

## Summary of campaigns

**Note:** The primary purpose of this activity had been to build the capacity of the CSO partners in designing, organising and conducting advocacy campaigns in Myanmar. The secondary aim was to encourage collaboration on the implementation of joint campaigns across states/regions. Most participants had no previous experience in conducting campaigns, so considerable time and effort went into the design of each campaign. Not all the partners involved in the early design phase remained engaged through to implementation. The following summary of the campaigns includes the design work done in Year 3, followed by an overview of the campaigns themselves.

### 1. Public voice

#### 1. Issue analysis:

*Causes:* Fear to speak out/express opinions; don't know that the people has rights to participate; government's system and processes are not transparent; limited/lack of space (or) platform for people to participate; weak/poor understanding on civic education; people's voices are not usually taken in account; lack of ground data/information (research); do not have mechanism for debate and discussion at the community level; lack of acknowledgement on the people's voices; short timeframe for any policy formulation process; poor/weak political movement and people mobilization by political parties.

#### 2. Campaign focus (the problem):

i) Culture of silence: Fear to speak out/express opinions. ii) Lack of people's awareness on right to participate as well as lack of transparency on the process of government for people to take part.



#### 3. Current knowledge of the problem:

i) *Culture of silence: Fear to speak out/express opinions:* There were historically clear evidences of punishment (imprisonment or put-in-jail) if any interference on government's rules and regulation; Being watched, threaten, and oppression of authority; People had been in trauma as such under military regime; Laws itself put the people in fear.

ii) *Lack of people's awareness on right to participate as well as lack of transparency on the process of government for people to take part:* People of not aware of changes in political change; People's struggles in poverty, and lack of civic education; Study on political science was closed; Weak/poor information and awareness through arts and media; People get stay away from topics around politics, laws, and policy because of armed conflicts/civil wars; Citizen's rights and responsibilities are not part of basic education; Particularly, lack of women's participation and leadership; There is a gap/weakness in the Chapter (8) of constitution, Citizen's Rights; Government's control over CSOs activities / movements; Politically people vote based on the policy and commitment of the party, but the elected persons do not know what to do (lack of skills and capacity of individuals though they were elected as party representatives); Party's influence on the government; Weak collaboration of technicians/experts and professions; Inadequate salary and benefits for educated persons/expertise; Favour to someone blocks openness/transparent to information; Power and authority is at General Administration Department for governing townships and districts (Constitution article 288); Lack of systematic process and priority towards transparent governance; Only work with/opportunity to a few businesses who are closed and have better relationship with the government; Corruption/bribery results lack of transparency.

#### **4. SWOT analysis (of campaign team):**

*Strengths:* Need more awareness raising initiatives; information sharing, more information/education materials; meeting/workshops among CSOs; prepare in advance to reduce language barriers; difficult travel and transportation, need to respond to natural hazards/disasters; early communication and preparedness matters; experiences; networking among CSOs/members; technically strong (for the area of intervention); have good relationship/linkages with members of parliaments; people's interest to participate; have identified list of priority issues; have connection with local/national and international organizations (fund, technical, human resources, learning from international experiences)

*Weaknesses:* Time limitation; natural and manmade hazards/disasters; fund limitation; government cooperation and collaboration; collaboration and support of parliaments; 25% quota by appointed military representative by constitution; limited capacity; limitation of people's trust and participation; worry for destructive engagement by target group; opponents' pressure; security (of concerned person, its family members and networks throughout implementation).

*Threats:* Limited efforts for voter education; people have limited interest and knowledge on community development; people do not regard that politics is everyone's business; we also need to create platform to participate; even if the people become more aware of national politics, the government had already been getting used to not listening to people's voice; weak of media voices that represent people; women participation have been traditionally (culture, religion) very less, in prioritization of family's daily survival.

#### **5. Stakeholder analysis:**

*Allies:* Donors; people at targeted community; relevant government departments; media (private); CSOs pushing policy change; organizations with Human Rights Based Approach; lawyers/advocates; judiciary departments; ECCSO; UNICEF; EU; UN; literature and culture associations.

#### **6. Campaign target:**

Political parties; government; parliament; media; private sectors/businesses owners; community leaders; ethnic armed organizations.



#### **7. Objectives:**

- 1) Public participation in the different stages of budget cycle processes and adding to the priority of public desire and increasing citizen access to budget information.
- 2) Raise awareness among citizens to engage in the citizen budget processes and policy development to create the public space in the budget collaborative environment between Government and Civil Society Organisations.
- 3) To encourage expenditure tracking of regional projects to ensure local government accountability and more responsive public services.

#### **8. Campaign members:**

1. Rainmaker (Mon), 2. Peacock Generation Youth Empowerment Society (Sagaing), 3. Taungoo WON (Bago), 4. K'Cho land Development Association (Chin)

### 9. Target areas

Chin State - Mindat & Kanpetlet townships.

Mon State - Kyeikhtoo, Mudon and Mawlamyine townships.

Sagaing Region - Yinmar Bin, Shwebo, Kalay and Sagaing districts.

Bago Region - Taungoo township,



**10. Campaign period:** 1 August – 15 December 2019

### 11. Main activities:

- Raise awareness of Citizen Budget at village tract level.
- Survey public participation in the Citizen's Budget process.
- Advocacy workshops at township and state levels.
- Public awareness campaign and information sharing through printed and social media outlets.

### 12. Results:

- Data from the public and indicators of the survey allow space for public participation and rule and procedure of government sectors and measure on their collaborative with public.
- Provided guidelines to the participants incorporating the citizen budget process concern into monitoring mechanism and to advocate improve of check and balance between government and parliament.
- Collaboration of CSO working group to development advocacy and public policy process in public finance.
- People aware of and increased interest in the budget year and circle in which the public space is officially structured further on tax policy, budget law and budget process.
- Community confidence built through the budget advocacy workshop / dialogue with the government and budget committee member of parliaments.

