



# THE BROOM

THE NATIONAL ANTI-CORRUPTION CAMPAIGN STEERING COMMITTEE (NACCSC)

## INSIDE THIS ISSUE

- Sensitization And Capacity Building For 'Drivers Of Public Participation' in Nyeri County
- Use of Radio To Raise Anti-Corruption Awareness At The County Level!
- NACCSC Capacity Building Workshop for CDFCs and Chiefs in Embu County
- "Moving The Masses" Multi-media Campaign Programme Makes A Comeback

## Use of Radio To Raise Anti-Corruption Awareness At The County Level!



H.E. Eng John Mruttu, Governor of Taita Taveta County flags off a caravan during the launch of the three month Mwanedu FM radio campaign collaboration between NACCSC and the County Government. Photo/Faynie Mwakio

[www.naccsc.go.ke](http://www.naccsc.go.ke)

### CONTACT US

National Anti-Corruption Campaign Steering Committee (NACCSC)  
Cooperative Bank House,  
Haile Selassie Avenue 11th Floor,  
P.O Box 72546 – 00200 Nairobi  
Tel: +254-020-316272, 250317  
Fax: +254-020-313673  
Email: [info@naccsc.go.ke](mailto:info@naccsc.go.ke)

The fight against corruption has moved several notches higher as the National Anti-Corruption Campaign Steering Committee (NACCSC) has engaged County Governments in anti-corruption awareness creation and sensitization activities. Residents of several Counties now have a unique opportunity to add their voices to the campaign against corruption via local FM Radio stations.

NACCSC is mandated to undertake nationwide public education, sensitization and awareness creation campaigns aimed at effecting fundamental changes in the attitudes, behavior, practices and culture of Kenyans towards corruption. To actualize this mandate, NACCSC must partner with other organizations and work closely with them to target diverse audiences with messag-

es that are tailor-made for them.

NACCSC conceptualized a nationwide radio campaign to accomplish their mandate. The campaign which is jointly implemented with the County Governments is undertaken through live radio transmissions slated at prime time when a large number of Kenyans are available to listen and contribute to the programme. One objective is to create awareness and understanding of corruption as a vice, its different forms, manifestations and effects. Another objective is to sensitize the public on the numerous efforts to curb corruption including the role of NACCSC, County Governments and other bodies. Here, the role of each individual must be emphasized as it is key in forming our attitudes, behaviour and eventually our actions towards the vice of corruption.

Another objective of the radio campaign is to mobilize the public to actively participate in the campaign against corruption. The Constitution of Kenya (2010) empowers citizens to fully participate in decision-making on governance issues that directly affect them. Public participation is a process through which stakeholders input control over development initiatives, decisions and resources which affect them. The stakeholders, in this case wananchi, influence policy formulation, alternative designs, investment choices and management decisions affecting their communities.

The radio campaign also intends to move the public take action against corruption. This includes refusing to participate in corrupt activities, reporting incidences, recording statements and giving evidence in courts of law, among other activities. All these are aimed at roping the public into the fight against corruption.

Why would NACCSC want to reach people through radio programming? There are many reasons, the first being that most Kenyan households already own a radio. It is the most common medium of mass communication in the Country today. Many Community and FM Radio stations have also sprung up and cover most areas of the Country, broadcasting in local languages..

For an individual to change his attitude and ultimately their behaviour towards corruption, one must understand that behavioural change is a long-term process. It is therefore a challenge to re-orient those already engaged in corruption, hence the need for diverse methods to reach all people. Using radio is one of the best methods to engage with the Kenyan at the grassroots level,

especially since it is interactive.

Once sensitized, the members of the public are expected to join in the fight against corruption, and help secure a corrupt-free future for themselves and generations to come. On 4th March, 2013 Kenya embraced a new system of governance – the Devolved Government. It is important that we have good implementation from the start. Those Counties that embrace corruption will, in a very short period, be poorer than they were before, while those that will shun corruption will prosper. Hence the need to create awareness, sensitize and empower all Kenyans on corruption issues

Once enlightened Kenyans will, hopefully, demand for accountability forums where their leaders regularly report to them regarding the use of the resources. The radio programmes will give listeners a forum in which to share common corruption issues and suggest solutions to their County Government.

