

Foreword as strategic framework

The Communication Strategy of the Ministry of Interior of the Republic of Serbia from 2010 to 2012 includes basic guidelines for development in the area of communication; it is based on the European experiences in the development of modern society, and draws on the directives of the European Union relating to the area of communication.

Transparency is one of pivotal attributes of police work in countries with a long democratic tradition, and is of even greater importance in the countries in transition aiming for qualitative changes in police structures. The Law on Police itself defines police as a public service which is required to inform the public on the events and matters within their jurisdiction; information may be withheld when justified in certain cases only.

The basis of good communication is in ensuring that all parties interested be informed of the regular activities and future reform of the Ministry. This is achievable by utilizing simple but effective communication channels that make it possible to both distribute information and obtain feedback from internal and external audiences (such as employees, partner organizations, and other interested parties).

Successful and effective communication makes it possible for us to provide information to the public and our partner agencies in an adequate manner, as well as to foster better understanding of how the employees of the Ministry execute their duties, enhance support for our work in the community, and identify and pinpoint the anxiety, concerns and aspirations of both, the members of the society and the Ministry employees.

Regularly conducted annual public opinion polls initiated in 2008 indicate that the Ministry has made progress through its open and active approach to the media and the public in general. An increase in the number of articles published, and affirmative comments of the public in relation to police work are indicative of the importance of public relations. This brought a growing interest of both the media and the citizens in the work of the police. We have therefore been encouraged to define the guidelines for communication development set out in the Communication Strategy of the Ministry of Interior.

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communication strategy of the ministry of interior from 2010 to 2012

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Vision

Communication which will open the way to reforms of the Ministry of Interior in line with European norms.

Mission

To initiate, create and practice pro-active and co-operative communication that will enhance the good reputation, transparency and accountability of the Ministry.

Values

Transparency	the police must be open, clear and straightforward when it comes to their stance and the way they communicate, in order to avoid ambiguity in the messages conveyed
Objectivity	the messages conveyed to the public should present a true picture of police performance
Responsibility	the public should be confident that police take responsibility for their activities, both repressive and preventive
Creativity	to formulate creative and inventive messages in order to increase interest of the general public
Pro-activity	to be one step ahead by possessing timely and ready information
Security culture	the Ministry personnel shall act in compliance with the Code of Conduct, as regulated by the relevant normative legislation.

Overall objective

To increase support and confidence of the citizens of Serbia in the work of the Ministry by enhancing both internal and external communication in the period from 2010 to 2012.

Specific objectives

To develop proactive interaction with the public

By taking initiative, reacting in a timely manner and providing information we should present a true picture of events to our citizens, thus avoiding the misrepresentation of facts (preventing creation of rumors) which bring about a sense of insecurity.

To provide timely and consistent information

Issuance of timely information should make the public aware of

the fact that the Police detect and work on the prevention of crime in order to improve the quality of life.

To improve the sense of security and increase the satisfaction with the work of the Ministry

Confidence in the Police Service reflects the confidence of every single citizen that the Police are capable to perform their given tasks; in this way Serbia will be a safer country in which to live, work and develop.

To encourage the positive attitude towards the police personnel of the Ministry

Partner organizations and other members of the community should have greater understanding for the challenges the Ministry of Interior face, and they should be informed about them.

To raise awareness of the Ministry employees through the improvement of communication

All employees should be aware of the influence their work has on the development of the community in general, as well as of their responsibility when it comes to communication, both external and internal.

To improve the performance of employees by keeping them informed on a regular basis

The employees are informed on development of the police service by means of publications or the Internet. This could be improved through the participation of all organizational units of the Ministry in creating the police magazine called 'Police today', where respective action plans of each unit, as well as their activities, would be presented.

Internal capacity building (training)

To organize and conduct trainings aimed at professional development of all police personnel, both in the Ministry headquarters and other police departments, who perform public relations tasks, as well as those who communicate to the public information and positions of the Ministry.

Strategic recommendations

The above mentioned can be achieved through the implementation of the following strategic recommendations:

- to make communication the basis of all our actions
- to make communication the responsibility of us all
- to encourage open, straightforward, constructive, two-way dialogue that would facilitate the accessibility to information, influence, engagement, listening to and consulting with internal and external users

- to make sure that all information is forwarded in a professional, accurate and timely manner, in due time, to both internal and external audiences, upholding the principle to respect the diversity of the target groups
- to maintain the culture of good communication in all lines of work within the police service, both horizontally and vertically, and throughout the organization as the fundamental principle of successful management
- to make messages we send simple and understandable
- to make sure that the police personnel continually promote the good reputation of the organization

Target groups

The Strategy defines internal and external target groups.

The internal group comprises of the Ministry personnel.

The external group consists of: (1)The media – domestic and foreign (2) The citizens and non-government organizations (3) International Community – international organizations and embassies (4) State institutions

Results assessment – Evaluation

The Strategy evaluation process is being developed so as to become a regular activity in order to:

- measure the influence and effectiveness of the existing and new communication methods
- promote the most successful communication practices through services rendered
- improve the communication channels and achieve the goals and objectives defined in the Strategy
- inform interested parties on the success of the Strategy implementation

Strategy implementation

The Communication Strategy of the Ministry of Interior defines the main directions and objectives of communication for the period from 2010 to 2012. The implementation of the Strategy is expected to contribute to the safety of society as a whole, bearing in mind that the Police Service is in the service of citizens, and that police personnel are individuals with a clear professional identity working to protect the citizens and prevent all crime.

Contact

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