

Conducting Public (voter) Education in a Pandemic

26 October 2021
Legal Network for Truthful Elections (LENTE)

Stratbase-ADRI



Our Palawan Plebiscite Experience

- Limited face to face campaign



Our Palawan Plebiscite Experience

- Reliance on online platform (Facebook) for information dissemination

In a statement released on March 2, Lente said the Comelec should conduct the debates through the four major local radio stations in the province to ensure that more Palaweños have access to vital information that they can use when they troop to the schools to vote on March 13.

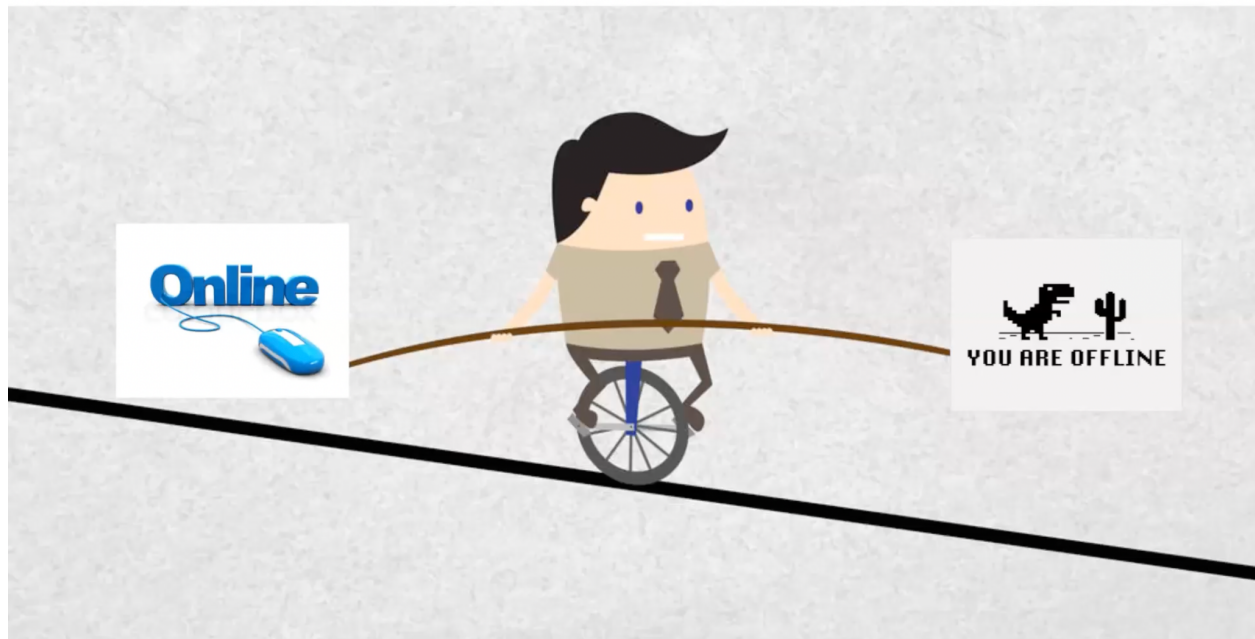
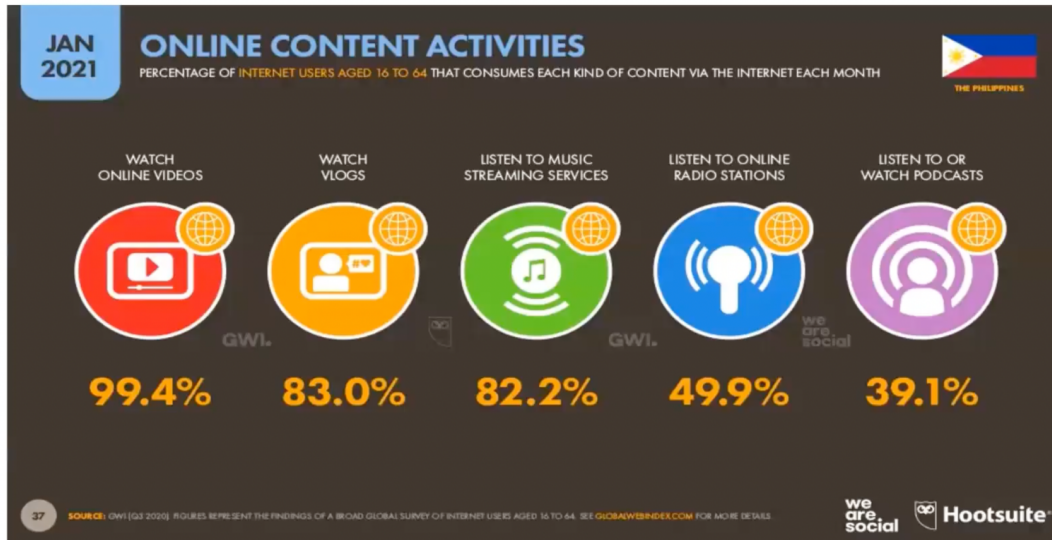
Lente said the inaccessibility of information of the Palaweños was due to the limited face-to-face interactions; no local television channel is focused on the plebiscite information campaign; weak and limited internet connection due to geographical location and/or logistics which have placed some voters at a clear disadvantage; and limited number of audiences during pulong-pulong activities conducted by local Comelec field offices.

January 2021 Data

<https://datareportal.com/reports/digital-2021-philippines>

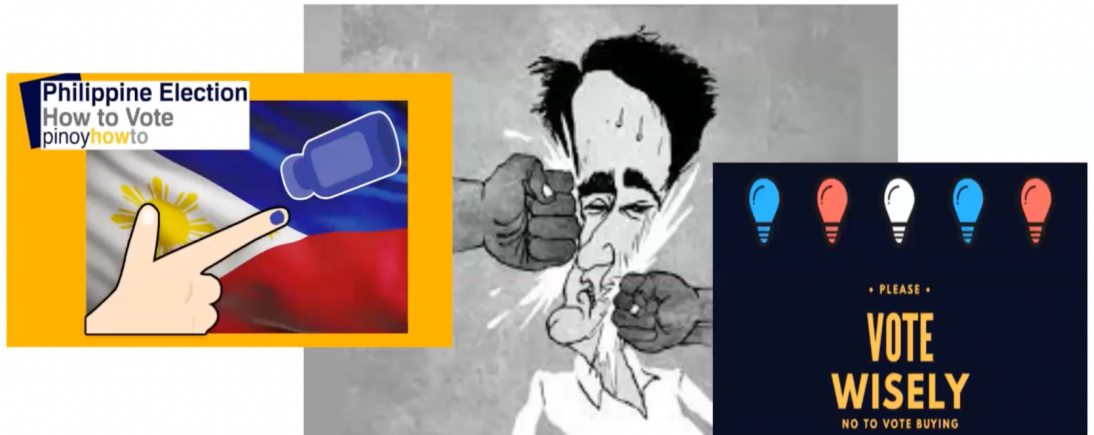
- Total Population: 110.3 million
- Internet Users: 73.91 million (67% of the total population)
- Active Social Media Users: 89 million (80.7% of the total population)
- Time spent using social media: 4H,15M (16 to 64 age of users)

January 2021 Data



Voter Education Moving Forward

- 1) Use videos for voter education
- 2) Utilize radio
- 3) Expand voter education topics



Public Education Topics

- 1) Campaign Finance and Governance
- 2) Political Dynasties and Governance
- 3) Misinformation and Disinformation
- 4) Elections during COVID
- 5) The Other Election in 2022