



# Union Election Commission

## Voter Education: **Inclusive Electoral Literacy** through informal education channel



# Information Included in Voter Education



- Voting Rights and Responsibilities
- How to Vote
- Voter Registration Procedures
- Electoral Events (ie Voter Registration period and Election Day)
- Inclusion of women, ethnic minorities, and persons with disabilities in the electoral process
- Transparency and credibility of elections
- Government System
- Electoral System





# Voter Education Materials: Voter List Displays



ရွေးကောက်ပွဲတွင် မဲပေးမည်ဆိုပါက မဲစာရင်းတွင် သင့်အမည်ပါရှိရန်လိုသည်။

နိုင်ငံသားအခွင့်အရေး၊ ကျောင်းသားအခွင့်အရေး၊ လူမှုအခွင့်အရေး တွေကို ကျွန်ုပ်တို့ လိုချင်တဲ့အတိုင်းဖြစ်အောင် ဆောင်ရွက်ပေးမယ်၊ အစိုးရတစ်ရပ်ကို ကိုယ်တိုင်ရွေးချယ် တင်မြှောက်နိုင်ဖို့အတွက် မဲပေးချင်တာ ဖြစ်ပါတယ်။

ဇက်တင်ဘာလ ( ၁၄ ) ရက် မှ ဇက်တင်ဘာလ ( ၂၇ ) ရက်နေ့ အထိ တစ်နိုင်ငံလုံးတွင် မဲဆန္ဒရှင်စာရင်းများ ကပ်ထားကြေညာသည့်အခါ သွားရောက်ကြည့်ရှုကြပါ။



ရွေးကောက်ပွဲတွင် မဲပေးမည်ဆိုပါက မဲစာရင်းတွင် သင့်အမည်ပါရှိရန်လိုသည်။

ကျွန်တော်တို့လူငယ်တွေအနေနဲ့ ရည်ရွယ်ချက်တစတာ ကျွန်တော်တို့ အသိပညာတွေရှိဖို့ ဖြန့်ဖြူးတိုးတက်ဖို့ အမှန်တကယ်လုပ်ဆောင်ခဲ့သူတွေကို ရွေးချယ်နိုင်ဖို့အတွက် ဖြစ်ပါတယ်။

ဇက်တင်ဘာလ ( ၁၄ ) ရက် မှ ဇက်တင်ဘာလ ( ၂၇ ) ရက်နေ့ အထိ တစ်နိုင်ငံလုံးတွင် မဲဆန္ဒရှင် ကပ်ထားကြေညာသည့်အခါ သွားရောက်ကြည့်ရှုကြပါ။