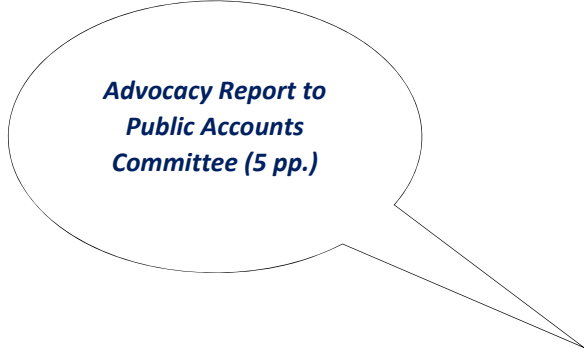
### 13. Findings:

- Issue of the pre-budget statement to the public (except 2019-2020 Bago region budget) is absent.
- Lack of cooperation among the public, CSOs, government and parliament during the time of Regional project development especially at the remote area such Chin State
- Lack of public hearing in the expenditure of regional development and draft budget plan
- Low transparency in the budget cycle management and lack of information access to citizen
- Corruption of local departments also enacting as the describe of tender procedure as the mandate of the state announcement of order 1/2017 and tender process

### 14. Action plan:

- More township level budget advocacy workshops to be organized in terms of the increased budget transparency
- Systematic survey on the status of the regional project development then issue the report/statement to the relevant institution
- Continue the actions to be able to contribute to the public participated budget policy
- A website database management system is now underway setting up which can be accessed for citizen budget related information, in April 2020 will be launched to the public.

## Sample of "Public Voice campaign" products

## 2. Rule of law

### 1. Issue analysis:

Corruption (number of voters- 17); not effective punishing (2); no transparency in justice (4); don't have good practice and weakness of the person from court (9); most people are less knowledge in Law and less interested in Law (3); less Law awareness to bottom level (number of voters (3); most of Law term are not easy to understand for public (3); the lack of accountability in several sector and Responsibility of Departments (13); modern and appropriate to impose a new law (3); have an influence above the Law (6); weak control each other such as: public and Law (4); weak recognition of local customary laws (5); there is no safe and secure justice services (8)



### 2. Campaign focus (the problem):

- i. Corruption
- ii. The lack of accountability in several sector and Responsibility of Departments
- iii. Don't have good practice and weakness of the person from court

### 3. Current knowledge of the problem:

*Is this a big problem in your area?* Participants from Yangon, Ayarwaddy, Mon and Shan(S) State say YES and other participants say May Be.

*What are the negative effects of this problem on the population in general and any specific groups in particular?* Not real lawsuit (some lawsuit are not fair and if the client is poor, the perpetrator will free of that case). Can more criminal cases - less trust and respect of public upon judiciary. Separated between the agencies and the public - not secure for truth. More poverty. Can get more pressure to the bottom level of government staff.

*What is already being done to address this problem in your area and who is doing it?*

ACTS (Southern Shan State) – helping community to complain.

Yangon Watch (Yangon- Bahan Township, North dagon, North Oakkalar South Oakkalar, Yankin township – help with complaint letter and connect with national anti-corruption committee.

WFFP (HlaingTharYar township) –contact with lawyer re women

HTYN (HlaingTharYar township) - contact with lawyer re children

RYCBA (BuTheeTaung- Rakhine) – contact state anti-corruption committee

LDN (Loikaw and DemawSoe Township -Kayah State) – awareness raising in community

MSS (Mon State) – help with complaint letter from women & children

*What is being done effectively in other areas of the country that could be copied or expanded into your area? What do we know/understand about this problem that others do not? What knowledge or information do we still need to fully understand this problem and how can we get this information?*

Yangon and NayPyiTaw (Government). Ayarwaddy - in the village to switch the power collected 100 million so the villagers are complaint to the NLD party. Most of the action is to be changed to very far place. One participant shared the issue In Pyin Oo Lwin, one of the land case for corruption - the court ordered jailing. Complaint person is usually from public and CSOs

### 4. SWOT analysis (of campaign team):

*Strengths:* Can provide awareness session for anti-corruption - ACT team-Shan(N); can share the Law knowledge – Ayarwaddy Region; Ayarwaddy Region is implementing that sharing session; in KyaukPhyu, Rakhine State can organize to collect data and survey at community level; can share the Law knowledge – Yangon; can provide the knowledge of Law – (HlaingTharYar-Yangon); can held

advocacy campaign for anti-corruption and can get community source of corruption.(Mon State); monitoring to judiciary like the activity of Yangon Watch; most of quarter and village have anti-corruption group; every village in PhaLan-Chin State , have anti-corruption group; can held anti-Corruption Campaign in Hlaing Thar Yar; can organize Anti-Corruption training in Kayah State.

*Weaknesses:* No budget to implement; less of information update; less capacity; most of CSOs willing to implement anti-corruption but some CSOs member are less capacity and knowledge of that issue; afraid to repercussions from reporting corruption; not sufficient human resource; less networking between CSOs; some CSOs are want to do that issue but its not fit their organization vision and mission – weak of witness; language barrier for ethnic.

*Opportunities:* National level anti-corruption committee in Nay Pyi Taw is a big opportunity; sub anti-corruption commission in every state and region; received complaint letter section in committee; donor; anti-corruption law; political change – now democracy; increase interest of Government & MP CSOs and interest people for anti–corruption; anti-corruption awareness in community after training; anti-corruption committee in state parliament.

*Threats:* Government not allow for anti- corruption; permission letter from local authority and government; political situation of state and region; can threatened; weak of witness; some donor are interest to anti-corruption campaign and some donor are not interest in that issue.

#### **5. Stakeholder analysis:**

Parliamentarians; anti-corruption commission, media, government and related department, CSOs, religious leader, community leader, public, businessman, lawyer, client, people who are corrupt and brokers (benefit indirectly).



#### **6. Campaign target:**

Public and government

#### **7. Objectives:**

- 1) Reduce corruption in the judiciary.
- 2) Cooperation of government departments on anti-corruption measures.
- 3) Civil Society Organizations working together to reduce corruption.

#### **8. Campaign members:**

1. Women’s Federation for Peace (Yangon), 2. Yangon Watch (Yangon), 3. Social Development Radiant Organisation (Ayeyarwady), 4. Anti-Corruption Team, Shan (Shan South), 5. Free & Justice Women’s Network (Kayin), 6. Yaung Ni Oo (Ayeyarwady)

#### **9. Target areas:**

Kayin State – Hpa-An township

Southern Shan State - Taunggyi town

Ayeyarwady Region - Kyike Latt and Bogalay townships

Yangon Region – Nth-Oakkalar, Sth-Oakkalar, North Dagon, Yankin, Bahan and Hlaing Tha Yar townships

**10. Campaign period:** 1 October – 31 December 2019

**11. Main activities:**

- Consultation with government departments.
- Visit ACCM to give information and seek advice.
- Conduct survey of the courts.
- Conduct seminars and anti-corruption training.
- Share information on anti-corruption.
- Sticker and brochure distributions. Role plays.

