

**Country:** Myanmar

**Theme:** Inclusive Electoral Literacy Through Informal Education Channel

**Sub Theme:** Any Other

**Title of The Best Practice / Case Study:** Ethnic Inclusion Through Voter Education in Myanmar 2015 Elections

**Area of Coverage:** Nationwide with a focus on Ethnic States and Ethnic Populations

**Period of implementation:** May 2015 to November 2015

**Background:** The challenge of conducting voter education for the 2015 Elections in Myanmar was reaching the 33.4 million eligible voters and also ensuring that the message was inclusive, reflecting the diversity of Myanmar's ethnic groups. To reach 33.4 million people, voter education needed to be employed on a mass scale, but it also required tailored messages that would encourage the inclusion of many groups in the electoral process that traditionally felt excluded from the political process. This included persons with disabilities, elderly voters, youth voters, women, internally displaced persons, and especially voter from ethnic regions that do not speak Myanmar language.

**Brief Description of Best Practice:** Develop partnerships with CSOs nationwide to assist in disseminating voter education information and develop voter education in targeted ethnic languages. Additionally use voter education materials that are graphical and easy to understand even if the population cannot read Myanmar language.

**Challenges :** There are a total of 118 ethnic languages in Myanmar and a challenge to providing inclusive voter education was not only reaching these people in rural and urban areas but also ensuring that messages were understandable.

**Outcome:** Voter Turnout in the 2015 Elections was 69.82% of voters and surveys found that respondents had greatly increased their knowledge of key electoral procedures like marking the ballot, knowing where to vote and checking the voter list. Also ethnic populations in areas like Chin State, Rakhine State and Kachin State, where ethnic populations live, was relatively high. Although other states including Shan and Kayin had lower turnouts.