



“Increasing Citizen’s Access to Information to Promote  
Transparency and Integrity in Mongolia”

# **Media for Transparency Media Campaign Report**

**Globe International Center**

**Ulaanbaatar, Mongolia  
March, 2015**

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## **Media for Transparency Media Campaign Report**

### **1. Introduction**

The project planned to conduct two rapid monthly media campaigns aimed at raising awareness of the target communities and entire public on the FOI Law and reinforce discussions about transparency and integrity.

Media campaigns were planned in the project Month 11 and Month 21, but due to delay of the baseline survey, schedules were changed as follows.

1<sup>st</sup> campaign: November 25, 2013 - December 25, 2013

2<sup>d</sup> campaign: October 15, 2014 - November 15, 2014

Based on the results of the Baseline survey involved 1948 citizens and public officials from 20 target soums of 8 aimags, the project developed an Information policy/strategy of Media campaign. During the media campaigns, the project cooperated with a total of 11 traditional media outlets: 4 national media outlets, 7 local aimag media outlets and 10 soums' community radios.

After the first campaign, the project conducted mid-term evaluation and it was decided to re-design format of the second media campaign involving local traditional media outlets and social media campaigning on the occasion of the International Right to Know Day.

**Below is the list of the traditional media outlets involved the media campaign.**

#### **At national level:**

1. MNB, Public TV
2. MNB 2, minority channel
3. MNB, Public Radio
4. "Udriin sonin" daily newspaper

#### **At local level:**

1. Bayan Ulgii Radio, branch of the MNB
2. U TV, local television that has national coverage, Uvurkhangai aimag
3. BBS TV, Sukhbaatar local TV station
4. "Arkhangain amidral", Arkhangai local newspaper
5. "Uvsiin ungu", Uvs local newspaper
6. "Khovdiin medee", Khovd local newspaper
7. "Erkh Chuluu", Khuvsgul local newspaper

#### **Community Radio**

1. "Tolbo nuur" CR, Tolbo soum, Bayan-Ulgii aimag
2. "Uushigiin tsuurai" CR, Bayannuur soum, Bayan-Ulgii aimag
3. "Khultsuutiin tsuurai" CR, Buyant soum, Bayan-Ulgii aimag

4. "Ulaan khusiin dolgion" CR, Ulaan khus soum, Bayan-Ulgii aimag
5. Bodonchiin dolgion" CR, Altai soum, Khovd aimag
6. "Khotgoidiin duu khooloi", CR, Tsagaan-Uul soum, Khuvsgul aimag
7. "Shishgediin duu khooloi" CR, Ulaan-Uul soum, Khuvsgul aimag
8. "Taigiin aylguu" CR, Tsagaan nuur soum, Khuvsgul aimag
9. "Uguumur aylguu", CR, Zuungobi soum, Uvs aimag
10. "Tavan tesiin dolgion" CR, Tes soum, Uvs aimag

## 2. Media Campaign Results

The project planned to use IEC materials for media campaigns to educate the public on the FOI law.

- **Plan: 5 audios and 5 videos aired by the selected broadcast media outlets**

Five videos were aired 163 times by four television stations; four times has been aired by the MNB, public broadcaster in the Mongolian language and 6 times in the Kazakh language by the second minority channel of the MNB, 73 times- by U TV, local television station of based Uvurkhangai aimag that has national coverage and 80 times – by BBS TV, Sukhbaatar local TV station.

Five audios were aired 3666 times by 10 national and local radios: 1191 times in the Kazakh language and 2475 times in the Mongolian by 8 radio stations including community radios participated in the media campaign.

More information is given in Table 5 in page 11

**Table 1:**

Broadcast media	Video		Audio		Total
	Kazakh	Mongolian	Kazakh	Mongolian	
MNB	-	4	-	-	4
MNB II	6	-	-	-	6
MNB Radio	-	-	6	-	6
Bayan Ulgii Radio, branch of the MNB	-	-	60	-	60
Local TV stations	-	153	-	-	153
Community Radios	-	-	1125	2475	3600
<b>Total</b>	<b>6</b>	<b>157</b>	<b>1191</b>	<b>2475</b>	<b>3829</b>

**Иргэн Та Төрийн байгууллагаас мэдээлэл авах ЭРХТЭЙ.**

Таны энэ эрхийг 2011 онд "Мэдээллийн ил тод байдал ба мэдээлэл авах эрхийн тухай" хуулиар баталгаажуулж төрийн байгууллагуудад мэдээллээ нээлттэй байлгах үүрэг ногдуулсан юм.

**Иргэн Та**

- Мэдээлэл авах хэлбэрээ сонгох
- Мэдээлэл авах шаардлага, үндэслэлээ тайлбарлахгүй байх
- Нэмэлт лавлагаа авах
- Агуулгын талаар амаар тайлбарлуулах
- Албан ёсны эх сурвалжийг мэдэх **ЭРХТЭЙ.**

ГЛОБАЛ ИНТЕРНЭШНЛ ТӨВ

Хаяг: Чингэлтэй дүүрэг - IV хороо, Дэлгэрмөр 88 цогцолбор 5-р орон 57 тоот

Улаанбаатар - 15141, Улаанбаатар хот, ЗХУ

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- **Plan: Three A4-page ads in the selected print media**

Udriin Sonin (Daily News), the biggest daily published three A4-page adds in its issue № 305/4632 (2013.12.19), No 299/4626 (2013.12.12) and № 95/4622 (2013.12.07)

The newspaper adds informed the public in legal obligations imposed to the public agencies by FOI law, citizens' right not to explain reasons of obtaining information and right to select form of receiving information and how to launch information requests to the public agencies, and sanctions against public officials who refused to give information to a citizen.

- **Plan: At least two materials appeared in a week during the monthly campaigning, for an estimated 320 journalistic materials published/aired in the two campaigns**

A total of 280 journalistic materials published and aired by media outlets: 143 during the first campaigning and 125 during the second campaigning and it include 17 journalistic materials using the Citizens' Guidebook "Right to Know" as planned by the project.

- **Plan: At least 20 quality stories exposing the facts of poor public service developed by the trained journalists individually or collectively**

20 journalists from UB attended the mentoring workshops have produced a total of 16 journalistic materials. Their topics were about FOI law implementation, grand corruption, results of monitoring of government web sites, why economic information is hidden, corruption of the public officials, serious secrecy provisions of the law draft on Economic Amnesty so on.

### **How trained local journalists used their knowledge on FOI law and transparency?**

- **Arkhangain Amidral, local newspaper**

Newspaper published the following materials in column titled Open Government and related budget.

- Resolutions of the Aimag Citizens' Representative Khurals
- 2014 Expenditure report of the Governor's Reserve Fund by month
- 2014 Expenditure report of the Soum Development Fund
- 2014 investments from the public finding by soums

- **Khovdiin medee, newspaper**

Byambasuren, Chief-in-Editor said that after the training, journalists starting using the FOI law and show the officials the articles and provisions. In the practice, problems faced by journalists to access public information decreased. FOI law is very important for the journalists. We always remind them law provision imposing sanctions to the public officials who denied in information request. Now, the officials aware they have to give information which is not legally secret.

Local newspaper also publishes the monthly reports of the Aimag Auditing Office

- **Uvsiin Ungu, local newspaper**

Newspaper launched a column The Right to know. Our public bodies got aware of the FOI Law and their information on activities, human resources, budget and procurement. They lacked ideas how to deliver their information to the communities. Newspaper offered them our service.

Newspaper also publishes the monthly reports of the Aimag Auditing Office.

The local newspapers published 8 reports on the project activities and it includes news on the baseline survey, citizens' monitoring

Kh.Naranjargal, GIC President was interviewed by Uvsiin Ungu and it was published on January 2014. The newspaper also published news about SMS distribution system of Zuungovi soum of Uvs aimag.

- **Khovdyn medee** published news about monitoring of the citizens who monitored Health Center and expenditure of Soum Development Fund. Arkhangain Amidral published news about citizens monitoring.

- **Aru Juldyzar, Kazakh language magazine** re-published the FOI law in the Kazakh that was translated by the project. The magazine published news about trainings in four soums of Bayan Ulgii

aimag. The magazine is printed in 500-1000 copies and read by the Kazakh populations living in Bayan Ulgii, Khovd, Orkhon, Khentii, Selenge and Tuv aimags since 2013

### 3. Media campaigns

#### 1<sup>st</sup> campaign:

During the 1<sup>st</sup> media campaign, the project cooperated with 19 traditional media outlets and they published/aired a total of 3762 materials.

