Management and Coordination
- Log-Frame Matrix and
- Implementation Plan

Using the above core aspects of the NACCSC Strategic Plan, the Secretariat developed a concept paper which details communication models to be used during the campaign. These are the open media communication model, the integrated message model, and face to face communication. Similarly, our programmatic interventions for the year 2005 – 2008 have been anchored on the various key components of the adopted Strategic Plan.

The Strategic Plan recognizes that we must cooperate with various existing public civil society anti-corruption bodies, other stakeholders in the private sector and key international organizations. In this regard we work closely with Transparency International whose Board member also serves in our Committee, and with the National Anti-Corruption Commission which is also represented in our Steering Committee and

Communication Sub-Committee. While there is much progress in this campaign following its launch by the President on March 15th this year, a number of challenges still face NACCSC.

For example:-

1. Lack of structured coordination among institutions that are fighting corruption in Kenya along with diverse strategies regarding how to fight corruption among stakeholders.
2. Negative competition among anti-corruption stakeholders (determined to protect their turfs and comfort zones).
3. Lack of commitment from members of the public in the fight against corruption, many of whom have adopted a 'wait and see' attitude.
4. Lack of adequate resources for the complicated and multi-faceted campaign against corruption.
5. Lack of a legal framework through an act of Parliament to back the existence of NACCSC in addition to the Kenya Gazette Notice.
6. The existence of weaker National Anti-Corruption Structures with poor synergy and co-ordination mechanisms.
7. Combined political, economic, social and cultural limitations.
8. Lack of consistent international will in the fight against corruption.
9. Interest groups who are intent on keeping their gains through corruption.

Conclusion

We take the position that the war on corruption is a process that will take a long time to win. Similarly, our fight against corruption is based on the understanding that this fight must be as inclusive as possible, both locally and internationally. Locally, all stakeholders from the public sector, the private sector, and civil society must collectively continue to fight graft particularly in the Government. The role of the media as a tool of social change in the promotion of positive attitude changes will be critical. Furthermore, the media must be accorded the necessary legal freedom to enable them handle effectively corruption reforms in Kenya as well as provide relevant information and continuous empowerment to the citizens through education.

2. BACKGROUND

The National Anti-Corruption Campaign Steering Committee was established through a Kenya Gazette Notice No. 4124 by H.E. the President of the Republic of Kenya Hon. Mwai Kibaki. It was fundamentally established to undertake public education and awareness creation against corruption. Its other critical aim is to fundamentally seek to stigmatize corruption in Kenya and to bring into being a nation free from corruption.

Vision

The Vision of NACCSC is a corruption-free Kenya.

Mission

The Mission of NACCSC is to create public awareness on all aspects of corruption, so as to effect fundamental changes in the attitudes of Kenyans towards corruption by devising and implementing a comprehensive multi-sectoral campaign against corruption.

Core Values

NACCSC's values can be defined as a set of deeply held beliefs that govern and guide the behaviour of the committee members and secretariat staff in meeting the strategic objectives and in dealing with each other and all other players in the implementation of her strategic plan. These are:-

- **Accountability** – accepting responsibility of all actions;

- **Commitment** – giving of self in the pursuit of the strategic objectives;
- **Equity** – the quality of being impartial and fair;
- **Integrity** – soundness and adherence to principles;
- **Justice** – the principle of fairness that like cases should be treated alike;
- **Participation** – the quality of ensuring active involvement;
- **Transparency** – candid, open, frank, the quality of being easy to see thought and understand

Mandate

- Establish a framework for a nationwide campaign against corruption;
- Effect fundamental changes in the attitudes of Kenyans towards corruption;
- Identify strategic stakeholders and develop a mechanism for their effective co-operation and involvement in effecting changes in popular perceptions about corruption;
- Mobilize stakeholders across all sectors and the general public to evolve a strong anti-corruption culture and to participate in the fight against corruption;
- Provide a framework for raising public awareness and advocacy by key stakeholders in public and private institutions and the society in general;
- Develop and conduct programmes creating a strong anti-corruption culture and strengthening the fight against corruption;

- Develop indices for regular monitoring and evaluation of the anti-corruption campaign and publicly report on the progress made in the fight against corruption, attitude change and in building a mature anti-corruption culture;
- Identify and facilitate mobilization of resources to achieve the goals and objectives of the campaign;
- Carry out such other functions as may be necessary or incidental to the success of the campaign;
- Identify research areas and findings useful to the campaign;
- Implement the research policy on the causes of corruption and the methodologies of delivering the campaign;
- Design materials and methodologies for research and advocacy
- Implement policies and guidelines on the areas of collaboration and the creation of linkages with strategic partners and stakeholders;
- Liaise with strategic institutions that can work with the steering committee and develop strategic activities to be jointly carried out;
- Implement guidelines for the campaign within the stated framework and perform any other work/duties assigned by the Director.

3. MEMBERS OF THE STEERING COMMITTEE

His Excellency Hon. Mwai Kibaki, President and Commander-in-Chief of the Armed Forces of the Republic of Kenya, appointed the following as members of the Anti-Corruption Campaign Steering Committee.

1. Mutava Musyimi (Rev) - Chairman
2. Lisa Karanja (Ms)
3. Karuti Kanyinga (Dr)
4. Rose Arungu-Olende
5. Ahmed Abdalla
6. Rhoda Wanja Thairu (Dr)
7. Lawrence Gikaru
8. Adan Wachu
9. Vincent Wambugu (Rev.Fr)
10. Ibrahim Omondi (Rev)
11. Shashikant K. Raval
12. Francis M. Nganga
13. Hassan Sheikh Ali
14. John Muriithi
15. Kimaiyo arap Segoo
16. Kamla Sikand (Mrs)
17. Sophia Lepuchriti (Ms)
18. Bishop Eliud Wabukala
19. Lucas Mboya
20. Dabar Abdi Malim (Dr)
21. Joy Asiema (Mrs)
22. Dorothy Angote, CBS The Permanent Secretary, Ministry of Justice and Constitutional Affairs
23. The Director, Polycarp Omolo Ochilo

4. EXECUTIVE SUMMARY

The Kenyan Gazette Notice No. 4124 spells out the mandate of the National Anti-Corruption Campaign Committee, with a total of seventeen activities listed in the Gazette Notice.

However, the committee's fundamental role is to undertake public education and awareness-creation against corruption. In fulfilling this key function, the committee is expected to seek to stigmatize corruption in Kenya as well as fundamentally change citizens' attitudes toward corruption. Similarly, it is expected that the committee, through its public education and advocacy, will be able to empower a number of stakeholders and institutions on issues of corruption as one way of enhancing the doctrines of transparency and accountability in governance.

The Kenyan Gazette Notice also provides that a quarterly progress report be given to the Patron. It is envisaged that the progress report will provide indicators on the various forms of pragmatic interventions against the anticipated results on the war against corruption. The scope of this report covers the periods between 1st August 2005 to 30th August 2006, which translates to four quarters.

Relevance Analysis of the NACCSC

The relevance of the National Anti-Corruption Campaign, public awareness, and advocacy against corruption is linked to the context in which it was formed as part of the overall legal and political reform

agenda for Kenya. The NARC government came to power on Zero Tolerance to corruption. It was elected on its promised commitment to fight corruption and restore integrity, economic growth, transparency, and accountability in the management of public affairs.

NACCSC's programmatic interventions are therefore critically aligned with the Government of Kenya Anti-Corruption Policies and Strategies to fight the vice. Creating awareness in the fight against corruption is critically relevant in Kenya today since, before the formation of NACCSC, there was no institution either in the public civil society or the private sector carrying out such a structured public campaign.

Efficiency Analysis

NACCSC has a well-intentioned and broad-based Steering Committee. Its membership is drawn from Public Service, Civil Society Organizations, and Faith based communities. All eight provinces of Kenya are represented. This diversity has given the committee professional strength, national image, and presence.

The mandate of the Committee is both broad and flexible. This enables the committee to deal with advocacy at various levels of the society. Furthermore, the work of the Committee is also facilitated by a few Professional Programme Officers at the Secretariat. The Exchequer provides the bulk of the funds to run the program and Governance Justice Law and Order Sector (GJLOS).

However, there are a number of structural, professional, and funding weaknesses that need to be taken into account. For example, analysis of the levels of funds programmatic consumptions indicates serious inadequacy in funding levels. The Exchequer is the chief source of funding of a NACCSC to the tune of Ksh 150 million, with Governance Justice Law and Order Sector (GJLOS) providing additional Ksh 77 million. However, this money cannot fund all the current programmes approved for implementation in the current financial year. Indeed a number of critical programmes have been approved for implementation but are pending due to financial limitations.