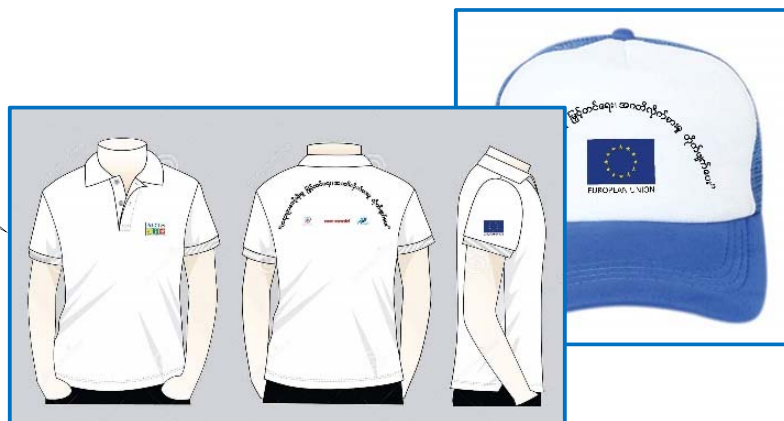
**12. Results:**

- ACCM learned about the anti-corruption activities of civil society organizations.
- ACCM officials attended the launch of the campaign.
- Campaign committee learned of the work of the ACCM and that it is drafting a law for the safety of complainants and is seeking participation by civil society organizations.
- Public are interested in the information contained in the campaign.



**Sample of “Rule of Law campaign” products**

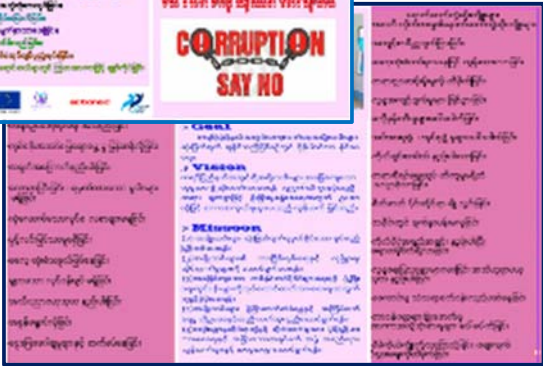
*Promotional  
Items*



Advocacy Report to  
Anti-Corruption  
Commission (15 pg.)



Pamphlet





### 3. Poverty

#### 1. Issue analysis:

*Causes:* Low Income, Imbalance between income and expense; difficult transportation affects marketing; weakness of management on resources; recession, poor economy; inaccessible on update technology (especially agriculture); less efficient govt administration; less supports from government; less market penetration or weakness of marketing; monopolization on market; products from small business could not compete the mass



production from big business; high inflation rate; weak application of economics policy; high unemployment rate or scarcity of jobs; less activated/ adopted of economics policy of government.

#### 2. Campaign focus (the problem):

Focus on Articles 5 and 6 from 12 components of Economics Policy 2016

#### 3. Current knowledge of the problem:

*Role of Government:* Policy is not relevant with public needs; weak monitoring on the policy implementation; lack of enforcement on the implementation of Policy; lack of financial supports to the staff for implementing policy e.g. vocational training; lack of advance request from staff to implementation i.e. hierarchy and commitment; weakness of staff's performance; government staff in remote area are less motivated and minded in their work who are assigned to remote area due to punishment and for getting promotion during assigned period; weakness of data collection system and assessment (time, man, etc.) in policy development initially

*Role of Community:* People don't trust on government; less communication between Community and Departments of Government; lack of enforcement of Civil Society Organizations (low interest, capacity); people don't know about policy.

#### 4. SWOT analysis (of campaign team):

*Strengths:* Activist are represented the collective voice of people; getting and collecting the data from various area; having strong networking; having commitment in each group; community participation; freedom from poverty; communication with stakeholders.

*Weaknesses:* Insufficient budget; not well aware of economic policies; lack of professionalism; poor technical skills (for advocacy); weakness of networking; lack of commitment; communication gap.

*Opportunities:* Govt interested in developing economy & economic policy; govt needs plan to implement policy; know key people in ministries to influence policy formation & implementation; ECCSO provides opportunity for CSOs to organise around policy.

*Threats:* Watch by government; having mistaken hopes from people; against from businesspersons; leading to unstable condition of political situation; leading to misunderstanding among Civil Society Organizations.

#### 5. Campaign target

Region/State and Union parliamentarians

## 6. Objectives:

- 1) To make parents aware of the link between poverty and education.
- 2) To learn more about the difficulties faced by parents, students and the government in getting children to attend school.
- 3) To reduce enrolment requirements.

## 7. Campaign members:

1. Kindness Youth (Sagaing), 2. People's Hope Community Development (Chin), 3. Flag Youth (Mandalay)

## 8. Target areas:

Mandalay Region – Chan Myae Thar Si and Kyauk Pa Daung townships

Chin State - Tedim township

Chin State - Samee township

## 9. Campaign period: 1 October – 31 December 2019



## 10. Main activities:

- Survey of children not attending school across 4 townships.
- Awareness raising campaign.
- Advocacy workshops in 3 townships.

## 11. Results:

- Research report on local needs produced and shared with state/region level Education Officers.
- Research report produced and distributed also in Chin language.
- Improved communication with Education Depts in target states/regions.
- Greater networking and coordination among local CSOs.
- Sets of recommendations for government and parents.

## 12. Recommendations

### Ministry of Education

- be increase the education expenditure
- To raise the Capacity building of education staffs
- Teachers are to be fully compliant with the prescribed rates in the schools
- To implement the education policy presented by the state
- To Provides the temporary special activities for students and staff working in schools in remote areas (transportation, security, housing or residential buildings)
- Education staffs must not discriminate against students

Parents

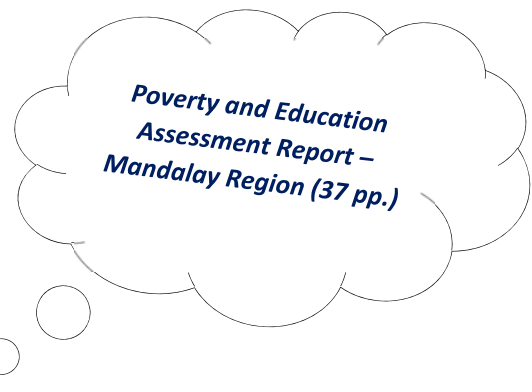
- Parents must complete the required documentation for their children to enroll.
- Parents must pay attention to the education of their children.
- Parents must meet with teachers regularly to coordinate for their children's education.
- Parents must invest in their children's education.

