



**Anti-corruption campaign:  
Be brave! Say no to corruption!**

Corruption, as a form of moral deterioration in a society, is a very complex and a multilayer feature. Closely interconnected with politics, it has unimaginable destructive effects in every society. This is particularly evident in totalitarian and autocratic systems and environments where poverty long held squized a lust for money and for capital assets.

Notion of corruption is most frequently connected to penal prosecution and definitions of penal statutes. In that respect it is defined as a feature of bribes taking. Its real mening, however, is much more broad. It is a mater of change from sound state to ill, infected, rotten, deviated from usual.

All the determinations given reflect the actual situation in the most corrupted state in the whole of Europe - Yugoslavia. It is obvious that corruption problem - as for society development, industrial recovery and rised living standards, police and judiciary independence and transparent and responsible authorities - is the largest. Being noticable everywhere, why is this problem paid so little attention to?

This is exactly where **Regional Centre for Civic Action LINGUA** sees the biggest trouble. It is this lack of real actions out of genuine desire to reduce corruption that makes one of the main reasons the problem has enormously grown in our society.

Solution offered by **Regional Centre for Civic Action LINGUA** from Kraljevo, relating to the local community, i.e. Kraljevo Municipality is to point to the problem by a forceful media campaign, public rellys, contact-programmes on local TV and by initiation of various programme types of adequate conception, aimed to anti-corruption.

The campaign to achieve this goal would comprize five phases of two months each. Each of the five phases wuld be intended to anti-corruption in one ofe the following institutions: health protection, judiciary, police, schooling, and public services in charge of local government.

Each of the phases would be executed through the activities comprising the following: TV spots, radio jungles, posters, lifelets, labels, public rallys, eminent experts on TV and the like. Upon completion of the said activities (this would be the sixth phase), the experience LINGUA would gain in execution of the five phases would result in publishing a booklet in 1,000 copies which would than be distributed to citizens, media and the employed in the institutions targeted in the five phases of the project.

Target group of the project are primarily the population of Kraljevo Municipality, but citizens of neighbouring municipalities covered by our local TV also. These are Krusevac, Trstenik and Vrnjacka Banja. Forum people are convinced that with this campaign our citizens employed and engaged in local self-government, state institutions (judiciary, police, schooling, health protection...) and in NGO would be especially animated.

Campaign is realize in period February 2002-February 2003.  
**The Donors is Olof Palme Centre from Stockholm**