**Table 2: Media outlets involved to the media campaigns:**

No	National	Number of aired/published materials	Local Aimag Media	Number of aired/published materials	Soum Community radios	Number of aired/published materials
1	MNB, Public TV	4	Bayan Ulgii Radio, branch of the MNB	30	“Uushigtiin tsuurai” CR, Bayannuur soum, Bayan-Ulgii aimag	450
2	MNB 2, minority channel	6	U TV, Uvurkhangai aimag	42	“Khultsuutiin tsuurai” CR, Buyant soum, Bayan-Ulgii aimag	450
3	MNB, Public Radio	6	BBS TV, Sukhbaatar local TV station	40	“Ulaan khusiin dolgion” CR, Ulaan khus soum, Bayan-Ulgii aimag	457
4	Udriin Sonin, national daily newspaper	3	“Arkhangain amidral”, Arkhangai local newspaper	5	Bodonchiin dolgion” CR, Altai soum, Khovd aimag	450
5			“Uvsyn ungo”, Uvs local newspaper	6	“Khotgoidiin duu khooloi”, CR, Tsagaan-Uul soum, Khuvsgul aimag	450
6			“Khovdyn Medee”, Khovd local newspaper	5	“Shishgediin duu khooloi” CR, Ulaan-Uul soum, Khuvsgul aimag	450
7			“Erkh Chuloo”, Khuvsgul local newspaper	8	“Uguumur aylguu”, CR, Zuungobi soum, Uvs aimag	450
8					“Tavan tesiin dolgion” CR, Tes soum, Uvs aimag	450
<b>Total</b>		<b>19</b>	<b>Total</b>	<b>136</b>	<b>Total</b>	<b>3607</b>
<b>Grand Total</b>						<b>3762</b>

As conclusion of the 1<sup>st</sup> media campaign, the Project Team has decided to re-design the format of the 2d media campaign due to reasons listed below:

- 1) Costs for airing audio and video spots and PSAs in the national media outlets are extremely high. During the first campaign, public television aired the videos 12 times ( 6 times on the first channel and 6 times on the second channel) and public radio- only 6 times over just 10 days. Reaching more viewers is high importance for the project.
- 2) It is reasonable to work with local TV stations and local newspapers because they charge much less for high number of materials. It is also project priority to reach people in the aimags and cooperate with local media of which journalists trained by the project. Secondly, local media outlets are hardly trying to survive in the small media market where is a little opportunity generating big incomes from advertising. The project money will be support to their financial independence. In order to make the campaign more efficient, the project team has take decision to run social media campaigning. It would be much cheaper to produce new action videos and post at Youtube and promote via Facebook rather than paying big amount

of money to the national media outlets. Social media is becoming increasingly popular among the Mongolians, particularly among the youth aged 18-35 years old.

GIC Youtube has 89 posts of audios, videos and documentaries including the project’s IEC materials. It has 48,083 views. GIC Facebook has 2634 friends.

<https://www.facebook.com/GlobeInternational> and Facebook page has 356 likes (<https://www.facebook.com/pages/Globe-International-Center/288179841217398?fref=ts>).

An idea of using social media as cheaper and more efficient promotional channel also was recommended by IC advisers who helped to develop the Media Campaign Strategy. Please see the Media Campaign Strategy. Another reason of the new production is connected to the amendment to the Law on Information Transparency and Right to Information passed by the Parliament on 1 July 2014 and it was effective as of October 16, 2014. The Law was amendment because a Law on Glass Accounts that obliges the public organizations to disclose their information on the budget expenditure and public procurements via special web portals and list of the information in the FOI law was fully transferred to the new Law on Glass Account.

- 3) Since the project did not get proper documentations from the Soum community radios for airing the project educational materials and productions of their own programs, we have decided not to continue our contracts. The outside observers also proved the community radios are rarely on air. In addition, “Tolbo nuur” community radio of Tolbo soum, Bayan-Ulgii aimag was burnt in fire in the Soum Telecom building and “Taigiin aylguu” CR, Tsagaan nuur soum, Khuvsgul aimag did not operate.

By decision of the Project Team meeting on April 29, 2014, format of the second media campaign re-designed, so that continue working with media outlets at the Aimag level and include social media channels. It was decided to combine media campaign with the International Right to Know day-September 28 and mobilize some resources planned for advocacy for productions of actions videos and post at Youtube.

## 2d Media Campaign:

- ***Traditional Media***

For the second media campaign, the project cooperated with the following 7 traditional media outlets based in the Aimag center towns.

**Table 3: Media outlets involved to the second Media campaign:**

No	Local Aimag Media	Number of aired/ published materials
1	Bayan Ulgii Radio, branch of the MNB	30
2	U TV, Uvurkhangai aimag	31
3	BBS TV, Sukhbaatar local TV station	40
4	“Arkhangain amidral”, Arkhangai local newspaper	7
5	“Uvsiin ungu”, Uvs local newspaper	4
6	“Khovdiin medee”, Khovd local newspaper	5
7	“Erkh Chuluu”, Khuvsgul local newspaper	8
<b>Total</b>		<b>125</b>

U TV, local television based in Uvurkhangai aimag has national coverage using services of satellite company DDISH with 35 channels, satellite antennas, local cable distributors and it is on channel 45 of Skymedia, IPTV. It reaches 21 aimags and 320 soums of Mongolia and remote districts such as Bayankhoshuu, Zaisan, Garchuurt and Tolgoit and outskirts of Ulaanbaatar and 29 countries of Asia. Uvurkhangai their programming is aired via local transmitters in the 22 soums. Its airtime is 16 hours daily between 8am and 12pm.

BBS TV, Sukhbaatar aimag local TV station covers the aimag center and number of viewers is 18000. Bayan Ulgii Radio, branch of the MNB has three hours of daily broadcast time in the Kazakh language and it covers 360 км from the aimag center reaching 13 soums of Bayan Ulgii aimag and Kazakh population of Bulgan and Uench soums of Khovd aimag.

### **Local newspapers**

Local newspapers come out once in 7-10 days. In average, a local newspaper is printed in 1000 copies, but newspapers produce double effect that it is shared with at least two- three persons.

- **Social media campaign on the occasion of the International Right to Know Day**

It is GIC's first time to mark the International Right to Know Day 28 September 2014. International Right to Know Day was established by access to information advocates from around the globe. It was first celebrated on 28 September 2003. The aim of Right to Know Day is to raise awareness of every individual's right of access to government-held information: the right to know how elected officials are exercising power and how the tax-payers' money is being spent.

The project produced 7 action video episodes calling the people to act under message: **What You Can Do?**

It includes:

- If you are an NGO / civil society organization?
- If you are an individual?
- If you are a teacher?
- If you are a librarian?
- If you are a journalist?
- If you are a public servant?
- If you are elected member of the government?



