

European Crime Prevention Award (ECPA)

Annex I – new version 2014

Please complete the template in English in compliance with the ECPA criteria contained in the RoP (Par.2 §3).

General information

1. Please specify your country.

Latvia

2. Is this your country's ECPA entry or an additional project?

ECPA entry

3. What is the title of the project?

Youth Against Drugs

4. Who is responsible for the project? Contact details.

Sandra Rubene , Project partner representative and expert, Latvian Association of Addiction Psychologists Sandra.rubene@gmail.com

Zane Arāja, State police of Latvia, Public relations unit (project manager, currently on maternity leave, but available on the mobile phone + 371 29374 566)

5. Start date of the project (dd/mm/yyyy)? Is the project still running (Yes/No)?
If not, please provide the end date of the project.

February 28th 2010 – February 28th 2012 Results disseminated and materials used up to the end of the year 2013

6. Where can we find more information about the project? Please provide links to the project's website or online reports or publications (preferably in English).

Please see the attached presentation with the pictures of project materials, pictures of publications are on the page 8 - 12, 35 – 40.

Also the websites www.sargi-sevi.lv
www.vp.gov.lv and www.narkomaia.lv (unfortunately, under construction now)

and www.draugiem.lv

Please give a **one page** description of the project (**Max. 600 words**)

Since Baltic countries joined EU and Schengen zone number of crimes related to drug storage, transit and distribution went up tremendously. All of those circumstances make a very big risk for youth.

Project's target group is youth between the age of 16 – 21 because it is fortified on the statistics that the age from 16 – 21 is when the highest rates of experimenting usage of psychotropic substance is shown (data from Latvian State Health Agency, ESPAD). More than 33 % of youth aged 19 – 20 has tried marihuana, in the age group from 17 – 18 they are 27 %, and between 15 – 16 olds – 15%.

Project carried out innovative approach to crime prevention among youth - simulations role games together with police and other law enforcement institutions as well as NGOs and journalists aiming to carry out preventive work. Project has carried out large anti - drug media campaign "If you use drugs, drugs actually use you" targeted to young people in public places, social media in the internet www.draugiem.lv (so called Latvian Facebook) and youth TV programs. Handouts were developed and distributed in education centers, sport clubs, cinemas and other places where young people gather. Project was carried out in strong partnership with other state and non-governmental institutions and therefor also ensured horizontal approach to crime prevention. Real life situation role games were chosen as a project approach since they are very popular among young people and are one of the most effective ways to comprehend and memorize up to 85% of information. Scenarios or stories were worked out together with practicing police officers and experienced drug prevention specialists from NGO who will also take part in seminars in the regions and capital city. Role games were carried out in all regions of Latvia (Kurzeme, Vidzeme, Latgale un Zemgale) as well as in capital city of Riga. Final results of the project and campaign in the social media was presented in a meeting held for the police representatives of all three Baltic countries.

The aims of above mentioned activities decreased drug demand and drug supply as well as raise awareness of high school and first year university students about all the consequences of drug use. During the internet campaign "If you use drugs, drugs actually use you" more than 10 800 users saw so called digital "marihuana dealer" and at the first step more than 40 518 "virtual arrests" took place and encouraged young people to read crime prevention information posted by police. During the internet campaign more than 50 000 people visited crime prevention info page of State police for young people www.sargi-sevi.lv More than 600 questions were posted to the specially allocated experts during the project in the internet.

Please see the attached presentation to see the pictures of the materials. Screen shots from the internet campaign and pictures of the digital marihuana dealer are available on the pages 36 – 40.

