



# 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](http://www.eucpn.org)

Deadline for entries is **October 1<sup>st</sup> 2009**.

Send your entry or entries to: [bpc.ecpa2009@bra.se](mailto:bpc.ecpa2009@bra.se)

If you have any questions, please contact Lina Nilsson at [lina.nilsson@bra.se](mailto: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.)

This is Slovakia's ECPA project.

2. What is the title of the project?

Zodpovedne.sk – Prevention of Child Victimization in Cyberspace through Awareness Raising Campaign in Families, Schools and Media

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

Based on our survey about children's behaviour in the cyberspace eSlovensko prepared focused activities for children and adults which had to raise their awareness about potential harms of irresponsible use of the Internet and mobile phones by children. Children were addressed via animated stories OVCE.sk and prevention texts printed in schoolbooks/workbooks on different topics, for teenagers we developed TV show Cookie.sk, a competition bearing the same name and video spots broadcasted nationwide. As for the adult audience, we have organized courses for parents free of charge, we trained IT-specialists from all Slovak municipalities (in cooperation with Slovak Municipalities System Administrators Union - ZISS) and policemen-preventists to deliver trainings to elementary school teachers about these threats and encouraged them to talk about these.

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

Nowadays children use the Internet and mobile phones on daily basis but they are not aware of its hazards. The objectives of our project were on one hand to encourage parents and teachers to be more concerned about the activities of children in the Internet, i.e. who they chat with, what information do they provide about themselves, ways they can be victimized in the virtual environment (molestation, bullying etc). On the other hand, we taught children how to use the Internet and mobiles responsibly which is also the keyword of our campaign and we introduced them the threats of virtual communication and taught them how to face them.

5. How was the project implemented?

The project was implemented via various sources:

- 47 trainings for teachers, parents, policemen-preventists, IT-specialists from municipalities
- 600 000 copies of textbooks/workbooks for schoolchildren printed with prevention texts
- 21 quizzes (150 multiple choice questions in total), 5 crosswords available on [www.zodpovedne.sk](http://www.zodpovedne.sk)
- 18 documents, incl. 3 in Roma language (Internet Glossary, Prevention – specialized publication (106 pages), leaflets, posters, brochure for teachers how to use [www.zodpovedne.sk](http://www.zodpovedne.sk) ...)
- 2 video spots (Where is Miro?, Cyberbullying) broadcasted on the national TV
- TV show Cookie.sk – 9 parts, broadcasted on the national TV 5 times
- Competition for children Cookie.sk
- 4 animated prevention stories Ovce.sk aired on the national TV, beside the main version in Slovak language, versions in languages of the national minorities (Hungarian and Roma) are available, plus sign language version and version with

English subtitles

- 24/7 free helpline for reporting illegal content on the Internet
- 5 project websites: [www.zodpovedne.sk](http://www.zodpovedne.sk), [www.pomoc.sk](http://www.pomoc.sk), [www.stopline.sk](http://www.stopline.sk), [www.ovce.sk](http://www.ovce.sk), [www.cookie.sk](http://www.cookie.sk)
- Articles in both national and regional magazines and newspapers, entries in radio and on TV

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?

Slovak Committee for UNICEF – eSlovensko and UNICEF operate free helpline which provides consultation about responsible use of the Internet, mobile communication and modern technologies for the general public via phone, online chat and e-mail; lecturing activities

Ministry of Interior of the Slovak Republic – participation on joint events such as Police Day, Safer Internet Day, PR support, professional counselling on relevant Slovak legislation

T-Mobile Slovensko, s.r.o. – professional counselling on mobile communication, PR support

SK-NIC, s.r.o. – facilitation of communication with ISPs, PR support

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

We measure the performance of the project via statistics of attendees on our trainings, number of telephone calls on Free Helpline, visits on project website [www.zodpovedne.sk](http://www.zodpovedne.sk) and the amount of downloads of documents which are available on our website.

Our project has been evaluated by the European Commission – the latest evaluation comes from 12 September 2008 and it is the Intermediate Review. The project progress is being permanently monitored and evaluated by project Advisory Board whose members are representatives of stakeholders of the project (Police, governmental bodies, UNICEF, municipalities, research institutes, private companies from internet industry). The Advisory Board meets four times a year and the project team reports to it about the performance from the past quarters.

