

Country: Kenya

Theme: Voter Education for Informed and Ethical Voting

Title of The Best Practice / Case Study: Annual Voter Education Week

Area of Coverage: The whole Country of Kenya

Period of implementation: May 2015

Background: AVEW exercise had a double aim of sensitizing the public on the importance of participation in the electoral process, as well boosting the on-going continuous voter registration process. To achieve the awareness objective, information contents structured and disseminated included election technology, participation of marginalized groups in the electoral process as well as political tolerance.

Brief Description of Best Practice: Annual Voter Education Week used strategies that included: stakeholder briefings, public forums with state and non-state actors, outreach programs for schools, mobile registration, election technology demonstration and exhibition, attending community gatherings, media engagement and live talk shows, social media engagements, dissemination of IEC materials, update of IEBC materials, field support visits,

Challenges : 1) lack of vital documents for registration 2) Vast constituencies 3) Inaccessibility of some parts of the country 4) Voters' apathy

Outcome: 1) Increased awareness among marginalized groups 2) Increased voter education