

European Crime Prevention Award (ECPA)

Annex I

Approved by the EUCPN Management Board in 2017

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.

Estonia

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

Yes

3. What is the title of the project?

Estonian non-governmental organisation **SA Kiusaisvaba Kool (The Bullying-Free School)** – enabling Estonian schools systematic bullying prevention.

The organisation is offering a research- and evidence-based anti-bullying programme KiVa created by the University of Turku in Finland, to Estonian schools. The KiVa Antibullying programme has been implemented in Estonian schools since 2013. The programme is currently in 108 (22%) schools all over Estonia - involving more than 30 000 students. The ambition is to increase the number year by year and in 5-year perspective reach at least 50% of schools (more than 60 000 students).

In addition to offering KiVa-programme the organisation has locally worked out and established a thorough support system to schools via daily mentoring service. Also offering additional training courses, consultation service through a network of nearly 15 Estonian trainers, most of who are certified as KiVa trainers in Turku University. Organisation closely collaborates with Estonian ministries and policy makers as well as private sector and Estonian citizens. Furthermore, organisation is recognised by creating public awareness among local society as a centre of competence nationally and internationally. Kiusamisvaba Kool is also strategic partner and a member of Anti-Bullying Coalition set up by Estonian Ministry of Education and Research.

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

Organisation: Estonian non-governmental organisation SA Kiusamisvaba Kool (The Bullying-Free School)

Executive Director: Carmen-Kristiina Parik

Address: Telliskivi 60A/3 10412 Tallinn, Estonia

E-mail: info@kiusamisvaba.ee

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.

Yes, the non profit organisation Kiusamisvaba Kool to provide KiVa programme to Estonian schools was founded on 12th of December in 2012 and by now we have nearly a decade of evidence of local bullying epidemiology and statistics. Based on local needs regarding programme implementation from schools practises as well as stakeholders' and society needs the organisation has developed in-service training courses, materials and supportive system for increasing the number of schools implementing KiVa programme in Estonia, increasing the quality rate of implementation and rising the public awareness. We are closely collaborating with Estonian governmental instances as strategic partner in policy making being a member of Anti-Bullying Coalition and leading the evidence-based discussion regarding public position against school bullying.

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).

Our homepage: www.kiusamisvaba.ee (in Estonian)

In Estonia a two-year cluster-randomized pilot trial was conducted during the first years of adaptation and implementation: [7_08_treial_summary.pdf \(ut.ee\)](#) (Treial, 2016, summary in English).

The Good Deed Impact Fund Impact Report page 8:

https://media.voog.com/0000/0037/7761/files/Heategu_Mojuraport1_180x250_web_ENG.pdf

European Venture Philanthropy Association's Case Study on KiVa programme in Estonia:

https://evpa.eu.com/uploads/publications/CEE_Case_Studies_2018_Good_Deed_Foundation-Kiusamisvaba_Kool.pdf

International homepage of KiVa-programme: <https://www.kivaprogram.net/>

A short resume and a list of international studies can be found here:

<http://www.kivaprogram.net/is-kiva-effective>

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

According to the results of the PISA 2018 study, one in four students aged 15 experience bullying in Estonia ([OECD PISA 2018](#)). Several international and national surveys have confirmed similar results among any age group, whereas in some schools the number can even be higher – one in four children. In the PISA survey conducted in 2018 they evaluated children's well-being and found out that 53% of students are worried and 51% are often sad (OECD PISA 2018). This highly exceeds the average rate in the European Union. Being a victim of bullying may have serious consequences that often include anxiety attacks, depression, low self-esteem, criminality and suicidal thoughts. Both bullying and being targeted by a bully, as well as witnessing bullying have strong negative effects on the victim, the bully and the bystanders.

The KiVa Antibullying program is an evidence-based whole-school prevention and intervention program developed in Turku University, Finland. How and where it has been implemented all over the world, more info here: <http://www.kivaprogram.net/>

SA Kiusamisvaba Kool a non-profit society organization was founded in December 2012 with the mission to make Estonian schools bullying-free: (1) Using an evidence-based KiVa program, and (2) Pushing for a political priority and consensus on this topic.

