

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

1. Please specify your country.

Czech Republic

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

ECPA entry

3. What is the title of the project?

REVOLUTION TRAIN Anti -Drug - Prevention Train & follow up Program "THAT'S THE LAW, MATE!

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

Project is run by Nové Česko Foundation, an independent NGO, mentored, assisted and supervised by National Drug Headquarters of the Criminal Police and Investigation Service Police of Czech Republic and Police Presidium of the Czech Republic.

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3. Policejní prezidium České republiky
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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.

The Revolution Train Project was launched on 16/03/2015. The RT Project follow-up Program "THAT'S THE LAW, MATE! was introduced on 01/09/2017. Due to its aim for sustainability, the whole scheme is fully active and operational.

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).

<http://www.revolutiontrain.cz/en/projekt.php>

<https://www.facebook.com/RevolutionTrain/>

<https://www.youtube.com/watch?v=1jScymVBrzY&frags=pl%2Cwn>

<https://www.youtube.com/watch?v=m4dcv4Qsvpg>

<https://www.youtube.com/watch?v=VdMndkUuBos&t=120s&frags=pl%2Cwn>

<https://www.youtube.com/watch?v=ckKS0nFIPi4&t=28s>

<https://www.youtube.com/watch?v=OgooiIwc6tA>

<https://www.youtube.com/watch?v=MRecl1U7KhQ&t=55s&frags=pl%2Cwn>

<https://www.youtube.com/watch?v=PirFkzwVY-Y&t=33s&frags=pl%2Cwn>

<https://www.youtube.com/watch?v=-m28njQqZNM&frags=pl%2Cwn>

<https://www.youtube.com/watch?v=Y5CaLB3eI8I&t=32s&frags=pl%2Cwn>

<https://www.ceskatelevize.cz/ivysilani/10118379000-udalosti-v-regionech-praha/216411000140510-udalosti-v-regionech/obsah/470523-o-cesky-protidrogovy-vlak-maji-zajem-nemci>

https://www.youtube.com/watch?v=AVWoFH1mr_w&t=7s&frags=pl%2Cwn

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

Revolution Train / That's The Law, Mate! Aims to address critical risks adolescents face while growing from a protected environment represented by mostly family background through a gradually increasing school system, peer contacts, community influence into self – asserted maturity and independent citizenship. Aims to address critical risks that adolescents may face growing up outside their family life. These risks gradually increase through interaction in their schools, peer contact, and through community influences upwards to becoming self-asserted mature and independent citizens.

The backbone approach of the Revolution Train involves an interactive 90 minutes multimedia program with a head-on approach towards the risks associated with addictive drugs. The program's high level of interaction, along with highly realistic and professionally filmed, sequences, presented simultaneously, lead the participants through a series of situations and environments that epitomise real life moments of truth that a typical adolescent may confront during their first exposure to drugs. Select environments such as a police station, a squat along with the burning remains of a crashed automobile are modelled in 5D. The participants senses of touch, sight, hearing, smell and taste are purposely provoked by the enhancement of noises and odours along with the movie projection in each of the six adapted and interconnected railway passenger coaches which altogether measure 165 meters long. This is a highly sophisticated and technologically advanced mobile support unit.

Due to its one of a kind design, the Revolution Train manages to create an intense "wow" effect which provokes the participant at a personal level developing cognitive and emotional responses. This is achieved by utilizing a strong guiding narrative presented via a screenplay shot with first class actors following an elaborate script. Participants can identify with the story and the actors through the critical portrayals and step into their shoes living through their choices and challenges while being supervised by trained professionals throughout the entire experience. The live experience which the participants are exposed to while being accompanied by their classmates, teachers (or parents) along with the presence of trained professionals is versatile and transformative. Not only does it build engaged topical awareness, but it namely stimulates capacity for self – assertive judgements and actions under distressed drug- related circumstances. Simultaneously, it stimulates a recognition of one's responsibility, both individual and social.

The program contributes to a build-up of a solid general cognitive frame which by the same token is specific and concrete in its emphasis. The participants in the follow – up sessions share their feelings and their real – life experiences, volunteer to provide extensive and detailed set of information regarding their personal lifestyle and past exposures towards not only drugs but other risk factors including family violence, mobbing, alcoholic beverages, tobacco on anonymous basis. The program encourages the participants to open up, an engage awareness towards risks, crime and respective protective societal schemes. The presence of a policeman or other trained professionals builds a feeling of trust and relevance. Through the associated program That's Law, Mate, we encourage positive engagement which builds and develops it further towards the more general issues of morals, legality, laws and bylaws enforcement, again through an interactive dialogue steered within a group sharing the RT experience by a police person acquainted with RT as well. Teen communication patterns and interpretative perspectives are confronted with the structures, languages, behaviours of law enforcement and public administration. The program demonstrates why these provide protection and why should be trusted.

As indicated, RT is based on a highly innovative approach, integrating the experience of anti – drug

and general crime experts, field policemen and professionals from film industry, performing arts practitioners, marketing and media communication, development psychologists, social networks and gaming experts, sociologists, experts in informatics and mathematical statistics, technicians. This provides a unique power of sustainable persuasion.