**13. Lessons learned**

- The project implementation period was only three months, so the project had to do a little more than planning ahead.
- The implementation of the campaign coincided with the harvest season and the religious festival, in some areas, education awareness activities were held only at night
- The region's difficulties in transportation and conflict area




**Sample of "Poverty campaign" products**




Poster on Poverty reduction through Education

### သင် ဒါတွေသိပြီးပြီးလား ?




“သင်တို့က သိတာတွေကို ပိုမို သိဖို့အတွက် ပညာသင်ယူဖို့ အရေးကြီးပါသည်။”  
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“အချို့မှာ ပညာသင်ယူရန် ခက်တယ်ဆိုတာကြောင့် ပညာသင်ယူဖို့ အရေးကြီးပါသည်။”  
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**ဒီတော့ပြန်ဆောင်ရွက်ရမယ့်အရာကွာလား ?**  
 “ဒီကမ္ဘာမှာ ပညာသင်ယူရန် ခက်တယ်ဆိုတာကြောင့် ပညာသင်ယူဖို့ အရေးကြီးပါသည်။ အချို့ ပညာသင်ယူရန် ခက်တယ်ဆိုတာကြောင့် ပညာသင်ယူဖို့ အရေးကြီးပါသည်။”

**ဘာကြောင့် ပညာသင်ယူရန် ခက်တယ်ဆိုတာကြောင့် ပညာသင်ယူဖို့ အရေးကြီးပါသည် ?**  
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ဆင်းရဲမွှေတမှုပျောက်ရေး  
 ပညာရေးမြှင့်မြှင်တင်ရေး




KINDNESS YOUTH Association  
 Kindness Youth Association မှ တစ်ဆင့် ထုတ်ဝေသည်  
 (အချိန်မီအဖွဲ့အစည်းကဲ့သို့)

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ဆင်းရဲမွှေတမှု ပိုမိုမြင့်မားလာခြင်း  
 ဆင်းရဲမွှေတမှုပျောက်ရေး  
 ဆင်းရဲမွှေတမှု ပိုမိုမြင့်မားလာခြင်း

Poverty & Education Assessment Report on Ten Villages of Tedim Township, Chin State



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ဆင်းရဲမွှေတမှုပျောက်ရေး  
 ပညာရေးမြှင့်မြှင်တင်ရေး  
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ဥပဒေ ဝန်ထုပ် နိုင်ငံတော် (၂၀) ရက်



Poverty and Education Assessment Report – Chin State (37 pp.)

## 4. Employment

### 1. Issue analysis:

*Causes:* Climate change; get bank interest upon the savings in the bank (lack of interest in the investment); natural disaster damages the quality of soil which challenge to the agriculture; weak in technical capacity (related to the factory); local migrant workers increased; very few/no factory operated in the local; no quality education (not suitable job for the degree holders and professional; low foreign investment; increased imports, decreased exports; low wages (inflation rate high, value of Myanmar kyats goes down); land sales with the low price to the



foreign investors increased which escalate the job scarcity to the local people; decreased authorized land use; less of interest in SMEs; human resources reduced; skilled workers drop off; lessened and lack of government short/long term investments; political situation (instability, executive pillar deteriorates); no market for local products; corruption growth

*Underlying causes:* i) Scarcity of human resources (escalation of migrant workers in local/abroad upon the higher pay; skilled workers limited; not interested in learning the professional study). ii) Local political instability (local job scarcity; instable market; more imports, less exports; civil war). iii) No engagement of government in facilitating equally in states and regions (not proper implementation for professional study; no building local market for the local products; lack of transparent information sharing by the government about the economic project; monopoly by crony; decreased authorized land use (land sale to the local/foreign investors); tax collection causes the less of interest in small enterprise; natural disaster/climate change; deforestation caused by cutting for firewood purpose - flood, soil damaged, loss of land, water resources and the crops production rate drop off)

### 2. Campaign focus:

Very few educated with the professional study

### 3. Current knowledge of the problem:

Not well aware of the professional, neither interested in studying; adults are encouraged to work abroad; scarcity of human resources; though having the desire to study, no opportunity; government bureaucrats' function better but effective implementation still required; some organizations are working for the vocational trainings but weak in cooperation among CSOs; scarceness of the technical persons, very costly, funding inadequate.

### 4. SWOT analysis (of campaign team):

*Strengths:* Linking with the job sources; providing the related technical supports (within the organization, personally & networking); trust building with the community; sustainable organizations are existing.

*Weaknesses:* Same interest organizations are weak in networking/cooperation; funding; not enough economic awareness/ lack of knowledge; very few areas can be covered; building relationship with the LAs (staff change frequently).

*Opportunities:* Some people who has enthusiasm for learning; building partnership with CSOs; more funding support donors.

*Threats:* Language (language barriers in proposal & concept note); government policies change in frequency; need to obtain the permission for the activity; no registration attained.

#### **5. Stakeholder analysis:**

*Allies:* Donors (local & international); CSO networks; township government officials; local village community and village elders; member of parliament; academia; economist; media; religious organizations; activists; interest groups; casual labourers; NGO/INGOs.

*Opponents:* Administrators; economists; conservatives (extremists); family members of those who want to attend the trainings; rival CSOs; those who don't like CSOs; some government departments; religious leaders; education policymakers; those whose friendship is deep;

*Unaligned:* Township administrators; regular income earners and own business; high educated and uneducated people; the poor and the rich; the government staffs; prisoners; media; IDU migrant workers; students; children and the adults; disabilities and those who doesn't receive the information; LGBT; religious staffs.

#### **6. Campaign objectives:**

- 1) Collect information and knowledge about job opportunities in the target areas.
- 2) Conduct employment surveys in six townships.
- 3) Post job opportunities at government resource centres in three townships.

