**DEVELOPMENT PROCESS OF A CIVIL PROTECTION OPERATIONAL FORCES (PROPOSAL)**

While the specialist units of civil defense filled exclusively to members who possess complex knowledge and additional skills, units of general purpose civil protection should be completed psychologically and physically capable individuals ready to assist the regular forces of protection and rescue during major accidents and disasters, and which is divided by the basic protective equipment and who have acquired the basic knowledge necessary to help and rescue during crisis situations . One of the reasons for such behavior is that so far conscripts have been called up according to military records, and a fairly large percentage of those called up for training have served civilian military service. Because those records are pretty outdated considering that compulsory military service was abolished in 2008, it happened that people who were no longer even in middle age, borrowed equipment and were sent for education, as well as people with more serious health problems or extreme weight who are poorly mobile and on the ground in a real situation the threats would be completely ineffective.

In order to avoid such situations in the future, from the mass of potential conscripts aged 18 to 65, individuals should be singled out who will meet the criteria for filling CZ general purpose units by age and ability, while being motivated and even eager to participate. and help their fellow citizens during crisis situations

**MOTIVATION - A PREREQUISITE OF VOLUNTEERING**

As the defense of the population and material goods is increasingly reduced to reactions before, during and after major natural disasters and disasters, and less and less to the response to an open armed threat because it is less and less visible due to changing international political circumstances , the question arises that does our system s in the lne protection at all necessary , or it can replace fire and other forces that are based on voluntariness , especially after the army lifted the mandatory military service ? The most important argument in favor of re- developing the civil protection system is the positive experience of other European countries, but also the need for a mass response. In some situations (such as flooding or the devastating earthquake) it is very important that there are a number of people who have passed basic training and getting equipment that can help them when actions related to independent of ljnim conditions, because in these situations, firefighters and other members of the force protection and rescue be preoccupied with performing more complex tasks .

If during such crisis situations no additional forces will evacuate people or participate and the executive fai defense measures (to drawbar are often performing as well as to quickly perform eg. Setting bag with sand) , it can happen to others , not primary but secondary threatened , at that moment to be left alone, or it can happen to their demands begin to burden the regular forces that are aimed at solving complex situations, and ignoring such requests may lead d of increasing panic and naposl j e tku, inadequate response to the situation. Precisely mass being achieved by units of Civil Protection General purpose by the waist directs, provides some confidence that the rest of the population in emergency situations will be t and left to its own (particularly in major urban areas), but will take care of them trained and equipped people who will help them react in the most correct way possible in the given circumstances.

**Current problems and difficulties**

After the war, as has already been pointed out, the system s in the lne protection over on the way to p be supplied dismantled. This is done in large part due to the change of the political system, because they are determined to say the least individuals in political structures considered that s in the LNA protection of the legacy of the past and that the system of mass population responses to crises is no longer needed. How contacts are referred precisely various European pr e p essaging which emphasize the need with a m ozaštite and education of the population as an important contribution to a good uni remljenosti community in crisis situations, and just the existence of post Roibu c i and lne protection can be a very good boost awareness population and its preparation for crisis situations.

From all the above we can see two basic problems which today have a negative impact on the recruitment pos t ro JBI civil to protect quality t n their members - discontinuity t and inability imposed fine in the tax advantages. Today, the problem sets in the second m levels, but does not help in tr e moment in time need not screw d n go, so do not be responsible to himself , but also socially Gima in the community and such offenses sankcioniraj in at much less severe ways than before. Therefore, society and political system imposed voluntary in the new circumstances need to replace Dr. emotional encouraged voluntariness or encouraging društv one about responsible pet Ašanja which will result in good posts about ljnim joining young people in post r ojbe civil protection.

But there is another problem, and it relates to the discontinuity of system development . This is discontinuous ity after the consequence of the degradation of the system s in the lne protection, so today young people most often completely unknown concept of civil protection an Esto what is most unknown and something in the social burrowing d n c and all (or mp lo rarely) mentioned, can not be a DL and desirable and interesting in a communication society such as today. Socially useful behavior can be encouraged through educational institutions, but today it is even higher in the media, for example through advertising campaigns or influence on social networks. Without volunteering, it is difficult to achieve quality, because repression only consumes resources and money, and the results are weak in the case of the need to activate forces , because there is no will and positive driving impulse. Therefore, the current situation is such that most members of general purpose civil protection units (ie those who have borrowed equipment and undergone training) are unreliable because they are not motivated and willing to participate. In addition to the compulsion counterproductive because it results in avoiding duties and poor working results , there is the problem of physical and mental inadequacy and instability on with the ba virtually "blind" invited to the training , which may b it and very dangerous because it can lead to the endangerment of such or and other persons during exercises or real crisis situations.