In over 4 years, RT has catered to over 90.000 participants in the Czech Republic, 40.000 participants in Germany and 20.000 participants in Slovakia with a direct impact to those which have been exposed to the material. Also, it appears that the comprehensive nature of the RT/ That's the Law, Mate program, has managed to bring together initiatives, structures and people active in building societal awareness among adolescents, that typically tend to be fragmented and dispersed, lacking harmonisation.

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

The goal of the The Revolution Train and of the The Follow-up Program "THAT'S THE LAW, MATE!" is to add to the already existing prevention programs within primary prevention to inform the target group – children and young people of different age, about addiction and addictive substances as soon as possible and as effective as possible. The target group should be educated and directed to the correct way of thinking and be able to make the right decision as soon as they are confronted with choices regarding addictive substances.

By means of interactive awareness of all senses, engaging their knowledge and creating a positive influence, we hope to achieve in the optimum case, that the participant reaches the point of contemplation and makes his/her own decision which he/she deeply identifies himself/herself with. Such a decision is the best protection against confrontation with addictive substances.

Furthermore, we bring legal knowledge according to the situation and age groups. This knowledge should teach the children and young people what kind of expectations society has for them and at the same time help them develop a sense of how to behave in situations influenced by addictive substances.

Teaching legal knowledge also occurs between the programs via lectures on the train and Follow-up programs which are compared and measured.

II. **The project shall be evaluated and has achieved most or all its objectives.¹**

9. What were the reasons for setting up the project? Was this 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)

In recent years, the age at which children try drugs for the first time has been dropping. At the same time, drug consumption has been increasing despite existing prevention. This clearly shows that the current prevention methods are not enough. Based on these findings it is inevitable to embrace the innovative and interactive methods and the experience education to attract the young generation and ensure the primary drug prevention is truly effective. WE are in the process of assessing and documenting all the findings via computer model which will allow us to decipher all this information.

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>

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

1. Effective primary prevention – “before it is too late”

1.1. Effective knowledge transfer

The main goal is to point out this matter to the target group by means of:

- interesting content
- interactive content and
- engage their senses

1.2 Addiction and addiction substances

The teaching materials contain all substance-free and substance-based addiction behaviour and legal addiction substances (e.g. alcohol, cigarettes, coffee, sugar) and illegal substances.

2. To be able to say “no”

The participants should learn that it is stronger to say “no” than to “take part”.

This strengthens their future refusal mechanisms.

3. Preparing for a possible life situation.

4. Development of their own life decision.

5. Inclusion of the family.

6. Teaching and enhancing of legal awareness

7. Development of knowledge and sustainability

8. Integration into local prevention system, synergic effects

9. It can be implemented anywhere

10. It should be available in their towns and villages.

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*

RT and The Program “THAT’S THE LAW, MATE!” project operates on a basis of lateral partnership combining centralised and decentralised structures. Nové Česko foundation is in charge of the whole setup and operation of the RT program. Funding – based, i.e. consisting of private contributions and case by case terms agreed with local authorities relating to each individual location, providing for a specific market – based process efficiency and sustainability test. Performance management is thus left with the Nové Česko internal governance structures. It is to be noted that Nové Česko itself tends to give a large degree of individual discretion to local groupings of volunteers in charge of assisting the program in individual location. The federative nature of the organisation and a high level of freedom

of individual units by design stimulates an ongoing experimentation, vertical and horizontal best practice exchange and process optimisation.

National Anti-Drug Central in cooperation with Police Presidium provide for ongoing high – level content and impact supervision.

Regional Police Authorities cooperate with the program on regional basis. Consistently with the philosophy outlined above, they largely calibrate and evaluate their involvement at their discretion.

The willingly mesh – type of process setup is further underscored by the fact that the program has extended its span to neighbouring countries and routinely operates in Germany and Slovakia. This both calls for adoption of context – specific approaches as well as building shared standards.

Czech public authorities involved in the program recognize its complexity and to- date financial independence from systemic public sourcing and would, as stated above, focus largely on the program impact evaluation.

12. Has there been an outcome or impact evaluation? Who conducted the evaluation (internally or externally?), which data and evaluation method where used and what were the 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*

Consistently with their respective roles the National Anti-Drug Central / Presidium have been monitoring program relevance (combined quality evaluation provided by participants and their teachers), participants ‘attitude (measured by the level of readiness to fill in quite extensive questionnaires), level of awareness and factual acknowledge nurtured by the program (by simply testing the dynamics of factual knowledge prior to / along the participation within program), level of participants’ engagement (qualitative feedback provided by policemen involved through regional police directorates).

