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Police Public Image and its Perceived Impact to the Community of Biliran Province, Philippines

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Abstract

The idea of police public image takes most of the interest in the field of law enforcement. Police public image means that the Philippine National Police (PNP) should be the model of professionalism, trustworthiness, and dedication. They should be seen as protectors of the community, upholding the law with integrity and fairness. The police public image is built by various factors, including their performance in the community, and media representation (Skogan & Frydl, 2004). This research paper investigates the views of informants toward the public image of police and its perceived impact to the community. Conducted in various barangays from the eight (8) Municipalities of Biliran Province, the study utilized a qualitative research design, specifically using thematic and content analyses to analyze the collected data. The respondents are barangay officials, community stakeholders, and drivers of the different barangays in each municipality of Biliran. The results revealed ten emergent themes for the views and impact police public image to the community: Responsiveness and Reliability, Respectful and Fair Treatment, Active Engagement and Presence, Excessive Use of Authority, Perceived Social Alienation Within the Community, Stereotype–Driven Views of Law Enforcement, Community–Oriented Policing Initiatives, Ethical Behavior Strengthens Community Engagement, Reduction in Crime and Disorder, and Collaborative Problem–Solving. These themes highlight the rewarding aspects of the community roles, in collaboration with the police initiatives for public awareness and safety in the community. Conversely, concerns about abuse of authority and media portrayals of police have made a negative impact with the community and affects the community relation between the law enforcement and the community.

Keywords: police public image, community perceptions, trust and legitimacy, community policing, Biliran Province, Philippines

INTRODUCTION

Empirical evidence demonstrates that public perceptions of the police significantly shape their occupational effectiveness, as societal support, cooperation, and trust constitute indispensable foundations for legitimate law enforcement (Keaton et al., 2023). As a police officer, one should be a symbol of authority and peace-maker rendering service, maintaining social order and ensuring public safety. In the Philippines, police public image means that the Philippine National Police (PNP) should be a model of professionalism, trustworthiness, and dedication. They should be seen as protectors of the community, upholding the law with integrity and fairness. The PNP should also project an image of being approachable and respectful, committed to the safety and well-being of the public. However, the image and reputation of a police officer can also impact their effectiveness in performing their duties and responsibilities according to Tyler and Huo (2002). The police public image is built by various factors, including their performance in the community, and media representation (Skogan & Frydl, 2004). The maintenance of police public image is very crucial to an effective community policing because the public must be supportive of and responsive to police efforts if public order is to be sustained. A positive police public image can uphold trust, cooperation, and legitimacy, while a negative image can lead to mistrust, resistance, and even

violence and aggression. In addition, police officers are judged more by how they treat and talk to people when responding to calls than how they handled the calls (NAP, 2013).

Public trust in the police has declined significantly in these past few years, specifically following the government's war on drugs, which has dealt with high rates of extrajudicial killings. According to Human Rights Watch (2018), thousands of suspected drug dealers and users have been killed by police officers since Rodrigo Duterte, former President of the Philippines, launched his war on drugs in 2016.

In Eastern Visayas (Region 8), unique challenges have been encountered that impact the public perception of its police force. The region has been grappling with issues related to illegal drug trade, which has led to increased violence and crime rates. Allegations of police involvement in drug trade have tarnished the image of the police force, eroding public trust. (Labata, 2024). Region 8 is also prone to natural disasters, particularly typhoons. The effectiveness of police response during this event can also significantly impact their public image. Insufficient resources and trainings can hinder the police force's ability to respond effectively to disaster, leading to public frustration. The region had also faced significant socioeconomic disparities, which can contribute to crime and social unrest, according to Lloyd et al. (2022).

In the global context, public trust in policing has exhibited a marked decline over the past two decades, particularly in response to high-profile cases of misconduct and perceived failures in fulfilling institutional responsibilities. In the United States, confidence in the police has dropped significantly, with Gallup reporting that the proportion of Americans expressing a high level of trust fell from 58% in 2001 to 31% in 2023. This erosion of confidence is shaped not only by institutional behavior but also by individuals' personal experiences with law enforcement, underscoring the complex interplay between systemic accountability and public perception (Ray, 2023).