So far, NACCSC has successfully implemented a radio campaign with five Public Universities that sought to engage with the youth and help them understand what corruption is. NACCSC expects that once these sensitized youth get into positions of authority, they will shun corruption and use those positions to benefit the Citizenry they shall serve.

Kenyan youth form a large, formidable portion of the country's population that is often neglected in terms of their say and contribution to crucial national issues affecting them. NACCSC recognizes their potential and unique position in society, and will continue designing activities that will involve the youth in the campaign.

The universities involved in the four-month radio campaign

were:-

- Kenyatta University, Thika Road (KU 99.9 FM)
- Maseno University, Maseno (Equator 98.1 FM)
- Masinde Muliro University of Science and Technology, Kakamega (103.9 MMUST FM)
- Egerton University, Njoro (Egerton 101.7 FM)
- Multi-Media University of Kenya, Mbagathi (MMU 99.9 FM)

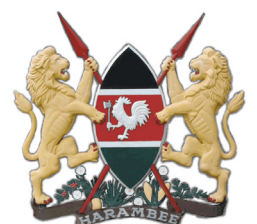
An estimated 100,000 people including students, teaching and non-teaching staff and the local communities were reached through the five stations each week. A total of 1,000 assorted IEC materials were distributed to the listeners as an incentive to tune-in regularly to the weekly programmes. The activity was highly successful judging from the many interactions with listeners who expressed keen interest in fighting corruption.

Currently, NACCSC is transmitting similar programmes through Mwanedu FM (Taita-Taveta County); Mwariama FM (Meru County) as well as Nosim FM and Mayien-ga FM. Nosim FM broadcasts in Ki-Maasai and covers the larger Kajiado, Narok, Ngong and Trans Mara regions with a listener base of some 1.9 million people. Mayien-ga FM has an even bigger listener base that comprises Kisumu, Siaya, Homa Bay and Migori Counties as well as Rarieda, Ndhiwa, Malaba, Busia, Kitale, Eldoret and parts of Rift Valley and Western regions.

It is the desire of NACCSC that all Kenyans join the fight against corruption and particularly support the sensitization and awareness creation campaigns. We all must embrace our individual role. The campaign against corruption is on and it must be won!



## National Anti-Corruption Campaign Steering Committee



# Sensitization And Capacity Building For 'Drivers Of Public Participation' in Nyeri County



Mr Gathii AG, Director, NACCSC in a Drivers of Public Participation training in Nyeri County. The drivers were being sensitized on what action to take when faced with corruption as they undertake their daily duties. Photo/Faynie Mwakio

Nyeri County recently became the first County in Kenya to undertake joint grassroots capacity building and sensitization workshops on corruption prevention in collaboration with the National Anti-Corruption Campaign Steering Committee (NACCSC).

The two-week activity held in each of the eight Sub-Counties drew participants from the Provincial Administration, the County Government and members of the public elected from each Ward. At the end, 1,298 people were successfully educated and sensitized on various topics geared towards empowering them to actively participate in County decisions at the grassroots level.

Among the participants, 1,255 of them are known as 'Drivers of Public Participation' (DoPPs) who are members of the public elected from sub-location level. Their duties, among others, include aiding the County Government to mobilize community members for public barazas, publicize Government events, disseminate reports to the public and receive public views on various issues pertaining to the County Government. More importantly, they are to ensure that area residents par-

ticipate fully in decision-making on important development agendas.

NACCSC members served as the main resource persons in the workshops alongside personnel from the Kenya Law Reform Commission mandated to undertake sensitization on public participation. The workshop's curriculum covered extensively the skills to mobilize citizens; legal provisions supporting public participation, and the manifestations, effects and actions of corruption among other topics. Participants were reminded that public participation is a Citizen's right by law and that they must disseminate the right information to wananchi to enable them to make the right decisions on issues affecting them.

