

THE ROMANIAN NATIONAL CAMPAIGN FOR
INFORMING-EDUCATING THE PUPILS AND FOR
LIMITING THE FALSE CALLS TO THE UNIQUE
EMERGENCY NUMBER 112

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The high number of false calls to the Unique Emergency Number 112 lead the Romanian Special Telecommunications Service's experts (public relations and Unique Emergency Call Department officers) to start on their own forces, in the second half of 2007, an informing-educating national campaign among I-XII grades pupils.

Counties school inspectorates were asked for support and collaboration protocols were concluded therewith. The Special Telecommunications Service of Romania representatives met with the leadership of the school inspectorates, with the schools and highschoools directors, with the persons responsible for projects in the field of education, whose support was asked for, as part of the efforts to limit the false calls to 112.

We asked for the support of teachers and proffesors, because they are the only ones able to hold and carry out lessons with children, since the teaching staff has the necessary methods and experience. At the same time, they can decide what is the right moment to inform the children, during the civics or educational classes. The Special Telecommunications Service of Romania sent the following message:

„112 is dialed only when one has a real emergency”. So far, actions were conducted in all the Romanian counties.

The objective of the educational actions carried out among pupils is to inform children and young people about the correct use of 112, only in case of emergencies. Emergency examples, where they can and must ask for the intervention of specialized services, as well as data regarding place, nature of the emergency and other information requested by 112 operators, were presented to children. Pupils also participated in contests concerning the use of 112 number.

The necessary materials to be presented by the teaching staff to pupils (presentation of 112 System, system function, the way a case is processed, examples of events considered emergencies, how to prepare for an emergency situation, power point presentations, quizzes for interactive contests for pupils, participating diplomas for teachers and pupils, educational and informational flyers for teachers and pupils, statistics regarding 112 calls, press releases) were posted on school inspectorates' websites.

All materials were elaborated by the Romanian Special Telecommunications Service (STS). They were also posted on www.112.ro website. The Special Telecommunications Service produced, by itself, audio and video spots, approved by the National Audio-Visual Council. All of these were transmitted to local and central radio and tv stations and they are being broadcasted in all the counties.

The Special Telecommunications Service of Romania also produced by its efforts commercials containing educational-informational messages, which are projected on plasma screens located in public places and within police stations.

Altogether with the Center for Health Policies and Services, we succeeded in printing flyers, posters and other informative materials and meanwhile we obtained the support of some institutions in the view of popularization.

In order to get to the adult population we also considered the press: newspapers, local and central radio and tv stations, press agencies, which received all the above-mentioned materials. Hundreds of articles, news, written and radio-tv reports about the Campaign, the importance of 112 as public service for citizens, utility and function were published. Many press articles are still being released. Being a public service for citizens, the journalists, upon request, were allowed access to 112 dispatch centers in Bucharest and across country, in order to see a live performance.

On the official website of the National Unique System for Emergency Calls, www.112.ro, at the public information section, one can find posted press releases and decisions of the European Association for the Unique Emergency Number 112 and of the European Parliament, concerning the 112 issue.

At the end of 2007, the Romanian Special Telecommunications Service (STS) received the award for “The best communication campaign”. This award is the second received by STS in two consecutive years (after the 2006 award – “Award for the management up to the European requirements of the new protection system of the European Union border”).

The representatives of all the important telecommunications operators in Romania and of notorious companies in the field of infrastructure and software participated in the competition.

On the, 11th of February 2008 and 2009, we organized and there was held throughout the country actions regarding the celebration of 112 European Emergency Call Day. This way, in all the Romanian counties, 112 Day was celebrated through

pupils visits to 112 dispatch centers, where they received explanations about function, importance and utility of National Unique System for Emergency Calls 112.

The press (newspapers, radio and tv stations, press agencies) received a press release regarding the 112 European Emergency Call Day, with background information about history, function, importance and utility of the 112 Number in Romania and Europe.

The constant efforts and work of the Special Telecommunications Service of Romania were greatly rewarded in February 2009 in Brussels when the institution received with honor a very important prize for an outstanding contribution in promoting the 112 Emergency Number from the EENA - European Emergency Number Association.