The KiVa program was first tested and studied in Estonia by Kiusamisvaba Kool in the school year of 2013/14, and since then slowly, but steadily grown to up to currently 108 schools all over Estonia - directly involving more than 30 000 students. This is not a one-year project, but designed to be implemented on a permanent basis to ensure that schools remain decreasing the rate of bullying in the long term. Since the beginning, organisation has developed extra trainings courses and support system and given some extra time to Estonian schools and teachers, compared to Finnish schools and personnel, to prepare more thoroughly to make this shift sustainable.

The target groups of the programme are (1) students from grade 1 to 9, (2) all school personnel members, including principals, teachers and counsellors, and (3) parents.

The programme consists of three pillars: prevention, intervention, and research.

1. Prevention: focus on preventing bullying (KiVa lessons, information and materials for students from grade 1 to 9, teachers and parents; online support).

2. Intervention (when a bullying case has emerged): in each school, a "KiVa team" is formed and trained by a specialist and this team is given a comprehensive methodology and the tools to effectively handle incidents in schools.

3. Research and analysis: annual surveys filled by students and group talks with teachers and consulting teachers to better understand the situation and how it evolves.

The aim is to promote the attitude that bullying is unacceptable and provide children with tools to handle and stop bullying. To raise awareness and foster an anti-bullying mindset, KiVa lessons are integrated into the school curriculum. A special KiVa team is set up in every school, which after rigorous training will take the responsibility for solving the bullying incidents in school using specific methods. Before the programme starts and then every year in spring students fill in an anonymous online survey to assess the bullying levels in their school. The impact of the KiVa Programme is then assessed with annual student surveys gathering information on how often they experience bullying. Teachers and school staff are also asked to provide feedback twice a year.

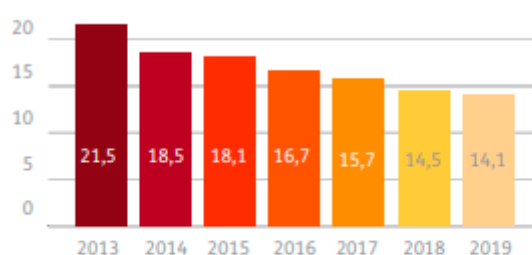
The evidence from different cohorts implementing the Kiva Programme is that even on the first year of implementation, the average decrease in the number of victims is 22%. In Estonian schools that have used the programme over 6 years the bullying has decreased by a third. Currently, Kiusamisvaba Kool being a non-governmental organisation has nearly 9-year experience of offering Estonian schools the ability to implement programme in their schools but not only. The organisation has worked out a support and training system for increasing the quality and awareness

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**)

It is well documented from different researches that exposure to bullying by peers in school is very likely the direct cause of, often seriously incapacitating psychological, social, academic and mental health problems in targeted students (Olweus & Breivik, 2014; Wolke & Lereya, 2015). Also perpetrators develop problems but usually of a more externalizing nature such as antisocial behavior, criminality, and drug use (Cook, Williams, Guerra, Kim & Sadek, 2010; Ttofi, Farrington, Losel & Loeber, 2014).

In Estonia, the KiVa programme is running in 108 schools (approx. 22%) in 2021/2022. In schools where the programme has been implemented for at least 6 years the proportion of bullying victims has decreased from 21.5% to 14.5% average (seen on the table below).



The proportion of victims in schools that have been implementing the KiVa Programme for six years

https://media.voog.com/0000/0037/7761/files/Heategu_Mojuraport1_180x250_web_ENG.pdf

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

Organisation Kiusamisvaba Kool partners with the governmental and private organisations to make a bigger impact and enabling the programme to be available for all schools in Estonia in the longer term. By now we have developed a strong organisation that drives public discussion and standards in anti-bullying work on national and international level. For example have had several interviews and comments in national media. Our research coordinator is an active member in KiVa international network and participates in international conferences (e.g. World Anti-Bullying Forum). We have contributed in establishing the Conception of Bullying Free Education (2017) together with Ministry of education and research and other organisations in Anti-Bullying Coalition. Kiusamisvaba Kool also conducts group talks with stakeholder, offers additional trainings and consults stakeholders on a regular basis. Kiusamisvaba Kool publishes relating information on their social media

and webpage, we have newsletter for partners and special monthly newsletter for schools implementing KiVa programme. Organises annual national awareness campaigns and activity interacting with different media channels. The latest media campaign "Kiusamine jätab jälje kogu eluks" (Bullying leaves a mark for life) was awarded with Silver prize in four and Bronze in one category in Baltic region's largest and most prestigious creativity festival, the Estonian Marketing Association's Golden Egg (*Kuldmuna* in Estonian) (<https://defol.io/kuldmuna/2021/finalists>).