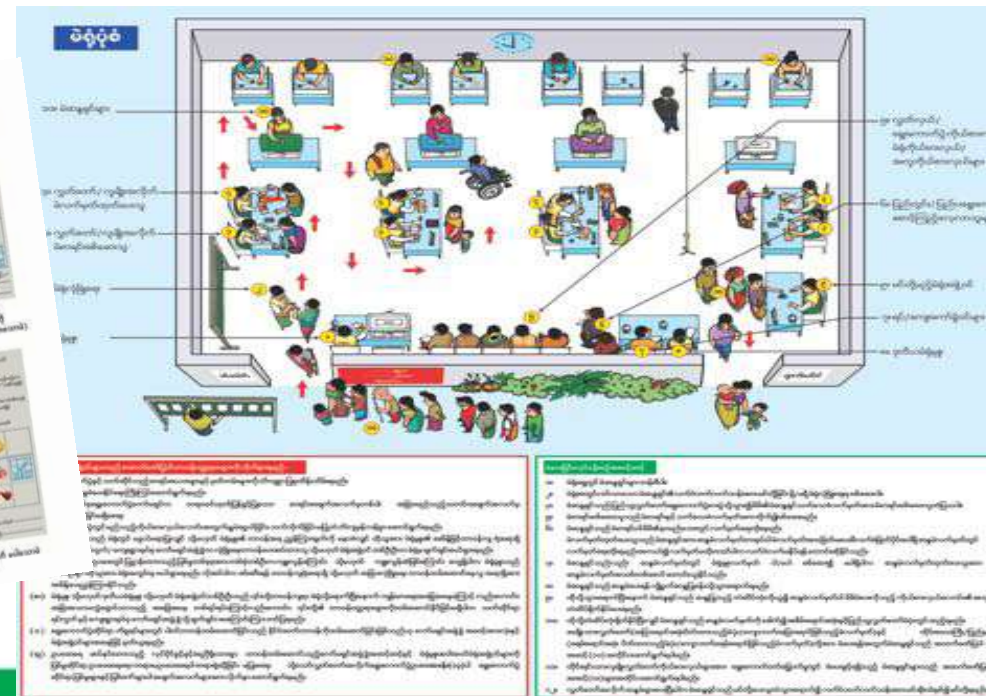
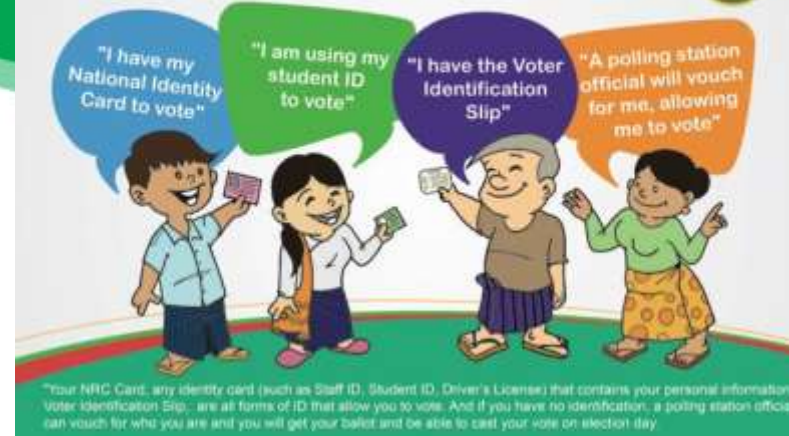




# Voter Education Materials: Election Day and Voting



**EVERY VOTER WHOSE NAME IS ON THE VOTER LIST CAN VOTE**



# Voter Education Materials: Videos





# Additional Materials for Stakeholders



## FAQs Produced:

- FAQ Voter List Update
- FAQ National Voter List Update
- FAQ Transfer of Votes
- FAQ Ethnic Ballot
- FAQ Candidate Nomination
- FAQ Methods of Addressing Candidate Nomination
- FAQ Campaign
- FAQ Electoral Dispute Resolution (EDR)
- FAQ on Results Management



# Voter Education Distribution Strategy:



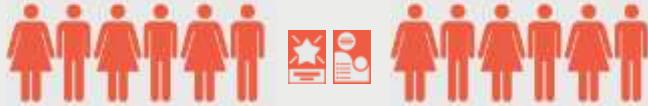
Voter Education followed two modes:

- Cooperation with Stakeholders: Government Institutions, CSOs, political parties, and voters to disseminate posters and pamphlets in local communities
- Mass Media: Social Media, Radio, Television, Newspaper, Journals





# Voter Education Materials Distribution with CSOs



608 UEC officials coordinated voter education with 509 members from 352 CSOs in 250 Townships during the Preliminary Voter List Displays.

110 UEC officials coordinated voter education efforts and shared electoral information with 368 members from 253 CSOs and 212 representatives from Political Parties during the National Display and Campaign Period.



## Materials for Preliminary Voter List Display

**3,486,065**  
Pamphlets



distributed by CSOs

**410,648**  
Posters



distributed to Display locations

**300,632 + 10,591**  
Pamphlets & Posters in Ethnic Languages

## Election Day Voter Education



**153,275**  
Polling Manuals



**143,099**  
Polling Station Layout Posters



**71,500**  
Counting Layout Posters



**71,500**  
Valid / Invalid Vote Posters



**35,170**  
Operations Checklist for Electoral Officers



**5,000**  
Electoral Dispute Resolution Manuals



**25,644**  
Advance Voting Manuals



**325,868**  
Posters that Display Identification Cards



**1 Million**  
Pamphlets on the Voting Process



**25**  
Billboards for explanation of the different ballot papers



# Education



## Materials for National Voter List Display



During October and November  
**2.4 Million**  
views on posts about How to Vote,  
and Election Day