Similarly, the Secretariat is run by a number of seconded staff from other government ministries. This arrangement is wanting, as the loyalty of the staff may be with their parent ministries. On the other hand, the three Programme Officers and the Director cannot fully undertake advocacy of this magnitude as it requires constant professional intervention and holistic implementation at the same time. The increase of professional staff appears mandatory.

Chairman's Message

The Chairman's message in this report discusses the concept of corruption at various levels. He posits that corruption manifests itself nationally and globally, arguing that it is a dynamic process with far reaching social, political, and economic consequences to the citizens of this country. Central to his message is the premise that corruption creeps under the skin of our moral firmament and eats away what we

value most, robbing our people of resources, freedom, dignity, esteem, and self worth.

He links the war against corruption to the NACCSC's vision of the realization of a Kenya free from corruption and its mission of creating awareness on all aspects of corruption.

The Chairman has also looked at the significance of the committee's engagements with the public and civil society groups in a number of districts in Kenya. Invaluable lessons have been recorded from these visits to the field. His message also calls on citizens to play their part in the fight against corruption as an obligation to their country.

Programmatic Interventions

The body of this report discusses the various programmatic interventions undertaken by various Programme Officers, those being:-

1. The Directors Programmes
2. The Combined Directorate Programmes
3. The Finance and Administration Programmes
4. Research and Advocacy
5. Communications
6. Public Relations and Networks

The ongoing Director's programs include a planned research on the Constituency Development Fund (CDF) as well as two weekly television Programs:

- Assignment Kenya (1/2 Hour)
- Insights into Corruption (One Hour)

Additionally, a number of combined programs are planned. These are:

- Traveling Theatre
- Sports Sponsorship
- Establishment of Networks with a number of stakeholders such as schools, universities, and faith-based communities

The Finance Administration is undertaking a programme on resource mobilization and a Musical Road Show with circuit musicians and religious organizations.

A number of research programs have also been lined up. These will include a comparative study on Best Practices and the operation of Civilian Oversight Committees, the Integrity Torch Run, and the production of advocacy materials based on research findings.

The Communication unit will continue with campaign branding, communication audit, production of a newsletter – “*The Spider’s Web*”, media training and the establishment of the Association for Journalists Against Corruption.

The Public Relations through the office of the Director plans to produce a video and photo documentary, establish networks with district and provincial information officers, establish sports networks and faith-based networks and participate in Agricultural Shows in Kenya.

Districts Field Fact-finding Visits and Dialogue Encounters

The last section of this report covers details of our national field fact-finding engagements and dialogues with public officers and members of civil society groups on corruption related issues. The intention of these visits is to obtain first hand information on the extent to which corruption affects people in the grassroots, determine reasons why it takes place, and suggest fundamental solutions. These views have been drawn from leaders of religious organization, local authorities, NGO's, civil society, the business community and community-based organizations.

The outstanding corruption issues that are affecting a wide cross-section of this country, and related recommendations, are as follows:-

➤ **Issuance of passports and identification cards is problematic in most districts.** Lack of materials contributes to corruption, and citizens are forced to bribe in order to obtain these services. Loss of files (until a bribe is produced), delays and outright refusal to provide services are all cited frequently. Apparently the GoK does not treat registration of persons as seriously as it should, and the department is not well funded.

- It is suggested that there should be a nationwide government office to reorganise the public records-keeping with a view to computerising it in all departments. The government should ensure that materials are provided for the printing of ID cards.

➤ **Voter registration is a major concern.** Many members of the public register more than once in different constituencies so they can sell their votes, not realizing that computerisation has made it possible for the ECK to see that they have registered more than once.

- It is suggested that the ECK empower Kenyans to take part in the electoral process and conduct more aggressive voter education. The ECK needs to put in place modalities that will eliminate the selling of votes and cheating in the polling stations.

➤ **Land-related issues are paramount in many districts,** in some cases signaling the height of all corruption problems. There are reports of uncollected title deeds, non-issuance of title deeds, bribery required for land certificates, plots with several purported owners, inconsistency in land allocations, illegal land allocations, squatters, and interference from land-buying brokers, among others. Citizens are at a loss as to whether the Ndungu land report is to be implemented or not.

- Given the delicacy and proliferation of land issues in the country, there is need to harmonize all land acts in the country and computerise the lands registry. The Ndungu report should be acted upon or dismissed outright.

➤ **Major problems plague the education system,** with most districts complaining that although there is a ban on private tuition, it continues. In many cases it is the business of the head-teachers and District Education officers, and is “bleeding parents dry”. Teachers are

known to intentionally teach part of syllabus only in class, and require that the remaining parts be provided in tuition. Many contributions are extracted from parents, and monies given for various school provisions are pocketed by teachers and headmasters. Complaints also abound regarding distribution of the bursary fund and issuance of leaving certificates.

- It is recommended that the GoK review and restructure free primary education to make it more efficient, and seal loopholes for corruption. Instances of tuition should be dealt with severely. The constituency bursaries should be handled directly by the schools to avoid corruption at the committee level.

➤ **Rape and child abuse are major problems** around the country. There is half-heartedness in the prosecution and prevention of child abusers. They are often set free without any charges yet the child has physical wounds and is emotionally traumatised. Men often pledge to give maintenance for their children but pay less than they were required to.

- It is recommended that the GoK remove barriers that make it difficult to prosecute and charge child abusers, and enforce the laws that prohibit these offences.

➤ **Corruption in the traffic police is a recurring theme** in most all districts around this nation. Bribes to traffic police, particularly by *matatus*, are common at most road blocks and police check points. In certain areas, the “daily charge” that *matatus* pay to traffic police is

commonly known, even by citizens. Road carnage continues, as speed gadgets have been disabled or removed altogether.

- The GoK should initiate a system whereby traffic fines can be paid immediately at specific points, because usually it is the inconvenience of going to court or delays in the payment procedure that encourage corruption. It is recommended that those who inspect speed governors and that the police department (as well as all government institutions) must develop an in-house anti corruption charter that must be strictly adhered to.

➤ **Many people have information regarding corruption cases, but are afraid to speak.** Complaint boxes are under-utilized or non existent, and in the eyes of many, reports sent to KACC are simply not responded to. This has discouraged the general public greatly. Whistle blowers are not protected.

- It is suggested that the list of shame should be made public. Kenyans in general are highly desirous to see the perpetrators of grand corruption (in particular the cases such as Goldenberg and Anglo Leasing) prosecuted and sentenced for their offenses. There is also a need to protect those who report corruption cases.

➤ **Human - wildlife conflict is at alarming proportions** due to shrinking wildlife habitat and growing human population. Wildlife also kill livestock and destroy crops, with citizens receiving little or no compensation. Many cases of poaching go unreported.

- There is need to harmonise benefits accruing from tourism to benefit the local communities, and to deal with corruption in the Kenya Wildlife Service.

- **Many Kenyans see rules and regulations as a hindrance,** and are quick to avoid them through corrupt means.
 - Kenyan's attitudes towards the rule of law must be changed. In the ongoing battle to educate Kenyans, the issue of anti-corruption should be made part of the school curriculum. Anti-corruption education should be mainstreamed throughout the country to a level akin to the National HIV/AIDS campaign.

- **Illicit brewing is a problem in many districts** of Kenya. Kangaroo courts are set up by the police to handle these (and other) cases. Drug abuse and use of illicit brews has contributed to high school drop-out rates in many districts.

- **The dilapidated road system a great hindrance to development,** especially in certain districts in Kisumu and Nyanza. In extreme cases, money for road maintenance is misused simply because there are not roads to maintain. Weighbridges are a problem throughout the nation, and overweight vehicles have done serious damage to Kenya's roads.
 - It is recommended that mobile weighbridges be set up. More regular and thorough inspections on overloaded vehicles need to be done.

➤ **Relief food is problematic** in the districts where it is distributed. Food is being illegally sold by provincial administration to businessmen and illegally sold to intended recipients. Distribution of relief food discourages agriculture because the residents in areas where relief food is normally available prefer not to plant crops, even though they could do so in many cases.

- It is recommended that the GoK empower the northern and semi-arid regions economically and socially by providing material assistance and initiating irrigation and other development projects to help people become self-sufficient.

➤ **There are complaints country-wide that AIE's come too late**, sometimes only two weeks before the end of the year, encouraging corruption. Very often, this money is misused.

