

WOMEN'S COMMISSION

Findings of the Second Round Effectiveness Survey on Publicity and Public Education Campaign

PURPOSE

This paper informs Members of the findings of the second round Effectiveness Survey on the publicity and public education campaign launched by the Women's Commission in March 2002.

BACKGROUND

2. A survey company Mercado Solutions Associates Ltd. (MSA) was commissioned in January 2002 to conduct a three-round effectiveness survey to assess the effectiveness of the publicity and public education campaign of the Women's Commission. The campaign was mounted in March 2002 and would be carried on to mid-2003. The survey also aims to identify the level of community awareness of the Commission's work and community perceptions of gender-related issues, e.g. need to introduce gender-mainstreaming, reasons that deter women from realizing their potential, extent of gender stereotyping, etc.

3. The first round of the survey started before the launch of the campaign. It was concluded in April 2002 and the finalized report was produced in July 2002. The second round of the survey, which seeks to find out the change in public awareness of the work of the Women's Commission as a result of its public education campaign, started upon the completion of the Women's Commission Conference in May 2002. The second round survey findings were presented to the Public Education Task Force at its meeting held on 24 October 2002. The Task Force considered the survey findings and suggested that a presentation should be made to the Commission at this meeting.

FINDINGS OF SECOND ROUND SURVEY

4. The findings were summarized in the Executive Summary distributed to Members. A detailed report will be produced after incorporation of Members' views.

ADVICE SOUGHT

5. MSA will make a presentation on the survey findings at the meeting. Members are invited to give comments on the findings and conclusions of this round of survey and make suggestions for the third round of survey.

Women's Division

November 2002