

1.the problem

- Haiti, first black people to be free from slave, now in 2021 the country is facing a lot of problem. A constitutional referendum is to be held in Haiti on June 27th 2021 and this referendum will be the 1st in Haiti since 1987. The referendum might not be a problem but the thing is, does the people of Haiti know what is a referendum?? How many people actually understand what is a referendum??
- We all know education helps to communicate better with other people and it helps the society to run smoothly, lack of education creates a lot problem. A well educated people can change the perspective of the society, so it will change a lot people's perspective about the referendum.

Context Problem

- Mr Jovenel Moïse announced on January 7th his intention to call a referendum in order to propose a new constitution to the population but the people doesn't know exactly what is a referendum and most of the people in Haiti can't read to inform themselves about the referendum and this is where the problem started.
- The government should employ effective communication and public relation tools to reach the people in the most efficient manner possible. Enable the people to make better decisions by playing some 3d advertisements on tv shows with straightforward language they will actually understand.

2. Conceptual model

- The ministry of communication is the main manager for developing and enforcing government policies in the fields of communication. The ministry is involved in the coordination of communication and government action, media development, public and social communications, exchange and digital integration by getting the society ready from the information for the development. The ministry of education has a lot to play in term of educating people so this problem won't happen again in the future. Educated people can actually tell the difference between facts and myths. Educating people about the referendum will help them to obtain and develop critical and logical thinking and to make better sensible decisions.
- A lot of people are victim of this problem, actually most of the people in Haiti are a victim of this problem, same as male and female. People who goes to university is victim, people wich working is also victim. Teenager, young and old people are concerned about this problem, people who actually can't read. Most people in Haiti doesn't know actually what is a referendum. People in every department are victim of this problem. Well how can this referendum be useful if people from every age, every activity, every sex and every department don't know actually the meaning.
- The government, by proposing the referendum wants to do something right to change the country but by providing the people low information actually decrease the number

of participants of the referendum. And the people of Haiti won't actually make a better decision for the country because they actually don't have enough information about it so it will affect either the government and the people. Even though, the government don't know how low the number is from for this referendum.

3. Strengths, Weaknesses, Opportunities and Threats

- By selecting the appropriate channel either on tv and radio to tell the people about the referendum, give the fact specifically with straightforward language, the people of Haiti could have enough information to make good decision specially for people who can't read. By using the social media and creating 3d advertisements, the government will reach all the teenager and young people and require all the station to play it. By showing billboard up all over the street, people who comes from works will see the billboard and the information that goes with it. All those solutions will increase the number of the people who accepts the referendum and the government will have good interaction with his people, the government will captive the attention and the understanding of his people. The people might change their mind about Mr Jovenel Moise.
- The only problem to my solution is, some area in Haiti don't have electricity, and those people won't be able to inform themselves. And this will affect the number of people who accept the referendum.
- People doesn't trust the administrative of Jovenel Moise and this will change a lot people interest. They might be afraid of the referendum to be tricked.