

REPUBLIC OF SERBIA

CITY OF BELGRADE

MUNICIPALITY OF STARI GRAD/ OLD TOWN



Nevena Dodić, Deputy President of the Municipal Assembly of Stari Grad

STARI GRAD EXAMPLE: Service centre for communication with citizens

- ❖ Positioned: at the Office of the Mayor
- ❖ It consists of: communication and coordination team (municipal representatives); the call center for immunization and information of citizens (volunteers and employees in the municipality) and volunteer center (volunteers for transportation and support at immunization points - filling out applications)
- Providing information to citizens on how to apply for vaccination through the Call Center
- <https://www.starigrad.org.rs/>
- Filling in the electronic application for vaccination of citizens who are not able to register themselves through e-government
- Transportation of citizens from home to the immunization point in case of weak health

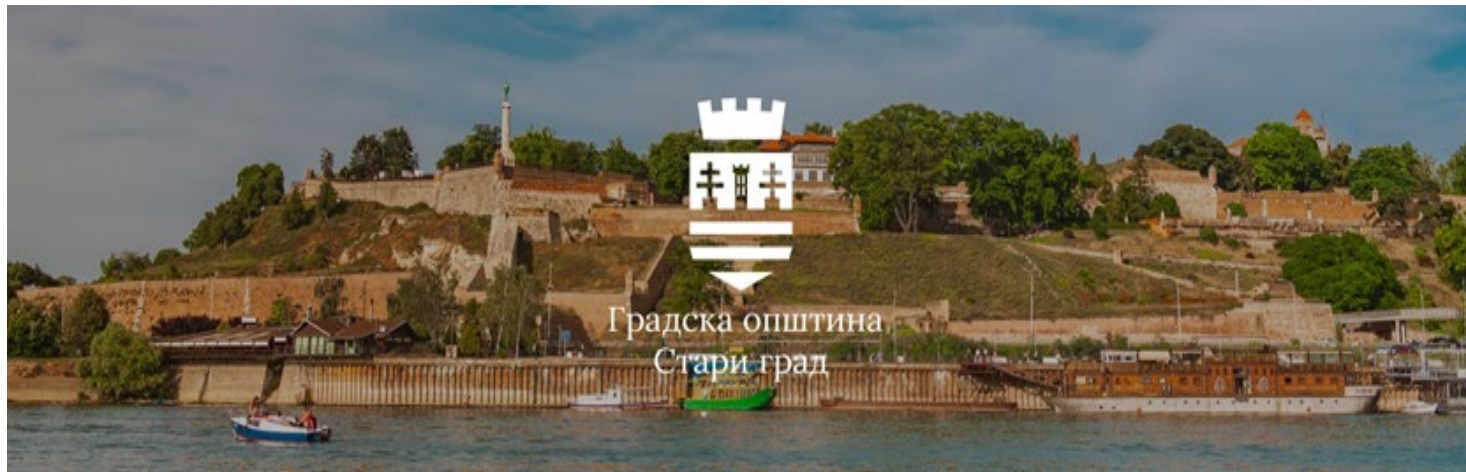
1 Starting point & background

- The narrowest city and historical core of Belgrade
- 70,000 inhabitants; "Old" municipality;
- A large number of residents over the age of 65
- Who else: people without computer, for health and other reasons are not able to electronically apply for immunization on the e-portal
- The biggest challenges:
- How to get citizens' phone numbers/data protection?
- Establishing communication with citizens/timely information on the method of immunization and application for immunization (indirect contact);
- Safety of citizens and volunteers in direct contact (transport and assistance with immunization);
- Coordination and cooperation with:
- The City of Belgrade, the Primary Health Center "Stari Grad", the City Institute for Public Health, The Red Cross



2 Goal & outputs

- Objective: registration on the e-portal and immunization of all citizens older than 60 from the territory of Stari Grad
- The result: over 40,000 citizens are immunized - almost 80% of the adult population in Stari Grad
- Currently the best achieved result in Serbia



3 Approach

❖ **PRINCIPLE: accessibility and adaptation to the needs of citizens**

Direct and indirect support:

- ❖ **Call center:** in the municipal premises; 10 computers connected to the telephone number of the call center;
- ❖ Opening hours: 8 AM-8 PM; 2 shifts of 10 volunteers; computers connected to e-government
- ❖ Task: Informing citizens on how to apply for immunization and online application for immunization of citizens who do not have the technical capabilities or sufficient IT knowledge;
- ❖ **Volunteer center:** direct contact with citizens;
- ❖ Transportation of elderly fellow citizens from home to immunization points who cannot move independently due to their deteriorating health condition;
- ❖ Filling out applications for immunization at checkpoints;
- ❖ Number as needed - on average about 30; cooperation with the Belgrade Red Cross

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Open questions & needed expertise

- **Open questions:**
- How to reach "invisible" groups: the poor, who live in substandard settlements, elderly single households, those who live without registered apartment, etc.
- Communication with the media - for now, only the site is contacted and reported on the results achieved
- Lack of technical capacities: computers, vehicles (private vehicles of officials in the municipality are also used in the transport of citizens to the points)
- Cooperation with the private sector - immunization of employees?
- Information for tourists and foreign nationals on protection and immunization measures
- **Needed expertise/international cooperation in the area of:**
- Epidemiological measures at the community level - key messages and strategies
- Volunteer support organization
- Better coordination and better coordination and more transparent cooperation
- PR and media