NACCSC viewed the workshops as an opportunity to effectively fight corruption in Nyeri County through this grassroots structure. On their part, the County Government of Nyeri established this body to ensure public participation, education and empowerment within Nyeri County as per the Action Plan (D) in the implementation of the Constitution. This body was developed as a more efficient way to pass information to County residents, as op-

posed to the use of public media.

Speaking in Karatina town during the workshop for Mathira East Sub-County, Nyeri County Deputy Governor Samuel Wamathai challenged County residents to take up their role of public participation as enshrined in the Constitution, and hold their leaders accountable for meaningful development to be realized in the County. He said it is the duty of all patriotic Kenyans to ensure that funds allocated to the Counties are utilized diligently in projects and activities that have been prioritized by the residents.

He said it was important for residents to acknowledge the enormous power bestowed upon them by the Constitution, noting that no development in the Counties can be undertaken without the full knowledge and participation of members of the public. The Deputy Governor urged them to shun corruption and report all unethical practices to relevant authorities so that the County can achieve its development agenda within the allocated budget.

Earlier, the NACCSC Team Leader Kimaiyo arap Sego said the DoPPs are useful instruments in mobilizing public participation

at the grassroots level in order to fight corruption in all sectors of society. He commended the Nyeri County Government for initiating the DoPPs concept that has brought together all actors from the National and County Governments to forge a common understanding of the major tasks ahead of the devolved Government, and urged them to work together with wananchi to jealously guard against any misuse of public funds.

Speaking in Naro Moru town during the sensitization of Kieni East Sub-County DoPPs, NACCSC Member Mr Francis Ng'ang'a said Kenyans must take keen interest in the utilization of devolved funds and ensure they are put to the intended purpose. He said it is only then that they can expect prompt service delivery from their leaders. He also urged

Kenyans to respond positively to calls for their input and participation in matters that directly affect them at the County level, for effective devolution to take place.

The Nyeri Deputy County Commissioner Mr Daniel Ondabu lauded the empowerment of wananchi at the grassroots level saying this will enable leaders and residents to speak in one voice as far as the County development agenda is concerned.

He noted that corruption is a major setback to development, and urged all to speak out against any actions that may lead to the misuse of public funds. The Deputy County Commissioner noted that meaningful development can only be realized when member of the public participate at all levels.

Thanking NACCSC, participants said they were now in

a position to successfully mobilize stakeholders to influence policy formulation and management decisions affecting local communities. They pledged to ensure Nyeri County is a shining example to other Counties as far as public participation and fighting corruption are concerned, leading to exemplary service being offered to the residents.

The eight Sub-Counties in Nyeri County include Othaya, Mukurweini, Kieni East, Tetu, Kieni West, Mathira West, Mathira East and Nyeri Town Sub-Counties. NACCSC will roll out this capacity-building in other Counties in the next financial year.

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## NACCSC Capacity Building Workshop for CDFCs and Chiefs in Embu County

Pursuant to the partnership and in recognition that corruption is a major threat to devolution, the National Anti-Corruption Campaign Steering Committee (NACCSC) and the Mbeere District Anti-Corruption Civilian Oversight Committee (DACCOC) recently held a capacity building activity to support the Constituency Development Fund (CDF) committee members, Project Management Committees (PMCs) and Chiefs with tools necessary to effectively fight corruption as they discharge their duties. In particular, the central role the participants will play in mobilizing the public to participate in public affairs is critical to enhancing accountability and transparency that will result in the success of the County Government and devolution in Embu. NACCSC anticipates that after the workshops, these groups will be ready to work with NACCSC by incorporating anti-corruption strategies in their mandate and day-to-day activities.

This one-day workshop was held on Tuesday 17th June, 2014 at the Kenya School of Govern-

ment, Embu. The 150 participants were equipped with skills to mobilize citizens to participate in the management of public affairs, disseminate information to the public and obtain feedback. Participants were also sensitized on the project cycle and the attendant corrupt practices. This will enable them to identify corruption, know its manifestations, its effects and actions that should be taken individually and collectively whenever we come across corruption.

