



SAFETY BUILT FROM TRUST

**CREATING SAFER COMMUNITIES AND
MORE RESILIENT EMERGENCY SERVICES
THROUGH INTEGRATED TECHNOLOGY**



OUR COMMUNITIES RELY ON EMERGENCY SERVICES TO PROTECT AND ASSIST THE PUBLIC, THE VULNERABLE, AND ALL THOSE IN NEED. THESE ORGANISATIONS, EQUALLY, STRIVE TO PROTECT THEIR STAFF AND EMPLOYEES WHILE MEETING THE NEEDS AND EXPECTATIONS OF THE PUBLIC.

Yet, in order to achieve safety, there must be an element of trust between communities and the emergency services. Trust within the community that services will act fairly and with integrity to serve them without bias; trust amongst public safety professionals that their colleagues and organisations have their best interests at heart; and trust achieved through emergency responders' legitimacy that the public will act for the "greater good" and support public safety organisations to enable safer communities.

This trust in emergency services is foundational to community safety. But global technological, environmental, and social changes are making the task of creating public safety and security more complex today than it was just a few years ago. Public safety agencies face several related challenges today: demonstrating ongoing transparency to the communities they serve, finding efficiencies in order to operate more effectively, and achieving operational resilience.

DEMONSTRATING **TRANSPARENCY**

To achieve the best outcomes, communities and public safety organisations must work collaboratively to ensure a safe community. While technology can help provide increased transparency and a common set of facts, public perception about the use of technology by emergency services can vary widely so must be presented as an ethical solution there to protect.

FINDING **EFFICIENCIES**

When empowered with situational awareness, emergency services are able to respond to incidents quickly and effectively. However, many organisations use disparate technologies, often deployed in silos, which can slow an incident response and prevent real-time information from getting to the appropriate emergency service or those on the actual front line. A lack of automation can lengthen these processes further, consuming staff bandwidth and other critical resources, while making services more inefficient and less reliable.

ACHIEVING **OPERATIONAL RESILIENCE**

A collaborative and flexible control room environment enables fast intelligence-based decision-making. However, today, there are multiple forces at work that impede a timely and effective incident response. From a reduction in overall worker availability and a desire to work remotely across borders to the immense stress factors that emergency call centre operators face, these issues are challenging agencies trying to achieve a greater degree of operational resilience.

As these challenges evolve, how can emergency services build trust and legitimacy throughout the public and increase community safety?

To meet this moment, forward-looking agencies are embarking on a new approach to public safety. One that moves beyond simply reacting to incidents, fundamentally shifting to a more systemic, proactive, and resilient approach. Technology, when integrated in an end-to-end ecosystem, can help provide the tools and infrastructure required to operate effectively in this new environment.





SAFETY BUILT FROM TRUST TRANSPARENCY. EFFICIENCY. RESILIENCE.

That is the principle that drives Motorola Solutions' ethos of 'Safety Built From Trust'. Recognising the criticality of maintaining public trust through transparency and building confidence our integrated voice, video, data and analytics solutions our purpose-built to deliver resilient emergency services.

The Safety Built From Trust approach can be applied across the core public safety workflow, from detecting and analysing, to assessing and managing multiple streams of information, and from communicating and responding to investigating and resolving incidents. With Safety Built From Trust, safer communities, more effective connected officers, and more resilient emergency services are all within reach.



66%

of respondents say they will trust safety technology if they understand and agree with its goals and values.

Source: Romanian public safety authority, STS.



SAFER COMMUNITIES

Today, communities have become increasingly diverse and complex. At the same time, urbanisation is also contributing to the growing pressures on public safety organisations, as the high population density in urban environments is associated with an increased risk of crime and higher demand for policing services. Further, law enforcement and municipal leaders in many countries are challenged by reductions in public spending, and a faster, more complex, and more scrutinised policing environment.

These evolving challenges have been paralleled by increasing investment in video security and surveillance systems in towns and cities. For governments, municipal leaders, and law enforcement agencies, these security systems serve multiple purposes across the incident lifecycle including crime prevention, detection of offenders, increased situational awareness, and enhanced collection of evidence in the investigation of criminal offences.

