



ECPA/BPC 2010

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 entry is Romania's own project.

2. What is the title of the project?

Crime Prevention Week

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

The Crime Prevention Week is a national project which is developed every year in all 41 counties in Romania, including the capital city, Bucharest. The project aims at providing citizens with the necessary information of self-protection in terms of security measures to ensure goods, homes and neighbourhoods, from the perspective of the National Police Inspectorate.

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

The objectives of the project are:

- to inform citizens about the elementary security measures they can provide to protect themselves, their goods, homes and neighbourhoods;
- to inform citizens on other agencies providing security measures, especially regarding goods and homes;
- to make citizens aware of the necessity to adopt personal safety measures against robbery, theft and other forms of victimization;
- to facilitate citizens' acquaintance with specialized technical equipments they may chose to use in order to protect their homes.

5. How was the project implemented?

The project was implemented in all 41 counties and the capital city at the same time for the period of one week as follows:

- opening press conference to inform the media on the venture and its objectives, as well as the implementation process and its expected outcomes;
- each day of the week was dedicated a theme on crime prevention;
- prevention officers from national and local level as well as public order and traffic control officers joined in the effort to inform citizens within street campaigns and outdoor demonstrations;
- audio-video clips were presented in highly crowded public places, such as the subways, with thematic images and recommendations for public safety and reduction of fear of crime;
- target group meeting were held in public areas where citizens could ask and get answered their most feared concerns.

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?

This endeavour is a partnership between law enforcement, local authorities, the media and NGO's actively involved in the prevention themes tackled. Law enforcement departments were mostly involved in the information campaign targeting the most frequent types of crime (the national and local priorities) and the reduction of fear of crime; local authorities provided the location and infrastructure for the meetings and public displays of security devices; the

media supported the project by taking interviews to both organising bodies and participants, facilitating the participation of law enforcement officers in radio and TV interviews to better disseminate information to a larger audience, as well as mentioning the event in the national and local newspapers, on TV and radio; participating NGO's displayed their specialized security systems and home and business protection devices, their own projects in the fields they are involved, distributed prevention materials and contributed in the organization of events.

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

The evaluation process was planned according to specific indicators:

- types of activities;
- number and categories of beneficiaries;
- number and type of prevention materials used;
- number of news articles;
- number of participation in radio and tv shows;
- number of partners involved.

The project has been evaluated by the initiating crime prevention team within the National Police:

- by outcomes of the activities;
- by reports of the participating law enforcement officers they sent to headquarters;
- by reports of the project team;
- by media analysis.

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

Being designed as an information and awareness raising campaign, the objectives of the project were achieved fully, the reports from subordinated law enforcement offices revealing the fact that over 200.000 people took part in the event. Moreover, citizens were interested and actively took part in the events, asking for advice on certain issues they wanted tackled with, even offering to become volunteers in such police endeavours to inform citizens on their safety measures and visited the stands set up for the occasion. Students were actively involved in the work groups and came up with ideas that could become small school projects in the near future to prevent violence in the school areas, for example. Media reactions were all positive and the media analysis has showed that the message was conveyed and received correctly, thus an improvement in the image of the Police as a government agency to serve and protect.

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

Yes, in print, in Romanian.

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

The project "Crime Prevention Week" was designed as a comprehensive endeavour aimed at developing information campaigns nationwide targeting the general public in the 41 major cities in Romania and the capital city, Bucharest.

Each day of the Crime Prevention Week was dedicated a topic/theme as follows:

Day 1 – Monday – crime prevention local offices and the headquarters in the National Police Inspectorate organized a press conference and developed activities on a chosen topic from the local and national priorities. Thus, a number of counties chose juvenile delinquency and the victimization of minors as their prevention theme and held public meetings in their respective major cities. The meetings comprised both of face to face talks with citizens visiting the stands set up in malls or other public places and flyer distributions and other prevention materials. Youth could also join in small prevention teams and debate on ways to prevent offending and victimization, basically in school areas, as well as how to best protect

themselves against offenders in crimes such as robbery, theft, bodily harm, assault with a deadly weapon and so on.

Day 2 – Tuesday – some counties continued on Day 1 theme, other chose prevention of crime in touristic areas, domestic violence, drug and alcohol use and abuse, violent crimes, human trafficking. The same approaches have been applied to all of the themes with the exception of one novelty approach, consisting of a live simulation of a citizen having her purse snatched in front of the audience in order to make people aware of the vulnerability and necessity of intervention in such offences.

Day 3 and 4 – Wednesday and Thursday – were dedicated to the prevention of crime against private and public property (robbery, car theft, burglary, shoplifting). One novelty approach has been introduced, consisting of a live simulation of a citizen having her purse snatched in front of the audience in order to make people aware of the vulnerability and necessity of intervention in such offences.

This specific topic was reinforced by plain clothes law enforcement officers visiting citizens at their homes in order to verify their vigilance regarding unknown characters asking them to invite them in their habitats, thus raising awareness on how easily perpetrators can induce people into becoming victims and on the elementary prevention measures people should take to ensure their safety and their homes.

Day 5 – Friday – was dedicated to traffic safety and education marking The Day of Traffic Safety by demonstrations of traffic police, flyers distribution and school traffic patrols demonstrations. Moreover, wrecks of cars involved in serious accidents were displayed on stands set up in public places in order for the passers by to clearly see the consequences of reckless and drunk driving. School children were volunteers in disseminating information and took part in contests on traffic rules, as well as “the best volunteer prize”. Plus, this day was marked by launching a “virtual questionnaire” in some counties where children aged 7-14 could test their knowledge of the traffic rules.

The weekend continued the week day activities.

All prevention days comprised radio and television interviews and participation in short interventions by law enforcement officers on local and national level to ensure the dissemination of information to as large a public as possible and get the best impact possible.

The Crime Prevention Week concluded with a video conference at the National Police headquarters where the results of the project were analysed and evaluators of the project gave their feedback to participants on the reports local police prevention officers have sent beforehand.