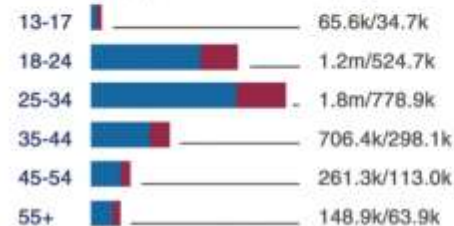
Total posts  
published **820**



## Top Countries and Total Views



## Gender and Age Groups of people who viewed the pages



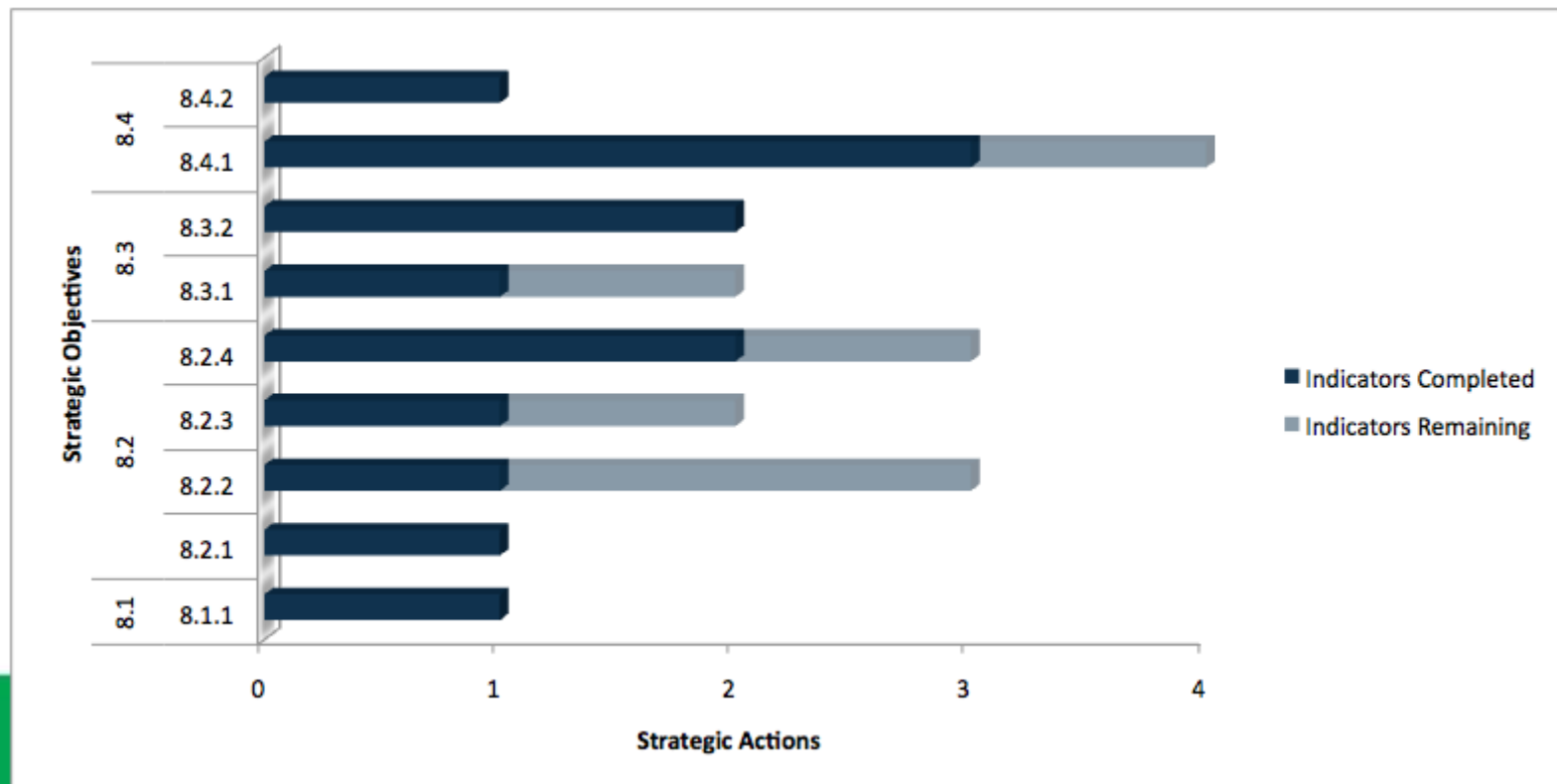
## Mass Media Impact





## Strategic Pillar 8: Voter Education

*Strategic Goal:* To create awareness of the electoral process among all citizens and increase participation through coordinated and effective civic and voter education campaigns.