Therefore, the only solution with the help of which it can be to d obrovoljnoj basis to attract young people willing to join forces civ and lne protection, launch a media campaign, which will be accompanied by social, but also be supported by technical solution *online* enrollment interested in database members of the CZ. One without the other does not go, because in case of good INFORMATIČKI og solutions by which to Collect the data of interested people who want to participate, without aggressive media campaigns such websites may be lost in a sea of others, even those socially responsible and interested individuals will notice that the possibility can voluntarily join post r ojbama civil protection . With D ther hand, it costly to young people fashionable focused not find interest in participation from Vanja because there will be animated by the fact that if the society in the absence of media campaigns and to further the concept and meaning of s in the lne protection remain under-emphasized .

**Media campaign - why and how?**

Today, advertisements in the consumerist and consumer society sell everything from the necessary and necessary to the superfluous and unnecessary. The development of the Internet and social networks has influenced the growing sales of personalities, and the effort invested in the self-presentation of their own lives is rewarded with *likes* that become a measure of reputation or success. In such a society in which media rules have entered every pore of reality, what is heard and seen, accompanied by the media, becomes popular. Therefore, in the field of civil protection promotion, it must be played on the Internet, but not only on the Internet but also on other media. People who are interested in the Internet should not be expected to find what they are interested in on their own, because the number of individuals who will succeed will certainly not be impressive, but with the help of a media campaign values ​​that will be socially useful and positive must be promoted . can attract more young people because'll email them the status that they decided to b born in the death inflicted get then provide specific to zu reputation on social networks , or in the *online* reality that is present all around us . The media campaign should be geared towards younger people because they at least know about the concept ci in the lne protection, because of its purpose in marginals azovnom system was not completely Chechens enough attention, nor remember the approach of the former state when reinforced by militaristic mindset.

A media campaign is therefore necessary for two reasons. The first is to convey the message (to achieve awareness) and another in order to build a new boiling j e ency through emphasizing a new culture of thinking that can contribute to building a more responsible society. To achieve this, the campaign must be tailored to the taste of the majority. The idea is that the email with the help of the media campaign Energy Youth attempts before channeled into something constructive, but it would at the nearest oil method was realized, brass j s to the message must be short, clear and effective, and very for -represented and on social networks. In addition, it must be visually attractive, especially when it comes to *banners* or TV commercials.

For a media campaign to be successful, the effectiveness of advertising alone is not enough, because the image of attractiveness must be built. Therefore, the steps of media campaign development could be divided into three phases on which the success of the overall process depends. The first phase comes down to defining logistics needs / capacities, the way of organization and the development of a technical platform for online data collection (website). The second phase refers to the production of advertisements and representation on social networks, and the third phase refers to the process of creating an image and a common identity. The first phase is a precondition for the existence of the other two phases, which should later take place in parallel, because the success of the entire media campaign depends on the success of the development of the third phase .

**The first step - an interactive website and database**

The first phase is actually the initial step which comes down to organizing the work and defining the look and functionality of the online database. They must be defined and relations with local / regional governments to agree a way of collecting and sharing information about the registered members of the matter of civil defense, as well as co-financing and maintenance of database systems. It is inefficient to have multiple databases for online login because then one gets the impression that there are more parallel systems. After that, the visual appearance of the website and the content that will be on it must be defined, because that page must provide a further incentive to register after the advertisement is noticed , but it must also provide a lot of additional information . On-line registration should be designed in a way to collect the most important preferences of those who apply, along with other information such as personal details, address and so on. In addition, it should be known that additional skills and abilities the applicants have to to about it is known in which segment can be counted on in case of need.

After designing one place on the Internet ( point collects a n i information ) , and defining the tasks related with the purpose of gathering information , it can be in step designing wider brass j ery campaign that will USM j e Ravat at this point (or Web page) to the oh that contains additional information about r mation as well as on-line questionnaires or tests. We first need to detect the type of media that can help us achieve our goals. K and to the to select the most optimal media again need to look at the preferences of the population. Since we are addressing the younger population, radio stations that are listened to mainly by older citizens and that young people perceive as a boring and uninteresting medium because it does not offer interactivity, we will throw out of the sphere of interest. There remains television which is still popular among young people and the internet which is the most important and most consumed medium among the younger population due to the abundance of information and opportunities it offers.

**The second step - and the betrayal of the TV spot and the presence on social networks**

Following the decision to the television and the Internet the best media and promotions in this case in , should be to draw up a TV commercial and planning ways of influence on social networks. The content of the TV spot should be impressive and should leave a strong impression on the consumer . The message will be the strong and striking, and adapted to the ruling climate in society towards to the results would be as effective. Since this is in the public interest, the production of the video should be possible with the help of the public service of all citizens (HRT), which could also broadcast the videos free of charge.

When it comes to presence on social networks, the opportunity for interactivity and communication should be used in a way that encourages competitiveness. This can be achieved through various quizzes in which the best will win special prizes. All civil protection events should be accompanied by pictures . The presence on social networks can be best used by planning events in parallel, which will help create an image , a common identity and the interconnection of members. As good prim as can gu to take the principle of action volunteer fire companies often organize social activities, exercise and so on.