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?

The rates of bullying and victimization have been worryingly high in Estonian schools. As already mentioned above, according to the results of the [PISA 2018](#) report, one in four students aged 15 experienced bullying in Estonia during last 12 months (it is above OECD average). Several previous international and national surveys have confirmed similar results among any age group, whereas in some schools the number can even be higher. This highly exceeds the average rate in the European Union. Considering the harmful short- and long-term consequences bullying can have, effective prevention and tackling measures are strongly needed.

KiVa is being used around the world and it is one of the world's most studied anti-bullying programs. The KiVa programme is running in over 20 countries across the world, with very successful results: it has helped to significantly reduce bullying at schools. Studies have shown that the programme has had additional benefits in terms of decreasing school dropout rates, increasing school enrolment, motivation and academic success, decrease criminality rate, drug use and as well as reduced students anxiety and depression. The KiVa programme has helped to resolve or mitigate cases for up to 98% of the victims (<https://www.kivaprogram.net/kiva-is-effective/>).

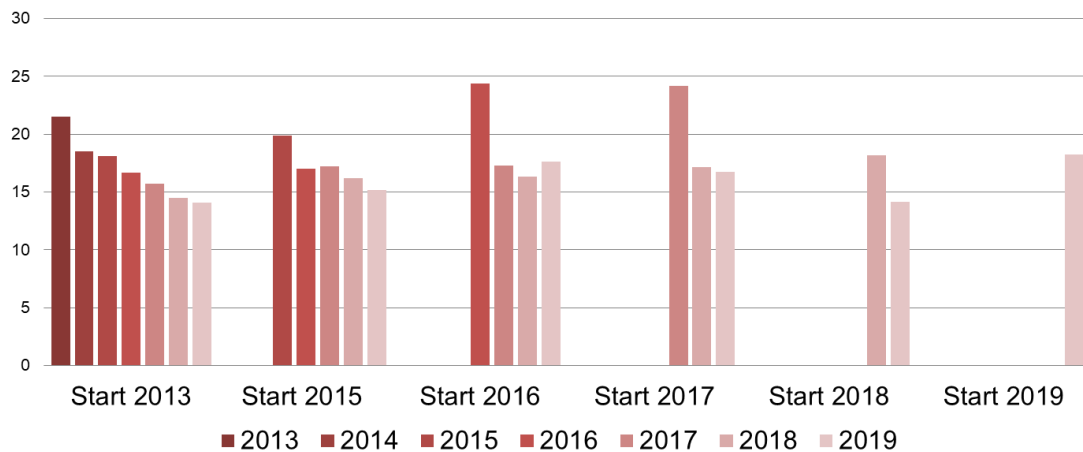
11. Was the context analysed **before** the project was initiated? How, and by whom? Which data were used? (**Max. 150 words**)

The KiVa Antibullying programme has been implemented in Estonian schools since 2013. The evidence from different cohorts implementing the KiVa Programme is that even on the first year of implementation, the average decrease in the number of victims is 22%. This data comes from KiVa annual

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>

student survey. The baseline situation in every school is assessed the year before the programme is implemented and as a result it is seen that in Estonian schools where the programme has been implemented for at least 6 years the proportion of victims has fallen from 21.5% to 14.5%. Some of the schools which have successfully implemented the programme for 8 years the rate has fallen to 12%.

Kiusamise all kannatavate õpilaste % aastatel 2013-2019 lendude lõikes



The presentage of victimized students in different cohorts from 2013 to 2019. The first column in each group is a „baseline level“. Results from 2020 and 2021 were heavily affected by COVID-19 situation and distance learning.

