



## STRATEGIC GOAL | **C** o m m u n i c a t i o n

*Build effective communication methods, strategies, and infrastructure to improve internal and external relationships*

Policing in the Durham community reflects the concept that the DRP is community-centered and focuses on the needs of the residents it aims to serve. The need for more community involvement in policing partnerships was raised in our public consultations across Durham Region. To meet these needs, the Communication strategic goal provides details of how the DRP will strengthen alliances with its partners and the community to achieve common public safety goals through proactive policing.

As well, with growing cultural diversity in Durham the DRP has committed to fostering existing relationships through our Diversity Liaison Committee, and building new partnerships to reflect this and other changing trends in the Region.





OBJECTIVE	ACTION PLAN
<p><b>C1</b> To ensure that every citizen can locate appropriate resources within the Police Service easily and effectively.</p>	<p><b>C1.1</b> Improve public accessibility to members, corporate communications, and facilities.</p> <p><b>C1.2</b> Improve public accessibility to police-related information for publications, brochures, and events.</p> <p><b>OUTCOME</b> Citizens will find it easier to locate appropriate resources within the Service.</p>
<p><b>C2</b> To work in partnership with other agencies and the community to promote safer neighbourhoods and roads that are free of injury, damage, and crime.</p>	<p><b>C2.1</b> Consult with external agencies, including other police agencies, to explore shared participation in joint messages, events, and information campaigns.</p> <p><b>C2.2</b> Conduct a pilot project to explore the feasibility of expanding our current commitment to surveys to include focus on specific users of police services: victims, businesses, and other client groups.</p> <p><b>C2.3</b> Continue to encourage the community to take an active role in reporting crime, including crime perceived to be minor in nature.</p> <p><b>OUTCOME</b> The community will be kept better informed on issues related to public safety through joint efforts by the Service and its community partners.</p>
<p><b>C3</b> To make internal communications more efficient throughout the organization and ensure greater linkages at all levels of the Service.</p>	<p><b>C3.1</b> Identify and streamline current sources of internal communications throughout the organization, to reduce fragmentation.</p> <p><b>OUTCOME</b> Information flow within the Service will be improved, resulting in enhanced two-way lines of communication and better coordination of internal information services.</p>
<p><b>C4</b> To actively communicate, cultivate, and foster partnerships/relationships with our culturally diverse communities.</p>	<p><b>C4.1</b> Expand current programs to strengthen partnerships with culturally diverse communities.</p> <p><b>OUTCOME</b> The Service will be a strong, willing participant, and work closely with our culturally diverse communities to foster understanding and bridge any gaps that may exist.</p>