**Table 4: Social media campaign on the occasion of the International Right to Know Day**

№	Title	Outline and Links	Views* By March 2015
1.	<b>If you are an NGO / civil society organization ...</b>	hold an event, a debate, an award ceremony .... write a press release ... hold a discussion with a local community group or in the local school ... print up posters and t-shirts and hand them out in the streets ... get people involved and, best of all, get them exercising their rights by filing request for information! <a href="https://www.youtube.com/watch?v=mkq9WMN0J-U">https://www.youtube.com/watch?v=mkq9WMN0J-U</a>	<b>56</b>
2.	<b>if you are an individual ...</b>	file a request for information, write a letter to your local newspaper, ask your local town hall to put up notices telling people about the right to information, or ask them to put more information on their website ... write to your local council or to your member of parliament and ask them what they are doing to promote government transparency! <a href="https://www.youtube.com/watch?v=oXqXFIR9_Fk">https://www.youtube.com/watch?v=oXqXFIR9_Fk</a>	<b>52</b>
3.	<b>if you are a teacher...</b>	have a discussion in class about the right to know and why open government is important ... think of some requests you can file with your local authority or with a government body such as the Ministry of Education ... find a local issue that you would like to know more about such as the quality of the drinking water or the budget for the sports centre and file requests for more information! <a href="https://www.youtube.com/watch?v=KeLtn6kV7Mc">https://www.youtube.com/watch?v=KeLtn6kV7Mc</a>	<b>62</b>
4.	<b>if you are a librarian ...</b>	you already understand the value of information, so make sure you inform your members/readers about Right to Know Day! <a href="https://www.youtube.com/watch?v=IIA6dMYTI-c">https://www.youtube.com/watch?v=IIA6dMYTI-c</a>	<b>45</b>
5.	<b>if you are a journalist ...</b>	write an article about Right to Know Day around the world and/or about local transparency issues ... if you have never filed a request before using your national access to information law, now is the time to start, and then make a story out of what happens! <a href="https://www.youtube.com/watch?v=Z9Cw2DPETys">https://www.youtube.com/watch?v=Z9Cw2DPETys</a>	<b>63</b>
6.	<b>if you are a public servant ...</b>	... think about how you can manage information better so that it's easier to provide to members of the public ... put some more information on your website so that the public has a better idea about what you are doing... talk to the people in your department who are responsible for giving out information and find out what you can do help them respond to requests within the timeframes established by law! <a href="https://www.youtube.com/watch?v=s5BDc2Uuh1Q">https://www.youtube.com/watch?v=s5BDc2Uuh1Q</a>	<b>51</b>
7.	<b>if you are a elected member of government...</b>	...ask yourself you are doing to help promote open government ... find out what the department you work in is doing to be more open... Сонгогчдоодоо өгсөн амлалтаа хэр биелүүлж байгаагаа энэ өдөр олон нийтэд мэдээлэх <a href="https://www.youtube.com/watch?v=aT4KXW-fhKc">https://www.youtube.com/watch?v=aT4KXW-fhKc</a>	<b>72</b>
<b>Total</b>			<b>401</b>

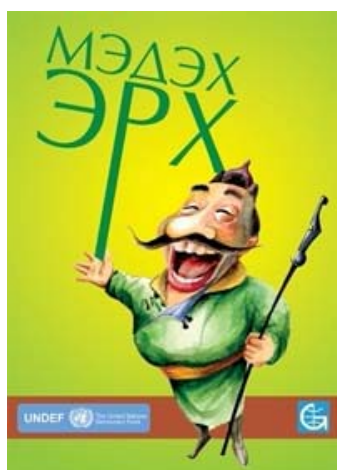
- Youtube own data on views

During the social campaigning GIC produced 7 posters with the sayings of the famous writers and educators which were included to the Right to Know guidebook and it was distributed through Facebook 2634 <https://www.facebook.com/GlobeInternational>, Facebook page has 356 likes Globe International Center page <https://www.facebook.com/pages/Globe-International-Center/288179841217398?fref=ts>. It was viewed by 557 persons and shared by 21 share and received 96 likes.

The project used an opportunity to raise issues of access to public information during the breakfast meeting “Let’s Talk about Human Rights” held on October 30, 2014. The event is permanently organized by Open Society Forum, Mongolia in cooperation with National Human Rights Commission every Thursdays of the month. Kh.Naranjargal, GIC Head has taken presentation Transparency in the Soums and shared project’s successes, challenges and problems faced by the project. After the presentation, 26 participants discussed issues on how to make the FOI law implementation efficient. <http://globeinter.org.mn/?cmd=Record&menuid=420>

#### 4. Use of IEC materials

- **Citizens’ Guidebook: The Right to Know**



The guidebook was published in 3,000 copies in the Mongolian, Kazakh and Tuva languages and 200 DVDs produced. DVDs used during trainings and 150 were delivered to the target soums and aimags.

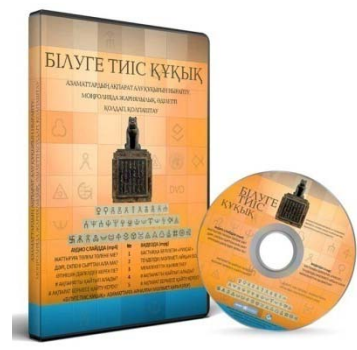
News about Citizens’ Guidebook was read by 96 persons: 125 in the Mongolian and 80 in the Kazakh and Tuva languages.

Link <http://globeinter.org.mn/images/upld/MedeherhsuuliihUNDEF.pdf> /in Mongolian/

<http://globeinter.org.mn/images/upld/MedeherkazakUNDEF.pdf> /in Kazakh/

<http://globeinter.org.mn/images/upld/MedeherhtuvaUNDEF.pdf> /in Tuva/

- **Audios and Videos**



News about audio and video productions posted at GIC web site and it was read by 205 persons: 125 in the Mongolian and 80 in the Kazakh and Tuva languages.

<http://globeinter.org.mn/?cmd=Record&id=1071&menuid=409> /Mongolian/

<http://globeinter.org.mn/?cmd=Record&id=1072&menuid=409> /Kazakh & Tuva/

Audios and videos posted at GIC Youtube have 2009 views by the end of March 2015. A total of 486 views is shared by 343 in the Mongolian and 143 in the Kazakh. A total of 1523 views of the videos is shared by 1156 in the Mongolian and 294 in the Kazakh and 73 in the Tuva.

**Table 5: Use of the educational IEC materials**

Type of production	Production Title	Outline and Links	Trafficking data/views* By March 2015
<b>Printed Citizens' Guidebook</b>	<b>The Right to Know</b>	<a href="http://globeinter.org.mn/images/upld/MedeherhsuuliihUNDEF.pdf">http://globeinter.org.mn/images/upld/MedeherhsuuliihUNDEF.pdf</a> / In Mongolian / <a href="http://globeinter.org.mn/images/upld/MedeherhkazakUNDEF.pdf">http://globeinter.org.mn/images/upld/MedeherhkazakUNDEF.pdf</a> / In Kazakh / <a href="http://globeinter.org.mn/images/upld/MedeherhtuvaUNDEF.pdf">http://globeinter.org.mn/images/upld/MedeherhtuvaUNDEF.pdf</a> /In Tuva/	96
<b>Video PSA</b>	<b>1.Permission only for authorities</b>	After facing a lot of problems the girl from ordinary family, who requests to own a land for construction enterprising could not obtained permission, meanwhile it was permitted so quickly within two days to chairman's daughter. It evidences a violation the article 12.1 of the Law on the information transparency and right to information where mentions an information requesting party shall have equal rights in exercising. <a href="http://www.youtube.com/watch?v=wUGEYQPnUXo">http://www.youtube.com/watch?v=wUGEYQPnUXo</a> / In Mongolian / <a href="http://www.youtube.com/watch?v=dJsktVJA0II">http://www.youtube.com/watch?v=dJsktVJA0II</a> / In Kazakh / <a href="https://www.youtube.com/watch?v=JQv9vw6kdUU">https://www.youtube.com/watch?v=JQv9vw6kdUU</a> /In Tuva/	In Mongolian-336 In Kazakh -111 In Tuva - 20
	<b>2.Information on tender accessible only for authorities</b>	Information on tender is non transparent and thereby blocks an opportunity to compete fairly for the girls of different background, one from privileged and other one from ordinary families as well as it violates the article 10 of the Law on the information transparency and right to information. <a href="https://www.youtube.com/watch?v=g-8BgwBLdPU">https://www.youtube.com/watch?v=g-8BgwBLdPU</a> / In Mongolian / <a href="http://www.youtube.com/watch?v=DwCtXiBqlig">http://www.youtube.com/watch?v=DwCtXiBqlig</a> / In Kazakh / <a href="https://www.youtube.com/watch?v=WPqvnMqGRuU">https://www.youtube.com/watch?v=WPqvnMqGRuU</a> /In Tuva/	In Mongolian-223 In Kazakh – 79 In Tuva - 24
	<b>3.Genuine servant of the State</b>	The corruption will be flourished in Mongolia when authorities are bribing by someone and an acquaintances however if they can say NO to corruption a justice will be prospered. <a href="https://www.youtube.com/watch?v=VpDrts4ip5g">https://www.youtube.com/watch?v=VpDrts4ip5g</a> / In Mongolian / <a href="http://www.youtube.com/watch?v=hy_AQX2yHYy">http://www.youtube.com/watch?v=hy_AQX2yHYy</a> / In Kazakh / <a href="https://www.youtube.com/watch?v=c6TuBQa219k&amp;list=UUoy0TiW7_nj7RR1baMbra-A">https://www.youtube.com/watch?v=c6TuBQa219k&amp;list=UUoy0TiW7_nj7RR1baMbra-A</a> /In Tuva/	In Mongolian-121 In Kazakh - 104 In Tuva - 29
<b>Video spot</b>	<b>1.What you do when your request denied ?</b>	It explains on officials responsibility when he/she have violated the rights of citizens to receive information in accordance with an article 17 and article 18 on prohibiting in releasing the certain types of information of the Law on the information transparency and right to information. <a href="https://www.youtube.com/watch?v=Zlko_fJ0n0U">https://www.youtube.com/watch?v=Zlko_fJ0n0U</a>	In Mongolian-251
	<b>2.How to receive the information?</b>	It explains to citizens how to receive information from governmental organizations including how to send request, certain procedure of receiving information, time of response and service fee. <a href="https://www.youtube.com/watch?v=2ViGoHJGJmk">https://www.youtube.com/watch?v=2ViGoHJGJmk</a>	In Mongolian-225
	<b>1.Shall citizen explain his/her reason to receive information?</b>	This act violates the information requesting citizen's right guaranteed by article 12.1.3 of the Law on the information transparency and right to information where it mentioned that ...An information requesting party shall not have obligation to explain the need and ground of requesting information. <a href="https://www.youtube.com/watch?v=gePD611M4_M">https://www.youtube.com/watch?v=gePD611M4_M</a> /In Mongolian/	In Mongolian -78 In Kazakh -38