- It is recommended that payments of AIE's should be made in good time, and expenditure be thoroughly monitored.

➤ While the CDF and LATF funds have been very helpful in some districts, **there is a general disillusionment across the nation regarding the distribution of these funds**. There is corruption in CDF management, and those in the committees are not well trained. Many public officers and civil servants misuse CDF and LATF funds. Instances can be noted where personal development projects/ businesses/ houses have been built and established with the use of these public funds.

- It is the opinion of the committee that all devolved funds should be displayed in public so as to enhance transparency. There should be a need to provide evidence of completed CDF projects before the issuance of any additional (annual) funds. CAP 265 needs to be revised in this regard.

➤ **Kenya's border points are of major concern.** There are repeated cases of smuggling of maize, foodstuffs, *bhang*, *changaa*, illegal firearms, and other negative influences. Human trafficking is also reported at border points. A variety of repercussions occur such as unfair competition with local farmers, drug and human trafficking and escalated crime.

- There is need to sensitize border communities about the negative impacts of smuggling; the integrity committees that are doing this already need to be strengthened. Law enforcement agencies must be vigilant at border points throughout the country. The police at border points need vehicles, metal detectors and other necessary equipment to be able to combat the smuggling of arms, drugs and human trafficking that is rife at the border points.

➤ **Corruption in regard to environmental protection** is affecting many districts in Kenya, particularly in regard to protection of forests, pollution of lakes and misuse of water resources.

- NEMA should be empowered to carry out assessments and to educate the public about the negative effects of environmental

degradation, especially in the affected areas. Law enforcement agencies need to ensure that the environment is protected.

- Further suggestions include that ex-servicemen need to be monitored to curb crime, and a national listing of retired servicemen should be issued. Public officers need to be educated on financial management, because they do not prepare adequately for retirement and therefore tend to misuse public funds to their own advantage.

Effectiveness of NACCSC Programmatic Interventions

It is our considered view that the provision of structured information and advocacy against corruption is one of the most important tools in our hands. This is how Kenya will endeavour to change people's attitudes against corruption. Indeed, the immediate scientific study results bear this out. According to the National GJLOS survey released this month, of the total 12,000 households surveyed, 30% of them have endorsed the NACCSC as one of the most effective institutions in the fight against corruption. This result is significant given that the campaign has been active just over eight months since the launch March this year.

But a number of challenges still exist. For example, competition for turf in the war against corruption tends to scatter the collective effectiveness and synergy. Besides, NACCSC as presently constituted through a Kenya Gazette Notice, lacks strong legal backing. It is therefore critical that the committee and its programmes be given a

legal basis of existence through an Act of Parliament rather than the current mandate derivative from the Gazette Notice. An act of Parliament will enable the committee to develop a long term view and programmatic theoretical framework covering both short-term and long-term sustainable goals. A foundation of this nature will give NACCSC activities room for both vertical and horizontal integration into other existing or emerging programmatic interventions run by stakeholders and the Government.

5. THE CHAIRMAN'S MESSAGE

Corruption has existed with humanity for a number of years. It is a global problem. It is dynamic and continues to manifest itself in different ways in different parts of the world. Similarly, its effects in fragile economies such as ours is without any doubt extremely serious. Corruption affects politics, culture and our human dignity. In other words corruption robs us all!

Our mission as the National Anti-Corruption Campaign Steering Committee is to create public awareness on all aspects of corruption. NACCSC seeks to change the attitudes of Kenyans towards the vice. To achieve this mission, the Steering Committee developed a 5-year strategic plan, which seeks to harness the co-operative efforts of all the sectors and all the members of our society.

There are many reasons why societies the world over continue to fight corruption. The effects of corruption on the economy are now well documented. Across the spectrum of our economic life corruption operates like a tax. It leads to increased cost of doing business, since bribes are worked into the price of goods and services. Resources are diverted from interventions that could alleviate poverty to large capital expenditure projects, providing indescribable wealth to thieves and criminals at our expense. Put simply, this must stop.

It is instructive that Kenyans understand that corruption does more than make us materially poor, deplorable as this is. Corruption creeps

under the skin of our moral firmament, eating away at what we value most. It invites us to be part of evil, either as actors or by-standers. What is more, it changes our view of ourselves and in turn how others view us. Until recently, for example, it was common practice in the West to treat bribes given by Western companies to individuals in the developing world as tax-deductible expenditure. But the OECD Convention against Bribery in International Business Transactions and the UN Convention Against Corruption are beginning to redress the view that corruption is part of the business culture in the South. This illustrates the extent to which the world had begun to relate to us – as people living on the fringes and outskirts of mankind’s moral universe and sphere of dignity.

We therefore fight corruption not just because of the things it takes away from us – such as resources, livelihoods, and freedom – but for what it takes us to be: people lacking in values, dignity, esteem, self-worth and regard for our fellow Kenyans. This is not to say that there is something uniquely genetic about corruption in our part of the world. Instances of corruption are to be found wherever human beings dwell. But corruption thrives more where there is lack of freedom, lack of accountability, where information is scarce and where inequality is widespread. The government as the custodian of our collective interests has the primary duty and responsibility to address structural challenges that enhance corruption.

In regard to freedom, we need to accept the caution that freedom must be exercised responsibly. In particular, we urge the media to observe the fundamental tenets of professionalism, fairness and natural justice as they carry out their work. Equally, we urge the Government to protect our freedoms. It is better to err on the side of restraint and vulnerability than to be seen to err on the side of intolerance and brinkmanship. Let us respect and uphold the rule of law. The Government has a responsibility to ensure that the policy, administrative, legal and institutional frameworks established to combat corruption work well. We do recognise that recent developments signal a new and energetic resolve on the part of Your Excellency's Government to fight corruption. We urge you and your Government to remain steadfast in this course.

On their part, members of the public must become part of the solution to this problem. Political will is just one strand of the double helix that is necessary to keep the fight against corruption alive and robust. Public support is the other. The public has several roles in this fight, including: making the fight against corruption a public as well as a private cause, refusing to provide iniquitous solidarity to corrupt leaders, and developing a national ethic based on honesty, industry and intolerance of corruption.

Citizens must desist from paying bribes for services that are rightfully owed to them. Understandably, many of the petty bribes that members of the public routinely pay are coerced from them by public

officials. Nevertheless, if we do not make a stand against corruption, then we shall be conceding the proverbial inch that yields into a mile and inevitably the whole territory.

It has become politically fashionable in this country for individuals who are suspected of corruption to appeal for the support of their respective ethnic communities under the strange claim that the community in question is under attack. This is a hollow call. We should firmly reject it. Why is this invocation of ethnic protection only made with regard to theft of public resources, but not with regard to similar heinous crimes such as murder, robbery, and so on? The public should guard against being drawn into the criminal culpability of individuals even if these individuals are community leaders.

Connected to this ruse is a subject that our Committee continues to address, namely, the glorification of ill-gotten wealth. We have witnessed in this country the raising of wealthy individuals into iconic status, yet, the wealth being celebrated was acquired through means outside our known experience. Such individuals are held by some sections of our society as role models and are often elected to positions of authority to garnish their respectability. This is a tendency we should guard against. It makes popular the fallacy that in the pursuit of wealth, the end justifies the means.

We also believe that it is the duty of the public to protest, complain and campaign against corruption. The growing democratic space

provides them with an opportunity to do this. It would be appropriate to request that certain legal changes be made to support the hand of the public in the fight against corruption. In particular, we recommend the enactment of a Freedom of Information Law so as to create a more open Government and to protect those who 'blow the whistle' on corrupt acts. Further, the Government should develop an accessible framework that allows ordinary members of the public to track and monitor the use of funds allocated to districts and constituencies, as we have found this to be an area of great public frustration.

We further recommend that all possible measures be taken to isolate and drain corruption out of our politics. We say this because corruption and politics in Kenya are intricately intertwined.

The Government should enact a law to facilitate the funding of political parties from the Exchequer. This will ensure that the political parties operate openly and accountably. This will also reduce their reliance on corruptly obtained monies to fund their activities.

One of NACCSC's core mandates is to raise a wave of public anti-pathology against corruption as well as forge links between Government efforts and the public. In this regard our Committee will continue to carry out research activities, implement public awareness programmes, lobby specific policy focal points, and build links with stakeholders, partners and key collaborating institutions. We shall endeavour to discharge these mandates responsibly, fairly and to the best of our abilities.

We are aware that in executing these mandates we shall face difficulties, challenges and distractions. This is inevitable since corruption is a complex and deeply rooted phenomenon in our society. But we, as individuals and as a committee, cannot choose to just stand by or worse, to 'blame society'!

