



Arta de a trăi în siguranță.



CONFERINȚA NAȚIONALĂ A A.R.T.S.

**Siguranța și securitatea cetățeanului și a comunității
Aportul tehnicii de securitate**



Safety and Security of the Citizen and Community

Security Technique Contribution

- Bucharest, 3 June 2009 -



Safety of the Citizen within Community

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Chairman of the Honorary Jury of
Romanian Association of Public Relations

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Maslow's Pyramid of Needs



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Central needs of the human being:

- 1) *a unitary picture of the world*
- 2) *emotional security*
- 3) *devotion*
- 4) *sense of life*

Erich Fromm (*The Alienated and Sane Society*)

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The needs of human being according to Shultz:

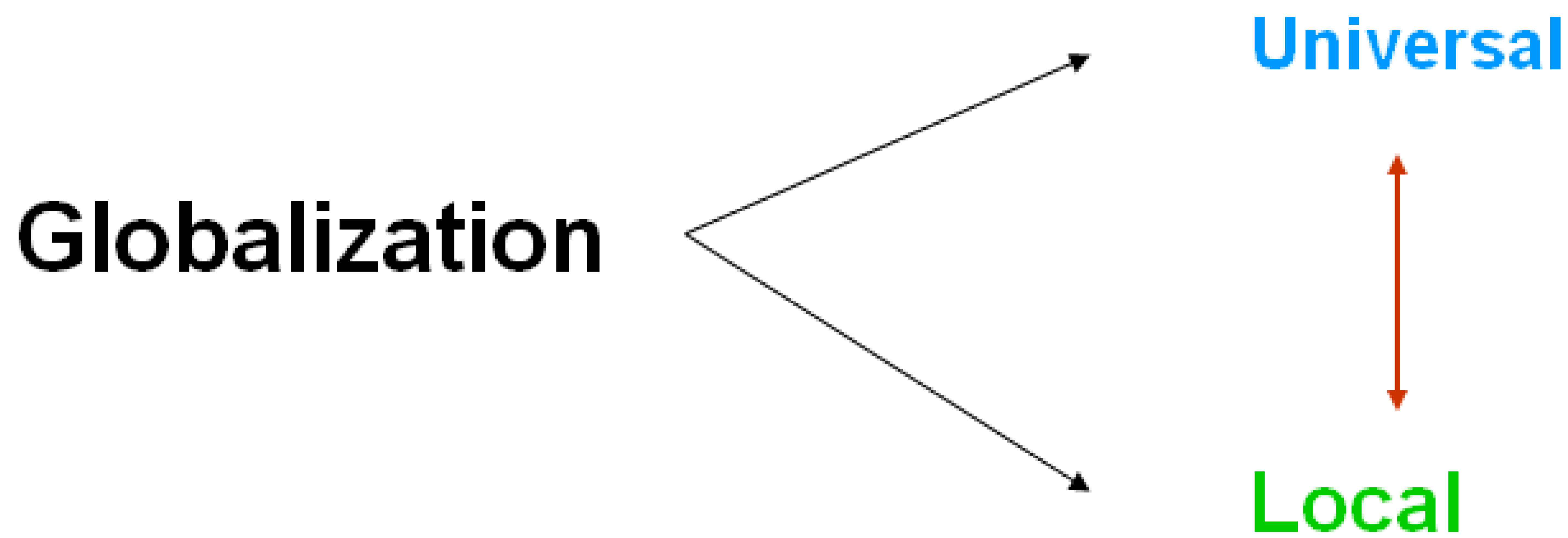
i) need of **inclusion**

ii) need of **control**

iii) need of **affection.**

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The notion of *Comunity* has the following features:

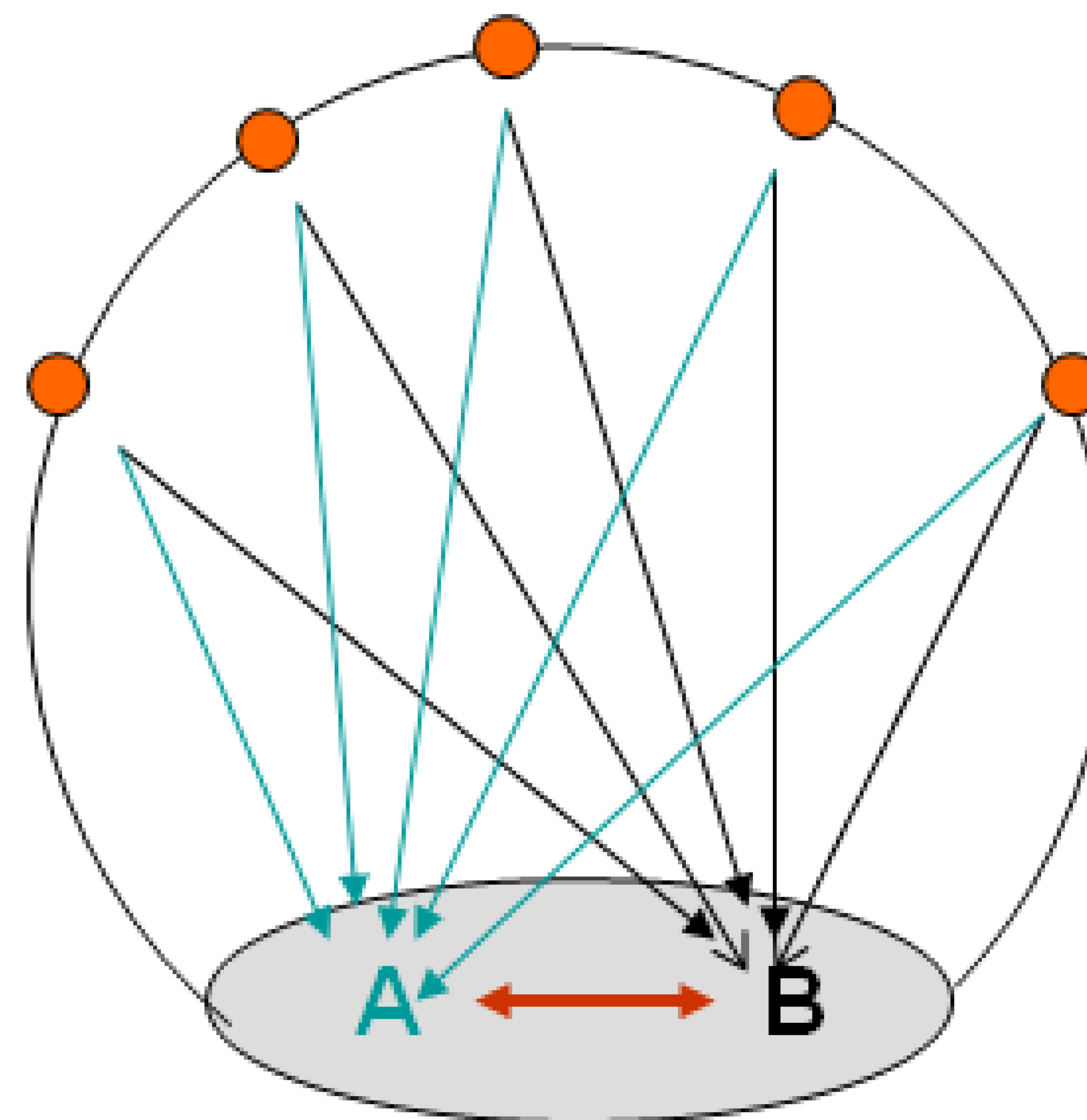
- **social-cultural;**
- **economic;**
- **tehnological;**
- **educational;**
- **political;**
- **ecologic.**

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A culture includes:

- values
- **symbols**
- rules
- rituals
- institutions



Symbolic arch

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In any community, the meaning of something is conditioned by a **constellation of values**.

The form of empirical manifestation of such constellation is the community's **symbolic arch**.

Each culture operates like a *symbolic arch* for the **human communities**, for entire societies.

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The Potential of Development:

- natural potential;
- economic potential;
- cultural-**instructive** potential;
- **touristic** potential;
- **human resources**;
- **relationship** (interpersonal, interethnic, interconfessional etc.);
- **services** (local administration);
- **comercial-bancar-financiar** framework;
- **civic-political-legislative** framework.

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The study on the **Romanian Rroma communities** (2005), financed by the World Bank, a study coordinated by Mr. Dumitru Sandu, a professor at the Bucharest University.

In order to prepare the report, **848 Rroma communities** (with more than 20 households) formed the object of the survey, by using the descriptions received from over 3,300 local experts, out of which 60% specified their affiliation to the Rroma ethnic group).

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Conclusion:

- 60% of all the Rroma communities is **poor**, and this is the living standard of more than 50% of the entire Rroma population.
- The ratio of the Rroma communities with **no welfare problems** is of only **10%**.
- The highest concentration of Rroma poor population is in **developed communes and in small towns**.
- The poorest cultural groups seem to be those of the Brick-Makers (cărămidari) (80% of the communities they live in are considered poor), followed in a descendent order by those of the Boyash (rudari) and the Settled (vătrași) (sedentary Gypsies).

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The Rromas living in poor communities have:

- a low **educational background**,
- a low rate of migration abroad,
- a higher average value of the household dimensions
- a more accentuated tendency to **currently speak the Romani language**.

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The study identified 5 awareness levels at the local institutional level in relation to the problems of the Roma communities:

- **lack of jobs** (91% of the investigated communities);
- **low income** (89%);
- **poor living conditions** (78%)
- **poor health situation** (70%);
- **poor education** (58%);
- **difficult access to drinking water sources** (57%);
- **roads' poor status** (50%);
- **ethnical discrimination** (14%).

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Must do:

- ***Public Affaires***
- ***Consumer Relations***
- ***Anvironment and Public Relations***