#### **7. Campaign members:**

1. Kamma Youth Development Organisation (Magway), 2. Tedim Youth Fellowship (Chin), 3. Lan Pya Kyal Youth Development Organisation (Magway), 4. Positive Action (Magway), 5. Mayarman Township Leading Group (Magway), 6. Sane Lae Ayer (Ayeyarwady).



#### **8. Target areas:**

Chin State - Tedim town  
Magway Region – Magway town, Seikphyu, Sin Baingwe and Pakokku townships  
Ayeyarwady Region - Mawlamyine Kyun township

**9. Campaign period:** 1 October – 31 December 2019

#### **10. Main activities:**

- Youth employment survey.
- Community awareness activities.
- Advocacy meetings with stakeholders.

#### **11. Results:**

- Survey of job opportunities for youth conducted in 6 townships.
- Youth are more aware of the livelihood and living needs.
- Department of Labour now promotes role of civil society and engages with public.
- Department recognizes the need to be pro-active in disseminating information on jobs.
- Sets of recommendations for government, CSOs & business, and youth.
- Government and public recognition of campaign members.
- Increased networking between campaign members and local CSOs.
- Learning from action of campaigning.

**12. Recommendations:**

For government.

- Labour Office, the information and public Liaison Office should be access information to right time in the office.
- Internships and vocational programs should be supported by private, government and private sector and CSOs.
- Should be encouragement, support and organizing to Young and Women outside the labour force to return to the workplace.

For youth networks, CSOs, business.

- Exchange visit learning program for young people, provide capacity building training and practical places.
- Up-to-date technology, the need for young people to be able to bridge the gap with skills learning centres, as well as the need to connect entrepreneurship opportunities and experiences.

For youth.

- Young people try to find out what they really want to do and try to find solid information about job opportunities.

**13. Lessons learned:**

- Technology, budget, time and management in campaign processes.
- Knowing the ways to coordinate with departments.
- Know how to keep emergency management in place.
- Campaign proposal and report writing.
- Knowing how to write a survey report. 6. Knowing of survey methods.
- Knowing the outcome of the ability of organizations to work together in campaign activities.
- Learned from coordination among each other to work together in the implementation of an activity.



# Samples of “Employment campaign” products

**Survey report on access to job opportunity for youths- Magway and Ayeyarwady Region, Chin State (36 pp.)**

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## 5. Drugs

### 1. Issue analysis:

*Causes:* Drugs is very accessible to buy; drug and poppy cultivation is popular and accessible in Kachin, Shan, Kayah and Chin State; young people are curious to test and try; weakness of law enforcement on drug; chemical imports into Myanmar for formulating drug; there is still weakness in law enforcement and implementation on drug; there is corruption to against drug issue; lack of awareness raising on drug and related issue; there is insufficient facilities to support drug



user like rehabilitation centre and vocational training; some area, drug has become alternative payment for daily work and some is for occasional offering for guest; there are still lack of alternative treatment for drug user; weakness on rule of law and conflict makes difficult to control; some people use as traditional treatment for chronic pain; nationally, there are less capacity to fight and against drug issue; drug is easy to produce; least of employment of opportunities, in result, people tend to trade drug as business; in foreign country, technology is advanced to formulate drug, in result, it's formula import to Myanmar as well.

*Underlying causes:* Easy to cultivate poppy, easy to trade, and accessible to use; weakness on law enforcement, prevention and corruption; weakness of public awareness raising about drug issue; there is no effective alternative livelihood, less employment opportunities and efficient and effective rehabilitation.

### 2. Campaign focus (the problem):

- i. Weak public awareness about drug issue
- ii. Weak government accountability to prevent drug issue

### 3. SWOT analysis (of campaign team):

#### Weak public awareness

*Strengths:* They have rehabilitation centre in township; they have network and resource person who are working on drug related issue and prevention; communities have experience to be a part of awareness raising on drug; they could engage with government and link to stakeholder frequently; could control main contributor; there are resource persons who give ToR on drug; they have confidence to raise awareness on drug; among network, they gained knowledge and skills related on drug; there are networks; there is an organization to monitor; there is human resource related to law and regulation; information is accessible; peer to peer support; they are compassion and proactive to fight drug; target person; there is legal network who can support drug case; they have resource person who can conduct and share about drug and law; there are referral mechanism; there is religious organization to give counselling.

*Weaknesses:* General Administration Department is difficult to advocate; instability of areas; there is no strong evident to proof about corruption; no update information; drug law and policy is inconsistent; no budget; they don't have a registration; lack of data collection.

*Opportunities:* They are passion to against drug issue; national wide, government have confident to fight drug issue; communities and teacher are willing to learn and to know about drug awareness; there is a chance to tell about law; Government line department is great to collaborate with them; there is an organization who could support us stationery; there is a pathway to get treatment and go rehabilitation center if drug user is willingly to go.

*Threats:* They could not give empathy if they doubt drug user; people take advantage on the loophole law enforcement; there is weakness to overcome the challenges; both government and public are weak in cooperation and collaboration; insecure of the area or civil war between Thatmataw and ethnic armed group.

#### Weak government accountability

*Strengths:* There is the network with organizations to monitor government performance; human resource related to law and regulation; information is accessible; among network, they have knowledge and skills related on drug law and anti-corruption.

*Weaknesses:* No budget; hard to get permission letter from government; public have little knowledge on drug and anti-corruption law; armed groups involved in drug business.

*Opportunities:* President U Win Myin encourage to fight for drug problem; drug issue is one of the national target to implement; social media show the highlight of drug issue; there are organization to fight and prevent drug issue; there is a centre where everyone can give and take information.

*Threats:* Low salary of government staff; consequences of drug related crime (70% of prisoners are related to drugs); armed groups could threat them

#### **4. Stakeholder analysis:**

*Allies:* NGO/INGO/CSO/CBO, Phan Tee Eain, Actionaid, CBI, LRC, PIN, KSCN/MANA, AHRN/SARA, Phyi Gyi Khin Centre, WCM, UNAiDS, MNDN, Alliance, UNODC, AHRN, Madadon Center, Oxfam, Village/tract leaders, Administrator, GAD, Myanmar Police, DSW, parliament member, health provider, Education Department, Department of Information and Communication, Department of Relief and Resettlement, armed groups.



*Opponents:* People who are corrupt, farmers who plant poppy, drug users, those involved in drug trade, armed organizations, drug producers and distributors.

*Unaligned:* Communities, religious leaders, youth-led organizations and groups, first aid attendants, members of parliament, media, ethnic organizations, celebrities, public.