**The third step - with the creation of image and common identity**

Creating the image and common identity is essential for creating a public image that is going to be and appealing to young people. Voluntariness should be encouraged by emphasizing the desirability and social acceptance of such behavior. While each will decide and to join the post r ojbama because of a desire to help and contribute to a positive social environment , the second will decide to report because such behavior has become popular. This popularity can be boosted in several ways. The first refers to the media highlighting of common features (equipment, suits, civil protection sign) . If such events are covered by the media (even in local sections), they can also have a great impact on attracting new volunteers.

The goal of the final phase of the media campaign (which becomes the permanent constant ) is that members post r ojbi civ and lne protection felt it important and accepted in society and create additional value to media prominence contribute to making themselves members see their own advantage in accessing units on a voluntary basis, without any coercion, and that both countries (ie the arc l to community) no additional expenditure which would encourage this trend. P swelling socially desirable behavior with the aim of helping during times of crisis , the situation and getting young people also find their own interest in order to among the youth volunteering in post r ojbama civil protection Post lo popular behavior, will result in smjeravanjem youthful adrenaline to constructive and constraint destructive tendencies, and will result  successful campaign to be trained young people in the heat of the power take pride in their status in the post r ojbama civ and lne protect general purpose.

**SOURCES OF COMPLETION OF GENERAL PURPOSE CIVIL PROTECTION UNITS**

In the event that no perm on ciently money, will for the realization of a media campaign , and it fails , however, voluntarily assembled optimal number of members , and further after t y our filled- a -watt p ostrojbe civil defense members until the required number of which is defined by the Plan civ and lne protection for a particular area. In this case it is necessary to change the approach, because the definition in the law on the system of civil protection: " *liable to civil protection are Croatian citizens of age 18 to 65 years of life ,"* gives too wide choice, and due to the failure to define the criteria of choice, it can result in poor quality n them selecting and major problems during rea l is not a crisis situation. Since the criteria for calling up now reduced to the old military records that are elected people who are most often used as a civilian military service (and often *pro forma* ), the equipment are indebted to the training were sent people who do not zadov of employing either basic conditions physical fitness . So, all of the guests who came to charge the equipment , had to borrow the equipment or would have difficulties . The problem, therefore, doubled since the quality re selection was not before (call blindly from obsolete military EVID e n tion) even after the meeting live with these people.

The main problem that arises is to answer the question , from that database to invite people to that presumption, without additional tests , can be assumed to be psychologically and physically healthy and in shape enough to trouble-free approaches to post r ojbama civ and lne protection? Most associations do not have many members , but some also have an impressive number of members. Therefore, one could proceed on the way to the more than 52,000 registered associations first isolate those belonging to a particular teri t o r CIAL area d it ( eg. The county / city), then to them isolate those thematic closest field of civil protection or associations that can be assumed with Tabitha for itself what actors foundation that gathers them physically active membership ready for adventure and challenges. Such associations are the ones that gather and j to lovers of adrenaline sports, then various sports associations, associations that promote healthy living and the like. After you collect a list of associations of interest, the next step is to encourage interest in the management of these organizations (and then and membership ) to get their members involved in post r ojbe civil protection.

The value of this kind of concept selection of members of p ostrojbi civil protection in case of missing dobrov ol stronger, based n the mutual interest and quality t n whose invested money local governments . On the other hand, associations that gather in love n ike in sports and adrenaline sports, automatically are held together and persons of similar psychological profiles even when it comes to willingness to join the forces of protection and rescue during emergencies . So, the fact of the s t o menting a large number of citizens' associations and quite large amounts of co-financing of these organizations, it can be used in a very optimal way in the case of other methods ( eg. A media campaign) fails volunteer to obtain a sufficient number of citizens who are willing access p sharp jbama civil protection.

**CONCLUSION**

The aim of this study was to detect problems related to the non existence of methods choice and the calling and payers civ and lne protection division of equipment and training , as well as propose solutions that help make the existing problems could have been avoided or n and dvladati. The main premises were contained in the hypothesis that increasing the motivation to participate in civil protection units and defining the necessary preconditions for participation will increase the operational quality of units and reduce the problem of evading duty and entry of psychophysically inadequate individuals into units.

As several different activities follow the proposed campaign, it is divided into three parts. The first refers to the preparation of an internet platform and the eighth to the creation of a website where all the necessary information about volunteers would be collected , which is a basic precondition for further actions . After that, the second part refers to the visual launch of the campaign (Internet, TV spots) that will tip points will Ravat attention on a central Web site to be used for applications, but also promote the system and values of civil protection, and in parallel with these should be designed and concept of encouraging involvement in public awareness of members post ro JBI civil protection t e, so that in social terms are observed and respected, just as they are today members of the volunteer fire departments, especially in smaller communities.

The last part of the paper deals with the situation in case the media campaign is absent or fails due to insufficient funds or other reasons. In this case, suggested the concept of cooperation with associations of importance for civil protection, which would be to their mutual benefit, because the local government received reliable, physically and mentally ready members post r ojbi without allocation of additional significant financial resources and citizens' associations in turn financially better past in the distribution of funds intended for associations.