The police public image constitutes a critical dimension in the effectiveness of community policing, as it shapes the quality of relationships and partnerships between law enforcement and community members. Community policing requires a paradigmatic shift from traditional, reactive strategies to proactive, preventative approaches that address the root causes of crime and misbehavior. Within this framework, the public image of the police becomes a decisive factor in determining the success of such initiatives. However, while the theoretical literature emphasizes the importance of police legitimacy and trust, empirical studies often fall short in capturing how these perceptions translate into practice across diverse local contexts. Existing scholarship has tended to focus on normative ideals of community policing rather than the lived realities of implementation, leaving a gap in understanding how variations in police–community relations influence outcomes on the ground. This research therefore seeks to bridge the divide between theory and practice by examining how local contexts mediate the relationship between police image and the effectiveness of community policing initiatives (Brogden & Nijhar, 2005).

METHODOLOGY

Research Design. Descriptive qualitative design was used in this study, a flexible qualitative approach focused on producing detailed descriptions of phenomena in everyday language. Colorafi et. al., (2016). It emphasizes setting aside the researcher's biases and deeply exploring how individuals perceive and make meaning of a particular phenomenon. Through methods such as in-depth interviews, phenomenological reduction, and imaginative variation, Colorafi's design seeks to describe the true nature of lived experiences as they are consciously interpreted by the people who encounter them. It just not help uncover what people think about the police, but also why they experience them that way, leading to a more meaningful and human-centered strategies in improving police–community relations. In exploring the perspective of the informants

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towards the performance of police in Biliran, phenomenology was applied. This is a universally accepted method in exploring and describing the lived experiences of individuals (Christensen et al., 2017).

Key Participants. A total of twenty-four participants, aged 18 to 65 years, were purposively selected to take part in the study. All participants were long-term residents, with a minimum of three years of residency in their respective municipalities within the province of Biliran—namely Almeria, Biliran, Cabucgayan, Caibiran, Culaba, Kawayan, Maripipi, and Naval. The sample included diverse community stakeholders, such as one representative of the Barangay Council, local drivers, and vendors or store owners, thereby ensuring a range of perspectives on police–community relations.

Instrumentation. To gather qualitative data, the researcher employed a rigorously validated interview guide. The instrument was reviewed and approved by three faculty members from the University of Cebu–Main Graduate School, ensuring methodological soundness and enhancing the credibility of the findings. This validation process strengthened the reliability of the responses, particularly in capturing participants' opinions, perceptions, and lived experiences. In-depth interviews were conducted with all twenty-four participants, thereby providing rich, contextually grounded insights into community stakeholders' perspectives on police performance.

Data Analysis. The study followed by Colaizzi's approach and was applied to analyze the qualitative data (Colaizzi, 1978). Transcription and translation of the experiences of the informants, from Cebuano and Waray-waray to English language, were carefully taken. The interview transcripts were read and analyzed multiple times. Coding of significant statements from the interview transcript of the informants came in next. Each statement was then examined in detail to identify its essential meaning. Through this process, the information was organized and clarified to reflect the participants' true experiences and perspectives.

By systematically reviewing and cross-checking these statements, the researchers ensure that the findings accurately represented the data collected. From this thorough examination, formulated meanings were developed, capturing the underlying patterns and themes present in the responses. This approach allowed the study to present a well-supported and credible account of the participants' views. From these cluster themes, final emergent themes were identified. These described the experiences of the informants about the current phenomena being studied.

Ethical Considerations. Conducting a study on police public image requires careful attention to ethical standards, as it involves human participants, perceptions of authority, and potentially sensitive experiences with law enforcement. Participants were fully informed about the purpose, nature, and scope of the study prior to their participation. They were clearly told that their involvement was voluntary and that they could withdraw at any stage in the study without any penalty. Consent was obtained before conducting an interview to ensure that participation was based on free and informed choice. The identities of the participants were strictly protected. Personal information such as names, addresses, or identifiable details were not collected or anonymized. Responses were reported in aggregate form to prevent the identification of individual participants and to protect them from possible retaliation or social stigma. Data collected were used solely for academic and research purposes. All records were securely stored and accessed only by the researchers.

RESULTS

The Views of the Informants to Police Public Image. The perspectives shared by the informants regarding the police's public image have provided them with a deeper understanding of how law enforcement, specifically the Philippine National Police, governs and interacts with the community. It also describes the perceptions and satisfaction of the community to their assigned works.

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Positive Perceptions. The analysis yielded three major themes that reflect the community's positive perceptions of the police's public image in the province of Biliran. Collectively, these themes highlight the community's recognition of the police authority's dedication and commitment to their duties, the diverse perspectives observed by stakeholders, and the perceptions formed based on the actual performance of the police in their respective municipalities. These findings underscore the significance of police conduct and community engagement in shaping public trust and reinforcing the legitimacy of law enforcement within the local context.

