

KNAB completed its first anti-corruption advertising campaign

 Published more than 18 years ago

Published: 27.03.2007.

On 28th March the Corruption Prevention and Combating Bureau organised a closing discussion of the first anti-corruption advertising campaign "Corruption is the Prostitution of the Entrusted Power". During the discussion most of attention was paid to results of the campaign and references along with ideas for future anti-corruption campaigns.

Purpose of the campaign "Corruption is the Prostitution of the Entrusted Power" was to promote public opinion on corruption as an immoral action and to draw society's attention to the destructive effect of corruption.

It has to be noted that shortly before closing the campaign- in March 2007- only 39 % of population admitted being prepared to give a bribe in order to solve an actual problem. Seven years ago 51 % of population indicated that they would give a bribe to a public official if that would help to solve an important issue, whereas in 2005 still 48 % of respondents claimed that they would use bribery when solving their problems.

Anti-corruption campaign began on 12 February, 2007 and within the framework of this campaign the video spot was broadcasted on LTV and TV3, an advertisement was published in six newspapers, home page www.pretkorupcija.lv was created and an advertisement banner was placed in the portal www.delfi.lv.

Results of the opinion polls in closing the campaign show that 45 % of population have seen the advertisement "Corruption is the Prostitution of the Entrusted Power".

At the discussion took part experts representing various fields of activities- sociology, public relations, political science and publicity- to assess the first KNAB anti-corruption advertising campaign.

<https://www.knab.gov.lv/en/article/knab-completed-its-first-anti-corruption-advertising-campaign>