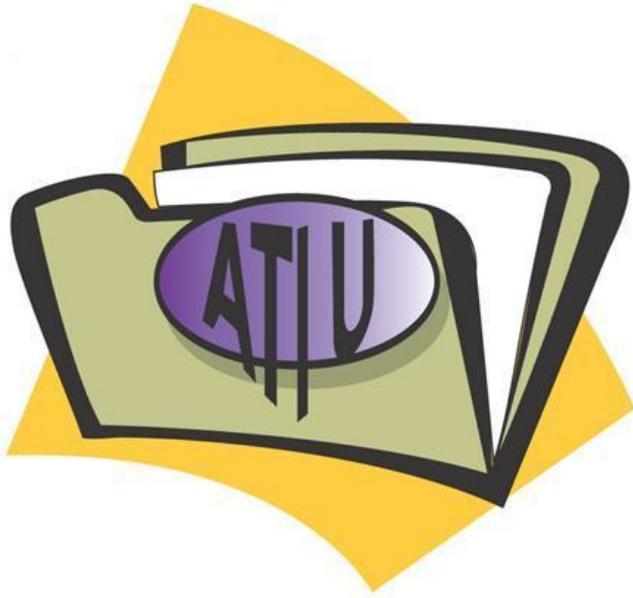


2009/2010



[ACCESS TO INFORMATION UNIT]

Publication Education Report, October to December 2009

The last quarter of the calendar year was the slowest in of the year. This can be attributed to the fact that a majority of the bigger events would have been earlier in the year and other training seminars and events planned by public sector entities and school events would have ground to a halt, particularly in December – with schools going into exam and holiday mode.

Sensitization sessions

Sensitization sessions were held with the National Environment and Planning Agency (NEPA) and the Optimist Club of Manor Park. It should be noted the National Environment and

Third Quarter with the Act in the past. Repeated training of the Environment regulatory Agency is therefore important in ensuring that they are able to adequately meet their obligations as ATI administrators.

Sensitization of a branch of the Jamaica Optimist Club speaks to the desire to engage with a variety of interest and non-profit organizations to expand the network and scope of influence of the Access to Information Unit and the Access to Information Act.

Public Expos



This student receives an ATI tote bag during the Choices Expo in Montego Bay, St. James, October 29, 2009

A second Choices event was held in the western region of the island at the West Jamaica Conference of Seventh-day Adventists, in Montego Bay, St. James on October 29. The Unit attended this event free of charge on the basis of the changes to the prior Kingston event which saw the event being held on a single day instead of the customary two days. This allowed the Unit to not only sensitize persons and distribute 280 pieces of literature, but to generate interest in the National High School Essay Competition.



Senior Secretary Teena McFarlane-Gray, Administrator Grace Bigby-Love and Actg. Public Education Manager Damian Wilson prepare to receive visitors to the ATI booth during the Civil Service Exhibition at Emancipation Park on November 17, 2009

In commemoration of Civil Service Week 2009, the Access to Information Unit joined other public entities including the National Housing Trust, the Ministry of Water and Housing, GSB Credit Union and the Public Broadcasting Corporation of Jamaica, in a grand exhibition at

Emancipation Park on November 17, 2009. The exhibition was a part of weeklong series of activities

commemorating the *National Civic Service Week*. This particular event was geared toward showing the range of services and activities the public sector is involved with and provides. The Unit distributed over 80 kits and brochures as well as its novelty items.

User Driven Content

One of the initiatives the Unit took during the year was to be more interactive, and take advantage of the new and exploding online network sites in order to attract more young persons in particular. To this end the Unit established a page on the popular social network site Facebook, and uploaded its jingle to the user driven site YouTube.

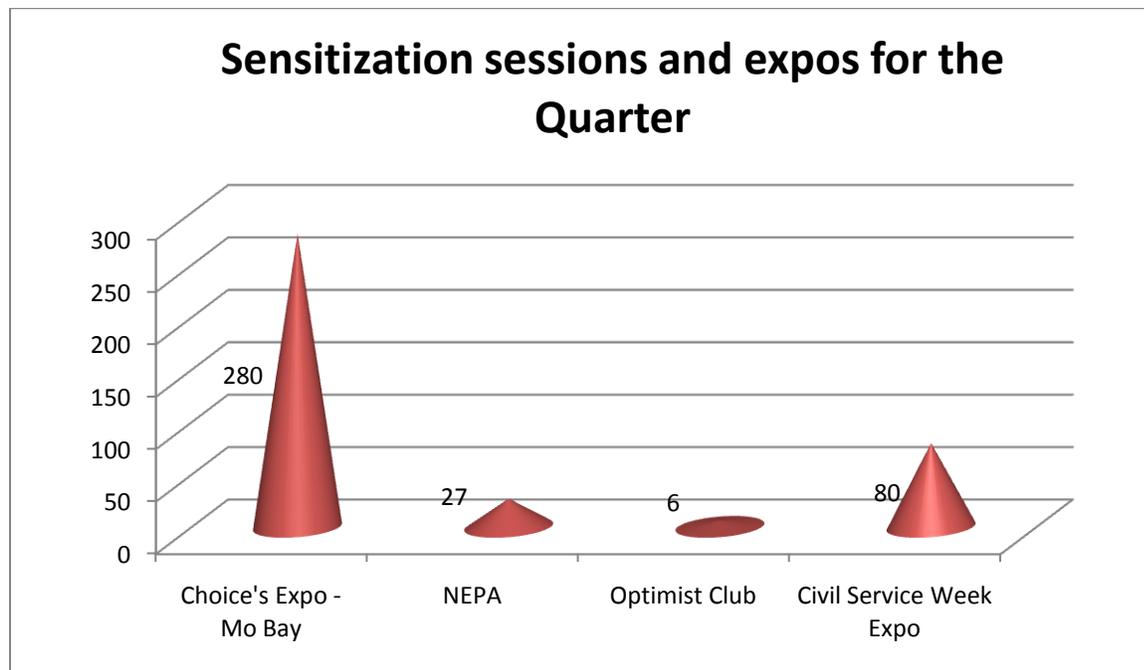
Facebook has quickly become the social networking site of choice for millions of users across the globe including several English speaking countries such as the US, UK and Canada. Facebook is also used by a large Diaspora population. It is also rated as one of the most popular website in the world by several web-rating entities.

In addition to information about the Unit, the Facebook page contains information about the Act and contact information. Also included are pictures of members of staff, events such as the Home, Health and Garden Expo, the International Right to Know Exhibition and UWI Research

Day 2009 and various sensitization sessions. A discussion has also been placed on the discussion board. The advertisement/jingle can also be viewed from the page.

Total

Three hundred and ninety-three (393) persons were sensitized in the period October to December 2009. A combined three hundred and sixty (360) were from public exhibitions while only thirty-two (32) were face-to-face sensitization sessions. All except the twenty-seven (27) from the National Planning Agency were members of the general public. As at December 31, 2009, a total of twenty six thousand seven hundred and fifteen (26, 715) person have been sensitized since the Unit's inception.



The table above shows the public expos in which the Unit participated in during the quarter