Theme 1. Responsiveness and Reliability. The first theme highlights the community's positive perceptions of the police's public image, particularly in relation to their duties and responsibilities. Informants consistently emphasized the role of the police in safeguarding the community, noting that their presence fosters a sense of safety and security. Many participants expressed trust in the police, especially in their efforts to protect vulnerable groups such as the youth. These accounts reflect an overall confidence in law enforcement, with informants linking their trust to observed acts of protection and the perceived reliability of police performance in Biliran.

Participant 5 shared:

"So far, for me, we have full trust with them. In times of the crime and peace, they have performed very well." (Participant 5)

Participant 6 shared:

"We still trust the police because they are the protector of the community. Without them, many people would be in trouble. Then, if there was an accident, they are here to fix it." (Participant 6)

Participant 7 shared:

"Firstly, police here are just visible at the barangay, so we can say that we are safe. Especially to our youth, that they should be prioritized to be protected by the police, for some of the youth here are troublemakers." (Participant 7)

Theme 2. Respectful and Fair Treatment. Theme 2 describes how some members of the community were treated and approached fairly by the policemen in their workplaces, and even at roads.

Participant 4 shared:

"I can say that they are fair because I have already experienced it during my summer job at the City Hall. I was assigned at the police station. I have observed that they were fair and they always help the people." (Participant 4)

Participant 7 shared:

"As what I have observed, they were fair, I haven't heard police misconduct because almost all people here are known to the police. They are just fair to everyone." (Participant 7)

Participant 17 shared:

"The treatment of the police to us is just fair. They treated the people like just as their neighbors since this place was only a small island, no other source of transportation than 'bangka.' That is why we were just like neighbors here." (Participant 17)

Theme 3. Active Engagement and Presence. Participants describe how policemen accomplished their duties and responsibilities through effective police visibility.

Participant 3 have stated that:

"We have so many neighbors here who are a police force, that is why our place is very peaceful. They can always respond on our problems here at barangay." (Participant 3)

Participant 11 also added:

"Yes sir, they have solved many problems here in Culaba, especially they were just visible at the roads." (Participant 11)

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Participant 19 also stated that:

"This time, almost no reported crime here in the town. Unlike from old days that there are so many reported crimes of stabbings especially on the day of feast that has disco. This time, policemen were very active at the roads together with the tanods." (Participant 19)

Negative Perceptions. The analysis also revealed three themes that capture the community's negative perceptions of the police's public image in the province of Biliran. These themes reflect the unfavorable experiences and observations of participants regarding police authorities, highlighting areas where performance and conduct were perceived as inadequate. Specifically, the themes illustrate how community members interpret and describe the shortcomings they have encountered in actual police practices. Taken together, these insights underscore the challenges in police–community relations and emphasize the need for greater accountability and transparency in law enforcement.

Theme 1. Excessive Use of Authority. This theme shows that some members of the community have experienced and witnessed abuses at the hands of police authorities.

Participant 3 shared that:

"I never heard from the barangay that there are people abused by the police. Maybe at the highway before, a resident of our barangay. He was arrested through a drug buy-bust, and I thought he was being planted with drugs in front of his minor child, he was unlawfully arrested." (Participant 3)

Participant 4 also shared that:

"Sometimes sir, last time when there was a thief who climbed at the coconut tree. The policemen waited for the thief to come down, and then they repeatedly beat him." (Participant 4)

"People are afraid of the police, especially to those police who abuse their authority. Like what happened to the fish vendor at our place, they arrested the vendor and confiscated the fish because he was not in the proper fish stall at the market." (Participant 4)

Theme 2. Perceived Social Alienation within the Community. This theme shows how the police authorities have caused traumas and fears towards the community while performing their duties. It also reflects the stresses that have been inflicted by some police officers to the community.

Participant 13 stated that:

"Those scalawag policemen who threaten people, based on how they approach them, they should change their attitude, or else they shall be expelled from service for they can only ruin the image of the policemen, and brought trauma to the community." (Participant 13)

Participant 18 stated that:

"The worst is that when there are arrogant police, they may encounter conflicts within the community, which can affect their relationship with the people, and community members may experience fear toward them." (Participant 18)

Participant 23 stated that:

"The evil deeds of the police would be the reason why we will lose our respect with them. Yes, we may be afraid with them, but they should be more afraid than us, because the law itself would punish them." (Participant 23)

Theme 3. Stereotype-Driven Views of Law Enforcement. This theme reflects the initial negative perceptions of the community shaped by content encountered on social media platforms. Informants noted that online portrayals of police conduct, often highlighting misconduct or controversial incidents, have influenced their insights and contributed to unfavorable impressions of the institution. This shapes the broader image of the police force and reinforcing skepticism within the community.