The NACCSC rightly believes that this fight is a fight for our country. And in this fight we need the efforts of all our countrymen and women. It is with this conviction we have as a Committee over and above our desk programmatic interventions, have taken up critical face-to-face engagements with public officers and representatives of civil society groups in the districts.

These field dialogue encounters have been extremely useful in locating local corruption issues and thinking ahead collectively with members of the public on how to tackle the vice. The levels of awareness and the positive response from the public is so far extremely good. The Committee has so far visited all the provinces in the country in which over sixty districts have been visited. The remaining districts will be covered between now and December 2006.

Let us as a country join together in this national vision of building a new Kenya free of corruption.

Signed: Rev. Mutava Musyimi
Chairman, NACCSC

6. THE DIRECTOR'S REPORT

Director – Mr. Polycarp Omolo Ochilo

Functions

- Provide leadership in the implementation of the national anti-corruption steering committee's mandate;
- Manage and coordinate the Campaign;
- Liaise with other Anti-Corruption bodies in implementing the nationwide strategy;
- Represent the steering committee corporately;
- Undertake research and liaise with other institutions to gather information relevant for the anti-corruption campaign;
- Prepare quarterly reports and any other reports to the Patron;
- Prepare briefs and reports to the Steering Committee;
- Ensure compliance with development partner guidelines and requirements on Anti-Corruption;
- Ensure media coverage;
- Prepare budgets and ensure efficient and effective management of resources;
- Manage human resources;
- Provide monthly financial summaries to the Steering Committee;
- Develop and implement monitoring and evaluation policies;
- In consultation with the Steering Committee and the Accounting Officer, negotiate contracts;

- Liaise with the Permanent Secretary Ministry of Justice and Constitutional Affairs on the implementation of government policies and programmes on anti-corruption.

DIRECTOR'S PROGRAMMES

Programme One: Electronic Media

Introduction

The centrality of the electronic media in our campaign has been identified as critical. The use of electronic media in particular will be key in the fulfillment of our core mandate of carrying out nation-wide public education and awareness campaigns that sees to stigmatize corruption nationally. We have therefore adopted the mixed media approach, using various forums of media within the three communication strategies that we have adopted:- Open Media Strategy, Integrated Media Strategy and Face to Face Communications. To begin, we have planned two television programmes and a radio show:-

1. Assignment Kenya – ½ hour weekly programme with Kenya Television Network. Transmission of 13 episodes will begin 3rd September 2006.
2. Insights into Corruption – 1 hour weekly programme with Kenya Broadcasting Corporation, the first to be transmitted 22nd October 2006.

3. *Maagano* Kenya – Radio Talk Show – to start before the end of the year.

Objectives

- To harness the effectiveness of electronic media in the anti-corruption campaign and advocacy for NACCSC
- To benefit from the reach effectiveness of television and radio
- To minimize communication gaps due to viewer and listener habits

Justification

Our campaign is primarily expected to change peoples' attitudes against corruption. The use of electronic media, given their reach effectiveness in terms of accessibility, affordability and the oral nature of radio, makes the contextual use of the two mediums both relevant and justifiable in a campaign of this nature.

Challenges - Planned but unachieved activities 2005/2006

We had planned to transmit a one hour Kiswahili Soap Opera on corruption, due to the wider use of Kiswahili in Kenya. Secondly, we had also envisaged the production of an interactive Kiswahili entertainment programme. Thirdly we had planned the production of Moot Court Drama Series on corruption in English. However, due to lack of funds these critical programmes are still on hold.

Future Activities

Subject to availability of funds, we plan to transmit the above listed TV and radio programmes. Furthermore, additional forms of communication interventions that give room for learning lessons, comparisons and cultural specificity will continue to be part of the programmatic interventions.

Conclusion

The use of electronic media will continue to be key in the campaign. Our strategy seeks to tackle the vice through the continuous provision of relevant information to the public.

Programme Two: Research on Devolved Funds

Introduction

One of the innovative methods for direct injection of funds to different constituencies under the NARC government is through the devolved funds. This entails direct transfer of money by the Exchequer to the constituencies to fund various development programmes based on the community priorities. These are:- The Constituency Development Funds (CDF), the Local Authority Transfer Fund(LATF) and the Rural Roads Networks Fuel Levy. The first planned study is on the Constituency Development Fund (CDF).

Objectives

- To undertake a comprehensive field study of the CDF covering between 50 – 100 constituencies.

- To generate empirical data on the Constituency Development Fund.
- To use this data to produce scientific based advocacy material on corruption-related issues to the Constituency Development Fund.

Justification

The Constituency Development Fund (CDF) has been and continues to be hailed by Kenyans as one of the most serious attempt by the NARC Government to tackle rural underdevelopment, poverty and social inequalities in Kenya. It is also seen as one way of empowering Citizens to decide on their own priority programmes as well as their implementation.

Yet, on the other hand, many CDF projects are riddled with corruption related problems in a number of areas such as funds allocation, management and utilization and the appointment of members of the fund. A scientific study relating to these and other areas is therefore justified.

Achievements - Planned and achieved activities – 2005/2006

The Terms of Reference for CDF study was done. A call for bids has also been done. A number of public and private institutions have submitted their proposals to enable them to undertake the study. The analysis of these bids is going on before the award is determined by the Ministerial Tender Committee.

Challenges - Planned but unachieved activities 2005/2006

We planned to undertake other studies on the devolved funds such as Local Authority Transfer Fund (LATF) and rural roads, networks fuel levy programmes. However, these projects have so far not taken off due to lack of research funds.

Future Activities

We believe that the two pending studies are critical given the importance the public seems to attach to them. Yet, at the same time there are a lot of allegations on the extent to which these noble programmes continue to be undermined by corruption. We therefore, still plan to undertake these studies subject to availability of funding in the future.

Conclusion

The generation of empirical data in a number of areas will continue to be critical in supporting our campaign and advocacy programmes. In turn this will enable us to develop relevant and culturally specific advocacy interventions based on our people's values and culture. This has the potential of enhancing attitudinal changes, ownership and levels of citizen's participation in the campaign activities.

Programme Three: Combined Secretariat Programmes

Introduction

A number of programmatic interventions will be jointly undertaken by all the Programme Officers at the Secretariat. These are over and above what various Programme Officers will undertake on their own as detailed elsewhere in this report.

The combined programmes are:-

- Traveling theatre
- Sports
- Clubs and networks
- Dance competitions
- Music
- Emerging new research issues
- Emerging contemporary corruption issues
- Design, production and packaging advocacy materials using the data from the baseline survey/research.
- Distribution of advocacy materials
- Establishment of institutional networks such as schools, colleges, unions, universities, women groups, etc.
- Collective publicity of baseline results with stakeholders, networks and the public.
- Holding of provincial symposiums on a number of identified anti-corruption related issues.

Objectives

Objectives, justifications, achievements, challenges, future activities and conclusions for each of the above programmes shall be developed at the diverse stages of implementations. Up to this stage, some have been earmarked for implementations such as integrity torch run, music and establishment of some initial networks.

7. FINANCE AND ADMINISTRATION PROGRAMMES

Programme Officer: Mr. G.D. Gathii

Functions

- Mobilize resources for implementation of the campaign
- Initiate policies on the management of administrative systems and standards for implementation
- Manage office services and the Steering Committee's assets
- In-charge of staff development and welfare programmes
- Coordinate the preparation of budgets and financial reports
- Analyze financial proposals for funding by the Steering Committee
- Develop mechanisms for monitoring the implementation of the steering committee's resources
- Advise the committee on finance and administration matters.
- Any other duties assigned by the Director.

Programme One: Resources Mobilization

Introduction

The Committee is expected to carry out nationwide public education and awareness campaigns that will require massive resources against a backdrop of general scarcity of resources and inadequacy of funds from the Treasury. There is also the dwindling willingness by bilateral development partners to fund some of the anti-corruption activities. The programme is therefore expected to devise strategies to raise sufficient funds to meet all the campaign activities expenses.

Objectives

- To obtain resources to support and fund all the planned anti-corruption campaign activities
- To provide administrative and logistical support to facilitate the implementation of the programmed campaign activities

Justifications

Corruption is deeply rooted in the country. Resources are required to undertake and sustain an effective nationwide anti-corruption campaign. The implementation of the campaign activities will also require careful planning and mobilization of all actors/stakeholders.