Audio PSA		<a href="http://www.youtube.com/watch?v=PmGkoECdC5M">http://www.youtube.com/watch?v=PmGkoECdC5M</a> / In Kazakh /	
	<b>2. Are medicines should be paid by patients?</b>	The practitioner is not responding to patients request to receive information on annual budget of the hospital and said that, it's their internal issue thereby violates the article 9.1.1 of the Law on the information transparency and right to information where mentioned that the governmental organizations shall to place the current year's budget, previous year's financial report, the proposed budget for the coming year on its website and the Budget Transparency Website of Mongolia within the following timeframes ensuring free access to information for citizens. <a href="https://www.youtube.com/watch?v=SHeFruWzd6U">https://www.youtube.com/watch?v=SHeFruWzd6U</a> / In Mongolian / <a href="http://www.youtube.com/watch?v=veZHeZuu6BA">http://www.youtube.com/watch?v=veZHeZuu6BA</a> / In Kazakh /	In Mongolian - 69 In Kazakh -34
	<b>3.Supplementary should be paid?</b>	It shows how the secondary school teachers are enforcing their students to buy additional education materials and conducting paid extra lessons as well as it violates article 2.1.5 of the Ethical Code of secondary and preschool teachers, that prohibits to hand over a certain type of educational materials, to demand a donation, conduct a paid extra lessons. It also explains that, the Public official's Ethic code shall be launched on website or Information desk of the governmental organization and renewed it time to time by article 8.1.2 of the Law on the information transparency and right to information. <a href="https://www.youtube.com/watch?v=h7pu3Z3GgYQ">https://www.youtube.com/watch?v=h7pu3Z3GgYQ</a> / In Mongolian / <a href="http://www.youtube.com/watch?v=1hZQuQmHYel">http://www.youtube.com/watch?v=1hZQuQmHYel</a> / In Kazakh /	In Mongolian - 83 In Kazakh -71
Audio spot	<b>1.What you do when your request denied ?</b>	explains on officials responsibility when he/she have violated the rights of citizens to receive information in accordance with an article 17 and article 18 on prohibiting in releasing the certain types of information of the Law on the information transparency and right to information. <a href="https://www.youtube.com/watch?v=Zlko_fJ0n0U">https://www.youtube.com/watch?v=Zlko_fJ0n0U</a>	In Mongolian - 54
	<b>2.How to receive the information?</b>	It explains to citizens how to receive information from governmental organizations including how to send request, certain procedure of receiving information, time of response and service fee. <a href="https://www.youtube.com/watch?v=2ViGoHJGJmk">https://www.youtube.com/watch?v=2ViGoHJGJmk</a>	In Mongolian -59
<b>Total</b>			<b>2009</b>

## 5. Campaign Evaluation

The project planned to use study and feedbacks of media users. The results of the end line survey also was used for measuring effectiveness of the media campaign.

### Telephone survey

Media campaign was evaluated via pre-mid-term-post surveys through landline and cell phone interviews and audience reach using Internet trafficking data and results of the End-line survey.

Three-step telephone surveys involved a total of 120 local populations and it included 72 citizens and public officials from 8 target aimag centers and 48- from target soums selecting randomly telephone numbers of respondents.

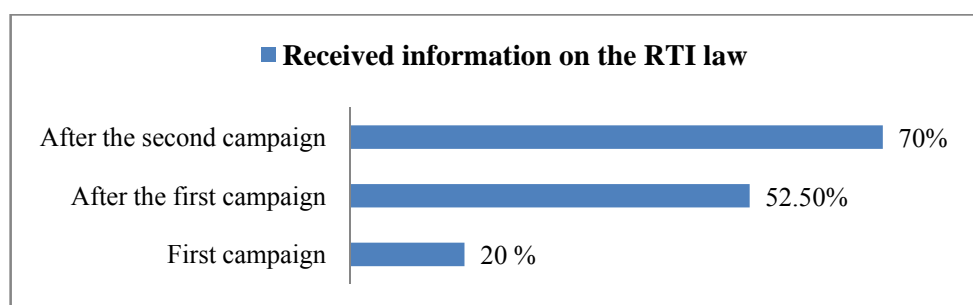
Table below shows schedule of surveys and number of respondents.

**Table 6. Surveys conducted**

Type of survey	Period covered	Dates	Number of respondents		
			Aimag	Soum	Total
Pre-campaign survey	Before 1 <sup>st</sup> campaign started:	October 7-11, 2013	0	40	40
Mid-term survey	After the 1 <sup>st</sup> campaign	October 12-23, 2014	32	8	40
Post-campaign survey	After the 2 <sup>d</sup> campaign	January 15-30, 2015	40		40
Total			72	48	120

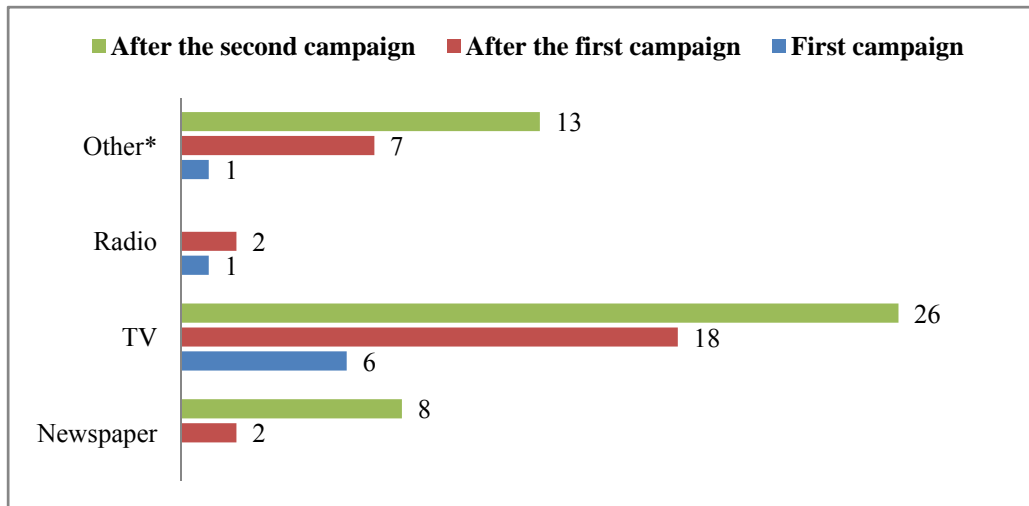
As result of the pre-campaign survey, 8 respondents out of 40 said they received information from media, but two of them had good knowledge on FOI law. Other heard about it, but do not have any knowledge. The results of the mid-evaluation survey, i.e., after the first campaign, 52.5 percent of respondents said they received information on FOI law from media outlets. The results of the post-campaign survey, number of informed people has increased by 17.5 percent. In another words, 70 percent of respondents received information on the FOI law.

**Graph 1: Number of respondents who received information on FOI law.**



Concerning traditional media, most of respondents received this information from television and newspaper. As for newspaper, the number of respondents who received this information reached 8 after the second campaign compare to 2 who received it after the first campaign. Two respondents received it from radio after the first campaign and there were no respondents who received the information from radio.

