

# BEHAVIOR PROFILE: CITIZENS PARTICIPATE IN ELECTORAL PROCESSES

## DEMOCRACY AND GOVERNANCE GOAL

Strengthening responsive governance and social systems to support a transformational agenda

## BEHAVIOR

Citizens participate in electoral processes

📈 Percentage of eligible citizens that voted in elections

### BEHAVIOR ANALYSIS

### STRATEGY

#### BEHAVIOR AND STEPS

#### FACTORS

#### SUPPORTING ACTORS AND ACTIONS

#### POSSIBLE PROGRAM STRATEGIES

What steps are needed to practice this behavior?

What factors may prevent or support practice of this behavior?

Who must support the practice of this behavior, and what actions must they take?

What strategies will best focus our efforts based on this analysis?

#### Behavior

Citizens participate in electoral processes

#### Steps

1. Decide to participate
2. Gather information needed to participate
3. Seek out forums to learn more
4. Share information with others

#### STRUCTURAL

**Accessibility:** Citizens cannot participate in the electoral process because voter polling stations are too far away.

**Service Experience:** Citizens do not participate in the electoral process because they have had bad voting experiences in the past.

#### SOCIAL

**Family and Community Support:** Citizens especially women do not participate in elections because their family members do not support their involvement.

**Gender:** Female citizens do not participate because politics is seen as a man's domain.

#### INTERNAL

**Attitudes and Beliefs:** Citizens do not participate in elections because they feel that their vote does not matter.

**Knowledge:** Citizens do not participate in elections because they have insufficient information on the issues.

**Knowledge:** Citizens do not vote because there are no formal mechanisms to gather information.

**Knowledge:** Citizens do not vote because there are no mechanisms to participate in discussions or debates on the issues.

#### INSTITUTIONAL

**Policymakers:** Create additional ways to vote that are easy and accessible for all eligible members of population.

**Local Government Members:** Seek training to ensure quality voting experiences.

#### COMMUNITY

**Community Leaders:** Encourage and support women's involvement in the electoral process.

**Civil Society Organizations:** Train citizens on their rights and expectations of electoral services.

**Civil Society Organizations:** Create forums for women to learn about the electoral process and participate in it.

**Civil Society Organizations:** Educate citizens on electoral processes, reforms, rights, the need to vote, required conduct/behavior and consequences for misconduct.

📌 *Strategy requires Communication Support*

#### ENABLING ENVIRONMENT

**Institutional Capacity Building:** Investigate additional ways for voting to take place and to extend access. 📌

#### SYSTEMS, PRODUCTS AND SERVICES

**Quality Improvement:** Expand training of polling station personnel, including how to provide quality public services. 📌

#### DEMAND AND USE

**Advocacy:** Support regular discussions to share evidence and identify challenges on how and why the voice of all citizens matters.

**Communication:** Develop issues package relevant to local concerns and disseminate.

**Communication:** Package and disseminate information on consequences of political vigilantism and electoral misconduct.

**Collective Engagement:** Create ongoing forums to share and engage in electoral discussions and issues.

**Collective Engagement:** Develop gender-specific and vulnerable-friendly forums to allow all citizens to participate in the electoral discussions.