

European Crime Prevention Award (ECPA)

Annex I

Approved by the EUCPN Management Board in 2018

Please complete the template in English in compliance with the ECPA criteria contained in the Rules and procedures for awarding and presenting the European Crime Prevention Award (Par.2 §3).

General information

(Informacje ogólne)

1. Please specify your country.

Poland

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

National project - covering the voivodship Podlasie

3. What is the title of the project?

"Akademia Seniora"

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

Head of the Prevention Department of the Voivodship Police Headquarters in Bialystok chief superintendent Maciej Sylwester Zakrzewski

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

The "Senior Academy" project was implemented from December 2014 to December 2015.
The evaluation of the project took place in 2016-2017

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).

Information links:

1. <http://www.podlaska.policja.gov.pl/pod/dzialania-policji/prewencja/aktualnosci-1/29681,Drogi-Seniorze-Ku-przestrodze-pomyslowosc-oszustow-nie-zna-granic.html> – inf. o projekcie
2. <http://www.bialystokonline.pl/falszywi-wnuczki-i-policjanci-wciaz-dzialaja-jak-sie-przed-nimi-uchronic,artykul,83839,1,1.html> – inf. o projekcie
3. <http://www.podlaska.policja.gov.pl/pod/aktualnosci/30300,Akademia-seniora.html> – rozpoczęcie projektu
4. <http://www.poranny.pl/wiadomosci/bialystok/gal/6979609,policyjna-akademia-seniora-zdjecia,10941193,id,t,zid.html> - inf. o realizacji projektu
5. <http://www.podlaska.policja.gov.pl/pod/aktualnosci/30604,Akademia-seniora.html> – inf. o realizacji projektu
6. <http://www.podlaska.policja.gov.pl/pod/aktualnosci/30966,Akademia-Seniora.html> - inf. o realizacji projektu
7. <http://www.siemiatyczne.policja.gov.pl/p12/aktualnosci/31014,Akademia-seniora.html> - inf. o realizacji projektu
8. <http://www.podlaska.policja.gov.pl/pod/aktualnosci/31120,Spotkanie-z-seniorami.html> - inf. o realizacji projektu
9. <http://www.monki.policja.gov.pl/p10/aktualnosci/31328,Uwaga-oszust-Akademia-Seniora-w-Monkach.html> - inf. o realizacji projektu
10. <http://www.podlaska.policja.gov.pl/pod/aktualnosci/34072,Akademia-Seniora-urozyste-zakonczenie.html> – podsumowanie realizacji projektu

Links of evaluation activities:

1. <https://wzasiegu.pl/lomza/nie-daj-sie-wkrecic-babciu-foto/>
2. <http://podlaska.policja.gov.pl/pod/aktualnosci/49333,Dzis-podsumowanie-cyklu-spektakli-Nie-daj-sie-wkrecic-Babciu-w-trosce-o-bezpiecz.html>
3. <http://www.podlaska.policja.gov.pl/pod/aktualnosci/47838,Spektakl-Nie-daj-sie-wkrecic-Babciu-w-trosce-o-bezpieczenstwo-seniorow.html>
4. <https://podlaskisenior.pl/nie-daj-sie-wkrecic-babciu/>
5. <http://jaroslawzielinski.pl/spektakl-profilaktyczny-nie-daj-sie-wkrecic-babciu-w-suwalkach/>
6. <http://jaroslawzielinski.pl/nie-daj-sie-wkrecic-babciu-w-lomzy/>
7. <http://www.policja.pl/pol/aktualnosci/133545,Podlaska-Policja-na-rzecz-bezpieczenstwa-starszych-osob-dzialania-w-ramach-Europ.html>
8. <https://wspolczesna.pl/zaginiecia-seniorow-akcja-pomocy-ja-pamietam-a-ty/ar/10768934>

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

The project "Akademia Seniora" co-financed by the National Bank of Poland, was implemented from December 2014 to December 2015. As part of the project took place 30 educational and information meetings, participants of which were seniors aged 50+, lived in the province Podlasie (Kolno, Suwałki, Łomża, Siemiatycze, Łapy, Bielsk Podlaski and Białystok). The priority thematic area of the "Akademia Seniora" project was to indicate proper management of the household budget as well as stimulation of entrepreneurial attitudes and behaviors. During the meetings, subjects related to raising the safety of older people by preventing financial fraud, managing personal budgets and careful planning of the financial future were discussed. During the project:

- seniors were warned of the methods of telephone fraudsters who impersonate a family member, e.g. a grandson, mediator or a police officer who tracks a fraudster extorting money;
- participants share their experience and life stories serving as a warning how to avoid dangerous situations and fraudsters trying to extort life savings;
- raising the awareness of older people and their family members in the field of security outside their place of residence;
- information about where to get help in situations threatening the safety of seniors was consolidated;
- the "10 Safe Senior Principles" competition was announced.