**Graph 2: Channels used by the communities in the target aimags and soums**



Two respondents received it from radio after the first campaign and there were no respondents who received the information from radio. Other 7 persons who received this information after the first campaign and 13 after the second campaign said they obtained this information from other sources such as information boards, printed educational material and Internet. One third of respondents made Internet as their information source. 26 respondents received this information from television after the second campaign compare to 18 who received this information after the first campaign.

Unfortunately, there are no proper market data on viewership and listenership of use of the national media by the rural population. Press Institute of Mongolia reports that Odiriin Sonin's daily circulation is 12,000 copies between December 2013 and May 2014.

The results of comparative data of the baseline and end-line surveys show that number of viewers of national TV in the 20 soums of 8 aimags decreased from 53 percent to 49 percent. Number of Internet users increased from 10 to 17 percent. Number of readers who receive local information from local newspapers increased from 31 to 24 percent.

### **Conclusion**

- The media campaigns reached its goal to educate the public on the FOI law and media played good role in raising the public awareness.
- The local communities in the target soums and aimags who are regular media users are pretty well informed in the FOI law.
- It takes time that information leads to the actions in order to establish a democratic culture in the society by changing the mentality and behaviors of the people to efficiently use the law to demand the accountability, so public raising campaigns on the law and transparency and integrity issues are still needed.
- Results show re-designing of the media campaign made it more efficient.

## List of Media materials

### 1<sup>st</sup> campaign

№	Date	Title	Outline
<b>“Arkhangain amidral”, Arkhangai local newspaper</b>			
1	05. 12.2013. № 46(354)	Concept on right to know and freedom of information	Article used “ Right to know” guidebook
2	14.12.2013 № 47(355)	Media’s role is considerable to make public information	Raise the issue that criticizing The Transparency of governmental organizations restraining only by it’s Open day
3		What is the right to know ?	Article used “ Right to know” guidebook
4	22.12. 2013 № 48(356)	Regarding the Law on the information transparency and right to information (referred to handbook)	Are the local governments and authorities of Arkhangai province is working openly? Interview on how citizens are evaluating it
5	05.01. 2014 № 01(357)	Referring to handbook Citizen’s right and freedom to receiving information from governmental organizations	The importance and role of media in the Transparent governance (Quick interview with the local authorities)
<b>Erkh Chuluu”, Khuvsgul local newspaper</b>			
6	December 2013 № 52(5344)	Citizen’s right and freedom to receiving information from governmental organizations	Article used “ Right to know” guidebook
7		How the aimag government offices ensure transparency?	Interview with P.Lkhagvajav, Head of Social Insurance Department
8		What type of information shall not to be prohibited by organizations ?	Article used “ Right to know” guidebook
9	12-p cap 2013 № 54(5346)	Citizen’s right and freedom to receiving information from governmental organizations	Vops-in pops: Citizens answer a question Do you know you have the right to access public information?
10		How the governmental organizations are offering the transparency ?	Interview with B.KHandarmaa, specialist of Environmental Dept.
11	January 2014 № 02(5349)	On the right to know and freedom of information	
12		Information flow is nontransparent in the bagh Bor gol of Arbulag soum	Report from Bot gol bagh of Arbulag soum on transparency is not ensured and information is closed t the community
13		Information archived by the governmental organizations are citizen’s property	Article used Right to know guidebook
<b>“Khovdiin medee”, Khovd local newspaper</b>			
14	15.12. 2013 № 34(405)	What common challenges are facing to receive information?	Interview with citizens
15		How governmental organizations to make transparent it’s information?	Interview with citizens
16	16.12. 2013 № 35(406)	<b>Which sanctions will be appealed to the violators of the legislations on information transparency and right to information</b>	Interview with M.Amarsanaa, Deputy governor of the province.

17		Launched a website on Budget transparency	Interview with P.Angalanbaatar, Head, Finance and State Fund
18	18.02. 2014 № 07(414)	Information archived by the governmental organizations are citizen's property	Referred to handbook
<b>“Uvsiin ungu”, Uvs local newspaper</b>			
19	12.12. 2013 № 21(62)	FOI law implementation is poor. It is limited by posting information at information board	Interviews with citizens, public officials about FOI law implementation
20		What is citizen's right to know and access to information?	Interview with citizens
21	15.01. 2014 № 01(65)	The Right to Know: Launch your complain, if your right to access information is violated	Interview with citizens
22		Public service is getting a network of relatives	Article referred to the auditing report.
23	25.01 2014 № 02(66)	Public information should be available to everybody, even request is not launched	Interview with Kh.Naranjargal
24		Ulaangom soum made its budget information open to the community	Article on expenditure of the budget on the 2014 Ulaangom soum and expenditure of January 2014 of the Governor's Reserve Fund

## 2d Campaign

№	Date	Title	Outline
<b>“Arkhangain amidral”, Arkhangai local newspaper</b>			
1	20.10. 2014 № 35(381)	Citizens monitored the public service for the first time	Interview on the implemented project monitoring in Battsengel soum
2		Has the government agency to disclose their information transparent and open?	Article used the Right know guidebook
3	05.11. 2014 № 37(383)	Results of campaign State and Transparent account	On the results of campaign named “ State and transparent wallet “ implemented by office of local governor of Erdenebulgan soum
4		What is sanction imposed to the public officials, if he/she denies information request?	Article used the Right know guidebook
5	12.11. 2014 № 38(384)	What measures transparency?	Report from the Aimag Health Center
6		Төрийн байгууллагад хадгалагдаж байгаа мэдээлэл ард түмний өмч. Яагаад?	Гарын авлагаас
7		Information hold by the government is public property	Interveiw with public officials of the Aimg Governor's Office
<b>Erkh Chuluu”, Khuvsgul local newspaper</b>			
8	January 2015 № 13 /5413/	Have you managed to get information from the government offices you wanted?	Citizens' comments
9		Ads A4	Citizens has right to select the form of receiving public
10	January	What brings information to me?	Used Citizens guidebook

	2015 № 14/5414/	Information restrictions in accessing public information	
11		Иргэдэд шинээр батлагдсан хууль, дүрэм журмыг мэдээллийн самбартаа байрлуулдаг	Хуулийн этгээдийн улсын бүртгэгч Д.Насанбуян
12	February 2015 № 15/5415/	Citizens have duties while enjoying their rights	How to protect you while having information?
13		Ads A4	What is required for requesting information?
14	February 2015	Are the local government and local governors office working openly?	How citizens are evaluating this? Monitoring the information board of the Aimag Governor' Office
15	№ 16/5416/	Does the government need informed citizens?	Article used Citizens' guidebook
<b>Khovdiin medee", Khovd local newspaper</b>			
16	10.12. 2014 №35/442/	Column: Right to Know Monitoring conducted on the information transparency	Report on monitoring of 31 websites supervised by local governor's office under the Resolutions No 8 and 9 of the Local Governor
17		Releasing information by website "Finance"	Interview with P.Amgalanbaatar, Head. Finance Dept on budget and state fund's transparency.
18	17.12. 2014 №36	" Khovd province in 2014 "	Special edition on implementing activities of the proposed program of Local Governor
19	28.11. 2014 №34	"Citizen's Representative Khural is releasing it's implemented activity openly"	Highlighted and Released CRKH's implemented activity
20	15.01. 2015 № 01/446/	The information stand of Right to know: State information transparency monitored by soum citizens	Report by Ts,Tumur-Ochir, Head of monitoring team, on monitoring results on Soum Development Fudn and Health Center budget
<b>Uvsiin ungu", Uvs local newspaper</b>			
21	20.01.2015	Байгууллагын нууц гээд мэдээлэл өгөхгүй бол яах вэ?	Article used Citizens' guidebook
22	10.02. 2015	How many days do you need to get response to your information requests?	Informs in the legal obligations of the public officers and sanctions against them, if they deny information requests of the citizens Article used Citizens' guidebook
23	28.03. 2015 №05/100/	Information is distributed to the citizens through mobigator	Zuungovi soum uses mobigator to disseminate information the citizens
24		Citizens complaints are solved	Report on how Aimag Governor's Office and other departments receive the citizens' complaints and how it is solved

## ANNEX 2

### Publications

#### Kazakh magazine Ary Juldyzar

The interview about training in the Bayannuur soum, Bayan-Ulgii aimag. Published in 2013, №4/31/.



