



112 Day in Slovakia

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Ministerstvo vnútra
Slovenskej republiky



Communication with the public

- The dialogue between the citizen and the state (service provider) is the key to improving quality and accessibility of the 112 services
 - citizens need information about the service in order to be able to use it
 - service provision depends on information on the needs of the citizen facing an emergency
- Our goal is a new, effective communication strategy, tailored to the needs of clients and stakeholders





Tools of the new communication strategy

- New 112 logo promoting 112 services



- MEPs 112 Champion
Monika Flašíková-Beňová



- 112 Awards



- 112 Day



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112 Day and 112 Awards

- **We are launching a national round of the 112 Awards in categories defined by EENA :**
 - Outstanding Citizen Award
 - Outstanding 112 First Responder & First Aid
 - Outstanding 112 Call Centre
 - Outstanding National initiative on 112
 - Outstanding Emergency Service Initiative
 - Outstanding Accessible 112 Initiative (112 calls made by people with disability)
 - Outstanding in-vehicle emergency calling initiative (eCall)
 - Outstanding Contribution to Public Warning
 - Outstanding Education on 112
 - Outstanding Vision for 112
 - Outstanding Political Initiative
- **>> to support involvement at national level.**
- **The national awards will be delivered on the 112 day**
- **Results will be announced on the home website and through media**
- **The best rated national entries will be nominated for the EENA 112 Awards**





112 Day 2009 *target group*

- We are choosing a new approach in the perception of our clients and their information related needs - reflecting on individual requirements, needs and info absorption abilities through system based solutions.
- Moving child callers from the category „problem“ to category „client“





Children and youth as the 112 clients

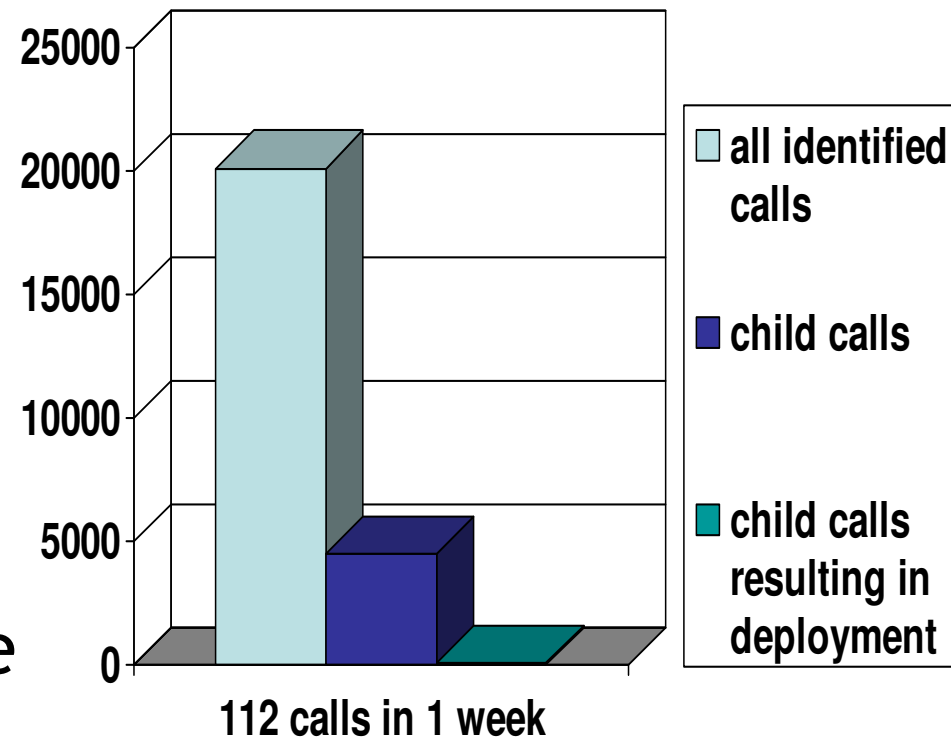
- **Legitimate clients**, entitled to the 112 services and information on how to use them effectively; system to actively map and reflect on their needs.
- **Specific needs and interaction** - target group associated with frequent hoax calls and limited knowledge of effective use of 112 services but open to learning and awareness-building.
- **Growing demand for services** - with growing access to communication devices - statistics say **97% children in school age** own a mobile phone, showing tendency to actively use public services





Children and youth as the 112 clients

- Study of child 112 calls showed, that **22,2%** of all identified calls are made by minors
- Only **1,7%** of these calls resulted in deployment of rescue services





Communication tools for this target group

- **eBook = electronic school book**
 - A modern and attractive learning tool for kids
 - using modern technologies, videos, online tests and discussion platforms
 - allowing interactive individual and group learning
 - Effective tool for teachers
 - guiding through the topic, allowing teacher interaction and participatory development of lessons as well as testing, monitoring and comparing achievements of students
 - Open to updates and adjustments in real time
 - Allows feedback of users and authorities
 - Adjustments based on situational needs (influenza pandemic etc)





eBook as a learning tool on 112

- eBook allows effective communication of issues and developments related to use of 112 and other rescue services to the target group in attractive ways
- Schools have the possibility to teach first aid using eBook as a unique tool
- implementation of eBook development project in the formal education system in consultation with Ministry of Health and Ministry of Education





eBook and the 112 Day

- **Pilot launch of eBook in partner schools**
- **Launch of the online webinar for teachers on how to use eBook**
- **112 Day workshop with children and 112 operators in ERCs on expectations of children from 112**
- **Press release on the activities**





112 Day workshop

- Regional activity in 112 call centres
- ERC visit + workshop for a group of children
- Brainstorming exercises on what is 112 for and how it works
- Role play „How to call 112?“
- eBook roll out
- Press release on the event





Questions?

Thank you for your attention!



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