In order to achieve this, programmes activities shall be accorded proper facilitation and additional administrative/logistical support for effective implementation.

Achievements - Planned and achieved activities – 2005/2006

- Facilitation of the collation of the work of Programme Officers in the development and submission of costed campaign work plans to Treasury resulting in Kshs150 million being allocated
- Facilitation of the Secretariat's production of different fund raising proposals to other potential sources of resources (Kshs77 million availed by GJLOS).
- Facilitation of the Steering Committee's recruitment of senior officers; one Director and three Programme Officers in July-September, 2005
- Facilitation of the Steering Committee and the Secretariat in the procurement of various promotional materials and services e.g. t-shirts, caps, scarves and posters in July 2005 – March 2006
- Facilitation of the Steering Committee and the Secretariat's development and production of the anti-corruption handbook
- Facilitation of the Steering Committee and the Secretariat's development of the campaign website

Challenges - Planned but unachieved activities 2005/2006

The following activities, planned but not achieved, posed a challenge:

- Transfer of Secretariat staff sourced from other Ministries/ Departments to the Ministry of Justice and Constitutional Affairs
- Hiring of the Finance Officer; as a result, the Secretariat did not establish an accounting unit as planned
- Training of the Secretariat staff

Future Activities

The Programme aims at raising sufficient funds to fund all campaign activities and the Secretariat's recurrent expenditure through: -

- Preparation and submission of additional funding proposals to prospective donors
- Development of social marketing tools

Conclusion

Resources mobilization will remain key so that the campaign can be sustained. Similarly, facilitation and handling of the campaign logistics and facilitation of other desks will continue to be our priority.

Programme Two: Music Campaign Advocacy Programme

Introduction

In recognition of the power in music as a communication tool, the unit developed a musical campaign advocacy proposal that seeks to bring together both religious and secular musicians. The programme will involve composing songs that carry powerful anti-corruption messages.

Objectives

To involve musicians in each category in composing and recording one thematic song and ten anti-corruption songs; to perform in various venues including the "bussing" of corruption through road shows.

Justifications

Use of music is key in the fight against corruption in Kenya as it delivers strong messages that are easily retained. Religious and secular music has successfully been used as an advocacy tool in Kenya such as during the 2002 General Elections and in the recently concluded National Referendum.

Kenyans, who are the target audience, are predominantly Christians known to relate extremely well with religious matters. Music is therefore expected to provide bonding relations and lasting memories.

Achievements - Planned and achieved activities – 2005/2006

- Conception and development of the proposal
- Submission and approval of the funding proposal to the Governance, Justice, Law and Order Sector (GJLOS) Reform Programme
- Recruitment of consultant(s) to coordinate the events
- Placement of bids in the newspapers
- Analysis of the bids by the fund managers

Challenges - Planned but unachieved activities 2005/2006

The number of musicians in both categories who wished to participate in the music advocacy programme was very large. Therefore, significant challenges include:-

- Difficulties in the selection of musical groups and composers
- Studio rehearsals

- Recording of thematic songs and individual singles
- Concert style video shoot
- Production of audio cassettes and CDs

Future Activities

- Launch of the music campaign advocacy programme
- Participation by musicians in the “bussing” (road shows) of corruption in 16 routes covering the entire country
- Developing a proposal to study the legal and administration of justice system with a view of identifying factors that are fertile grounds for corruption.

Conclusion

The programme satisfactorily achieved the activities as expected including some that were unplanned. However, the reasons why some were not achieved were beyond our control at that moment. However, an effective follow up will be made in the next quarter.

8. RESEARCH AND ADVOCACY PROGRAMMES

Programme Officer - Mr. Micah N. Nguli

Introduction

The Research and Advocacy programme of NACCSC is charged with the responsibility of generating empirical data/information to create a deeper understanding of the concepts of corruption, thus enhancing the capacity of NACCSC in planning, designing and implementing a nation-wide anti-corruption campaign. To be able to discharge this responsibility effectively, the Research and Advocacy programme started implementing the research component of the programmatic interventions matrix developed in line with NACCSC's strategic plan, by providing oversight responsibility and, by direct involvement in the generation of both desk and field data.

Objectives

The objectives of the Research and Advocacy component of the National Anti-Corruption Campaign Steering Committee are:

- To conduct research and generate empirical data that will be used by NACCSC to develop the National Anti-Corruption Campaign Strategy and Advocacy Activities.
- To analyse and disseminate information gathered through research for consumption by the public and other interested stakeholders

- To generate data that can be used to build cases against corruption and for anti-corruption crusade everywhere, every time through advocacy
- To generate data which is culturally specific and contextually relevant for national advocacy campaigns

Justification

- Over the last few years, the abuse of public office for private gains has attracted renewed interests, both among academicians and policymakers. Several perception surveys have confirmed the high prevalence of corruption in almost all the sectors of the economy. According to the Annual Survey on Perceptions of Corruption in Kenya (2002) by the Anti-Corruption Police Unit, awareness and knowledge of corruption in Kenya is very high; 87% of the respondents were able to comprehensively define corruption and more than 96% were able to spell out the causes of corruption.
- The survey also indicated that majority of the respondents think that corruption is a major problem in Kenya (94.6%, n=1705). On the perceived rate of corruption, more than $\frac{3}{4}$ of the respondents believe that the current level of corruption in Kenya is very high (81%, n=1415).
- Corruption has continued to be entrenched in Kenya thereby, affecting all the sectors of the society as indicated by the analysis of reports and surveys.

- The empirical data generated by research is useful in informing decision making, planning and the production and distribution of communication materials. The formulation of policies and decision making can be futile exercises if not informed by research findings.
- In order to succeed, the National Anti-Corruption Campaign and Advocacy must therefore, be backed by empirical facts. Research will continue to play a very important role in providing NACCSC with facts on the status of corruption so that they can speak out against corruption with authority.
- The major advocacy strategies NACCSC will employ involve interaction, provision of information and collaboration with Kenyans

Achievements - Planned and achieved activities – 2005/2006

- ◆ To conduct the Baseline Survey to determine knowledge levels, attitudes and practices of Kenyans on corruption
- ◆ To conduct case studies on work done by others on corruption, identify opportunity structures likely to lead to corruption and give interpretation for purposes on internalization in the planning, designing and implementing anti-corruption campaign activities.
- ◆ To carry out an interim National Anti-Corruption Campaign Activities Impact Assessment
- ◆ To facilitate the professional production of bulk campaign materials nationally

- ◆ To generate data to inform the planning and implementation of the NACCSC activities and publicize and share the results of the Baseline Surveys and other studies with Stakeholders, networks and the public by way of seminars, publications and summary stories for the press.

Progress Report:

- **Desk Study:** Strategic Public Relations and Research Ltd undertook desk study with reference to bribery index, media reports and internet search on other relevant documents and materials.
- **Training Field Staff:** The team of field workers was given a two day training on the research tools and principles of field data collection
- **Pre-testing of the Research Tool:** Pre-testing of the Research Questionnaire was carried out and the results incorporated in the questionnaire
- **Phase I Research:**

The first phase of the Baseline Survey, covering five provinces was conducted between the 27th March and 3rd April, 2006. During the exercise, the Programme Officer was able to provide oversight supervision in all the five provinces.
- **Preliminary Report on the Baseline Survey on KAP study**

Strategic Public Relations and Research Ltd has presented the preliminary report on the Baseline Survey and is now finalising the report for submission.

Unplanned and Achieved Activities for the Year 2005/2006

- ◆ The development of the Research and Advocacy programmatic intervention matrix was carried out successfully
- ◆ Oversight responsibility in the organization of Integrity Torch Run for top athletes
- ◆ Coordinating the development of a concept paper on the establishment of “**Civilian Oversight Committees**” and collecting names of those who could be interested in joining the committees in various Districts in Eastern, Nairobi, Rift Valley, Central, Nyanza and Western Provinces

Challenges - Planned but unachieved activities 2005/2006

We have encountered some delays due to time taken by contracted organizations to interpret our mandate and functions and internalize them in implementing given assignments. Also there is mixed reaction from the public with some confusing the NACCSC for an investigation agency like KACC.

We were unable to carry out an interim National Anti-Corruption Campaign Activities Impact Assessment (plans are underway to carry out the impact assessment).

Future Activities

Research into corruption issues remains a very dynamic undertaking. It is the intention of the Research Desk to consider, develop and implement research projects as corruption issues are encountered.