Source: <https://kiusamisvaba.ee/kiva-programm/>

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

1. Launch and implement the first evidence-based anti-bullying programme in Estonia to decrease the bullying rates in schools systematically and with continuous quality.
2. Show a continuous positive trend in decreasing bullying rates in the implementing schools.
3. To grow the network of schools implementing the programme by increasing number of schools a year.
4. Partner with the government and policy makers to make the programme available for all schools in Estonia in the longer term.
5. Develop a strong expert organisation that drives public discussion and standards in anti-bullying work nationally and internationally.

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**)

Organisations' ultimate goal is to have the programme implemented in all (approx. 500) schools in the country with sustainable financial model. The goal in the next 3-year term is to increase the number of schools gradually with the aim to remain the same support system and implementation quality in schools already implementing.

The financial focus is on establishing a strong financing model and increasing the private sector funding up to 50% of the programme costs. This includes the development of paid services and new fundraising rounds involving both private and corporate donors.

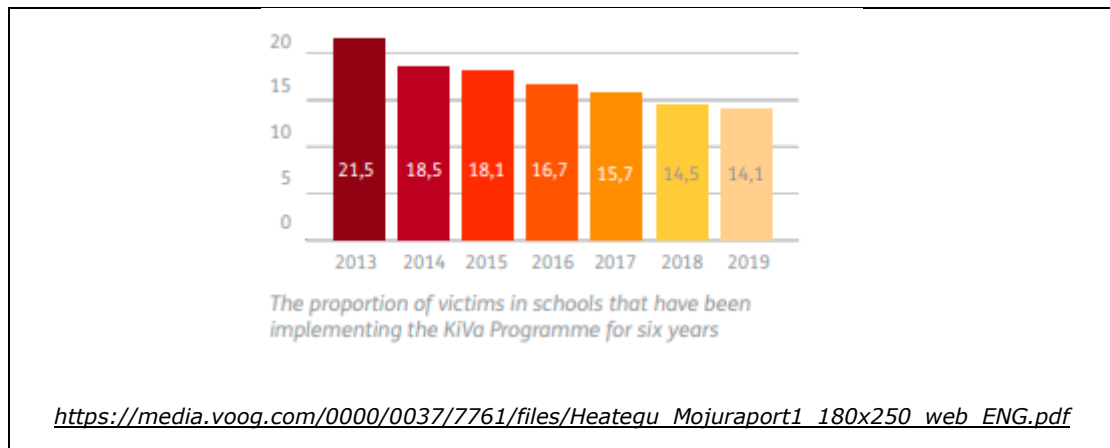
14. Has there been a process evaluation? Who conducted the evaluation (internally or externally?) and what were the main results? (**max. 300 words**) - for more information on process evaluation, see EUCPN Toolbox No.3, p.9-10 & part 2 - section 2A

Yes, team members of the organisation have conducted McKinsey evaluation questionnaire once in 2016 and in 2021 (the comparable results will be available in October 2021). The evaluation has been organised by The Good Deed Foundation.

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

1. [Punkt 15 on üks koht, kuhu panna arvnäitajad juurde.](#)

Yes, the impact of the KiVa programme experience in Estonia is assessed with annual student surveys gathering information on how often they experience bullying. Teachers and school staff are also asked to provide feedback twice a year. The evidence from different cohorts implementing the KiVa Programme is that even on the first year of implementation, the average decrease in the number of victims is 22%. And after first year continuous decline is observed indicating a cumulative effect of programme (see also the figure under question 11). The report of the results will be made public and will be available on our website (annual survey reports in Estonian are found here [2020](#); [2019](#); [2018](#)).



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**)

In Estonia, the organization has worked out an additional training model, Moodle based voluntary training for KiVa class teachers, additional materials and know-how based on stakeholders needs ([cyber-bullying specific materials](#), training courses for parents etc.). During COVID-19 situation we have developed KiVa programme implementation trainings fully online, offered implementation supporting summer- and winter-school training days online.