# Education



- Millions of materials were printed and distributed but communities needed sustained messaging to ensure the inclusion of women, youth, persons with disabilities, and ethnic minorities.
- Myanmar is a population of 33.4 million voters and this includes a diverse population:
  - Over 17 million women
  - Over 2 million persons with disabilities
  - 118 Ethnic Languages
  - Many first time voters

How can the UEC use existing voter education materials to promote inclusion across a diverse society?

# CSOs



- 9 National Meetings with 60+ CSOs
- 2 Rounds of Regional Meetings with 800+ CSO representatives
- UEC distributed voter education materials to CSOs for conducting voter education in communities.
- CSOs held trainings and meetings in communities to discuss electoral events, like voter list display, how to make corrections to the voter list, how to mark a ballot properly, and polling simulations.
- Trainings were held in local languages and focused on inclusion of ethnic populations, persons with disabilities and women.





# Voter Education for Persons with Disabilities



- Voter Education targeted persons with disabilities, with messages that demonstrated methods for persons with disabilities to vote as well as piloting 18 polling stations that were accessible for persons with disabilities.
- CSOs developed the “Awareness Booklet on Disability Inclusive Elections” and a “How to Vote Guidebook for persons with disabilities” that were based on UEC materials and regulations.
- 72% of persons with disabilities that voted at that polling stations thought that they were accessible.



# Voter Education and Ethnic Inclusion



- Myanmar has 118 Ethnic Languages
- Voter Education Developed in 16 Ethnic Languages
- FAQs developed in 7 Ethnic Languages
- Videos developed in 8 Ethnic Languages
- Radio Broadcasts and Newspaper Advertisements translated by local media outlets.
- CSOs used materials developed by UEC and did translations as well as held trainings in local languages.

