Active Citizens Bahamas (ACB) Brief

Overview

Active Citizens Bahamas is an ORG Citizen Engagement Campaign that seeks to empower Bahamian citizens to use their individual and collective actions to positively impact their communities.

It includes a National Outreach Series that reaches community groups to teach citizens about nation building; a Community Focus Groups series that allows citizens to talk about their community challenges and brainstorm ways to solve them together; and an Advocacy Toolkit to train organizations and individuals on how to conduct effective advocacy on issues of concern.

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Background & Details

The Organization for Responsible Governance has always believed that citizen engagement and education is the key to creating pathways toward a brighter future. A study from the World Bank suggests that greater engagement of citizens leads to improved public service delivery, public financial management, social inclusion, empowerment and ultimately, governance.

Effective engagement requires both public education and public consultation, which provide opportunities to speak to, and listen to Bahamian citizens.

To this end, Active *Citizens Bahamas* is ORG's latest citizen engagement platform. The goal of the campaign is to inspire Bahamian citizens around the country to use the power of their individual and collective action to make meaningful change in their local communities. The campaign deploys a *Teach, Listen, Train* model that allows a two-way exchange of knowledge

between ORG & Bahamian citizens that creates pathways to tangible action. The initiatives within the campaign are:

- **The National Outreach Series** - is a country-wide series of presentations that empower citizens to play their role in nation building. It teaches the basics of Bahamian government and leadership and encourages citizens to brainstorm and commit to their own civic actions that can be taken to improve their local communities and the country at-large.
- **Community Focus Groups** - This initiative will meet with Bahamians in their communities to discuss their local challenges; the barriers keeping them from contributing to solutions; and ways to collaborate to overcome them. The feedback will be collected, supplemented by an online survey to collect similar information and shared in a report to the government and public.
- **Advocacy Toolkit** - This online resource focuses on equipping individual advocates and advocacy groups with the information needed to advocate effectively with citizens, government and other stakeholders around issues of concern. It teaches different techniques of advocacy, when they are appropriate and gives templates to guide the crafting of advocacy campaigns.

An active citizen is someone that is committed to the best version of themselves and to pushing their country forward. ORG believes that through this campaign more Bahamians around the country will be inspired and equipped to become active citizens and share their beliefs for a brighter future with their fellow community members.

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