#### **5. Campaign target:**

Students & young people, parents and communities, school dropouts, IDPs, government officials, police.

#### **6. Objectives:**

- 1) Cooperation between various stakeholders involved in the project will be strengthened.
- 2) Students and the community will get knowledge of the dangers of the drugs.
- 3) Coordination between the government authorities and parents will be strengthened.
- 4) Separate funds to reduce drug abuse will be established.
- 5) Rights to health services under the 2018 revised constitution law will be known by drug abuse groups and villagers.

#### **7. Campaign members:**

1. Youth Initiative Human Rights (Mon), 2. Justice Wave/Legal Light (Mon), 3. Taunggyi Catholic Youth Commission (Shan South), 4. Lisu Civil Society Organization (Kachin).

## 8. Target areas

S-Shan State - 10 villages of San Phu village tract, Hopong township

Mon State - 12 villages of Chaungzon township and 2 government schools

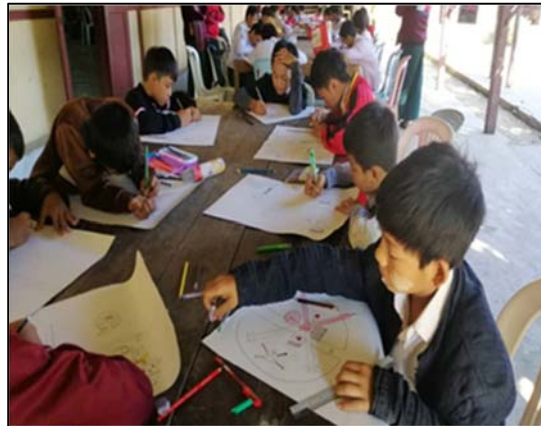
Mon State - 18 wards and villages, Mudon and Kyaikmaraw townships

Kachin State - 2 government schools in Waingmaw and Myitkyinar townships

**9. Campaign period:** 15 October – 31 December 2019

## 10. Main activities:

- Sticker campaign on drugs related risks,
- Edutainment and roundtable discussions,
- Arts and essay writing competition,
- Assessment on the drugs awareness,
- IEC distribution,
- Legal awareness on drugs.



## 11. Results:

- Increased awareness of the school children, their students, teachers and the religious leaders on the drugs and its related risks.
- Used evidence-based advocacy to the local authorities, departmental staffs on the assessment findings on the level of knowledge on drugs, their concept, needs and demands.
- Advocacy dialogue organized with the government and member of parliament bring their attention to the drugs-related policy and law.

## 12. Findings:

- Barrier in coordination with the government (esp. at the process of trying to attain the permission)
- Anti-drugs vigilante groups are still weak in the practical implementation of their mandates while they are not well acknowledged by the people.
- Disturbances occurred by the drugs dealers

## 13. Recommendations:

- Alternative crops to be provided for the local poppy farmers
- The school curriculum should reflect the anti-drugs awareness while expanding from the school to the outside community further reaching to the village level
- Continuous research undertaking on the main pillars of drugs abuse reduction: (i) Consuming reduction, (ii) risk reduction and (iii) production

# Sample of "Drugs campaign" products

Advocacy Report on Drugs campaign – Mon State (17 pp.)



**လူထုနှင့်မူးယစ်ဆေးဝါးအသိအမြင်  
ဆွေးနွေးမှုဆိုင်ရာလေ့လာ  
တွေ့ရှိချက်များအားတင်ပြခြင်း**

ချောင်းဆုံမြို့နယ်၊ မွန်ပြည်နယ်

**Regional Drug Abuse Reduction Network Report**



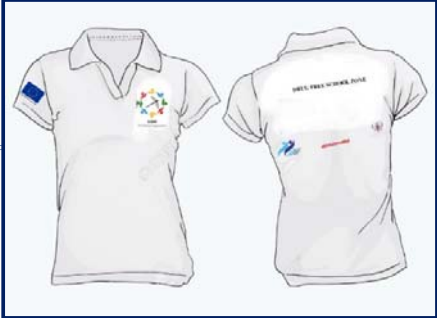
**Advocacy and Campaign To Be Participation In Drug Threat Reduction Project**



Regional Drugs Abuse Reduction Network Report – Mon State (19 pp.)

Pamphlet

T-Shirt



**“မူးယစ်ဝါးယင်သင့်သတိကုန်”**

**JUST SAY NO**

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## 6. Land rights

### 1. Issue analysis:

*Causes:* Not having strong policy and procedure for land; lack of a genuine federal land ownership; saving for business sector; weakness in departmental law enforcement / lack of transparency; saving for governmental sectors; saving farmland by military; saving lands by ethnic armed forces; saving for foreign companies; corruption in land management levels; saving for projects; saving for security; saving by crony; saving the forests; saving for their profit/interests and advantage.



### 2. Campaign focus:

To revise land laws by consulting more with community

### 3. SWOT analysis (of campaign team):

*Strengths:* Can connect and lead in our areas; can organize (organizations / local people); have experiences in campaigns; can give time to implement; having strong team work; responsibility / accountability; having technology; human resources; can access legal information for land.

*Weaknesses:* Difficulties for funding; weakness by government cooperation; weakness in technology; lack of full-time staff.

*Opportunities:* States / regions to strengthen the CSO / Network, will be able to cooperate; become more trusting local; supported by donor organizations; getting strong interests by media (both domestic and external).

*Threats:* Being monitored by governmental departments; difficult to obtain permission; difficult to implement due to lack of organization (registration); difficult to implement due to monitoring laws by governmental departments (for example – if you organize more than if people to make meeting or campaign, you are going to be monitored by officials); can be attacked by business men (especially crony); can be stretched our activities due to the strong opposition of the government's current actions.

### 4. Stakeholder analysis:

*Allies:* Local farmers; partners (CSOs); some members of parliament; Donors / Experts; committees of land department; committees for land acquisition; trust-loving people who believe in truth and have enthusiastic to get truth; religious leaders; Farmers Union (activists in land affairs)

*Opponents:* Military/Police (Special Investigation committees); cronies (who get special opportunities because of they are from military and they get authorities to run business); General Administration Department; officials who management land / farm (district / township / village levels); armed forces (including some ethnic groups); land brokers; the ruling party; staff from land department; govt management of vacant/uncultivated land

*Unaligned:* Political parties; religious leaders; some members from parliament; village leaders; friends of local officials; government staff who are not from land department; other community leaders; self-interested people; people who are fear to do something; people who do not have any land issues



#### 5. Campaign target:

Governmental department, members of parliament, farmers, legislative bodies, Community based organizations, civil society organizations, non-governmental organizations (local and international), local people.

