

## CUSTOMER CARE AND PUBLIC RELATIONS TRAINING IN KOOKI REGION



In a continued effort to enhance service delivery and uphold the highest standards of professionalism, Uganda Prison Service conducted a training for Officers-in-Charge, their deputies, medical, and social welfare workers in the Kooki Region.

The training, led by Mr. Frank Mayanja Baine, Senior Commissioner of Prisons (Deputy Director CCA and Service Spokesperson) and Mr. Apollo Akankunda, Commissioner of Prisons (National, Regional, and International Cooperation), focused on community engagement, customer care, public relations, and strict adherence to the Commissioner General of Prisons administrative instructions and guiding principles.

Mr. Baine opened the session by emphasizing best managerial practices, mindset change, and effective financial management as pillars for effective prison management. He stated that Inmates are very important people in society and they contribute positively to the transformation of this country, urging officers to treat inmates with cautiousness, humility, and empathy.



Mr. Baine outlined the qualities of a professional prison officer, emphasizing respect, competence, reliability, honesty, and integrity. He encouraged officers to cultivate key skills, including attentive listening, focus, a positive attitude, and continuous learning, while also supporting growth of others. Conversely, he warned against detrimental behaviors such as arrogance, greed, conservatism, rigidity, and poor public relations, which undermine the institution's ethos and impede effective service delivery.

Mr. Apollo Akankunda highlighted the importance of stakeholder engagement, urging officers to collaborate with key actors in the criminal justice system, including the Uganda Police Force, the Judiciary, the Office of the Director of Public Prosecutions, civil society organizations, District Administrators, and Regional Referral Hospitals. He noted that such partnerships ensure transparency and reliability.

Mr. Akankunda stressed the need for robust supervision, thorough task and situation analysis during staff deployment, and proactive measures to prevent escapes by taking full responsibility for prison stations. He encouraged continuous personal development and accountability, aligning with the guiding principles of good governance and institutional growth.

Since the introduction of customer care and public relations training, over 7,000 prison officers have benefited from the initiative, improving service delivery across prisons nationwide.

With the aim of increasing its reach, the programme also seeks to achieve the mission of contributing to the protection and development of society by providing safe, secure, and humane custody of prisoners

while placing human rights at the center of its correctional programs, as well as the goal of transforming every prisoner into a productive, law-abiding, and economically viable citizen.



Adherence to human rights standards, as outlined in the United Nations Standard Minimum Rules for the Treatment of Prisoners (the Nelson Mandela Rules), was a key focus. Baine highlighted operational imperatives such as the “6-hour rule” for timely processing, the “3 C’s” of life choices (Choices, Chances, and Changes), and proper retirement planning.

He also emphasized financial planning, detailing the four rules of money—earning, accumulation, multiplying, and saving—while advocating for proper budgeting, prioritizing prisoner health, and enhancing access to justice.

Mr. Baine further called for increased agricultural productivity on prison farms within the region.