This dynamism invites an open-minded policy to meet the challenges of fighting Corruption in a changing environment. Some of the future activities include:

1. To undertake a study on social and economic factors, ethnicity, diversity and corruption
2. To undertake a study on 'Best Practices' used by organizations to fight corruption

Conclusion

The Research and Advocacy programme desk is committed to the generation of empirical data for consumption by the public and in particular by NACCSC in the planning and implementation of her activities.

9. COMMUNICATION PROGRAMMES

Programme Officer - Ms Victoria Okumu

Functions

- To implement corporate communication of the Steering Committee
- To manage communication programmes on anti-corruption
- To initiate designs of the campaign and determine strategies with key elements such as
 - Themes, messages and streams
 - Objectives
 - Audience segments and their mobilisation
 - components
- To document and produce evidence-based periodic reports on the campaign and the dissemination of the same
- To monitor, evaluate and review communication programmes
- To manage the Documentation Centre
- To identify sector specific needs for anti-corruption programmes and formulate projects to enhance them
- Any other duties assigned by the Director

Programme One: Campaign Branding

Introduction

The anti-corruption campaign aims at bringing about behavioural and attitude change towards the vice among millions of Kenyans. Ultimately the campaign is aimed at stigmatizing corruption and wiping

it out through a social communications strategy supported by other approaches like law enforcement. The campaign's branding is invaluable as change will take some time to come following a number of sustained and well guided activities.

Objectives

- Provide an identity and positioning for the campaign.
- Enhance the campaign's acceptability, ownership and support.
- Leverage the campaign for growth and impact.

Justification

Given that the campaign is aimed at changing a trend in society that is ingrained and popular, it is envisaged that a few years of sustained communication will be needed before substantial success is realized. The branding enables utilization of multiple communication channels while maintaining clear identity of message source and thereby ensuring belief of content. Subsequent realization of goals for the campaign is therefore made possible.

Achievements

The campaign has been branded with a logo and a slogan in Swahili and English that urges participants to 'See Kenya through Proud Eyes' and to "Say 'no' to Corruption." Further translations will take place in order to enhance acceptance in the other regional dialects. This will be further enhanced by radio programmes which at the initial phase will be in ten different languages.

Promotional materials such as t-shirts, caps, scarves, and posters have been produced and distributed in all of the field visits. The recipients have included Government Public Officers at the districts, the DCs on behalf of their offices, and invited members from civil society groups. The numbers invited have been between 40 and 60 people. However, the numbers have in some districts been over 100 people. Some materials have also been given to heads of churches during our participation in Sunday services.

Challenges - Planned but unachieved activities 2005/2006

The concepts on phase two and three of the campaign relating to the campaign branding were developed by the advertising agency Saatchi & Saatchi. They were based on the themes of hope and comparative advantages the country would have if corruption were to be gotten rid of. Though approved by the committee, these were never produced due to budgetary limitations.

Future Activities

Seeking additional funds to enable us implement our new ideas identified in knowledge, attitudes, practices and behaviour patterns. Other emerging issues such as the Quick-wins and service delivery will also be implemented through the Integration Models Strategy.

Conclusion

The branding of the campaign will remain very key throughout the campaign. This will entail continued work with the identified

advertising ad agency on various themes and concepts development from time to time as a way of putting the campaign agenda in the public domain.

Programme Two: Communication Audit

Introduction

Communication audits are critical in determining message reach and levels of impact. They are also an effective way of quantifying appropriateness of communications styles and channels. The anti-corruption campaign will require periodic audits to ensure that messages have been transmitted and effectiveness of the channels employed during the life of the campaign analysed.

Objectives

- To provide information on the communication channels reach effectiveness.
- To establish points of entry for campaign management and issues requiring concentrated attention before and during the campaign.
- To give ongoing intervention direction as the campaign progresses.
- To serve as points of reference in campaign monitoring and evaluation.

Justification

The Communication Media Audit is justified by the fact that the media industry in Kenya has now grown in both broadcast and print. It is therefore important that a professional firm be given the responsibility

of monitoring the transmission of all our commercial broadcasts as per the media schedules. Similarly, communication audit is justified to the extent that it will generate empirical data relating to the various channels' reach effectiveness and their suitability for our various messages.

Challenges – Planned but unachieved activities 2006/2006

We planned to achieve a number of activities during the 2005 – 2006 year. Communication audits were one key entry point to our communication campaigns. However, these were not done due to budgetary constraints that did not allow us to implement phase two media interventions relating to TV and radio commercials. An informed comparative position on media reach effectiveness has therefore not been scientifically informed.

Future Activities

To structure and restructure the campaign with the monitoring of communication activities on a continuous basis in order to keep the campaign effective.

Conclusion

The Secretariat will continue to augment its campaign with information from the Documentation Centre and other resource centres. Communication audits from professional institutions will also be sourced.

Programme Three: Publication of Quarterly Magazine

Introduction

The campaign will benefit greatly from an agenda-setting regular publication with breaking news on corruption issues. It will not only provide a forum for professionals to share their views but also take the message to decision makers in different forums.

Objectives

- Publicize, analyze, interpret and record the campaigns pertinent corruption related issues.
- Garner support for the campaign.
- Set the agenda on the fight against corruption.
- Create awareness and educate various publics on corruption, governance and ethics issues.
- Seek to change people's attitudes and perceptions against corruption.

Justification

The quarterly magazine is the publicity tool and record for emerging issues on corruption. In addition it is an agenda-setter, reference tool and source of public debate on corruption issues. Its target market includes personalities engaged in anti-corruption work, decision makers in both the private, public and civic sectors. The target market in turn dictates that the 'Spider's Web' will serve as an aide to decision making on levels of participation in anti-corruption activities. At present there seems to be a dearth of such specialized magazines

dealing with corruption related issues. Its publication is thus justified to that extent.

Achievements - Planned and achieved activities – 2005/2006

Collection of articles is ongoing as is the design of the magazine and identification of contributors for the anti-corruption quarterly magazine, 'The Spider's Web'.

Challenges - Planned but unachieved activities 2005/2006

Bureaucratic processes leading to the publication and circulation of 'The Spider's Web' will require annual budgetary expenditure approval to ensure time production schedules. Development of a critical, yet, balanced and credible editorial policy will be needed to meet the professional challenges.

Future Activities:

Once the magazine is launched, there are possibilities of making it more regular and made available for a wider audience through increased circulation. It is envisaged that the magazine will in future provide interactive columns for comparative articles by various professionals interested in the discourse on corruption.

Conclusion

'The Spider's Web' is set to increase the quantity and quality of corruption-related reporting. The number of journalists interested in specialization within this field will also have space to publish their

articles. It is expected that 'The Spider's Web' will be one of the tools in Kenya on the discourse on corruption.

Programme Four: Radio Programmes in Local Languages

Introduction

The use of radio in the national anti-corruption campaign brings variety of presentation and tailoring the messages to a selected target audience who all share specific cultural practices and values. The programmes' content will be in the various local languages, which hopefully will enhance reach effectiveness and general comprehension of issues on corruption by the various targeted local communities.

Objectives

- To reach a majority of the Kenyan populace with corruption messages.
- To effect change of attitudes towards identified corrupt tendencies in specific communities.
- To attempt to bring Kenyans on one level on key corruption issues affecting the country.

Justification

Radio is habitual and interactive, making it practical as a campaign tool. The ease with which radio can bring a population onto one platform at a specified time, its affordability, and the fact that one can listen when undertaking other activities, has made it a priority choice as a tool in the anti-corruption campaign. Radio's immediacy, authority

and command of trust, combines to give it the best reach as a communication channel. In Kenya, radio covers 98% of the population. The use of regional stations is in step with Nelson Mandela's praise of the use of the mother tongue: 'When you speak to a man in English, you reach his mind. When you speak to him in his own language, you reach his heart.'

Achievements - Planned and achieved activities – 2005/2006

We held several meetings in the last quarter of 2005 with Kenya Broadcasting Corporation and Star FM Producers to discuss anti-corruption programmes production, formats and costs.

We have planned ten pilot 15-minute radio programmes in regional languages. The programmes in Maasai, Kikamba, Kimeru, Kiambu, Luo, Somali, Luhya and Kiswahili will cover corruption-related issues in a contextual format including:-

- Current issues on anti-corruption
- Agenda for the day/week/ month
- Awareness creators
- Service charters
- Human rights issues
- Testimonials
- Interactive reportage

Challenges - Planned but unachieved activities 2005/2006

The contractual obligations to engage radio producers and have their productions aired has been prolonged. Pilots have been ready and structures for subsequent programmes documented for execution. These delays were occasioned by the early closure of last financial year by May 30th. Bids were therefore time barred and proposals were to be re-submitted this year.