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Participant 4 shared that:

"This time, social media was widely used by the people. People often easily believe of what they have seen from social media was true, despite of the widespread use of fake news. As a front liner, policemen would be the most affected. Sometimes, I feel pity with police officers, because the negative issue done by an individual, would always generalize by the public." (Participant 4)

Moreover, Participant 6 added her thoughts about police image being ruined by police scalawags, that other personnel may also be affected, including the youth.

"It can have a bad effect to the people, especially when police were involved with drugs, they would be the one who ruined the image of everyone. They can also ruin community's safety, rather than promote peace. The involvement of police in drug abuse, as we have seen from the news, can affect the overall public image. In the end, policemen are the most affected. To our youth, they may replicate the behaviors they have observed. Others will be discouraged from choosing the police profession." (Participant 6)

Participant 21 also added that:

"The result based on news reports circulated on Facebook, police officers were perceived by the public as abusive. For that, this can result in trust issues and generalized perceptions among the public. The people would be afraid to cooperate with the police because of the worries to be involved." (Participant 21)

Perceived Impacts of Police Public Image to the Community. The findings demonstrate that the public image of the police has had a significant influence on the lives of community members. These influences are articulated through four distinct emergent themes, each reflecting how perceptions of law enforcement shape community experiences, attitudes, and interactions with the police. Together, these themes provide a nuanced understanding of the broader social implications of police–community relations in the province of Biliran.

Theme 1. Community-Oriented Policing Initiatives. The findings reveal that community members offered several suggestions for enhancing the police's public image. These recommended strategies aim to restore and strengthen the relationship between law enforcement and the community, fostering renewed trust and cooperation.

Participant 2 explicitly stated that:

"I hope that they would continue connecting with people, and should always be ever approachable, and in order to have a good image, always observe maximum tolerance in serving with people." (Participant 2)

Participant 4 courageously suggested this:

"Police should engage in tree planting activities. Some of the police never goes out from their office, they just stay inside the office with aircon. They only ride on or take images depicting individuals engaged in community service on the streets but not genuinely contributing to help. They must connect and be approachable with the community." (Participant 4)

Participant 19 added this suggestion:

"In order to maintain a good image, Policemen should be consistent on their nice approach to all people, and they should prioritize the welfare of people, so to maintain public trust." (Participant 19)

Theme 2. Ethical Behavior Strengthens Community Engagement. Public perceptions of the police can be enhanced when officers demonstrate professionalism, integrity, and accountability. Positive behavior fosters trust and strengthens the institution's reputation, while misconduct undermines credibility. Ultimately, the image of law enforcement is shaped not only by institutional policies but also by the everyday actions of individual officers.

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Participant 20 shared:

"If the police would govern us well, no doubt we will cooperate and trust them, but if they will abuse us, it could erode our public trust." (Participant 20)

Participant 21 also cited some conditions:

"If they made a good service on our places, people may also have a good wide reception with them. When their services are viewed unfavorably, it could undermine public confidence in dealing with them." (Participant 21)

Participant 24 added a suggestion:

"They should protect their integrity. They should also have accountability, and police should have a positive relation to the community." (Participant 24)

Theme 3. Reduction in Crime and Disorder. This theme reflects the community's suggestion that the police should remain responsive to earn a positive impact and maintain public safety. Active engagement and prompt responses to community concerns were seen as essential for preventing crime and ensuring the security of residents. By consistently addressing issues as they arise, the police can reduce the likelihood of criminal activity within the community.

Participant 7 said:

"It can be a good impact to the police if they are active, we can assure our security and no more fear if they can actively act with that we can live peacefully". (Participant 7)

Participant 19 also shared:

"If the police are responsive with our complains and give always a favorable solution, the people will feel safer everywhere they would go. Then our good relationship with them will be back." (Participant 19)

Participant 21 said that:

"If the Police are responsive on our concerns, and they should always be visible from the roads, we should be safer where we would go, especially in our own homes." (Participant 21)

Theme 4. Collaborative Problem-Solving. The police actively engage with residents to identify and address local issues. This partnership not only raises community awareness but also helps prevent victimization by criminal activities. They facilitate a convenient access from police services through hotlines and enhance public awareness in remote communities.