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 reduction of crime or the fear of crime? Does it focus on raising citizens' awareness or does it apply other mechanisms? **Max. 200 words.**

Due to the occurrence of disturbing events, victims of which are the elderly, it is necessary to strengthen the activities and vigilance of the local society. Considering the indicated needs, the Prevention Department of the Police Headquarters in Białystok initiated the project "Akademia Seniora". Podlaska Police has been reporting a number of frauds to the detriment of older people for several years. In 2013, in the province 96 cases of fraud and attempts were reported (56 frauds, 40 attempts). In relation to the previous year, this number increased: 2012 - 78 events, 2011 - 178 events and in 2014 recorded 75 events (45 attempts, 30 made). In 2015, the number of frauds to the detriment of older people increased to 234. In 2016, there have been 81 attempts to date and 16 frauds. Statistics show that the project supports the prevention of crime by minimizing the number of such frauds. Nonetheless, it is advisable to constantly plan for education and information meetings to expand competence and knowledge, which pays greater attention to residents and immediate transmission of information about the potential threat to the Police. It seems reasonable to disseminate preventive information and to take cyclical actions aimed at raising the awareness of older people about possible threats. As part of the "Akademia Seniora" project, educational meetings were organized and a writing contest was settled. Its aim was to present advice how to face the financial frauds. Through participation in meetings, seniors acquired knowledge, participated in discussions and exchanged experience. In addition, each participant was equipped with the knowledge of what to do in situations of being a potential victim of telephone scams. Obtained and elaborated results of the evaluation questionnaires are evidence of raising the social awareness of the beneficiaries of the project.

II. The project shall have been evaluated and have achieved most or all of its objectives¹.

9. What was the reason for setting up the project? Was the context analysed **before** the project was initiated and in what way (how, and by whom? Which data were used?) In what way did this analysis inform the set-up of the project? **Max. 150 words**

The increase in the number of seniors, the prolonged phase of old age and the changing needs of older people are the reason to expand the existing activities for the oldest inhabitants of the province. Podlasie. The methods of cheaters are always based on the surprise of the victim, exploiting gullibility, naivety, trust in others - especially those who pose as someone who does not raise any suspicions. Due to recurring disturbing events where the victims of the elderly, the Podlasie Police, through the implementation of the "Akademia Seniora" project, wanted to strengthen activities in the field of seniors' safety and the vigilance of the local society. In its assumptions, the project was aimed at reducing crimes committed to the detriment of older people. On the other hand, current statistics clearly indicate that these activities have contributed to the reduction of telephone frauds. The issue of seniors' safety, especially in the scope of fraudsters' actions and modifying their methods of operation, is monitored by the Voivodship Police Headquarters in Białystok on a daily basis. In 2014, criminals throughout the country swindled over PLN 19 million in total, while in 2015 more than PLN 25 million. In the province in Podlasie there were 234 applications in 2015, including 38 related to effective frauds. In total, the inhabitants of Podlasie lost PLN 1 million 565 thousand. In 2013, it was eight times lower. In relation to the number of attempts, the effectiveness of the perpetrators decreases. However, the statistic is influenced not only by the number of cheated, but also single amounts of money being swindled. Fraud has become a lucrative criminal business, which is dealt with by organized crime groups.

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

The main objective of the project was to promote counteracting financial exclusion and shaping responsibility in making financial decisions, including managing the household budget and using financial services among the planned group of 300 participants of the project aged 50+ residing in the province Podlasie by organizing the educational and information meetings and conducting the competition.

The specific objectives that were to contribute to the main goal were defined as:

- raising the sense of security and raising the awareness of older people about possible financial risks,
- creating social attitudes conducive to preventing frauds against older people,
- increasing access to information about the possibilities of obtaining help in difficult life situations related to making financial decisions.

The above-mentioned goals were realized during educational and informational meetings.

