



1. Project title

We Won't Take It

2. Main theme hlavní téma

Get interest of the target group (elderly people) about the issue of fraud. Let them to realized that someone was cheating. That they must learn to reject the frauder. To teach them skills that they did not have. For example: absence of critical thinking, disability say no, refuse offer.

3. Project purpose and outcome (in two sentences)

- Teach the elderly people to uncover a scammer and reject them unambiguously. Not only will they know theoretically, but they will say "NO" to the seller, "I DO NOT NEED IT".
- Elderly people trained by the project "**We won't take it**" refused fake dealer 2.5 times more times than the untrained.

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

- Hradec Králové Region, The Czech Republic
- PhDr. Romana Mazalová, Ph.D.
- Czech Police Presidium and the Ministry of the Interior

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

<https://www.policie.cz/clanek/krajske-reditelstvi-policie-khk-informace-nedame-se.aspx>

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

The "***We Won't Take It***" project is unique in its use of professional actors and the **interactive engagement of viewers**. It was not a lecture in the style of an active lecturer and passive listener. Why? Studies confirm that we remember 10% of what we hear. When we hear something, but actively so, we remember 80%. Research also shows that this is a bigger issue for seniors. There is a big difference between what **they know** and what they **are able to do actively**. That is why we use actors in the project. The actors play scammers, learn their manipulative speech, and imitate the intonation and gesture of scammers. With their own eyes seniors see the situation as it happens in reality. Actors choose the seniors from the audience, interact with them, and offer them goods. And the seniors learn to refuse.

7. Project description

Our program is devoted to the **four worst types of scammers**, which according to Czech police statistics are a threat to seniors. They are:

- **demonstration events** (a sale where the seller offers a group of seniors overpriced goods)
- **phone scams** (someone calls, offers something for free, we say yes. But this is binding and we will not catch the most important thing. Together with a free gift, we commit to a new subscription every month. This time already paid. And usually very dearly paid.)
- **encounters on the street** (we are usually selling perfume. A sweet young lady says: please help me with a survey. Which one smells better? The romantic one? The sports one? Oh, thank you very much. And because you helped me, I can sell it to you at a huge discount). The perfumes are, of course, very low-quality and very expensive and the discount is fictitious.
- **a legend in senior home** (in the Czech Republic these scams are called "*legends*". This is when someone rings at the senior home and lies about the reason for their visit. For example, it is to check the gas, to check something, whether there is an overpayment of money, or a grandson sending it...etc. The actual goal is to steal money inconspicuously.)

We briefly perform each scene with the actors. The sellers interact with the viewers. The seniors tried to reject the offers. And then we talk to the seniors about what they felt, what it was like. And in terms of psychology, we explain why these techniques work on the human mind. In most cases, this experience was enough. To understand how the human mind works. To understand why the scammer's words impress me. And the next time to realize: "*yes, I see, that is what they are trying to do to me*".

8. Project objectives

Teach the elderly people to uncover a scammer and reject them.

9. Project outcome

In **2015** the project was launched in these cities: Broumov, Červený Kostelec, Česká Třebová, Doudleby nad Orlicí, Hradec Králové, Choceň, Jaroměř, Kostelec nad Orlicí, Náchod, Praha, Rychnov nad Kněžnou, Skřivany, Svoboda nad Úpou, Trutnov. In the **2016** the project was launched in these cities: Borohrádek, České Meziříčí, Dobřany, Dvůr Králové nad Labem, Hořice, Kamolná, Nový Bydžov, Sobotka, Trutnov, Vrchlabí, Olomouc (2x), Prostějov (2x), Přerov (2x), Jeseník, Šumperk, Zábřeh na Moravě.

The project trained more than 1,000 elderly people in the Czech republic.

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

Start project: 30.6.2015

End project: December 2016

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

256 000 Kč, share of the Hradec Králové region 17,79% tj. 45 000 Kč

12. Evaluation

We did an experimental verification of the project. We visited 130 flats of elderly people trained by the project and 130 flats elderly people not trained by the project. We were disguised as sellers. We offered them goods (expensive and inadequate and poor at first sight) and wrote who bought it and who did not. The trained refused fake dealer 2.5 times more times than the untrained.

But it is necessary to say something else. The project is extremely demanding. In terms of time and finance, with great demands on the team of trainers. I think the ideal way is to use several of the elements from this project. Some are really amazing and they work. And you can use them in a more efficient environment. For example, online courses.

13. Contact details project

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