



Just a little more

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Reclassering Nederland

Safety

- It's all about safety
- Changes in Dutch public opinion
- Increasing attention for safety started about 15 years ago
- The public expect us to do our work perfectly
- External pressure

My contribution

- The importance of consistency between internal and external communication
- A contribution based on personal experiences

Efforts in the first years

- We were not meeting all of our deadlines
- Financially not in good order
- Public Prosecutor not satisfied with our service

Efforts in the first years

- Reducing criticism
- Working visits internal organisation
- Large and small scale events
- Weblog
- Sharing my views, values, ideas and questions
- Quarterly company magazine

Internal communication

- I need to be informed on all relevant issues.
- I need to 'feel' what goes on in our organisation
- What do managers en workers need?
- Remove Bureaucracy

Figureheads

- I am the figurehead
- But there are 1900 more figureheads
- We need to share the same message, level of quality and reliability
- If not, we will never be a respected partner

About us

- Characteristics of our organisation
- Independent from government
- Started almost 200 years ago by private initiative and churches
- Financially supported for about 95 % by the ministry of Justice

External communication

- A good relation with Dutch government is essential
- Investing in relations with stakeholders
- Never surprise them
- Maintaining our network

Press

- Attention from the press
- A few years ago we were happy with any attention
- We invested greatly in relations with journalists
- Acting in their interest
- Giving information quickly
- Public articles and interviews with me and workers
- Talking about work, our vision and approach on a safer society

Press

- We have become a trustworthy organisation for journalists
- 24/7, year round
- Always accessible
- Nowadays we can choose with whom we want to talk

Parliament and Cabinet

- Trustworthy information
- Given on time
- Investing in mutual reliability
- We build up long term relationships
- If need be, organising political pressure through parliament and press
- We have a lobbyist
- Both the press officer and lobbyist are spokespersons on my behalf

National debate

- A national debate on how to deal with pedosexuals started two years ago
- City of Eindhoven refused the return of a convicted pedosexual
- The debate got a lot of national media attention
- We contributed by explaining our point of view

Scientific research

- Probation organisations need to bring scientific research to the attention of public, politicians and media
- It gives us opportunities to better explain why we do what we do
- It can help manage expectations

A difficult case

- December 2005, our organisation failed
- It influenced Dutch probation a lot
- We are never responsible for crimes committed by criminals
- Nevertheless we carry important responsibilities that we are accountable for

A difficult case

- After thorough investigation we fired one worker and manager
- Much discussion in Dutch Media and Parliament
- I was blamed personally
- This case helped Dutch probation refocus on our core business:
- Working actively toward a safer society.

The past five years

- A great leap forward
- Strengthening our identity
- A positive outcome on how workers, management and stakeholders value our organisation

Last words

- To keep consistency between internal and external communications:
- Be transparent
- Tell the same story
- Don't walk away from our responsibilities
- Keeping in mind our place in society



Thank you