11. Has there been a process evaluation? Who conducted the evaluation (internally or externally?) and what were the main results? Which indicators were used to measure the process? Did you make changes accordingly? **Max. 300 words.** *for more information on process evaluation, see EUCPN Toolbox No.3, p.9-10 & part 2 - section 2A*

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>

A representative of KWP in Białystok carried out an internal evaluation of the process, which consisted of such activities as data collecting during the project, analysis of collected information, preparation of proposals, formulating recommendations as to what should be decided during the next edition of the project. The planning and proper determination of the course of the evaluation was the basis for success and the possibility of proper planning of activities undertaken as part of the "Akademia Seniora" project. The evaluation carried out as an integral part of the process was:

- useful for studying the needs of seniors;
- useful in improving the effectiveness and efficiency of activities and their modification during, especially during educational and informational meetings;
- useful for identifying strengths and weaknesses of the project;
- enabling the signaling of emerging problems - a limited number of people who can take part in the project;
- important when collecting feedback from key people involved in the process of project planning and implementation - regular meetings and making arrangements.

Apart from the evaluation activities carried out by the Police representative, a representative of the external entity (National Bank of Poland) also carried out similar activities. The obtained results were then compared and used to formulate final conclusions of the conducted evaluation.

The conducted evaluation allowed to implement activities for the benefit of seniors' safety:

- preparation of an educational spectacle „Do not let me deceive your grandma”
- implementation of the Senior Project regarding the disappearance of older people,
- recording of the spot "I remember ... AND YOU?",
- organizing a project summary symposium

12. Has there been an [outcome or impact evaluation](#)? Who conducted the evaluation (internally or externally?), which data an evaluation method where used and what were main results? Which indicators were used to measure the impact? **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 implementation of the project, the outcome of the project and its internal effectiveness were evaluated. The survey was conducted twice, in the initial one and the final phase of the project implementation. As a result, a comparative material was obtained to assess the level of knowledge and the impact of the project on its growth. In order to verify whether the soft results were achieved, the results of the initial and final questionnaire were analyzed for each participant. Based on the results of the evaluation, it was found that knowledge and practical skills gained during educational and information meetings resulted in:

- increasing the participants' knowledge of institutions providing financial aid, including managing the household budget and using financial services in the scope of financial decisions
- an increase of 30%;
- greater recognition of knowledge about the types of financial fraudsters (50% know very well (initial survey),
- 85% know very well (final questionnaire);
- increasing knowledge of how to avoid financial frauds and how to get help in difficult life situations related to financial decisions, an increase of 34% and knowledge of who to contact in the event of being a victim or witness of a financial fraud,

- 75 % knows very well (initial survey), 100% knows very well (final questionnaire). The qualitative analysis of open questions contained in the final questionnaire allowed to formulate the following conclusions:
- 75% of the respondents assessed very well the organization of the "Akademia Seniora" project, none of the participants indicated any negative assessment of the project;
- the majority of 85% respondents rated the information and education meetings very well, no one indicated a negative assessment;
- 95% of respondents declared the compliance of needs and expectations with the assumptions of ongoing meetings;
- all participants of the project (300 people) expressed their willingness to participate in subsequent editions of the " Akademia Seniora ".

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

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

The " Akademia Seniora " project is a project aimed at educating seniors and implementing more effective ways of transferring knowledge to minimize frauds to the detriment of older people. Prior to the project's implementation, scenarios for educational and information meetings, multimedia presentations, and scenarios of fraudsters were analyzed. The project was focused on disseminating knowledge through discussions and working in groups. As part of the meetings, a pattern of behavior in the case of being a potential victim of cheaters was worked out and practiced. Each of the participants could, play the victim and practice the assertive skills. The project responded to real problems and dilemmas of participants who willingly shared their experience. Direct meetings of seniors with police officers confirmed their conviction that no one from the police ever asks for help and financial support. In its assumptions, the project assumed innovation by responding to the real needs of recipients.