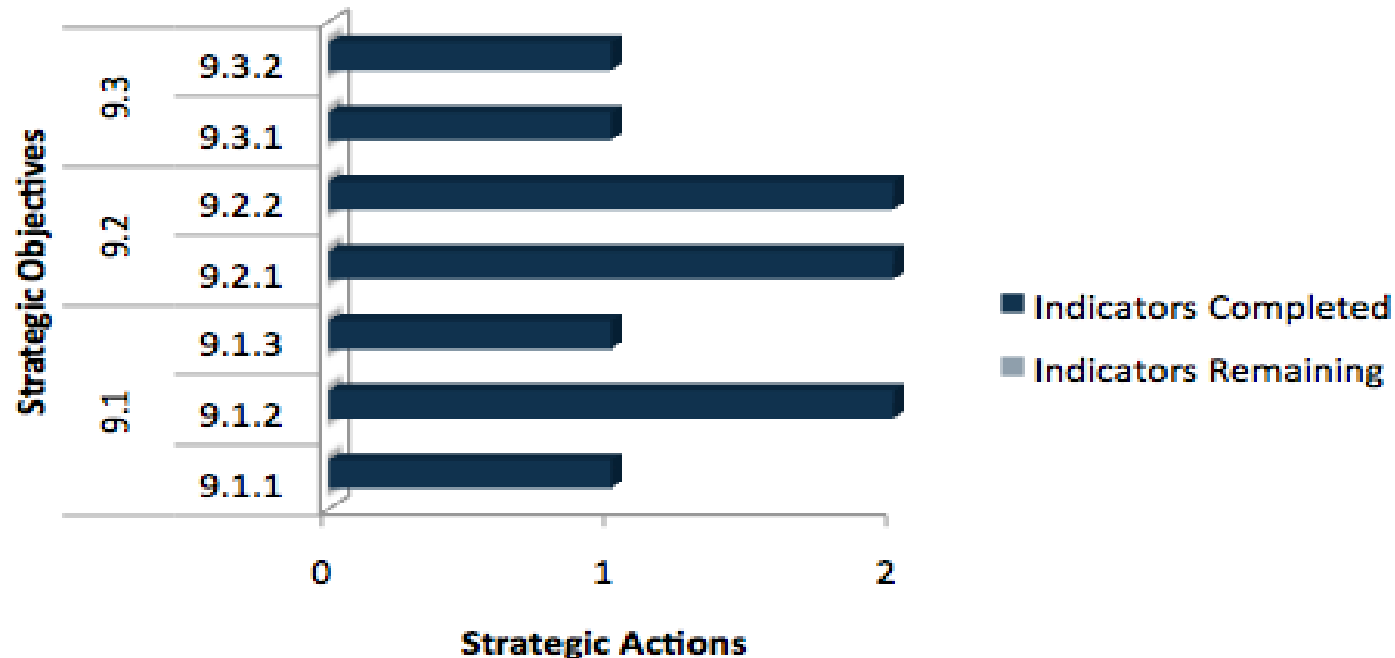




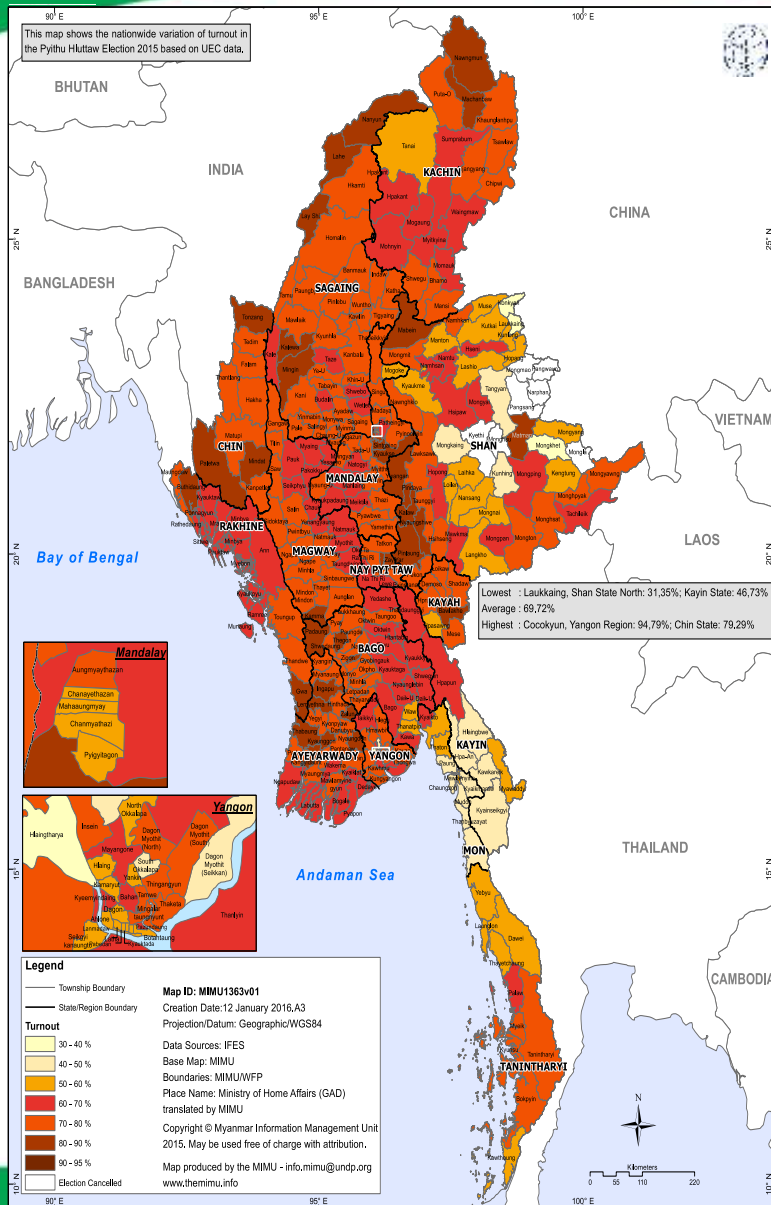


## Strategic Pillar 9: Promotion of inclusive Participation

*Strategic Goal:* To encourage more inclusive participation from women, ethnic minorities, persons with disabilities, and internally displaced persons (IDPs) who each face different challenges and barriers to participating in the electoral process.



# Voter Education Impact



The levels of information on elections increased greatly from the pre-election to post-election period (% saying they had enough information on each issue)

Pre-election June 2015      Post-election Jan 2016

How to mark the ballot



Where and when to vote



Checking their name on the voter list







# Thank You!

## **Myanmar Delegation**

1. Commissioner H.E. U Aung Myint
2. Commissioner H.E U Hla Tint