# АРУ ЖҰЛДЫЗДАР

"Арулар" одағының еркін басылымы

№ 4(31)

2013

#### ОДАҚ ЖАҢАЛЫҚТАРЫ



Оқытуға қатысқан Байаннуурлық мемлекеттік қызметкерлер

Оқуға пайдаланылған көмекші құрал қазақ әйелдерінің "Арулар" одағынан қазақ тіліне аударылып, ұсынылды. Көмекші құрал "Глоб интернэшнл орталығы" бейресми ұйымынан шығарылған материалдарға негізделіп, қазіргі кезде қолданылып отырған Моңғол елінің заңдары аясында өзірленді.

Жоғарыда аталған екі сұмынның мемлекеттік қызметкерлері, азаматтары және сол сұмын көлемінде бақылау жасайтын мониторинг группасы барлығы 90 адам оқытуға белсене қатысты. Өр сұмынның лауазым иелерінің іс-қызметі ашық, айқын, жариялы болуына бақылау қоюға тиісті мониторинг-бақылау группасы бес-бес адамның құрамында жергілікті жер азаматтарынан құрылды. Бақылау группасы үш рет сұмын көлеміндегі мемлекеттік ұйымдықтар, қызметкерлер, лауазым иелерінің жұмысына бақылау қойып, қорытындысын шығарып, олармен бірігіп жұмыстайды. Оқу барысы сұмындық "FM радио" арналарынан берілді.



Оқытуға қатысқан Байаннуурлық азаматтар

Оқу бағдарламасы бойынша бұрынғы қоғам мен қазіргі демократиялық қоғамның айырмашылығы, демократиялық қоғамның принциптері, білу құқығы, ақпараттың пайдасы, жариялылық, ашық, айқын ақпарат, мемлекеттік даяшылық және өділеттілік, мүдделер қайшылығы, мемлекеттік даяшылықтағы сыбайластық, жемқорлық, қоғамдық жауапкершілік, ақпараттың жариялылығы, ақпарат алу құқы, жариялылық түрлері, азамат, заңды тұлғаның құқығы туралы мағлұматтар берілді.

Оқуда 2011 жылы маусымда бекітілген «Ақпарат жариялылығы және ақпарат алу құқы туралы» заңды насихаттаумен қатар «Мемлекеттік ресми іс туралы», «Бұқаралық қызметте қоғамдық және жеке мүддені реттеу, мүдделер қайшылығынан алдын ала сақтандыру туралы» заң және «Сыбайлас-жемқорлыққа қарсы күрес» заңдары азаматтарға ана тілінде түсіндірілгені оқуға қатысушылардың көңілінен шығып, оқуға ынтасын арттырды.

Оқуға қамтылған азаматтар "Білу құқы" туралы өз ойларын өлең жолдарымен ортаға салды:

### Білу құқы

Біліп жүру - адамдардың міндеті,  
Білмей жүрген микроптың індеті.  
Білгеніңді бір-біріңнен аяма,  
Білу деген мұсылманның сүннеті.

Өркениетті бүгін мынау заманда,  
Осы көштен мен де бекер қалам ба.

Біле жүру ұрпақтарға жақсы ғой,  
Табу үшін өз орнын ғаламда.

*Баяннуурлық азаматтар:  
Қ.Тілейхан, С.Аузақ, А.Әзімхан,  
О.Әуез, О.Өркен*

\*\*\*\* \*\*\*\* \*\*\*\*

«Білу құқын» заң жүзінде қорғайды,  
«Білу құқы» ақпаратсыз болмайды.  
Ақпарат алмай, қарап үйде отырсаң,  
Қараңғылық басыңызды торлайды.

Ақпарат - әкімшілік жүрегі,  
Ақпарат - бизнестің тірегі.  
Ақпаратпен бірге туып, бірге өсер,  
Болам деген келешектің түлегі.

*Баяннуурлық Ақарал ауылжай әкімі  
Ж.Самат*

\*\*\*\* \*\*\*\* \*\*\*\*

“Білу құқын” білмеген,  
Анда-мұнда барады.  
Көрінгенге жаутаңдап,  
Бар уақытын алады.

Білу құқын біліп ал,  
Ақпаратты жиып ал.  
Әділеттік орнатып,  
Көңіліңе түйіп ал.

*Улаанхустық Балабақша  
меңгерушісі С.Айгүл  
Аға мектеп мұғалімі Б.Клара  
Балабақша мұғалімі К.Күмісжан*



*Оқытуға қатысқан Улаанхустық азаматтар*

БИ

айт  
ба  
біл  
үйе  
сар  
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«А  
сұл  
мү  
қал  
қат

Мэдэх эрх

# Х.Наранжаргал: Иргэн хүн хүссэн ч, эс хүссэн ч төрийн мэдээлэл заавал ил тод байх ёстой



**"Глоб интернэшл төв"** ТББ-аас манай аймгийн Тэс, Зүүнговь суманд "Иргэдийн мэдээлэл авах эрхийн нэмэгдүүлж, Монголд ил тод байдал, шударга ёсыг хөхиулэн дэмжих нь" төслийг хэрэгжүүлж байгаа аж. Энэ талаар тус ТББ-ын тэргүүн, сэтгүүлч Х.Наранжаргалтай ярилцлаа.

-Тэс, Зүүнговь суманд хэрэгжүүлж байгаа төсөл тань хэр үр дүнтэй явж байна вэ? -Манай байгууллага НҮБ-ын Ардчиллын сангийн шугамаар 8 аймгийн 20 суманд "Иргэдийн мэдээлэл авах эрхийн нэмэгдүүлж, Монголд ил тод байдал, шударга ёсыг хөхиулэн дэмжих нь" гэдэг төслийг хэрэгжүүлж байгаа бөгөөд Увс аймгийн Зүүнговь, Тэс сум хамрагдсан. Төслийн хүрээнд сумдын иргэд, төрийн албан хаагчдад хоёр өдрийн сургалт хийж, сургалтад хамрагдсан хүмүүсээс таван хүнийг сонгон "Төрийн үйлчилгээний ил тод байдал"-д мониторинг хийлгэсэн байгаа.

Энэ төслийн хүрээнд сумдад иргэддээ мэдээлэл түгээх сувгийг нэмэгдүүлэх ажил хийж байна. Манай төсөл хэрэгжиж байгаа 8 аймгийн 10 суманд өмнө нь Юнескогийн дэмжлэгээр байгуулагдсан "Нутгийн радио" гэдэг дууны хөвдөр байсан нь нэг хэлбэр иргэддээ үйлчилдэг. Сумынхаа хөгжлийн төлөө үйл ажиллагаа явуулдаг FM радио байгаа юм. Мөн сумдад цахим хуудас нээж, гар утасны мессежээр иргэдэд мэдээлэл түгээх шинэ үйлчилгээг бий болгосон.

Сайн засаглал гэдэг нь энгийнээр хэлэх юм бол сайн сайхан нийгмийн төлөө оролцох хоёр тал байж амьдралаа сайжруулна гэсэн үг. Иргэд нь идэвхтэй байхгүй бол дан ганц Засгийн газар эрх мэдлээ хэтрүүлнэ. Тэгэхээр иргэд нь идэвхтэй, ажил хэрэгч, бүтээлч, оролцоотой байх ёстой.

Дараагийн зүйл нь ил тод байдал. Нийгмийн хариуцлага, ил тод байдал, иргэний оролцоо гурав бол салшгүй зүйл. Ил тод байна гээд цаасан дээр бичих амархан. Яаж ил тод байдлыг хангах вэ гэдэг дээр тодорхой шалгуур үзүүлэлтийн дагуу ажлаа үнэлэх ёстой. Манай төслийн хүрээнд 2015-2016 онд хэрэгжүүлэх сумын ил тод байдлын төлөвлөгөөг батлах юм. Энэ төлөвлөгөөг гаргахдаа иргэдтэй хэлэлцэж гаргах ёстой.

Төслийн хүрээнд мониторинг хийх чадвар эзэмшсэн сум сумын 5 иргэн маань гурван удаа мониторинг хийхээс эхнийхийг нь өнгөрсөн 10 дугаар сард хийсэн. Мониторингоо ямар чиглэлээр хийхээ иргэд өөрсдөө шийднэ. Боловсролын үйлчилгээ, эмнэлгийн үйлчилгээ, төрийн бусад үйлчилгээ ямар байна гэхчлэн иргэдийн санаа бодлыг хамгийн их зовоосон, анхаарал татсан зүйл дээр мониторинг хийж, зөвлөмж гаргана.