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

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

Coordinator supporting the implementation of the project - Head of the Prevention Department, whose tasks consisted of: training of employees and Police officers of regional units of the province Podlasie in the area of conducting educational and informational meetings; organization of promotion in local media and radio; organizing a competition committee meeting to select the winners of the competition; setting the date of the ceremonial completion of the project; invitation of the winners of the competition, project partners, project implementers for the ceremonial ending. coordinator the substantive issues of the project were Ms. Katarzyna Gromadzka, senior inspector of the Prevention Department of the Social Prevention Team of the Prevention Department in Białystok, whose tasks were based on: establishing cooperation with representatives of senior clubs, the purpose of passing the project objectives and institutions that participated in the "Akademia Seniora"; development of preliminary and final evaluation questionnaires, coordination of the preparation of multimedia presentations used during educational and informational meetings with seniors and analysis of current knowledge and methods of fraudsters' actions; conducting educational and informational meetings, drawing up a schedule of educational and information meetings and competition regulations together with the

deadline for submitting works; conducting project promotion and organizing a solemn ending. Field units of the province Podlasie involved in the implementation of the project - Municipal Police Command in Białystok, Łomża, Suwałki, Poviát Police Headquarters in Kolno and in Bielsko-Podlasie. Institutions involved in the project: Zachęta - Białystok Community Center, Third Age University, +50 Academy, senior clubs, neighborhood clubs.

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

15. How and by whom is the project funded? **Max. 150 words.**

"Akademia Seniora" received funding from an educational project on economics and finance run by the National Bank of Poland.

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

The total cost of the project was PLN 25 555, including funds raised from the National Bank of Poland - PLN 23 205. Categories of expenses: office and operating supplies - PLN 305, project promotion - PLN 14,100, project support - PLN 8050, prize sets for the competition winners - PLN 3,100.

17. 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.**

As part of the "Akademia Seniora " project, a cost-benefit analysis was carried out by the substantive coordinator of the project. Benefits obtained under the project:

- a large number of applications, exceeding the limit of places,
- 100% attendance at meetings,
- full engagement during seniors' meetings, active participation in the discussion,
- increased knowledge of financial support institutions and the behavior of fraudsters.

The assumed project results have been achieved. The relevance and usefulness of the activities undertaken as part of the project is also evidenced by the opinions of the participants of the evaluation study in the area of compliance of the training topics with their needs, assessment of knowledge provided during the training as useful. The majority of project beneficiaries recognized that knowledge and the skills acquired during the project will be useful to them in everyday life. The analysis of costs during the summary indicated the full and justified use of financial resources allocated for the implementation of the project.

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

Adapting changes in the " Akademia Seniora " project in order to implement it in another Member State depends on the needs of the project's recipients. Conducting the activity of telephone fraudsters claiming to be a family member, mediator or police officer is a very popular method carried out by cheats in Poland. The perpetrators of this type of fraud are often stopped thanks to the help of people who are aware of the fact that they can be cheated. Unfortunately, information about the next victims is still available to the policemen. In this type of crimes, prevention

played in our country plays a very important role, the main purpose of which is to make older people aware of the danger of fraudsters. Officers want to be interested in this message also younger people who, thanks to direct contact with parents, grandparents and other elderly people in the family, can give them the necessary knowledge. The senior policy in the field of preventive activities should be modified in relation to the needs of seniors residing in a selected Member State.

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

According to the European Commission between 2020 and 2060, people aged over 65 will represent almost 30% of our society. Europe must become a place where we can age with dignity and where we respect the contribution of seniors to our society. Senior policy means the whole of intentional actions of public administration bodies on all levels and other organizations and institutions that implement tasks and initiatives that shape the conditions for dignified and healthy aging. The goal of the senior policy in Poland is to support and provide opportunities for active aging in health and the ability to continue independent, self-reliant and satisfying lives, even with certain functional limitations. The European Commission has recognized the problem of older people and is working to raise awareness among the governments of member countries regarding the social inclusion of seniors. The European Union is raising standards by creating a framework for exchanging good practices, so Member States can learn from each other. In order for seniors not to feel excluded, we need a number of solutions, especially preventive ones based on direct meetings with seniors in the field of broadly understood security.

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

Project "Akademia Seniora" co-financed by the National Bank of Poland, whose aim was to promote counteracting financial exclusion and shaping responsibility in making financial decisions, including managing the household budget and using financial services was carried out for 12 months. The intention of the originators of the project - Prevention Department of the Voivodship Police Headquarters in Bialystok was the dissemination of preventive activities, which will ultimately include seniors of the province. Podlasie. As part of the project, educational and information meetings were held, the participants of which were seniors of the province. Podlasie at the age of 50+. The priority thematic area of the "Akademia Seniora " project was the transfer of knowledge related to increasing the safety of older people by preventing financial fraud, proper personal budget management and careful planning of the financial future. As part of the project, a competition entitled "10 principles of Safe Senior" was announced among the participants of the project.