Participant 4 confirms that:

"It is a big help to those located in a remote area, that they will be updated of the rules and regulations implemented. It is the best way for the awareness of everyone." (Participant 4)

Participant 5 also gave his insights:

"Collaboration has a great impact to our community. It is essential since the police are here to serve, on the other side, they guide us in time we needed them. Since we are near police station, through this program, they can be reached through the provided hotline, allowing them to respond just one call away." (Participant 5)

Participant 7 also stated that:

"Cooperation and communication with the police are a big help to those people located in remote areas, because of distance, they can't even receive an accurate update. They should visit them for their awareness about policies and ideas on what to do and where to contact by giving hotline number." (Participant 7)

DISCUSSION

Using a qualitative phenomenological approach, the study identified and categorized the results into thematic findings. Thematic analysis revealed participants' perceptions of the police's public image and its broader impact on

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the community. The findings suggest that positive behaviors and constructive relationships established by police personnel, such as responsiveness to duty and respectful treatment of the public, contribute to satisfaction and can reshape community perceptions of law enforcement. These outcomes further indicate that such practices may motivate the Philippine National Police to sustain high performance in fulfilling their mandate of serving and protecting the community.

The public image of the police is a critical component of effective community policing, as it underscores the importance of fostering strong relationships and partnerships between law enforcement and community members. Successful community policing requires a shift from traditional, reactive approaches toward proactive and preventive strategies that address the underlying causes of crime and misconduct. Within this framework, public perception of the police becomes a decisive factor influencing both the effectiveness and acceptance of community policing initiatives (Brogden & Nijhar, 2005).

From the perspective of this study, the findings affirm that police image is not merely symbolic but directly shapes community trust, cooperation, and willingness to engage in collective crime prevention. The author contends that while theoretical models emphasize proactive policing, their success ultimately hinges on how officers' everyday conduct is interpreted by the public. Thus, the study highlights the need to bridge the gap between institutional ideals and lived community experiences, recognizing that legitimacy in policing is sustained through consistent responsiveness, fairness, and respect in practice.

Police public image is influenced by multiple factors, such as their performance within the community and the way they are portrayed in the media (Skogan & Frydl, 2004). Maintaining a positive police image is essential for effective community policing, as public support and

cooperation are critical to sustaining order. When the police are perceived positively, trust, collaboration, and legitimacy are strengthened; conversely, a negative perception can result in mistrust, resistance, and even aggression. Research also indicates that police officers are evaluated more on how they interact with people during responses than on the outcomes of the calls themselves, highlighting the importance of respectful and professional conduct in shaping public perception.

To enhance the leadership and governance capacity of police authorities, especially those assigned in remote and politically pressured areas, the PNP must go beyond operational training by providing structured support in leadership, political navigation, and community engagement. The study implies that improving the effectiveness of police authorities requires more than standard operational training. By providing structured support in leadership, political navigation, and community engagement, the PNP and DILG can equip officers particularly those assigned to remote or politically sensitive areas with the skills necessary to manage complex community dynamics. Strengthening these capacities may enhance decision-making, foster stronger relationships with local stakeholders, and promote a more positive public image of the police. Ultimately, investing in leadership and governance development can contribute to more responsive, ethical, and community-oriented policing, which supports public trust and cooperation (Romualdo et al., 2023).

Conclusion. The study's results provide varied views of the community on the public image of police and their impacts to the community itself.

Despite efforts to maintain positive conduct, police officers continue to face negative perceptions from the community. This includes the excessive use of authority. Such negative perception and misconception, combined with the emotional demands of the job, can influence officers' work performance and their interactions with the public. On the other side, the positive perceptions enhance public trust

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and confidence in the police. Communities that believe the police act impartially, respect human rights, and enforce the law fairly are more likely to view officers as legitimate authorities. This trust encourages citizens to comply with the law and support police initiatives, which in turn reinforces a favorable public image of the police.

Since enforcing laws and maintaining public safety are central duties of police authorities, participants proposed several strategies to strengthen trust and cooperation with the community. These include community-oriented policing initiatives, ethical conduct to reinforce engagement, crime and disorder reduction, and collaborative problem-solving. The findings suggest that when police officers demonstrate fairness, transparency, and respect for human rights, they not only reinforce public confidence but also foster sustained collaboration in addressing local concerns. Such practices highlight the importance of moving beyond enforcement toward relationship-building, thereby ensuring that policing remains both effective and community-centered. Ultimately, sustaining a favorable police public image is not merely about perception but about consistent, integrity-driven service that promotes public safety, social order, and democratic governance.