Ардчилсан нийгэмд улс төрчид иргэдийн санаа бодлыг эрдэмтэй, урьдчилсан, манай мэдэлд байна. Иргэд нь төрийн үйл хэрэгт оролцох эрхтэй гэж заасан байгаа. Тэгэхээр шууд оролцооны нэг эрх нь төлөөлөлтэй байх эрх. Иргэд өөрсдийнхөө төлөөний хүнийг сонгож байгаа. Өөрсдийнхөө мөнгийг хянаж байгаа гэсэн үг.

Дараа нь үйлдэл хийх эрх байдаг. Үйлдэл хийнэ гэдэг нь оролцооны бас нэг чухал хэлбэр. Яагаад гэхээр энгийн иргэн захидал бичих, үг хэлэх, хуралд оролцох, аливаа төсөл хуулийн шийдэлд саналаа өгөхөөс авахуулаад олон хэлбэрээр хэрэглэдэг.

Дараагийн нэг эрх нь мэдэх эрх байгаа. Мэдэх эрх гэж нэг, хоёр, гурав гэж жагсаагаад сүүлд орж байгаа эрх биш. Энэ бол суурь эрх. Яагаад гэхээр сайн мэдээлэл байхгүй бол иргэд өөрийнхөө төлөөллийг зөв сонгож чадахгүй. Сайн мэдээлэл байхгүй бол хэнд саналаа өгөх, юу эсэргүүцэхээ иргэд мэдэхгүй. Суурь эрх гэдгийг мэдэх эрх, мэдээллийн эрх чөлөө гэж ярьдаг. Мэдээллийн эрх чөлөө гэдэг маань ганцхан төрийн байгууллагаас мэдээлэл хайх, хүлээн авах, түгээх, олж авах гэсэн бүлэг эрх байдаг.

Мэдээллийн эрх чөлөө байхгүй бол иргэн хүн Үндсэн хуулинд заасан бусад эрхээ эдлэхэд учир дутагдалтай. Тийм ч учраас НҮБ-ын Ерөнхий Ансамбелийн анхдугаар чуулганаас баталсан 59 дүгээр тогтоолоор Мэдээллийн эрх чөлөө бол хүний язгуур эрх юм, энэ бол НҮБ-аас хүний бусад эрхийг хэмэвдэг үндсэн хэмжүүр мөн гэж заасан байна. Мэдээлэлгүй иргэд гэдэг харанхуй л гэсэн үг. Тэгэхээр харанхуй байна гэдэг бол хүмүүс дотроо бухимдаа л, хуучин нийгмийн үе шиг хоорондоо ярихаас цаашгүй байна гэсэн үг.

**-Мэдээлэл ил тод болгохын тулд төрийн байгууллагууд юуг анхаарах ёстой вэ?**

-Ерөнхийдөө хариуцсан ажилтан байхгүй бол энэ ажил явахгүй. Ил тод байдлын шалгуур дотор энэ ажлыг хийх төсөвтэй байх ёстой. Төрийн байгууллага ажлаа тайлагнадаг байх ёстой. Тайлагнан гэдэг нь хэвлэн мэдээллийн байгууллагуудын хурууд нь нээлттэй байх ёстой. Иргэн хүн мэдээлэл авна гээд өдөр болгон төрийн байгууллага руу гүйж ирэд байдаггүй. Нэг л өдөр тэр хүнд мэдээлэл хэрэгтэй болдог. Тэр үед нь л хэрэгтэй мэдээлэл нь нээлттэй байж байх ёстой. Хуульд зааснаар бол иргэд бүх

төрийн бичиг баримт, гэрээ контрасттай танилцах эрхтэй.

Төрийн албан хаагчид энэ мэдээлээр яах гэж байгаа юм гэж иргэдээс асууж шаардах ёсгүй. Хамгийн нэгдүгээрт иргэн хүн ирэхээр хүсэлтээ гаргах анкет төрийн байгууллага дээр байх хэрэгтэй. Хүсэлтийг буцаах хоёр л хэлбэр байгаа. Нэг нь хүсэлт гаргахдаа мэдээлэл нь дутуу байх юм бол, нөгөөх нь тухайн байгууллагын эзэмшилд тэр мэдээлэл нь байхгүй бол буцаана. Иргэн хүн хүссэн ч, эс хүссэн ч мэдээлэл ил тод нээлттэй байх ёстой. Манайн мэдээллийг ил тод болгож байгаа энэ гээд 10-20 хуудастай зүйл Мэдээллийн самбаргаа өлгөчихдөг. Хүн ирээд түүнийг ашиглах боломжгүй. Тийм болохоор мэдээлэл сурталчилгааны сайн төлөвлөгөө хэрэгтэй байгаа. Иргэдээ мэдээлэл өгөх нь төрийн үүрэг. Тэгэхээр төр ямар мэдээлэл ирээдээг зайлшгүй мэдээлэл гэж үзэж, ямар сувагар хүргэх вэ, энэ мэдээллийг дамжуулах вэ, энэ мэдээллийг хэн чирэцэж төлөвлөх вэ, ямар хугацаанд түгээх вэ гэсэн мэдээлэл сурталчилгааны төлөвлөгөө хэрэгтэй. Төрийн төлөвлөгөөг нарийвчилсан ийм төлөвлөгөөг иргэдийн мэдээлэлтэй байх эрхийг мэдээлэл, Одоогоор өөрсдөө дамжуулах вэ, энэ мэдээллийг үйлчилгээ хүсээд ирж байгаа иргэдийн чирэгдүүлэхгүйн тулд иргэдийнхний үйлчилгээ, Утгах энэ зэргийг бий болгоод үйлчилгээ даа. Гэхдээ иргэн хүн байна л гэсэн мэдээлэл хүсвэл нарийвчлэн өгөх ёстой. Төсөв санхүүгийн төлөвлөгөөг иргэдийн мэдээлэлтэй байгаа боловч төр дотоодын авч үзье гэвэл задаргаа. Хуульд зааснаар бол яах юм гэсэн санхүүгийн мэдээлэл бүх төсөв байгаа хүн, гаргасан удирдаж явж байна. Төсөв гарын үсэгтэйгээр хүн хөө тавихдаа өөрийнхөө санхүүгийн үүрэг, үүсэл, үйлдлийг иргэд нь мэдээллийг ашиглаж сурахад дэмжлэг үзүүлэх хэрэгтэй. Энэ нь мэдээлэл сурталчилгааны хамгийн чухал хэсэг. Хувийн байгууллагууд мэдээлэл сурталчилгаа ашиглан бүтээгдэхүүнээ борлуулдаг. Гэтэл төрийн байгууллагад

бас бүтээгдэхүүн байгаа. Тэр бүтээгдэхүүний үйлчилгээн дотор мэдээлэл байгаа. Тэр мэдээллийг боловсруулж сурах хэрэгтэй. Иргэн хүн бүхний мэдээлэл хүлээн авах чадвар өөр өөр. Тэр хүн боловсрол багатай байна уу, боловсролтой байна уу, огт боловсролгүй, бичиг үсэггүй байна уу гэдэг огт хамааруу. Тэр хүнд ойлгогддог тэр хэлээр нь л мэдээлэл өгөх ёстой. Яаж бичиг баримтаа иргэнд ойлгомжтойгоор хүргэх вэ гэдэгт суралцах хэрэгтэй гэсэн үг. Жишээлбэл, гар утасны мессеж гэхэд 160 тэмдэгтэд багтаж мэдээлэлээ түгээнэ. Тэр 160 тэмдэгт дотор хүн хамгийн чухал зүйлээ л хэлэх хэрэгтэй. Албан бичиг шигээ урт юм бичээд байвал багтахгүй, тиймээс цэцтэй, ойлгомжтой мэдээллийг түгээх арга барил, үр чадварыг яалт ч үгүй эзэмших ёстой.

**-Сүүлийн мөнчийг танд үлдээ?**  
-Манай байгууллагын Увс аймагт хэрэгжүүлж байгаа бас нэг төсөл нь Мерси Кор Олон Улсын Байгууллагатай хамтраад залуучуудыг чадавжуулах, залуучуудад сайн засаглалын тухай ойлголт өгөх, тэдний өмнө тулгарч байгаа бэрхшээлийг тодруулах чиглэлийн төсөл байгаа. Өсвөр насныхан, залуучуудыг багаас нь идэвхитэй иргэн болгож төлөвшүүлэхэд энэ төсөл чиглэгдэж байгаа. Хүүхдүүд цэцэрлэг, сургуульд байхавсаа энэ засаглал дотор бий үүрэг гүйцэтгэхгүй бол Сайн засаглал байж чадахгүй гэдгийг багаасаа ойлгох нь чухал. Засаглал гэхээр их том, аймаг юмуу, сумын ЗДТГ, ИТХ-ын асуудал биш. Энэ бол цэцэрлэг, сургуулийн чинь асуудал байж болно.