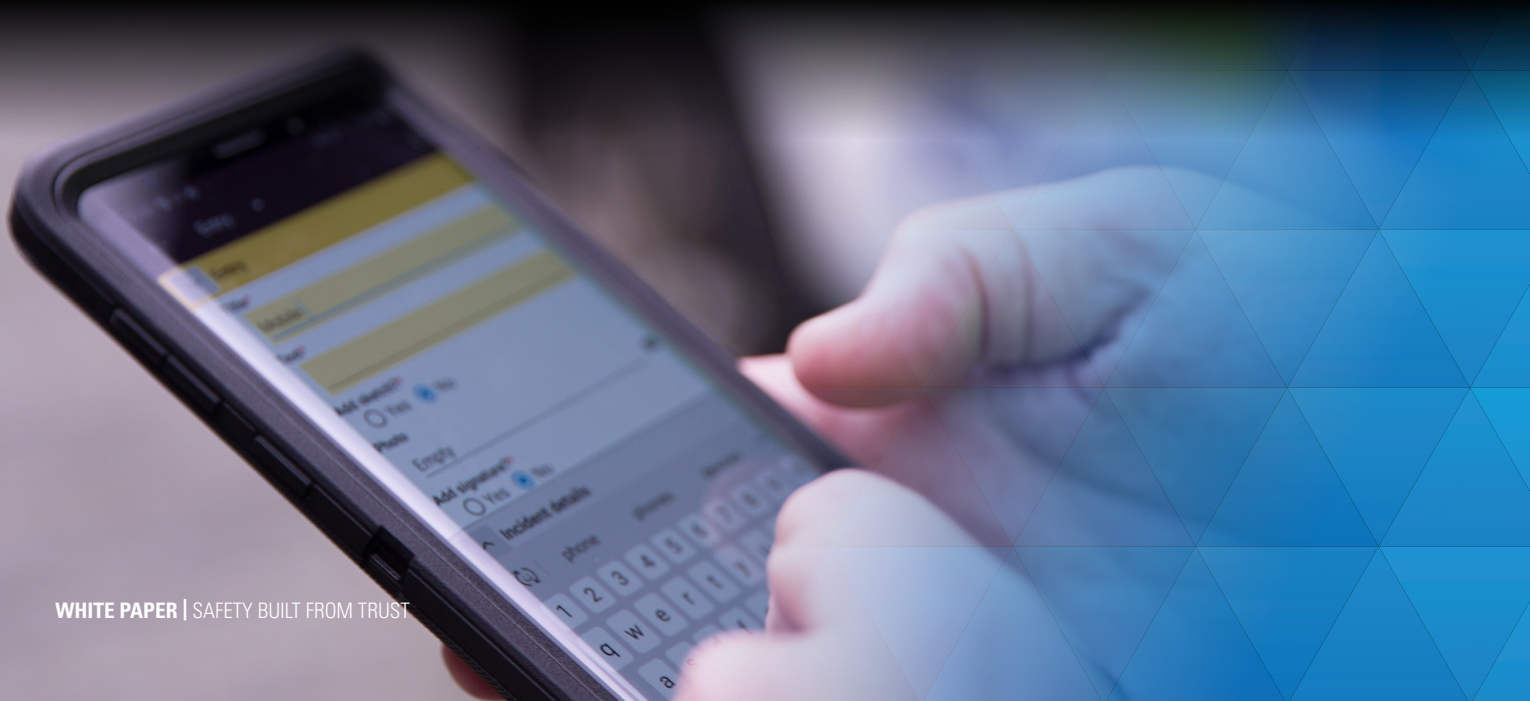
The Safer Communities vision is a technology ecosystem, with video security at its core, that helps emergency responders, together with communities, take a more proactive, partner-based role in public safety. Using advanced and intelligent video, Safer Communities helps all emergency services utilise data and connectivity to operate more effectively and act more transparently. It helps those on the front line stay safer while creating a strong technology foundation for safer communities



CONNECTED OFFICERS

Integrated technology can also help build new levels of legitimacy for emergency services personnel empowering everyone to do their job more efficiently and effectively. We call this vision of unifying technology on the frontline, the “Connected Officer.”

The Connected Officer addresses fundamental process inefficiencies associated with siloed systems and workflow applications. Advancements in short-range wireless communication and increased device processing power allow for existing technologies to be connected in new ways. By connecting and automating disparate processes, this technology – including body-worn and in-car video systems, mission-critical two-way radios, and powerful digital policing applications – improves task performance in dynamic situations and contributes to better outcomes for both frontline staff and the public. With greater situational awareness thanks to this integrated ecosystem, the Connected Officer is able to respond reliably and appropriately in every situation.





WORKPLACE RESILIENCE

For emergency services, control rooms are the information hubs where every day, mission-critical decisions are made to ensure better outcomes. Critical to service effectiveness is how emergency call centre (ECC) operators can process information and determine the best course of action. What is becoming apparent is that in these high-stress environments the welfare of operators is to be protected as otherwise incident response effectiveness and the subsequent trust the public holds for emergency services will be put at risk.

To address operator burnout and avoid unnecessary stress, sick leave and staff shortages ECCs must move away from the traditional control room model. As a resource that operates from a fixed on-premise site there is an evidential need to look towards more flexible ways of working. In doing so you improve the resilience of your entire operation.

The demand for a less rigid approach to ECCs can be effectively addressed through a cloud-enabled unified software platform. A secure end-to-end solution that integrates multiple systems and automates intelligent, actionable insights ensures consistent and accurate data reaches the operator. By significantly reducing the workload burden and offering the option of remote and flexible working, the wellbeing of operators will be improved and their efficiency enhanced. Giving you the most resilient of ECCs.

A 2021 wellbeing survey of call-takers revealed that

23%
of staff
suffered medium or high levels of burnout.

Source: Romanian public safety authority, STS.

BUILDING PUBLIC SAFETY FROM A SOLID FOUNDATION OF TRUST AND TRANSPARENCY

By investing in reliable, seamlessly integrated technology solutions across the entire public safety workflow, public safety agencies can realise greater efficiencies in their frontline operations and improve community safety.

Agencies can capture unbiased, tamper-proof evidence. They can unify devices to capture and share data in real time, reducing post-incident administration and ensuring evidence is managed with a secure chain of custody. They can collaborate across locations, even remotely, enabling fast, efficient responses while simplifying the mobilisation of response efforts.

The result?

Safer communities,
more effective
connected officers, and
workplace resilience
for more reliable
emergency services.

With Safety Built From Trust communities and public safety agencies can work together from a solid foundation of trust and transparency to achieve lasting gains in public safety. Just as importantly, agencies can better protect and serve emergency services personnel in the line of duty as they work to protect all of us.

If you have any questions or would like to learn about how you can apply the Safety Built From Trust approach and associated technologies in your agency, please

BOOK A CONSULTATION

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TRUST**



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