I. The project shall focus on prevention and/or reduction of everyday crime and fear of crime within the theme.

8. How does the project contribute to crime prevention and/or to the reduction of crime or the fear of crime? (**Max. 150 words**)

Project contributes to the crime prevention among young people. During the project, several activities took place, including massive anti- drug campaign in the internet "If you use drugs, drugs actually use you" campaign took place in the internet website www.draugiem.lv which is very popular among young people. (something like a local Facebook) During the game "Ferma" virtual arrest took place of those young people who accepted "marihuana try" from so called electronic "dealer". To unblock profile and continue the game, young people needed to find a code in the crime prevention website of the State police of Latvia for young people www.sargi-sevi.lv As a result, visitations of the home page went up to 500% and more than 50 000 people visited the website to unblock the profile and 10 000 more were visiting it to read the information. Please see the attaches screen shorts in the presentation about the project (from page 36 – 40)

9. How is the project contributing to raising citizens' awareness of crime prevention? (**Max. 150 words**)

Project has raised citizens and young people's awareness of the crime prevention in many ways: posters, outdoor poster, materials in the public transport, games and clips in the TV, and massive internet campaign "If you use drugs, drugs actually use you". Besides, simulation role games have taken place in all regions of Latvia and in capital city inviting quests from all Baltic countries. Please see the pictures in the attached powerpoint presentation.

II. The project shall have been evaluated and have achieved most or all of its objectives.¹

10. What was the reason for setting up the project? What problem(s) did it aim to tackle?

Project was set up to tackle the problem of young people in risk of trying drugs due to the increasing number of drug transit through Baltic countries after joining EU and Schengen zone. Up to 2500 cases involving drugs (during one year) showed, that there is a need for ongoing crime prevention among young people.

Objective to raise the awareness of young people was achieved by carrying out massive campaigns in the internet, mass media, outdoor posters and information in public transport. Project carried out multiple activities in all mass media and

¹ For more information on evaluation, see Guidelines on the evaluation of crime prevention initiatives (EUCPN Toolbox No.3): <http://www.eucpn.org/library/results.asp?category=32&pubdate>

internet portal used by young people and handout materials reached all schools of the Republic of Latvia. During the project, target audience was tackled by increasing their social skills, personal skills, knowledge on drugs, normative beliefs and values, alternatives of drugs use and peer approach, which was especially successful during simulation role games and internet campaign.

11. Was the context analysed **before** the project was initiated? How, and by whom? Which data were used? (**Max. 150 words**)

Yes, the context of the project was analysed. Moreover, one of the activities at the beginning of the project was carrying our public opinion poll to get to know the opinion and awareness of the consequences of drugs among the target audience. It showed that although 90% of the young people answered that they do know about the health consequences of the use of drugs, when asked concrete questions only 52% of them were able to give concrete answers as well as did not know about the legal part of the consequences – criminal liability. All the data obtained in the public opinion research were used during the planning period of the project activities and, especially when creating handout materials.

12. What were the objective(s) of the project? Please, if applicable, distinguish between main and secondary objectives. (**Max. 150 words**)

Main objective of the project was to raise awareness of the young people from the age 16 - 21 about legal and physical consequences of the use of drugs which was achieved by multiple number of different crime prevention activities, including passive internet campaign and simulation role games in all regions of Latvia.

13. Did you build in internal goals to measure the performance of the project? If so, please describe at what stage of the project and how you measured whether the project was moving in the planned direction. (**Max. 150 words**)

The best way to measure the influence of the project was number of visitors of the crime prevention webpage www.sargi-sevi.lv. During the internet campaign, more than 50 000 young people visited the webpage and consulted also project experts.

To measure the influence of media campaign, the clips reached more than 100 000 auditoriums and were showed 1664 clips in TV and 1153 radio clips.

457 outdoor posters were disseminated and placed in all the biggest cities of Latvia.

14. Has there been a process evaluation? Who conducted the evaluation (internally or externally?) and what were the main results? (**max. 300 words**) - for more information on process evaluation, see EUCPN Toolbox No.3, p.9-10 & part 2 - section 2A

There was the internal evaluation of the process and main criteria were the big interest from all educational institutions attending the events and participating in the project activities as well as the number of published materials and the products of the project (please see the attached presentation with the pictures) as well as number of the visitors of the homepage – more than 60 000 during the project.

15. Has there been an outcome or impact evaluation? Who conducted the evaluation (internally or externally?), which data and evaluation method were used and what were the main results? (**Max. 300 words**) - for more information on outcome or impact evaluation, see EUCPN Toolbox No.3, p.7-9 & part 2 - section 2A

During the evaluation several methods were used including qualitative and quantitative approach. All together 6 simulation role game seminars were organized by involving more than 220 people, more than 50 000 audience reached during the internet campaign, 1664 TV clips and 1153 radio clips showed for more than 100 000 target audience. 457 outdoor posters in the internet. More than 20 press releases about the different events during the project.

