



**EUCPN**  
EUROPEAN CRIME PREVENTION NETWORK

1. Project title

"Drugs and designer drugs kill"

2. Main theme

Counteraction and prevention of addiction to drugs and designer drugs

3. Project purpose and outcome (in two sentences)

- Preventing addiction to drugs and designer drugs among children and adolescents
- Will be obtained by active participation of them in the production of project materials (competition for best MEME's and short animations related to the topic)

4. Project submitter (Member State), project leader(s) and project partner(s)

- Poland
- Ministry of Internal Affairs and Administration
- Police, Regional Government Offices, NGO's

1. Links to the project's website or online reports/publications (preferably in English)

<http://razembezpieczniej.mswia.gov.pl/rb/kampania/4274,Kampania-quotNarkotyki-i-dopalacze-zabijajaquot.html>

<https://www.gov.pl/web/mswia/mswia-przestrzega-mlodych-ludzi-przed-narkotykami-i-dopalaczami>

5. Short summary of the project (**max. 100 words**)

Campaign "Drugs and designer drugs kill" of an educational and preventive nature, concerns on the subject of counteraction to and prevention of addiction to drugs and designer drugs and is addressed to children and adolescents. One of the elements of the campaign is a preventive media spot (film), which aims to be disseminated among children and adolescents and refers to the dangers of addiction to drugs and designer drugs.

Considering the serious threat to life and health of new psychoactive substances, the preventive campaign will be nationwide and should reach the widest possible range of young recipients.

## 6. Project description

In accordance with the assumptions, regional government offices, the Police, non-governmental organizations cooperating with the Ministry of Interior and Administration, members of the Interministerial Team for the Władysław Stasiak Programme "Safer together for 2018-2020" for reducing crime and anti-social behavior were invited to promote the spot and preventive content related to the campaign.

Police officers will carry out activities (meetings with children and young people) of preventive kind using the media spot.

All interested entities and organizations cooperating with the Ministry of Interior and Administration were invited to cooperate.

As part of the campaign, a competition for children and adolescents was announced, the subject of which was the creation of an online MEME and animations in GIF format, regarding counteraction and prevention of addiction to drugs and designer drugs.

## 8. Project objectives

Reaching the highest possible target group of children and adolescents sensitive to the threat of drug addiction, and encourage them to produce, project materials.

## 9. Project outcome

Reduction of threat of drug addictions among children and adolescents.

## 10. Start and end project, timescales and key milestone dates

### Duration:

April-December 2019

## 11. Funding (total budget and type of funding (e.g. ISEC, EUCPN Fund,...))

All actions and material financed from the Władysław Stasiak Programme "Safer

Together for 2018-2020" (Programme is still ongoing – until now for spot, awards, posters, flyers and other promotional materials have been spent around 75.000 PLN (17.000 EUR).

## 12. Evaluation

This year evaluation will be done after closure of the Programme.

## 13. Contact details project

Ministry of Internal Affairs and Administration

Department of Public Order

Social Prevention Unit

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