



European Crime Prevention Award and EUCPN Best Practices Annual Conference 2009 Project Entry Form

The theme for this year's European Crime Prevention Award and EUCPN's Best Practices Annual Conference is **“Preventing crime and victimisation among children and young people. Current and future challenges – school, cyberspace and recruitment to criminal groups”**.

The following are some areas that the projects may focus on:

- Crimes committed by and against young people in cyberspace. Online crime and how to prevent it.
- School as an arena for immediate and long-term prevention.
- Recruitment to criminal groups. How to turn young people away from a life of crime.

The list is not exhaustive. The projects may address any question relevant to this year's theme.

Please complete the attached form (the boxes are expandable). Note that the last point is for a one-page description of your project.

As we intend to compile a visual presentation of the entries, we kindly ask you to provide material for this (videos, photos, leaflets, etc)

Entries should be in English, but may be accompanied by a version of the entry in the national language if wished. Each country may enter one project as its ECPA entry and up to two other projects to be presented at the conference. Projects should be submitted only through the National Representatives. The full ECPA rules may be found at www.eucpn.org

Deadline for entries is **October 1st 2009**.

Send your entry or entries to: bpc.ecpa2009@bra.se

If you have any questions, please contact Lina Nilsson at lina.nilsson@bra.se



ECPA/BPC 2009

Please answer the following questions in English.

1. Is this your country's ECPA entry or is it an additional project? (Only one ECPA entry per country plus up to two other projects.)

It is the countries' ECPA Entry

2. What is the title of the project?

Bullying Alert- violence between pairs

3. Please give a short general description of the project.

Bullying Alert - violence between pairs is a project, that involves the police and others institutions, public and private, which concerns on awareness campaigns for students and parents about the problem of bullying.

4. Please describe the objective(s) of the project.

The objective of the project is to give parents, teachers and students tools to diagnose the alert signs of a child who is being abused by theirs similars, to decrease the number of bullying cases, and to inform that bullying can be a crime.

5. How was the project implemented?

The project was implemented among schools in OPorto Police jurisdiction in the school year 2008/2009.

6. Were partners involved in planning and/or development and/or implementation of the project? If so, who were they, and what were their roles?

The project was planed and developed with the following partners:

- The Fernando Pessoa University students of Ciencias of Communication made the spots, developed and obtained merchandising and made one presentation in Padrão da Légua School;
- The Matosinhos City Council arranged the psychologist for the awareness campaigns, such as the leaflets and the posters;
- The students of Manuela de Sá School made a little theatre play of bullying behaviours;
- The Schools provided the spaces as well programmed the hours to the activities;
- Police Officers from the PIPP (Proximity Policing Integrated Programme), particular the EPES (Safe Scholl Teams) made campaigns on several schools using the Fernando Pessoa University spots.

7. How did you build in plans to measure the performance of the project? Has the project been evaluated? How, and by whom?

One way of measure the performance of the project are the reports made by all the police officers of the several activities they have developed in schools. The other way of measure is an indirect way, trough the feedback that the officers have from the School Directors and School Psychologist of the cases verified.

There's no way of analysing the bullying situations individually, because it doesn't match with any kind of crime typified on the Criminal Code.

However, the reality in the council says that we have been reported 153 cases of the young population (0-16 years old) who were victims of other children and teenagers respectively in the school year of 2008/2009, that's less then 27 cases comparing with the preceding school year. What we can conclude is that there is a decrease of the criminality, result on the several campaigns we have done, which leaves us to the conclusion that the phenomenon is decreasing as well because all of the school community has theirs eyes open for the problem.

Crime	School year 2006/2007	School year 2007/2008	School year 2008/2009
Trust abuse	1	0	0
Sexual abuse	1	2	4
Intimidation or coercion	2	14	10
defamation, libel or slander	1	0	1
Racial or religious discrimination	0	0	1
Extortion	0	2	3
pick pocketing	8	16	5
theft and robbery by stretching	1	1	4
ill	0	1	0
serious physical harm	0	2	1
regular physical harm	35	83	82
crimes against sexual freedom	0	4	1
Crimes against people	2	1	0
Other damage	0	1	1
Other theft	1	5	1
Other robbery	0	0	1
Robbery on the street	48	38	38
Rape	1	0	0
TOTAL	101	170	153

8. What were the results? How far were the objectives of the project achieved?

The teachers and parents became more vigilant for the bullying problem, not only from the victim side but from the offender side as well, and knew where to forward both. Teachers, parents and students realise that some kind of bullying may enflame a crime and the young people can be criminal responsible for that. Consequently, they became more confident to report crimes associated to the police of phenomenon, such as, injuries, defamation, aggressions, robbery, intrusion of privacy by the publishing on the internet of photos and videos with out permission of the related.