III. The project shall, as far as possible, be innovative, involving new methods or new approaches.

16. How is the project innovative in its methods and/or approaches? (**Max. 150 words**)

Project involved many methods and approaches, which were not usual for police crime prevention activities before, including media and social campaign “If you use drugs, drugs actually use you” and internet campaign through Latvian portal www.draugiem.lv and www.sargi-sevi.lv which attracted more than 50 000 users during the game.

During the game “Ferma” virtual arrest took place of those young people who accepted “marihuana try” from so called electronic “dealer”. To unblock profile and continue the game, young people needed to find a code in the crime prevention website of the State police of Latvia for young people www.sargi-sevi.lv As a result, visitations of the home page went up to 500% and more than 50 000 people visited the website to unblock the profile and 10 000 more were visiting it to read the additional crime prevention information prepared during the

project.

IV. The project shall be based on cooperation between partners, where possible.

18. Which partners or stakeholders were involved in the project and what was their involvement? (**Max. 200 words**)

State police of Latvia (leading partner)

Latvian Association of addiction Psychologists (partner throughout the project providing all the assistance and research, was involved during the creating process of handout materials and consulting about the best ways to approach the auditorium of young people from the age of 16 – 25)

Other partners were more participating in the events organized were Estonian Police and Lithuanian police representatives as well as Ngos from all Baltic countries.

V. The project shall be capable of replication in other Member States.

19. How and by whom is the project funded? (**Max. 150 words**)

Project was financially supported by the European Commission prevention of and Fight Against Crime program. Co – financing was given by State Police of the Republic of Latvia. Very positive involvement of the community was shown in the end of the project – outdoor posters and leaflets in the public transport were kept free of charge one year after the official end of the project.

20. What were the costs of the project in terms of finances, material and human resources? (**Max. 150 words**)

Project budget was 599.946 Euro

4 people were involved in project staff, other experts and police officers were volunteers

Social media complain was enlarged in outdoor places for more than a year without any additional funds because of the public support to it.

21. Has a cost-benefit analysis been carried out? If so, describe the analysis, including how and by whom it was carried out and list the main findings of the analysis. (**Max. 150 words**)

No, but during the reporting procedure to the European Commission all the materials and number of activities reported showed that the project has produced many different kind of materials which previously were not available for schools

and other institutions for young people from the age of 16 – 25.

22. Are there adjustments to be made to the project to ensure a successful replication in another Member State?

All the video clips are available and possible to translate in other languages without a need to produce them once again.

Internet campaign idea can be taken and used by any other institution carrying our crime prevention in the internet

Handbook can be easily translated to all EU languages, now already available in Russian language

Games and other handout materials can be translated without investing in the design

23. How is the project relevant for other Member States? Please explain the European dimension of your project.

All member states need to carry out crime prevention activities in the internet through social media available in their own local languages and also international portals like Facebook. It attracts many people in more original ways and gives the opportunity to reach the target audiences more easily. Moreover, all of these websites are available from any part of the world.

Please provide a short general description of the project (abstract for inclusion in the conference booklet – **max. 150 words**).

Project Youth Against drugs carried out innovative approach to crime prevention among youth - simulations role games and large anti - drug media campaign "If you use drugs, drugs actually use you" targeted to young people in public places, social media in the internet www.draugiem.lv (so called Latvian Facebook) and youth TV programs.

The aims of above mentioned activities decreased drug demand and drug supply as well as raise awareness of high school and first year university students about all the consequences of drug use. During the internet campaign "If you use drugs, drugs actually use you" more than 10 800 users saw so called digital "marihuana dealer" and at the first step more than 40 518 "virtual arrests" took place and encouraged young people to read crime prevention information posted by police. During the internet campaign more than 50 000 people visited crime prevention info page of State police for young people www.sargi-sevi.lv More than 600 questions were posted to the specially allocated experts during the project in the internet.

