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Article:	Public Perception towards Punjab Emergency Service Department Rescue 1122 in District Jhang
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ABSTRACT

The Punjab Emergency Service, Rescue 1122 is one of the most renowned rescue services in South Asia. Millions of emergency victims have been rescued by this medical, emergency, fire services, and the community emergency service in Punjab, Pakistan. This study was designed to investigate the public perception of this rescue service. The study was conducted in Jhang, Punjab, Pakistan. Through multistage sampling, 250 respondents were interviewed. Chi-square and gamma tests were applied on data for testing the hypotheses through Statistical Package for Social Sciences (SPSS). It was concluded that the behavior of rescuers, their passion for serving humanity, and the quick response from the rescue teams in emergencies, were strong predictors of the perception of the public about Rescue 1122 emergency services. The study recommends these predicting factors should be focused on by the department during the training of the rescuers.

Keywords: Public Perception, Punjab Emergency Service, Rescue 1122, District Jhang, Punjab Pakistan

1.1 INTRODUCTION

Rescue and Fire Services are just as important for disaster management as the other public sector and services departments such as law enforcement agencies, police departments, courts, and prisons are important for maintaining the system of the country. Emergency management refers to disaster control or emergency management departments and entails the actions of various provincial and federal departments. In Punjab, Pakistan, Rescue 1122 is the biggest rescue service that is providing rescue services to the victims on one call. This service was founded in 2006 for the provision of rescue services to the public (Sabir et al., 2014). This service is regarded as the biggest emergency service in Pakistan that has been providing its services in all districts of Punjab. Rescue 1122 was necessitated after the failure of repeated tries to renew and modernize the old companies mandated for emergency management (Hansen, 2001). Rescue 1122 is the most efficient rescue service in Pakistan that has saved around 100,000 emergency victims throughout Punjab since its establishment in 2004 (Barid, 2010). The rescue service is available for the people of all districts 24 hours each day without intervals, and throughout the year without any holiday. The service is available during the day; evening and night even during the time of Eid holidays, rescuers continuously perform their duties for the victims of emergencies without intervals. During special emergencies, rescuers are not permitted to take time off and are assigned different responsibilities at rescue stations. Rescuers are stressed because of limited leave and extra duties. The department's head office remains operational to ensure the continuity of effective services at all times, and it monitors all duty shifts, assigns various duties, and cancels employee leaves (Saeed, 2013). On the other hand, many times the people do not deal well with the rescuers. They make fake calls to pass the time and to laugh, but as a result of these calls, rescuers lose their work passion hence their performance suffers. Rescuers would be unable to respond to any emergency location on time if ambulances and fire services were misdirected. Some people make unnecessary telephone call on the toll free numbers just for fun and passing their time. Such calls although have no purpose but it increase the burden of work of rescuers and they are likely to lose their motivation, and passion that ultimately results in their poor work performance (Malik, 2009). Also, fake calls disturb the workers and create stress for them. Due to such an undesirable burdens, the rescuers cannot perform well and it affects the satisfaction of the people being rescued by them (Khan 2012). Findings from a study conducted by Iqbal (2010) revealed that the job satisfaction of the rescue workers was associated with workload and the strain developed by the non-serious behavior of the public. Research also suggested that long duty time, job stress, and less remuneration decline the efficiency of their work. A study by Ziqaad (2013) explored those 100,000 human beings in all the districts of Punjab who were rescued from 2004 to 2013 by rescue 1122. The service stations of these rescue services received 7.65 million telephone calls out of those calls, 7.15 million calls were bogus.

Through their services, the emergency and rescue services ensure public safety. As part of their regular responsibilities, such services deal with a wide range of emergencies (Mansoor et al., 2015). However, public perception and behavior can harm on their work performance. Employees in all organizations enjoy working in an environment where they are admired and believe that the work they are doing, or the product they are manufacturing is the reason of

achieving the objectives of the organizational (Anderson & Pulich, 2000). The poor working environment can cause multiple health problems such as depression, anxiety, and psychological issues among the employees (Leka & Jain, 2010). The institutions should offer flexible working hours along with a comfortable environment to increase the productivity of the workers. Also, the dissatisfaction of the workers can be minimized and even they can be satisfied with their jobs if they are offered handsome salary packages (Williams & Boushey 2010). The department of Rescue 1122 is a significant public sector organization engaged in saving the lives of people suffering from the emergencies. However, if the public has a negative perception towards this department, they will be likely to be less cooperative with the rescuers and it might lead to poor delivery of emergency service from the rescue teams. The rescuers must be committed to the work assigned to them and they must perform their work efficiently. However, if the public has a negative perception of the rescue teams, then the relationship between the public and the rescue teams will not up to the mark. This negative relationship might affect the performance of the rescue teams and they might not perform their responsibilities with a passion for serving humanity. The perception of the public is an important predicting factor of their satisfaction. Therefore, this study was designed with the objective of investigating the public perception about the emergency services department Rescue 1122.

