

ENHANCING PROFESSIONALISM AND SERVICE DELIVERY: CUSTOMER CARE AND PUBLIC RELATIONS TRAINING FOR STAFF OF PRISONS HEADQUARTERS



The Uganda Prisons Service (UPS) conducted a Customer Care and Public Relations training for Prison Headquarters staff at Lake Victoria Beach Cottages in Kigo, Kampala, on 23rd May, 2025. The training aimed to equip Non-Commissioned Officers (NCOs) with essential skills to enhance service delivery, professionalism, and align with UPS' goal of transforming inmates into law-abiding, productive, and economically viable citizens.

The training was officially opened by Mr. John Bosco Tumwebaze, Assistant Commissioner General of Prisons (Director Administration), who urged officers to uphold professionalism and discipline in their roles. "You are the face of the service," he emphasized, encouraging officers to project a positive image through diligent and respectful interactions. Mr. Tumwebaze highlighted the importance of adhering to UPS's core values and implementing its vision and mission to build public trust.

Mr. Frank Baine, Senior Commissioner of Prisons (Deputy Director Cooperation and Corporate Affairs/Service Spokesperson), delivered an engaging session on financial literacy and mindset change. He emphasized the importance of personal growth, effective time management, and a positive attitude, urging NCOs to explore income-generating activities to achieve financial stability.

“Money is earned, accumulated, and hidden,” Mr. Baine noted, emphasizing prudent financial management. He also stressed that customer care requires respect for all individuals, as “life is unpredictable, and you never know what tomorrow holds.” He encouraged prison officers to approach their work with passion, positivity, and optimism, noting that a good attitude enhances efficiency, teamwork and public confidence in the service.



During his interaction with the team, Mr. Apollo Akankunda, Commissioner of Prisons (National, Regional, and International Cooperation), highlighted the importance of discipline, transparency, and effective public relations.

He equipped officers with practical communication skills, including active listening, empathy, and conflict resolution, noting that exceptional customer care involves treating everyone with respect and humility. Mr. Akankunda's session focused on the need for strong interpersonal skills in handling sensitive information and maintaining credibility.

The officers expressed enthusiasm about the training, noting its potential to transform service delivery at the prison headquarters in Kampala. They appreciated the knowledge and practical skills gained, which they believed would enhance their interactions with superiors, fellow work mates and the public.