Future Activities

Kenya has 42 local languages. We have only been able at the moment to broadcast corruption messages in seven languages. Subject to availability of funds we plan additional programmatic interventions in the future. This will thus enhance wide use of local languages in our anti-corruption campaigns thereby widening our reach effectiveness.

Conclusion

NACCSC's decision to tap on the current radio's high percentage reach to the population in Kenya will be a big plus to the anti-corruption campaign. Our target audience will be able to not only receive messages but will in addition interact on a weekly basis and through radio stations of their choice on issues relating to corruption.

Programme Five: Media Practitioners Training Workshops

Introduction

The media are critical strategic partners to the anti-corruption campaign. Levels of professionalism and the dynamic nature of

corruption dictates that short or sometimes long courses be put in place to ensure that writers interested in investigative journalism are kept abreast with situational trends.

Objectives

- To establish linkages with media houses and journalists interested in corruption reporting
- To enhance the quality and quantity of corruption related media coverage.
- To provide networks and support avenues for journalists under duress following exposure of corrupt activities.

Justification

The media in Kenya are reputed as keen in the public policing of corruption and governance issues. Encouraging and supporting this culture will speed up the realisation of a corruption-free Kenya. Available evidence indicates that a sizeable number of media house institutions lack the tools with which to deliver objective reports from their stations of duty in addition to facing delicate issues relating to poor compensation for published works.

Through training, monthly speaking events, presentation of media kits and the establishment of an association some of the obstacles to enhancing the quality and quantity of investigative reports may be enhanced. NACCSC is making a contribution towards the realisation of this by establishing contacts and working relationships with bodies

such as the Kenya Union of Journalists, the Media Council of Kenya, Africa Union of Journalists and the World Bank Institute.

The media are sensitive and responsive to the investigation and writing on corruption issues including in the media itself. Organisations representing the media as named above will be contributors to the workshops and representatives have shown interest in the same. An initial workshop is scheduled for the last quarter of the year.

Achievements - Planned and achieved activities – 2005/2006

We have held a number of productive discussions with media representatives and professional organisations who are keen on training in investigative journalism. Initial contacts have also been made with the World Bank office in Nairobi for possible funding of future training.

Challenges - Planned but unachieved activities 2005/2006

Evidence on the ground indicates that practices leading to lack of trust for journalists, which in turn affect press freedom, continue to take root with both the law enforcers, the government and the journalists. Thus we planned to have all stakeholders dialogue and take responsibility for actions that threaten press freedom. However, this is on hold until the project takes off in this financial year.

Future Activities

We plan to hold regular monthly media symposiums on topical corruption issues. Additional professional skills training in investigative reporting at national, regional and internal levels have also been planned.

Conclusion

Increasing the level of professionalism and output of investigative reporting will stimulate a culture in Kenya where the media has taken the lead in policing issues relating to governance, ethics and corruption.

Programme Six: Association for Journalists Against Corruption

Introduction

Corruption fights back. Cases of maiming, confinement or threats leading to relocation due to extreme fear of the danger faced are common in Kenya. A strong association will give the benefits of shared experiences, pressure on authorities and minding each others' welfare.

Objectives

- To establish a professional association for collaboration on corruption reporting issues.
- To have in place a body that serves the interests of its members.
- To facilitate linkages with like bodies and members globally.

Justification

The critical role that the media plays in society to inform, educate and entertain the masses cannot be underestimated. The power of radio and television in mass mobilisation for a cause is a phenomenon with far reaching consequences as seen in the case in Rwanda, where radio was used to incite ethnic war. NACCSC is therefore working with media houses in the production of programmes for airing on a weekly basis.

There are also arrangements to host monthly talks that will lead writers to corruption related stories or identify with sources of such information. Some of these stories will also find space in the quarterly magazine of the NACCSC.

Training opportunities through workshops and seminars and conceptualization of courses of a longer duration is envisaged.

Achievements - Planned and achieved activities – 2005/2006

NACCSC planned to undertake training jointly with the Kenya Union of Journalists and the Africa Union of Journalists, both of which are highly keen in the development of platforms that will enhance investigative reporting.

Challenges - Planned but unachieved activities 2005/2006

Time taken to participate in some of the planned forums will be a challenge to journalists especially correspondents. Representations have already been received on sensitivity to remuneration and time

logged in the participation of investigative journalism enhancement. Issues affecting interested journalists who cannot be released by their employers is a factor being attended to.

Future Activities

Engaging media institutions, media owners and managers to sensitise them on allocation of more time, space and training to investigative reporting is to be addressed.

Conclusion

The media's critical position to the success of the anti-corruption campaign can not be over emphasised. The media is a key component of the fight against corruption and its active sustained engagement is deeply required.

10. PUBLIC RELATIONS PROGRAMME

Officer - Ms Faynie Mwakio

Programme One: Video Documentary and Photographs

Introduction

Under this activity, all NACCSC activities will be captured on video and still photography. These clips and photographs can be used for awareness creation, education, resource mobilization, research, and as a campaign tool. The video clips will be made into a documentary entitled "The Year in Review" which will show all the campaign activities undertaken so far, and the possible interventions taken to deal with corruption within different sectors of society.

Objective

- To build linkages with the various campaign programmes running under NACCSC.
- For documentation purposes.
- As a research tool to help develop appropriate campaign material.
- For resource mobilization.

Justification

The video documentary and photographs will greatly assist the campaign as they will depict in detail all activities covered, and the varied response from *wananchi* in different areas of this country. The documentary will be aired on selected television channels, where

Kenyans in other parts of the country will get to know how their counterparts in other regions are combating corruption. This will serve as a campaign tool as well as information to *wananchi* on how they can effectively partner with NACCSC to fight corruption.

Achievements - Planned and achieved activities – 2005/2006

- The taking of still photographs of the pre-launch, launch and post-launch activities e.g. field fact-finding encounters, capacity building workshops attended.
- The video-taping of similar activities as above in over 60 districts
- The verbatim recording of the same activities as above.

Challenges - Planned but unachieved activities 2005/2006

Several critical problems facing the programme, including;-

- Under funding
- Lack of facilities such as appropriate cameras and tape recording equipment.
- Inadequate human capacity – hence the need to outsource personnel such as cameramen and photographers.

Future Activities 2006 – 07

These will include sending photographs and video clips out to the media houses for use in articles and programmes tailored to reach out to all Kenyans so as to cultivate in them a positive culture of shunning corruption.

Conclusion

It is expected that with documentation of the entire campaign launch activities, NACCSC will be able to keep good records of this process that can be used for further awareness creation, education and fundraising for future activities. It is further envisaged that once the programme is implemented, there will also be increased vocalization of anti-corruption messages by all Kenyans, reduced corruption levels countrywide, increased funding of NACCSC by stakeholders and donors and an enlightened citizenry on anti-corruption matters.

Programme Two: Networks with District and Provincial Communication Officers

Introduction

The District and Provincial Information Officers are useful tools for the dissemination and collection of feedback from *wananchi* on anti-corruption material and information. These offices, under the Ministry of Information and Communication, are situated in all major towns of district and Provincial headquarters. This means that they are uniquely placed at the grassroots, where they can effectively interact with Kenyans of all communities. Being Government-owned, these offices are expected to greatly assist NACCSC at minimal cost, to expound on Government policies and objectives without any prejudice.

Objectives

- To establish networks with the District and Provincial Information Offices through the Kenya News Agency (KNA)

- To establish feedback mechanisms between NACCSC and the District and Provincial Information Offices
- To enable anti-corruption material and messages to be distributed to *wananchi* as well as enable feedback on the same to reach NACCSC for necessary action.

Justification

Under the District and Provincial Information Offices, staff members collect and disseminate news items through the Kenya News Agency (KNA) and the rural-based publications in various towns of this country. They also screen documentaries and educational films countrywide through the Mobile Film Unit. These established systems can be fully exploited by NACCSC where anti-corruption material can be tailored to fit particular communities and is disseminated to them through these publications. The recipients can use the same forum to give their feedback on the same.

Achievements - Planned and achieved activities – 2005/2006

So far, efforts have been made to contact the Provincial and District Information Officers in Coast, Nyanza, Western and Rift Valley provinces in order to jointly work out modalities of establishing these crucial networks.

