



## **FACT SHEET**

### **Web-Based Agency-Specific Ethics Cartoons**

#### **DESCRIPTION**

Using a free website, The Department of Housing and Urban Development created custom cartoons that were used with great success in the Annual Ethics Training (AET). The cartoons are 3-4 minutes each and were integrated into the overall theme of the training. The situations and dialogue were designed to accurately reflect the specific ethics concerns of the agency.

#### **PURPOSE**

One purpose of these cartoons is it highlights the specific ethics rules applicable to HUD. Another purpose of using cartoons is to create a positive learning experience; employees do not expect to see cartoons at ethics training nor do they expect to see cartoons written for them addressing specific real life ethics issues they face in the office. In addition, using a new technology web based cartoons to illustrate these rules has a strong impact on retention.

#### **PRODUCT ADAPTABILITY**

The technology behind the submission is highly transferable. It can be used by all federal ethics officials.

#### **AGENCY CONTACT**

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