Recommendations. This study revealed community perceptions of police public image and its impacts. A central recommendation was the professional development of Philippine National Police personnel, particularly in cultivating ethical behavior, fairness, and respect for human rights. The following are the recommendations:

1. **Ethics and Values Formation.** The PNP needs regular training on ethical standards, integrity, accountability, and human rights to strengthen moral judgment and prevent abuse of authority.

2. **Community-Oriented Policing Training**. The PNP should initiate programs that develop skills in communication, conflict resolution, cultural sensitivity, and community engagement to build trust and cooperation with the public.

3. **Leadership and Management Development**. The PNP should promote a leadership course for both commissioned and non-commissioned officers to improve decision-making, supervision, and organizational effectiveness.

4. **Legal Updates and Procedural Justice**. The PNP should observe continuous education on new laws, court rulings, NAPOLCOM circulars, and proper police procedures to ensure lawful and fair enforcement.

5. **Investigation and Technical Skills Enhancement**. The PNP should promote a specialized training in criminal investigation, forensic methods, cybercrime, intelligence gathering, and evidence handling.

6. **Use-of-Force and Tactical Training**. PNP should practice a scenario-based training focusing on de-escalation, proportional use of force, crisis intervention, and officer safety.

7. **Mental Health and Wellness Programs**. The PNP should adapt a psychological support, stress management, and resilience training to promote officers' well-being and reduce burnout.

8. **Technology and Digital Competency**. PNP should be updated on training on modern policing tools such as body-worn cameras, data analysis, information systems, and digital evidence management.

9. **Performance Evaluation and Feedback Systems**. The PNP should create a professional development linked to fair performance appraisal, mentoring, and coaching to encourage continuous improvement.

10. **Research and Continuing Education**. The PNP should involve in encouraging higher

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education, research participation, and attendance in seminars and conferences to promote evidence-based policing.

11. **Strengthen Professionalism and Ethical Conduct**. Police agencies should continue to promote ethical behavior, integrity, and accountability. Officers should receive regular training in professional ethics and human rights, reinforcing behaviors that the community views positively.

12. **Enhance Respectful and Fair Treatment**. Maintain a culture of polite, unbiased, and respectful interactions with citizens. Implement feedback mechanisms where the public can report both positive and exemplary officer behavior, reinforcing community trust.

13. **Improve Responsiveness and Reliability.** Ensure officers respond promptly and efficiently to calls for service. Adopt community-focused patrolling strategies to enhance visibility and accessibility, as these were associated with positive community perceptions.

14. **Foster Community Engagement and Partnership**. Encourage police officers to actively participate in community programs, dialogues, and outreach activities. Develop partnerships with local leaders, schools, and organizations, reinforcing the police's role as collaborative and approachable.

15. **Promote Competence and Effectiveness**. Provide continuous professional development to enhance officers' skills in crime prevention, investigation, and public safety management. Highlight successful initiatives and problem-solving efforts publicly to strengthen the perception of effectiveness.

16. **Build Trust and Credibility**. Establish transparent communication channels to inform the public about policies, initiatives, and actions taken by the police. Encourage officers to model consistent and reliable

behavior, reinforcing legitimacy and positive image.

17. **Sustain a Sense of Safety and Security**. Maintain visible police presence in communities to reassure citizens and deter crime. Promote initiatives that directly address community concerns about safety, ensuring people feel protected.

Collaborative efforts among government agencies, civil society, and the community are essential in improving the public image of the Philippine National Police (PNP). Oversight and support from agencies, such as NAPOLCOM, the Department of the Interior and Local Government (DILG), and the Commission on Human Rights (CHR) can help ensure transparency, accountability, and adherence to ethical standards through regular monitoring, policy guidance, and human rights training. Partnerships with local government units, schools, religious organizations, and non-government organizations can strengthen community-oriented policing programs, crime prevention initiatives, and public education campaigns.

Active participation of citizens through barangay councils, community watch groups, and feedback mechanisms encourages mutual trust and shared responsibility for public safety.

Furthermore, responsible media engagement and open communication by the PNP can promote accurate reporting and highlight positive police initiatives. Through sustained collaboration between agencies and the public, the PNP can build a more professional, trustworthy, and service-oriented image.

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