Эцэст нь хэлэхэд иргэд нь мэдэлтэй байх ёстой. Иргэд нь харилцлага нээхэд ирээдээ чинийг ашиглах ёстой. Өөрсдийнх нь хариуцлага өндөр болох юм. Дарга шүтдэг, нам шүтдэг сэтгэлгээ нь ариалагүй байгаа жижиг орон нутагт энэ маш чухал асуудал юм шүү.

**-Танд баярлалаа.**  
Б.Батхүү

"Мэдээллийн ил тод байдал ба мэдээлэл" Оюунтайгаа мэдээлэл байх

# 2 ӨХОВДЫН МЭДЭЭ KHOVD.EKHORON21.MN

Мэдэх Эрх

## Төрийн мэдээллийн ил тод байдал сумын иргэд мониторинг хийлээ

Алтай сумын Эрүүл мэндийн төв, сум хөгжүүлэх сангийн хувиарлалт, зарцуулалтанд 2014 онд иргэдийн оролцоотой мониторингийн үнэлгээ хийв. Үнэлгээг хийхдээ “ГлобИнтернешил” төрийн бус байгууллагын дэмжлэг, тусалцаа, мэргэжлийн зөвлөгөө, аргачлалын дагуу явуулж, түүнд төрийн албан хаагчид, малчид, иргэдийн төлөөллийг аль болохоор өргөн хамруулахыг зорилоо. Мониторингийн багийн бүрэлдэхүүнд багийн ахлагч Ц.Төмөр-Очир, бичиг хэргийн ажилтан И.Оюунжаргал, багийн гишүүн Т.Цоодол, Б.Ичинхорлоо, Д.Цэцэгээ нар ажиллаа.

### Эрүүл мэндийн төвд хийсэн мониторинг

Мониторингийн зорилго: Сумын эрүүл мэндийн төвийн үйл ажиллагаа эмийн хүртээмж, эмч эмнэлгийн ажилтнуудын ажлын ачаалал, тэдэнд тавигдах шаардлага, үйлчилгээний чанарын байдалд чиглэсэн санал зөвлөмж боловсруулах зорилготой.

Зорилтууд: Эрүүл мэндийн чиглэлээрх Эрх зүйн баримт бичгүүдэд дүн шинжилгээ хийх

Ажлын тайлан, иргэдийн санал бодолд тулгууралсан үйл ажиллагаа явуулсан байдал

Эмнэлгийн ажил үйлчилгээний талаар иргэд, олон нийтийн санаа бодлыг тандах зорилгоор санал асуулга явуулж дүн шинжилгээ хийх

Эмнэлгийн ажилтнуудтай ярилцлага хийж тэдний ажилд тулгамдаж буй бэрхшээлийг тодруулах

Мониторингийн үр дүнгийн талаар тайлан бичиж, дүгнэлт зөвлөмжийг нийтэд түгээж мэдээллэх, нөлөөллийн арга хэмжээ авах

Дээрх зорилго, зорилтуудын

54 хүнээс санал асуулга авлаа. Тэдний ихэнх нь 26-аас дээш насны иргэд, 64 хувь нь эмэгтэй, 24 хувь нь бүрэн дунд, 13,5 хувь нь бүрэн бус дунд, 22 хувь нь тусгай дунд боловсролтой иргэд оролцлоо. Сумын хүн эмнэлгийн үйлчилгээг дүгнэнэ үү? гэсэн асуултанд оролцогчдын 64,8 хувь нь сайн, 31 хувь нь дунд, 3,7 хувь нь хангалтгүй гэж хариулжээ.

Эм тарианы хүртээмжийн талаар 68,5 хувь нь хүртээмжтэй, 31,4 хувь хангалтгүй, эмнэлгийн ажилтнуудын зан харьцаа 70 хувь нь сайн, 30 хувь нь хангалтгүй гэсэн үнэлгээ өгсөн байна.

Хүн эмнэлгийн үйл ажиллагаа хуулийн дагуу явагдаж байна уу? Гэсэн асуултанд 26% нь тийм, 14,8% нь үгүй, 59,2% нь мэдэхгүй гэж хариулжээ. Эрүүл мэндийн талаарх мэдээлэл ил тод байдаг 3,7%, хаалттай 18,5%, мэдээлэл байдаг зарим нь хаалттай 77,7% нь хариулсан байна.

Дээрхи судалгаанаас үзэхэд эрүүл мэндийн чиглэлээрх мэдээлэл хангалтгүй гэсэн дүгнэлт гарч байна. Мониторингийн явцад эмнэлгийн ажилтнуудын зан харьцаа сайн, амбулаторийн графикт үзлэгийг тогтмол хийдэг, өвчтөний сэтгэл зүй өндөр, жирэмсэн эхчүүдийг хугацаанд нь хяналтанд авдаг, вакцинжуулалт тогтмолжсон, дуудлагын барагдуулалт сайн зэрэг ололттой талууд байгаа боловч, багийн эмч нар иргэдээ графикаар эргэдэггүй, ил тод байдал хангалтгүй, шингэн уусмалуудын төрлийн эмийн хүртээмж хомс, орны хүртээмж хангамж тавигдаагүй, дуудлагын бензин хүрэлцдэггүй, зардал хэтэрдэг зэрэг дутагдлууд байгааг тодрууллаа. Дээрх ололт, дутагдлуудад дүн шинжилгээ хийж, Эрүүл мэндийн төвд дараах зөвлөмжийг өгөв.

Эрүүл мэндийн сурталчилгааг

сангийн хөрөнгийн зарцуулалтын талаар сумын удирдлагууд, төрийн сангийн төлөөлөгч, жижиг дунд үйлдвэр хариуцсан мэргэжилтэн, зээлдэгчдийн төлөөлөл, иргэдийн төлөөллийн хүрээг оролцуулан ярилцлага, санал асуулгын журмаар мониторинг явууллаа. Нийт 36 иргэнээс санал асуулгын хуудсаар санал авч, 5 иргэн удирдах албан тушаалтантай ярилцлага хийв. Санал асуулгад оролцогчдын 7,4% нь 18-25 насны 21,9% нь 26-35 насны 48,7% нь 36-45 насны, 12,2% нь 46-55 насны, 9,8% нь 56-аас дээш насных байв. Эмэгтэй-61,1%, эрэгтэй 39,0% байв. Боловсролын хувьд дээд-25%, тусгай дунд 16,6%, бүрэн дунд 36,0, бүрэн бус дунд-0, бага-25,0%, боловсролгүй-11,1% байлаа. Ажил эрхлэлт- Төрийн байгууллагад-22,2%, хувийн хэвшилд-19,4%, хувиараа хөдөлмөр эрхлэгч-22,2%, ажилгүй-22,2%, малчин-27,7% байв. Сум хөгжүүлэх сангийн талаар хэр сайн мэдэх вэ? гэсэн асуултанд 41 иргэн оролцож 14 нь сайн мэднэ, 8 нь дунд зэрэг мэднэ, 19 нь огт мэдэхгүй гэсэн хариулт өгчээ. Сум хөгжүүлэх сангийн зээл хэр үр өгөөжтэй вэ? гэсэн асуултанд ирсэн оролцож сайн мэднэ-10, ихээхэн үр өгөөжтэй-12, үр өгөөжгүй-19 хүн хариулжээ. Ярилцлагад 5 хүн оролцож санал бодлоо солилцов.

Сумын засаг дарга Р.Бадамцэцэг”Сум хөгжүүлэх сангийн зээл эхэн үедээ эзнээ зөв олоогүй, зээлдэгчид зээлээ зориулалтын дагуу ашиглаагүй зэрэг дутагдууд байсан. Энэ онд бид энэ зөрчлийг арилгаж чадсан. Харин зээл олгоход янз бүрийн бэрхшээл бий. Тухайлбал: нэг чиглэлээр олон төсөл орж ирдэг. Төсөл бичигчид бүгд зээл авч байх ёстой юм шиг ойлгодог.

Сонгон шалгаруулалтан дээр танил тал ах дүүсээ дагуулан