Future Activities

- Establishing contact with the remaining Provincial and District Information Officers

- Focus group discussions and training for KNA staff to be involved in the network system.
- Equipping them with the material and information for use in spreading the anti-corruption messages.
- Visiting these stations to ensure the material is distributed accordingly.
- Supplying KNA and rural newspapers with data and information on NACCSC activities.
- Monitoring the distribution and feedback channels for ease of communication and to clear any unforeseen hurdles that may be encountered.

Conclusion

From the above, it is clear that NACCSC will greatly benefit from partnering with these offices to make use of the already established networks at the grassroots, to reach *wananchi* and to hear directly from them. Once in place, it is envisaged that the following will be achieved:-

- More well-informed news articles in both KNA and the rural newspapers.
- Increased visibility of anti-corruption material and messages in all parts of the country.
- A well-established and reliable network through which anti-corruption material and messages from NACCSC can reach *wananchi*.

Programme Three: Sports Networks

Introduction

Kenya is a sporting country and has won worldwide acclamation through its many sportsmen and women who have excelled in different fields over the years. NACCSC can use these personalities to help spread its policies. Similarly, sponsorship of tournaments in schools will bring together large audiences who can be sensitized on NACCSC activities.

Objectives

- To sponsor targeted sportsmen and women in this country who will partner with NACCSC in effectively spreading anti-corruption messages through their sporting activities.
- To sponsor specific tournaments where the activity venues will have anti-corruption messages.
- To distribute IEC material and messages during these tournaments.

Justification

If exploited, this avenue is guaranteed to reach a wide audience as many Kenyans indulge in various forms of sporting activities as well as closely monitor and love to watch these activities where possible.

Achievements - Planned and achieved activities – 2005/2006

Efforts have already been made with the Provincial and District Sports Officers in Western, Coast, Nyanza and Rift Valley provinces to help in

the establishment of networks. A survey of the areas mentioned was carried out late last year to work out priorities in which sporting activity can be undertaken in specific areas.

Challenges - Planned but unachieved activities 2005/2006

We had planned to sponsor some selected sports tournaments at national, provincial, constituency, district or even village levels. There was also the 'NACCSC Anti-corruption Cup' to be contested over. Similarly, we had planned to use sporting venues and selected sportsmen and women as ambassadors to spread anti-corruption messages during specific sporting activities. However we were unable to undertake these activities last year due to budgetary constraints.

Future Activities

We plan to create well defined links among all of our primary, secondary and potential networks. Additional efforts will be put in place to seek sponsorship for some of our activities.

Conclusion

Harnessing the sporting potential in this country is an added advantage in the war against corruption, as many Kenyans involve themselves in varied sporting activities during their leisure time. At the same time, many other Kenyans are increasingly using sports as a means of livelihood, hence NACCSC will be able to reach them through this avenue and involve them in the noble fight against graft.

Programme Four: Faith-Based Networks

Introduction

A large majority of Kenyans regularly visit either churches, mosques or temples where they listen to their leaders expound on religious issues. Most of these faith-based organizations have different sub-groups such as women and youth groups. These organizations also have choirs, sporting and drama groups which periodically compete with other similar groupings in tournaments aimed at spreading the religious messages and creating further cohesion amongst the faithful. These groups are thus critical for our advocacy needs.

NACCSC therefore, can use these groups to help spread anti-corruption messages by both sponsoring these tournaments and involving the religious leaders in talking to their faithful on anti-corruption matters.

Objectives

- Sensitize spiritual leaders to include anti-corruption messages in their sermons.
- Sponsor faith-based choirs, sporting or drama groups where anti-corruption messages will be expounded.
- Use the venues to display NACCSC messages and IEC materials.

Justification

The large number of Kenyans who visit religious centres tend to believe wholeheartedly in what they hear from their religious leaders.

If NACCSC can partner with these organizations, then anti-corruption messages will easily reach many.

Achievements - Planned and achieved activities – 2005/2006

- Establishment of networks with the Anglican Church of Kenya (ACK)
- Discussions and analysis of proposed partnership with various faith-based institutions

Challenges - Planned but unachieved activities 2005/2006

- Establishment of networks with other faith-based organizations.
- Sponsorship of sporting tournaments such as basketball, athletics, and netball for various groups.
- Sponsorship of drama and music festivals for the religious groups.
- Use of these events to talk about anti-corruption and display appropriate messages and material.
- Encouraging preachers to include anti-corruption messages in their sermons.

Future Activities

Attempts will be made to accomplish the already identified five challenges listed above. We shall also continue to encourage continued constructive engagements with Faith-Based Organisations on the various emerging corruption related issues.

Conclusion

From the above, it is clear that if NACCSC partnered effectively with these organizations, more Kenyans will receive anti-corruption messages, thus enabling them to increase their awareness levels and empower them to fight the vice. These in turn have potentials of creating;-

- Effective participation and partnership of NACCSC with faith-based organizations countrywide.
- More Kenyans reached through this avenue by NACCSC with anti-corruption messages.
- Increased vocalization and awareness of anti-corruption messages in churches, mosques, and temples etc.

Programme Five: Agricultural Shows of Kenya and other Exhibitions

Introduction

Different categories of Kenyans periodically visit ASK Shows and other exhibitions to equip themselves with emerging techniques and view existing opportunities in various fields. These venues will also be used to show Kenyans the strides made by NACCSC in the fight against corruption and to distribute advocacy material.

Objectives

- To use the venues in displaying NACCSC messages and IEC materials.
- To sensitize and educate *wananchi* on anti-corruption matters.

- To update them on changing anti-corruption trends and how to counter them at their own levels.

Justification

Anti-corruption messages and material will be tailored to fit these specific occasions so that the participants can easily absorb the details. The material will include photographic displays, publications, and other appropriate thematic messages aimed at enhancing anti-corruption awareness levels of those visiting these shows.

Achievements - Planned and achieved activities – 2005/2006

- Production of NACCSC anti-corruption messages on big display boards.
- Production of NACCSC's Steering Committee brochure on its mandate and activity summary
- Production of the district fact-finding and dialogue forums and pending ones. The details are marked on the map of Kenya.
- Participation in the 2006 Nairobi International Show together with the Ministry of Justice and Constitutional Affairs.
- ASK shows in various towns of this country.

Future Activities

- ASK shows in various towns of this country
- Participation in national activities like the United Nations Anti-Corruption Day celebrations.

- Active participation in other exhibitions where participants can receive material and information on NACCSC activities.
- Distribution of advocacy/IEC materials.

Challenges - Planned but unachieved activities 2005/2006

We had planned to participate in all the Provincial shows in the country and to produce various forums of advocacy materials to be distributed during these shows. However, this was never achieved due to the limited budget that the Exchequer was able to approve for the committee during this financial year.

Conclusion

Shows and exhibitions are used the world over by various organizations to showcase their activities while at the same time sensitizing and educating showgoers on emerging new trends and activities. NACCSC shall use this effective means of reaching out to large, diverse audiences in various parts of this country. Once implemented, the following will be achieved;-

- Increased awareness and participation of more Kenyans in the fight against corruption.
- Effective use of shows and exhibitions by NACCSC to display its messages and activities.

11. DISTRICT REPORTS

Districts Field Fact-finding Visits and Dialogue Encounters

In an attempt to link the on-going anti-corruption campaign programmatic interventions with practical activities and events in the field, NACCSC commenced field fact-finding visits and dialogue encounters all over the country. The primary objectives are to establish:

- ◆ Corruption experiences in the districts
- ◆ Reasons why they take place
- ◆ Suggestions for fundamental solutions

These views have been sought from both public servants and local leaders drawn from the following organizations:-

- ◆ Religious Organisations
- ◆ Local Authorities
- ◆ Non-Governmental Organisations
- ◆ Civil society
- ◆ Business Community
- ◆ Community-Based Organisations

The encounters have been strategically implemented as a way of establishing campaign presence in the districts creating partnership with the public servants and the leaders. They have been fundamental in introducing the Committee's mandate, strategic programmatic interventions and way forward. The encounters have also provided the single most important opportunity for both the members and staff

to obtain first hand information on the extent to which corruption affects people in the grassroots, the dynamism and emotional sensitivity held by the public against the vice and what they think can be done about it.

At the programmatic levels, however, the encounters were integrated into our interventions as part of the over all 2006 – 07 performance contract for the Ministry of Justice and Constitutional Affairs.

Some of the critical corruption issues that were raised by members of these groups in different districts in the all the eight provinces are given in Appendix I.

Based on the information gleaned from these fact-finding visits, it is clear that there are some recurring corruption-related problems in many districts of Kenya. These cross-cutting issues, together with a summary of recommendations given by leaders and civil society, are given in Appendix II.