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**)

Kiusamisvaba Kool is a licensed partner to the University of Turku in terms of KiVa programme. We have 108 of Estonian schools as our partners implementing the programme. Governmental organisations like the Ministry of Education and Research as well as the Ministry of Justice are providing funds and gathering insights of national school bullying epidemiology. Active Citizens Fund in Estonia is one of the project-based funders for innovation and development. Private organizations, start-ups and citizens as donors.

We have partners from all sectors, i.e. - other NGOs working towards a similar mission; - different ministries and public institutions working for a similar mission; positive experiences with local governments pushing schools to implement the programme; - supporters, donators, partners from the private sector, helping us with their services, funding, know-how, campaigns etc.

As well as we have been in cooperation with Estonian universities, enterprises, museums and private companies. For example together with Estonian Art Museum an educational programme "[Tackling Bullying with art](#)" was developed and offered to schools.

To fund further growth as a centre of competence Kiusamisvaba Kool needs to raise approx. €150,000 annually in the years 2022, 2023 and 2024. In order to become less dependent on government support, the investment would go into developing paid services, e.g. extra consultations and training to schools and parents both from schools already implementing the programme, but also to schools in preparatory phase.

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

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

Our funding model differs from year to year, depending on how much money we have been able to receive from the Ministry of Education and Research, and how much as donations. Public funding has made about 30-40% of our resources, about 10-15% has been collected as donations from companies, about another 10-15% as donations from kind people, about 15-20% is the schools' own participation fee paid for the licence to Turku University to use the program, and – depending on the year – the rest is made up of more random donations, campaigns, income we manage to bring selling our other services, etc.

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

Annual budget of Kiusamisvaba Kool is approx. €450,000 – 50% of it are expenses regarding human resources, 30% training courses, fee for service and materials, 20% development and other expenses.

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**)

1. Punkt 21, tuleb konkreetselt öelda, et meil ei ole seda kulutulususe uuringut tehtud, kuid Hollandis on ja siis seda edasi kirjeldada.

In Estonia we have not conducted cost-benefit analyses. However KiVa programme partners from the Netherlands conducted a cost-benefit analysis of the implementation of the KiVa anti-bullying program in the Netherlands. It addressed whether the expected benefits of KiVa for victims in terms of lifetime income are greater than the costs that are made for implementing the program. The KiVa intervention was examined in a randomized controlled trial in the Netherlands in 2012–2014 in 98 Dutch primary schools. A model-based approach was applied to the effects for the expected income for prevented victims, which is a long-term outcome that can be quantified. The estimated costs and benefits of implementing KiVa were used to estimate the return-on-investment (ROI) that indicated the expected benefits per euro invested. Investing in KiVa in the Netherlands generated an ROI of €4.04–€6.72, indicating that it is good value for money to invest in KiVa. For further information: https://www.researchgate.net/publication/334258608_Cost-benefit_Analysis_of_the_KiVa_Anti-bullying_Program_in_the_Netherlands

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

Our local expertise and nearly 10-years of experience of implementation of KiVa programme is based on highly supportive model of interaction on daily based with the schools (every school has a dedicated mentor from our organisation to support on daily basis). For an example Latvian government has contacted us for experience exchange with the wish to implement similar model in their country.

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

The KiVa programme itself is created by the University of Turku in Finland is running in over 20 countries across the world, with already successful results: it has helped to significantly reduce bullying at schools. Estonian model is a further development on support and training system on enhancing the

implementation and rising local awareness on the harmful effects on bullying to the society.

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

Estonian non-governmental organisation SA Kiusaisvaba Kool (The Bullying-Free School) is offering a research- and evidence-based Anti-Bullying Programme KiVa created by the University of Turku in Finland, to Estonian schools. In addition to offering KiVa-programme, the organisation has locally worked out and established a thorough support system to schools via daily mentoring service. Also, offering additional training courses to various stakeholders, as well as consultation service through a network of nearly 15 Estonian anti-bullying trainers, most of who are certified in Turku University. Organization closely collaborates with Estonian ministries and policy makers as well as private sector and Estonian citizens. Furthermore, organisation is creating public awareness among local society and recognised as a centre of competence nationally and internationally. Kiusamisvaba Kool is also a member of Anti-Bullying Coalition set up in cooperation with Estonian Ministry of Education and Research.