#### 6. Objectives:

- 1) Increase farmers' understanding of current land laws and procedures in Myanmar.
- 2) Understand how to apply for land titles.
- 3) Increase awareness of the amendment to the Vacant, Fallow and Virgin Land Act 2018

and difficulties faced by farmers in following the guidelines.

- 4) Assist farmers in applying for land from relevant government departments.
- 5) Inform farmers of the risk of losing their land under the law.
- 6) Map indigenous land use systems and ensure that indigenous peoples and government departments recognize them in the future.

#### 7. Campaign members:

1. Center for Environment & Resources Development in Arakan (Rakhine), 2. Hualngo Land Development Organization (Chin), 3. Rights and Peace (Chin), 4. Kale Peace Network (Sagaing), 5. Open Development Foundation (Chin), 6. Phyunt Mat Thu Organisation (Rakhine), 7. Green Kenedy Group (Sagaing), 8. Human Rights Watch & Defenders Organization (Ayeyarwady), 9. Area Peace & Development Forward (Sagaing), 10. Pan Taing Shin Rural Development Organization (Ayeyarwady), 11. Lu Mu Hta (Kayin), 12. Hsar Ka Paw (Kayin)

#### 8. Target areas:

- Rakhine State – Kyaukphyu township
- Southern Chin State - Kanpetlet township
- Northern Chin State - Tedim township
- Sagaing Region - Kalemmyo township
- Kayin State - Maw Taunggyi township
- Ayeyarwady Region - Mawlamyinegyun and Pathein townships

#### 9. Campaign period: 1 October – 31 December 2019

#### 10. Main activities:

- Conduct seminars about land law.
- Short course on land law and village mapping.
- Surveying and mapping local land allocation systems.
- Land application and press conference.
- Township level land rights dialogue.
- Distribute educational stickers and brochures
- Collect vignettes for future advocacy purposes.



#### 11. Results:

- Gained clear knowledge Vacant, Fallow and Virgin Lands law and definitions.
- Gained knowledge to give the seminars at community level about the Land Law.
- Uncovered challenges facing different regions and explored ways to overcome these.

- Learned the process of establishing and registering community forests.
- Village administrators and leaders interested and participated in district-level application of land certification.
- Vast improvement in the technical capabilities in land mapping, resulting in land-use maps of several villages.

**12. Problems encountered:**

- The timing of campaigning process coincided with the timing of the planting process and harvest time for farmers, not all the invited participants were able to attend the meeting and postponed the date for the workshops in some villages.
- As local administrators, could not join some activities because other administrative meetings coincided with the campaign activities.
- Due to local conditions (poor transportation and telephone lines), some processes delayed and in mapping process, they had to deal with difficulties.
- In Rakhine State, due to the political instability, the planned date had been changed and administration and officials from governmental departments less involvement.

**Samples of “Land Rights campaign” products**





**Research on Customary Land Management Practices on Marazine Island, Kayuk Phyu township, Rakhine State (14 pp.)**



**Policy brief on Vacant, Fallow and Virgin Land Management- Ayeeyarwaddy Region (10 pp.)**

**Pamphlet**





## 7. Peace

### 1. Issue analysis:

*Causes:* Wrong policy making; lack of rule of law; lack of trust between government and ethnic army, and between ethnic groups; traditional gender roles; weak government leadership; lost mutual respect; domination by certain ethnic groups; social violence; human trafficking; civil war; religious conflict; discrimination; weak cooperation among communities; loss of land and resources; dominance of Bama cultural influence; drug usage; family conflict.



*Underlying causes:* Loss of Equal Rights; not good constitution; weak understanding of democratic rights in communities; lack rule of law.

### 2. Campaign focus (the problem):

The weak understanding in communities of their rights to speak up and participate in decisions affecting their lives, namely the peace process. In areas that have signed the NCA agreement the approach will be guided by the NCA terms of reference. In areas that have not signed the NCA the approach will be guided by the 10 October 2013 treaty of slowing civil war.

### 3. Current knowledge of the problem:

The belligerents in the conflict are: Ethnic armed organisations (EAOs), Tatmadaw (Govt. army), Border Guard Force, local militia.

*Resulting from a lack of peace:* Community especially disabilities, women, children and old age; there are more IDPs and violation such as rape, murder and robbery during civil war; more refugees, physical disabled, widow and more use of drugs especially in youths; increase criminal cases and impunity of cronies; both army side clash base on natural resources; impact of natural disaster; misuse of public property by authorities; high poverty rate; loss of land by community is high; distrust between various race/ nationality; community trauma are high; causes of cool war with drugs; violation of human rights; community are lack of justice and access to justice; government divide people on religious and racial lines; scarcity of youth resources; people are rigidly aligned with political parties; high rate of human trafficking and migration (hence loss of human resources); lack of educational opportunities; social/cultural norms breakdown; weak opportunities in formal education; loss of human resources because of migration; high rate of sex workers and breakdown of family norms/morality.

*Further information needed:* Need to know update peace process on time; create opportunities to study international peace process from technician or CSOs for reference study; more try to understand citizens' rights from Constitution Chapter (8); effective advocacy or lobby way need to know; analysis and recommendation upon UPDJC, NCA, Ethnic Armed Organisations (EAO), CSOs and MP data required to study/ reference.

### 4. SWOT analysis (of campaign team):

*Strengths:* NCA contract knowledge available; strengthening coordination among CSOs; available technical resources in networking and advocacy; understand way forward to enforcement current government such as government channel, reporting NCA & UPDJC; human resources enough; available localize research publication; receive UPDJC committee suggestion/ recommendation; CSOs represent communities; government acted action if we have strong evidences; each CSOs can coordinate and collaborate in ECCSO project; CSOs who used to participate in peace process are available to participate peace process any time.

*Weaknesses:* Common agreement does not have between government and ethnic army - the greatest weakness in current situation; budget limitation; public feels fear; weak of participation/ unity among CSOs - some CSOs focus work upon their vision and mission; limit contribution time being volunteers.