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

We raised awareness and promoted sensitivity of the whole society toward the threats that the Internet and mobile communication poses to children. Previously, the society was quite ignorant and did not take these threats seriously, now we feel that thanks to our campaign both parents and teachers understood that children face serious threats not only in the real life but also in the virtual life. Teachers also report back to us that some progress has been achieved in respect to children and that they already know that some popular features of the Internet are not necessarily safe and that they must be cautious when using them. Our campaign has also changed the approach of the media towards this subject – in the past, stories about victimization of children via mobiles or Internet were just a part of tabloid news, now they understand these threats and are willing to disseminate the information about these potential harms. Also the state administration started to follow this issue and the Police actively cooperates with us – the trained policemen-preventivists give lectures about it to schoolchildren. The same applies to municipalities who ask us to train their respective staff. The private sector also became involved, in the beginning, it was very difficult for eSlovensko to find sponsors who would support this idea, nowadays the idea of protecting children from being victimized in the cyberspace is important to most companies in internet/mobile industry and they are actively seeking to become partners of the project.

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

Annual Report 2008 (in English, 40 MB):

<http://zodpovedne.sk/pocitadlo.php?subor=sprava.pdf>

Documents and videos related to the project :

<http://zodpovedne.sk/kapitola4.php?kat=materialy>

<http://zodpovedne.sk/kapitola4.php?kat=video>

<http://www.ovce.sk>

Helpline [pomoc.sk](http://pomoc.sk)

<http://pomoc.sk/>

Intermediate Review Report by European Commission (from 12 September 2009) – not available online because it is an internal document, but can be submitted upon request  
many articles in newspapers and magazines (copies can be submitted upon request)

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

Our organization launched a survey in cooperation with the Slovak Research Institute of Child Psychology and Patopsychology that examined vulnerability of children in respect to modern technologies. The survey showed that cyberbullying, providing of personal data, addictions and interfering with strangers in the Internet represent serious threats to children. In order to combat this eSlovensko set not only children as target group but also teachers and parents. Obviously, each group needed to be addressed in a different way, thus our organization developed several tools to reach the goal to teach children how to use the Internet and mobiles responsibly. With strong links to 50 municipalities across Slovakia and good relations with law enforcement bodies, we trained IT-experts from municipalities and 84 policemen-preventists to deliver trainings to elementary school teachers about threats that Internet and mobiles pose on children. We also organized similar trainings for parents free of charge. eSlovensko further prepared publication "Prevention - Protect Your Children in Cyberspace" which serves teachers, parents, policemen-preventists as a guide for identifying harmful behaviour of children. Additionally, we prepared a Glossary of Internet terms. A lot of attention was paid to children and we adopted a differentiated approach towards young children and teenagers according to their understanding of the virtual environment. We prepared short prevention texts which were printed in workbooks and textbooks that pupils use at elementary schools (600 000 copies). These texts featured do's and don'ts for children that they should follow to avoid harms caused chiefly via inaccurate use of Internet and mobiles. As support for this, we produced a series of posters, information sheets and quizzes which have been distributed in schools and can be found on project website [zodpovedne.sk](http://zodpovedne.sk). Teenagers were targeted via TV show [Cookie.sk](http://Cookie.sk) (9 episodes, 15 min. each) which was repeated 5 times on the national TV and can still be viewed on youtube. The show featured young people who talked about threats in the Internet and mobiles. The show was accompanied by a competition bearing the same name, we received 231 entries by 361 students and the results were announced on a public ceremony on the occasion of Safer Internet Day. eSlovensko also produced 2 TV spots "Where is Miro?" and "Cyberbullying" which were aired on the national TV and encouraged parents' interest in what their children do in the Internet. Young children are targeted via animated stories [Ovce.sk](http://Ovce.sk) which will be aired on the national TV and will be further available for viewing on sub-project website [Ovce.sk](http://Ovce.sk). The organization produced four animated stories in summer 2009 that address topics like racial hatred, grooming, paedophilia and providing personal data in the internet and their misuse. The characters featured in the stories are being used in the campaign (prevention texts in text-/workbooks, colouring books, key rings, cartoons etc.). For the general public eSlovensko operates free helpline [Pomoc.sk](http://Pomoc.sk) where people can consult their problems related to cyberspace. Since its launch in February 2008 the helpline operators served over 20 000 calls. From February 2010 we are launching National Centre for Reporting Illegal and Inappropriate Content on the Internet which will accept reports from the public about suspected illegal sites and will provide ISPs and mobile operators with lists of URLs with inappropriate content so their customers can opt to block some online content on their childrens' devices to protect them.