To facilitate the implementation of campaign activities, NACCSC established 21 District Anti-Corruption Civilian Oversight Committees (DACCOCs) in the period 2007 – 2010 covering 19 Counties countrywide. It also employed District Anti-Corruption Coordinators (DACCs) to support DACCOC activities. The DACCOCs were founded on participatory involvement of members of the public and provide the necessary infrastructure for Kenyans in the campaign against corruption. They play a crucial role in the war against corruption, particularly in

mobilizing the public as effective watchdogs of the public good.

Efforts are at an advanced stage to transform the DACCOCs into County Anti-Corruption Civilian Oversight Committees (CACCOCs) to enhance their capacity so that they can cover entire Counties. CACCOCs will be critical in ensuring that the funds being channeled to the Counties are utilized efficiently and in a transparent and accountable manner.

It is important that each individual Mwananchi takes keen interest in the utilization of public/devolved funds and jealously guards against its embezzlement, mismanagement and theft by those in positions of responsibility. It is equally important that we all realize that each one of us has a crucial contribution to the fight against corruption and should therefore stop pointing fingers at institutions and individuals in positions of responsibility to eradicate it. At all levels, we can fight corruption and the beginning point is "me and you."

# “Moving The Masses” Multi-media Campaign Programme Makes A Comeback



Participants during the “Moving The Masses” programme at the Kenya Broadcasting Corporation, Nairobi. Photo/Faynie Mwakio

Due to public demand, Season Four of the exciting, interactive multi-media anti-corruption programme “Moving the Masses” will soon hit the Kenya Broadcasting Corporation (KBC) Channel One television screens. The programme premiered on Sunday, 1st June, 2014 and will simultaneously be transmitted through Radio Taifa every Sunday for the next 13 weeks. The guest list reflects the new crop of leaders that have emerged in the country following last year’s General Elections. Based on the theme “Fighting Corruption: My Responsibility!” (“*Kuanga-miza Ufisadi: Jukumu Langu!*”), the one-hour interactive programme will feature a new segment that will dwell on values as espoused in Chapter Ten of the Constitution of Kenya (2010).

This multimedia values-based campaign is aimed at creating awareness and sensitizing members of the public on National Values and their relationship with corruption. It will seek to create awareness and an under-

standing of National Values and their interface with corruption, plus encourage the public to embrace these values and actively participate in the campaign against corruption. The programme audience will be shown the negative effects of ignoring the values as well as steps they can take to ensure the National Values are followed. The ultimate objective is to move the

*The multimedia values-based campaign is aimed at creating awareness and sensitizing members of the public on National Values and their relationship with corruption.*

public to the level of taking action against corruption by refusing to participate in corrupt activities, reporting incidences, recording statements and giving evidence in courts of law, among others.

The programme host, Prof. PLO Lumumba, making a comeback to the screens, will help make it explosive and incisive as

he delves into the corruption issues in Kenya’s devolved system of governance. Prof. Lumumba will steer Kenyans through 13 episodes of this programme and help keep the anti-corruption campaign alive and current.

For three months, the programme will air on KBC radio and television every Sunday between 5.00pm and 6.00pm while a repeat will be aired on Tuesdays at 9.45pm. Kenyans are encouraged to tune in and make their contribution in the fight against corruption by holding their leaders accountable on issues directly affecting them. As per the Constitution (2010), Kenyans are empowered to input control over development initiatives, decisions and resources which affect them. This will help them influence policy formulation and management decisions affecting them at the County level, thus help Devolution take root on the right foundation.

Tune in to KBC and make your meaningful contribution via Facebook page [naccsc.com](http://naccsc.com) and on the Twitter handle @naccsc.



Everyone says corruption is everywhere,  
but for me it seems strange to say that  
and then not try to put the people guilty  
of that corruption away

By Alexei Anatolievich Navalny

Alexei Anatolievich Navalny is a Russian lawyer, political and financial activist, and politician. He is a critic of political corruption in Russia.

How are you fighting corruption?  
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