*Opportunities:* Possible to receive fund from ECCSO project; CSOs have rights to participate as monitoring and presenting reporting in 21<sup>st</sup> Century Peace Conference (Panglong); CSOs have opportunity to inform NCA forum negotiations; there are ECCSO project and other networks can fundraise for this campaign; available to conduct campaign and forum that the ethnic places which already sign by NCA.

*Threats:* Government permission will be difficult in most area; less participation by government; distrust of CSOs and communities by government staffs; limit interest and participation by communities being poverty; less participation; did not receive government permission; less government participation in region or township level peace process; less of trust by government upon CSOs and community in some area; less of interest by community in peace process being poverty; some political parties are weak in participation; weak of collaboration between local CSOs; some in community are locked into political parties; government did not recognize their documents and voices because their ethnic army did not sign NCA; campaign and forum that cannot conduct legally in state that did not sign NCA; some CSOs are self-proceeded or amoral such as CSOs who are just name without doing anything or misusing project fund; some CSOs are just focusing to work their vision and mission and do not participate and encourage if the activities are not fit with their objectives

#### **5. Stakeholder analysis:**

*First priority:* Local authorities, township administrators, human rights activist, CSOs, NGOs, media, community, traditional and cultural groups, political parties, religious leaders.

*Second priority:* Department of Social Welfare, MP (Parliamentary), Armies, EAOs, UPDJC; UPC, State level government, Joint Monitoring Committee Union, Boarder Security Affair (Nae Lone); Polices, Peace Committee Group, Conflict Resolution Team.

#### **6. Campaign target:**

Township level meetings of Union Peace Dialogue Joint Committee (UPDJC).

#### **7. Objectives:**

- 1) To conduct public awareness campaign based on NCA in places that have signed the NCA agreement.
- 2) To achieve compliance with 10 October 2013 treaty aimed at slowing civil war in places that have not signed NCA.



#### **8. Campaign members:**

1. Sar Mu Htaw (Kayin), 2. Sar Du Waw (Kayin), 3. Dai Fin Social Services (Kachin), 4. Kayan Women Organization (Shan South), 5. Grip Hands (Kachin), 6. Mohnyin Civilian Ceasefire Monitoring (Kachin).

#### **9. Target areas:**

Kachin State - Bhamo, Bamauk & Mansi townships  
Sth Shan State - Peko township  
Kachin State - Mohnyin township  
Kayin State - Thandaunggyi  
Bago Region - Htantabin township

**10. Campaign period:** 1 August – 30 November 2019

**11. Main activities:**

- Edutainment,
- Dialogue workshop/forum,
- Awareness raising,
- Book launch.



**12. Results:**

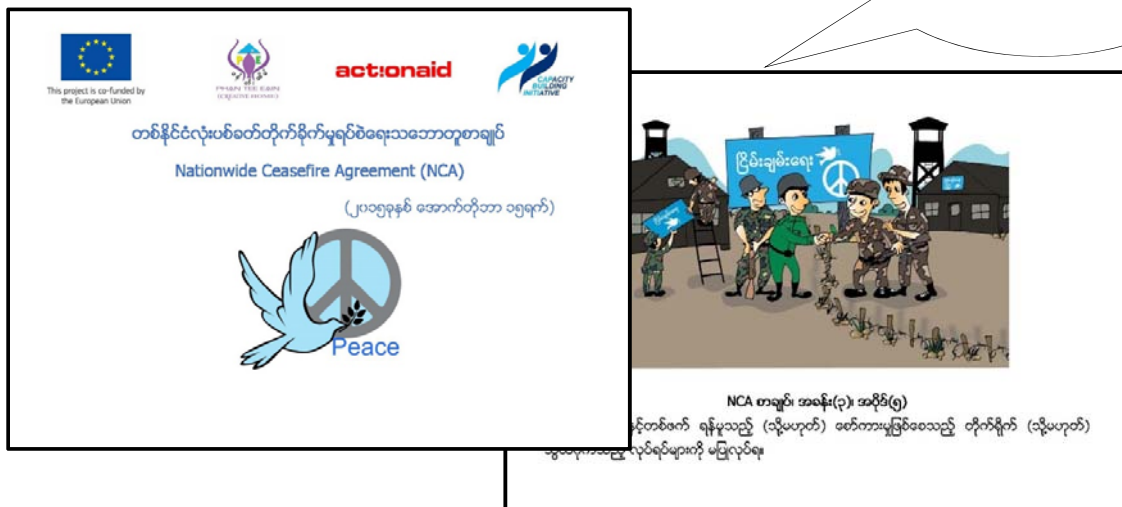
- Increased knowledge of village administrators/leaders and township level ward administrators on NCA and the current situation of peace process.
- Dialogue between EAO and the community on hinderances to the peace process.
- KNU had chance to explain to the community about their vision, mission and their actions.
- People aware and start to claim their rights in the NCA in terms of the civilian protection.
- Violation of terms of the NCA decreased.
- Cooperation among CSOs and with the government is strengthened.
- Karenni women can access the policy related information due to the booklet publication in Karenni language.
- Enhanced networking among the Karenni state women’s organizations.
- Increased participation in peace process related activities.
- IDP repatriation was discussed and advocated.

**13. Findings:**

- Still fear in terms of peace process among the people
- The concept that peace is unrelated to the public is still there
- Cooperation gap between the ruling party and the government
- Voice of IDPs on demanding peace through their feelings are amplified
- Pamphlet on peace was found to be effective
- Women participation in the peace process still needs to be increased.

**Sample of “Peace campaign” products**

*National Ceasefire Agreement Booklet (23 pp.)*





**Booklet of Bilateral Ceasefire Agreement with KIO (17 pp.)**



(က) ပြည်သူလူထုနှင့် နှစ်ဘက်အဖွဲ့များ၏ ဝန်ထမ်းများ၊ တာဝန်ရှိသူများအား ဥပဒေခွဲခမ်းခွဲစီး ထုတ်ဖော်ခြင်း၊ သတ်ဖြတ်ခြင်း၊ မတရားညှဉ်းပန်းနှိပ်စက်ခြင်း၊ အဓမ္မပြုကျင့်ခြင်း၊ အပီအဝင် အကြမ်းဖက်လုပ်ရပ်များ မပြုလုပ်ရန်။



**Advocacy report to Ethnic Affairs and Local Peace Implementation Committee (8 pp.)**



**Peace and Politics Policy Booklet for Karenni Women (36 pp.)**