Research Methodology

This study was designed with the purpose to investigate the perception of the public about Rescue 1122. This study was conducted in District Jhang, Punjab Pakistan. A survey method was used in this quantitative study. The target population in this study was all literate people who completed at least eight years of schooling, used Rescue services at least twice, were at least 18 years old, and lived in Jhang City. The multistage sampling technique was used in this study. Tehsil Jhang was chosen at random from among the four tehsils of district Jhang in the first stage. Then in the 2nd stage, the researchers choose five union council (UC.8; UC.9; UC.12; UC.16, and UC.22) of the selected Tehsil from a total of 44 union councils of the tehsil. At the third stage, the researchers chose 50 respondents at random from each union council. So, as a result of this sampling procedure, a total number of 250 respondents were recruited for data collection. Because the population was diverse, some people may have difficulty understanding the questions. For data collection, the researchers designed an interview schedule in light of study objectives, hypotheses, and the characteristics of the target population.

The researchers analyzed data through SPSS. In this regard, at the first step, the researchers obtained the frequency distribution of the variables. At the second step the relationship between the independent variables and the dependent variable were test through application of chi-square and gamma statistics to the data.

Results

Table-1

Demography of the respondents

Demography of the Respondents n=250		
Gender	Frequency	Percentage
Male	149	59.6
Female	101	40.4
Residential Area	Frequency	Percentage
Rural	98	39.2
Urban	152	60.8

Out of 250 people interviewed for this study, 59.6 percent were men and 40.5 percent were women. So, while the study's sample included both male and female segments, the majority of the respondents were male. In this study, 60.8 percent of respondents were from cities, while 39.2 percent were from rural areas.

Table-2

Experience of Using Emergency Services

Experience of Using Emergency Services n=250		
Frequency of availing services of Rescue 1122	Frequency	Percentage
Two times	114	45.6
Three Times	87	34.8
More than three times	49	19.6
Perception towards Rescue 1122		
A poor service	9	3.6
An average service	99	39.6
A great service	142	56.8
Behavior of Rescuers		
Poor	18	7.2
Polite	88	35.2
Very Polite	144	57.6
Satisfaction with response time taken by 1122 Teams		
Not at all	13	5.2
To some extent	19	7.6
To a greater extent	218	87.2
Opinions Regarding Passion of Humanity Among the Rescuers		
Not at all	18	7.2
To some extent	22	8.8
To a greater extent	210	84.0

Regarding utilization the services of Rescue 1122, 45.6 percent respondents reported that they utilized the service two times. From the rest of respondents 34.8 percent reported that they utilized the service for three times and 19.6 percent respondents utilized the services more than three times. Respondents were offered to rate the services of Rescue 1122 services as poor, average, or excellent. According to the data in the preceding table, only 3.6 percent of respondents thought the service was poor. It was rated as average by 39.6 percent of respondents. However, the majority of respondents (56.8 percent) thought Rescue 1122 was an excellent service. Only 7.2 percent of respondents thought the behavior of Rescue 1122's rescuers was poor. Rescuer behavior was considered polite by 35.2 percent of respondents, and very polite by 57.6 percent. Furthermore, 5.2 percent of respondents stated that the Rescue 1122 teams do not arrive at the emergency location on time. Whereas 7.6 percent of respondents "to some extent" and 87.2 percent "to a greater extent" were agreed that the rescue teams arrive at the emergency spot in time. The data also shows that 7.2 percent of respondents disagreed that the rescue teams were serving the emergency victims with passion and humanity. Whereas the remaining 8.8 percent "to some extent" agreed and 8.4 percent "to a greater extent" were agreed with statement that the rescue members were serving the emergency victims with a passion for serving the humanity.