The project was so well received that others schools requested to made the campaign at theirs school too, and the intention of this Force is to extend the project to all Schools of the Metropolitan Police Commander in Oporto jurisdiction, and is going to be continued in the present school year.

9. Are there reports or documents available on the project? In print or on the Web? Please, give references to the most relevant ones.

There are some documents which are the result of the project, like some leaflets, tv spot, and photos of the campaigns that are attached in digital format.

The campaign developed by the Fernando Pessoa University Students is on the internet (<http://grupousb.blogspot.com>), and was broadcast nationally on a television channel (Canal Porto), with the same available on line at <http://zonainterditaportocanal.blogspot.com/2009/04/bullying.html>, and a newspaper (Express), and is also available in formed on line in

[http://aeiou.expresso.pt/gen.pl?p=stories&op=view&fokey=ex.stories/505369&sctx=1:10:alerta% 20bullying;q](http://aeiou.expresso.pt/gen.pl?p=stories&op=view&fokey=ex.stories/505369&sctx=1:10:alerta%20bullying;q), and it was also disclosed in radio (Nova Radio

The campaign which Matosinhos Council was a partnership has been spread on theirs website, as well in the newsletter of Manuela de Sá School and in the Parish of S. Mamede Infesta.

Will attached a sticker, a school schedule, a poster and a internal magazine of the Fernando Pessoa University related with the project, as well the poster used in the campaigns for the parents, and the newsletters.

10. Please, write a *one page* description of the project:

In the last School Year (2008/2009), the Portuguese Public Security Police of Oporto made a challenge for a partnership to the Ciencias of Communication Course of the Fernando Pessoa University, which as been automatically accepted by the tutors and the students of the course. The challenge consisted in several marketing projects that the students have developed to the PIPP, and one group have exclusively dedicated to the bullying problem.

They made the first campaign in Padrão da Légua School, and began to call attention to the campaign by placing a teaser, a canvas with 1.20m with the image campaign created by them, leading to a prior discussion among students about what would happen. Then, they showing a presentation on PowerPoint, and delivered a sticker with the image of the campaign, a soft pencil that does not hurt as campaign message, a school schedule with some encouraging phrases, and a CD with information. The students were taken to be creative by making a cover for the CD delivered to them in the campaign.

The campaign had the support of the police officers from the project Safe School, who have continued with it on others schools.

It is true that this type of problem develops more in the school, hence the first action has been directed to young people and teachers, this is where prevention should focus. However, it is necessary that parents are unaware of some children are being victims or abusers. It should be noted also that there is a great feeling of impunity, especially when the offense is made through new media such as mobile phones or the Internet, because the young tend to depersonalize it and unaware of the extent of the damage that such an act can be.

As we felt the need to reach the parents with the problem, we started making campaigns dedicated to them involving the Matosinhos Council, Parents Associations and School Directors.

The campaign beside to awareness was made to inform of the psychological and criminal effects, so, whenever possible was accompanied with a psychologist from de Psychology Department of Matosinhos Council, and with the Security and Civil Protection Office productivity of the same council. At the end of the shares were delivered to the public a certificate of appearance of the campaign.

Our perception was that most people didn't realize the real dimension of the bullying, and the criminal and psychological consequences. There is a lot of permissibility on the bullying offenses, and it's difficult to know when the problem starts and passes a reasonable limit of the child's growing up.

The requirement of a psychological permanent monitoring of the program took us to developing our partnership with the Fernando Pessoa University, and on the current school year (2009-2010) we are going to have two psychological intern students who are going to work on the police station, and support our PIPP officers and citizens when ever they need and forward them.



Fig. 1 – The image of the campaign (and sticker).