RT program has been scoring high in all cited areas. It has been evaluated at on average at 1,2 on a scale 1 to 5 (1 meaning best) by the to – date participants an even slightly better by their teachers (4.890 teachers –CZ,DE,SK). Participants almost invariably fill in the questionnaire forms, providing extensive qualitative responses which clearly demonstrate trust and openness to communicate it has earned with its participants. Knowledge testing confirms that the program has been instrumental in the area of rational cognition as well. Regional police authorities have been confirming that the policemen involved in RT and “THAT’S THE LAW, MATE! find the program instrumental opening the very possibility of an open dialog with adolescents otherwise very reluctant to communicate with a designed policeman overall and if so, then staying typically very cautious and defensive.

Indirect effects are at stake as well: the overall program cohesion, general patterns of drug addiction levels along localities catered for by the program. This represents a mid – term challenge and shall be addressed in due time. The same stands for more intense cross –border experience sharing with law enforcement institutions involved in the program in the countries RT operates.

In a paradoxical manner the program itself provides through the questionnaires scheme for data with a level of detail and granularity without precedent and serves as a valuable source for evaluation of the efficiency of crime prevention measures in general in locations catered by the program.

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 project is a unique primary drug prevention program presented in a real train with a locomotive and 6 railroad cars which is the most economical way to approach a multitude of people.

The multimedia cinemas provide excellent benefits from watching a film based on a true story, which depicts an uneasy path for young people who start to experiment with both legal and later illegal drugs without realizing the risks involved. The program walks the visitors through the causes, the development and the consequences of the menacing addiction.

Thanks to the 5D technology and the interactive railroad cars, the visitors can completely be involved in the action. The visitors are invited to feel and touch the reality of the drug addicts. INNOVATIVE, INTENSE, EFFECTIVE BUT SAFE.

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)

Project partners in the Czech Republic at the central, local level are mentioned above.

The Czech REVOLUTION TRAIN Program is successfully integrated with local towns with the sole purpose of primary prevention, not only in the Czech Republic (90.000), but also in Germany (40.000 children) and Slovakia (20.000 children). The German and Slovak prevention educators, from social workers, the police and educational staff, undergo intensive training under the professional supervision of the project operators and subsequently accompany the children on the train tour when the train arrives in their town.

In RT program visits to Germany and Slovakia, the local government authority, cities and districts have been proud participants. During the scheduled visit members from local prevention sector, school educators, local and national police department including non-profit organization meet at organized Mini Fair. Opening door for community conversation rather than single agency intervention. Creating a new conversation channels between all existing and functional sectors.

The major partner for the project in Slovakia is the Presidium of the Police Force (Prezídium Policajného zboru), the Ministry of the Interior (Ministerstvo vnútra) and the individual regional districts. In Germany, this applies to the regional authorities, municipalities and not-for-profit organizations.

We have been blessed with many corporation sponsorships as well.

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

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

Multi-source financing such as: State budget, Regional budget, Municipal or district budget and many Private sponsors

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

As indicated, the RT and “THAT’S THE LAW, MATE! program has been incepted and operating through a dedicated Nové Česko NGO.

The standard level of cost per participant for the program REVOLUTION TRAIN and the Follow-up THAT’S THE LAW, MATE! is at 9261 EUR/day with the daily capacity 500 persons, i.e. 18,50 EUR/person.

The price includes all services such as coordination and communication with schools, preparation of time schedule, 90-minutes program, transportation of the train, train operating hours 8:00-19:50, organisation of Mini Fair, refreshment for visitors, final report, following program, teacher’s instructions, training of local experts, workshops.

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**)

Fixed price and total cost of the Program REVOLUTION TRAIN and of the Follow-up Program “THAT’S THE LAW, MATE! is 9261 EUR/day with the daily capacity 500 persons it is 18,50 EUR/person. Investment cost to this project implicates the benefits in comparison cost of treating person after addiction started. The specific cost of individual treatment is different in every country.

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

The project utilization in other countries requires the film synchronization, the training of local specialists and the translation of the printed materials.

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

REVOLUTION TRAIN Program Concept - The Anti-drug train is based on the principles of the major targets of the European Union, which, among other things, will increase social cohesion and solidarity between the Member States. The European Union, being multicultural, will benefit greatly, being that these problems are not the problems of one single ethnicity. We strive to encapsulate all cultures within this program.

The mobile train unit was built on the principle of the shared economy within the framework of which the train is hired by the regional authorities, municipalities or organizations from individual countries on the basis of required capacity.

The Revolution Train project was nominated by Czech and German government to be included in Czech-German strategic dialog.

In Germany, it won the Project of the Month for June 2016 award.

In Slovakia, it was recognized and appreciated by the Police Department of Slovakia at 2018.

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

The project is a unique primary drug prevention program presented in an actual working train with 6 wagons. There are multimedia cinemas in which visitors watch a film based on a true story about young people who start taking legal drugs and then experimenting with the illegal ones. The program shows the causes, developments and consequences of addictions. 5D technology (we strive to evoke all senses) and interactive rooms that involve the visitors and creates interaction. Visitors can feel and touch the environment of drug addicted people, a true-life lesson that will aid them in the future to make the correct decision. **INNOVATIVE, INTENSE, EFFECTIVE BUT SAFE!**

Project aims to form a healthy attitude - freedom - legal awareness - responsibility - safety – and a healthy lifestyle.