Table 3:

The association between the different variables and the public perception

Variable	Chi-Square	P-value	Status	Gamma	P-value	Status
Behavior of rescuers	37.182	0.037	Sig*	0.456	0.002	Sig**
Quick Response from the Rescuers	32.111	0.011	Sig*	0.467	0.044	Sig**
Passion of Serving Humanity among the Rescuers	26.021	0.043	Sig*	0.391	0.012	Sig**

The purpose of the above bivariate analyses was to test the association between the different variables and public perception. The significant chi-square 37.182 value and the significant gamma 0.456 value show a strong positive significant relationship between the perception of public about the emergency service and behavior of rescue workers. It shows that the public perception is influenced by the behavior of rescuers with the emergency victims. It can be said that if the behavior of the rescue teams will be polite to the emergency victims, the perception of the public will be positive towards the Rescue 1122 emergency services, however, the harsh behavior of the rescuers will lead to a negative perception of the public. The next significant chi-square value of 32.111 along with a significant gamma value of 0.467 illustrate positive a strong positive relationship between the response time taken by the rescue teams in case of emergency and the perception of the public towards the emergency service Rescue 1122. It shows if the rescue teams take quick actions against an emergency, the perception of the public will be positive towards the service. The last Chi-square value in the table is 26.021 and the significant gamma is 0.039 value. These values narrate that "passion of

“serving humanity among the rescuers” is associated with “public perception about Rescue 1122”. It clearly shows that if the rescue teams serve the emergency victims with a passion for serving humanity, the perception of the public towards Rescue 1122 emergency service department will be positive.

Discussion and Conclusion

The current study sought to investigate public perception to the emergency service department of the Punjab, Rescue 1122. This research was carried out by the researchers in the Jhang district which is situated in Punjab, the most populous province of Pakistan. The researchers examined a variety of factors to better understand the public's perception of rescue 1122 services. The findings from this study show that the public perception of the emergency service Rescue 122 was determined by the behavior of the rescuers toward the emergency victims, the quick response by the rescuers during the emergencies, and their passion for serving the humanity. The rescue teams have to serve the people in various types of emergencies. It can be a road accident, a house, building, shop, or a factory on fire, floods, earth quacks, bomb blasts, or any other emergency. So, the rescue workers face stressful, and often horrible situations during performing their day-to-day activities. They are constrained to work in these situations regardless of their attitude toward these situations. A previous study by Mansoor et al., (2015) also stated that the major purpose of rescue services is to ensure the safety of the public and to help the public in emergencies. As part of their regular responsibilities, such businesses must deal with a wide range of emergencies. The rescuers had to deal with people from various communities. These people were dealing with a variety of issues, including various types of diseases, road accidents, and bomb blasts; often these accidents involve the deaths of the people, buildings on fire, and many other troubling situations. Such circumstances can adversely affect the behavior of emergency victims, and often the rescuers face negative behavior from the people being rescued them. Moreover, the rescue team members confront such situations everywhere, and every day, where they often face the rude behavior of the public. On the other hand, the public often misuses the toll-free number of this emergency service. Many people engage the telephone lines of the emergency services just for amusement. It shows the non-serious attitude of the public towards the emergency service because it can create serious trouble for a person in a real emergency due to engaged customer service representatives. Hussain (2012) also mentioned that many people especially the young interrupt the work of the rescue teams by making fake calls that have no purpose, but they made these calls only for entertainment. However, such kind of shameful activities are not only harmful to the people in a real emergency situation by face difficulties in attaining the rescue service, but also create mental stress upon the rescuers. This pressure can adversely affect the progress of rescuers by elevating the response time, declining their passion for serving the people, and their behavior toward the people being rescued by them. The positive and polite behavior of the rescue teams is crucial because the segment they are serving is already facing difficult situations. The findings suggest that the behavior of the rescue teams is a significant determinant of the public perception, and the previous studies also suggest that the fake calls can decline the efficiency of the rescuers so a strict policy should be adopted to control such fake calls. The study also found that the passion for serving humanity among the rescuers is a significant predictor of the public perception of the service. All over

the world, the quick response of rescue workers is demanded in any kind of emergency. This study found that the perception of the public had significant relationship with the in time quick response by the rescuers. So, if the people facing an emergency situation are not rescued in time, they will have a negative perception of that service. So, the emergency service department should ensure a quick response in the emergencies. A previous study by Baah and Amoako (2011) discovered that the content of work, a sense of satisfaction from the work, the passion for serving, and behavior of the workers can help to enhance the productivity and quality of services and goods produced by the workers. It also can help to increase the intrinsic motivation level of the workers to do their work at their level best and is a source of inner satisfaction for the workers. So, the Punjab emergency service department rescue 1122 should improve the behavior of the rescuers through their special training. The department should also ensure a quick response in emergencies, and the passion of serving humanity among the rescuers should be boosted by motivational seminars, training, and workshops.

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