



wspólne osiedla

Common housing estates -
the project aiming to stimulate
the cooperation of local
communities and the authorities
responsible for safety.



Project coordinator

Prevention Department of the Regional Police
Headquarters in Łódź



Project genesis.



Necessity of
integration of local
communities



Low level of social
bonds and alienation
rise



Project sources.



„Community Policing”
- philosophy of the
social police.



„Together Safer” -
government programme for
reducing crime and asocial
behaviour.



The aims of the project:



Improvement of security
in the particular area



To develop an
appropriate pro-social
attitudes among adults,
young people and
children.



Target group: children and young people



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osiedla**

jak dobrze mieć sąsiada...

*król boiska, studiuje, **reaguje***

Łuki, syn Pani Janeczki
mobilny oficer patrolowy

Wspólnie zadbajmy o bezpieczeństwo na naszych osiedlach! www.wspolneosiedla.pl

INICJATYWA
PROJEKTU



PRZEDSIĘWZIECIE



Target group: middle-aged people



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jak dobrze mieć sąsiada...

*spacerują, patrolują, **reagują***

Kowalscy z Kluską
stróże parku

Wspólnie zadbajmy o bezpieczeństwo na naszych osiedlach! www.wspolneosiedla.pl

ORGANIZATORZY
PROJEKTU:



PRACOWNICY



Target group: elderly people



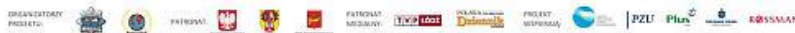
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osiedla**

jak dobrze mieć sąsiada...

siedzi, obserwuje, reaguje

Pan Mietek z pierwszego
stróż ławki i parku

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osiedla**

jak dobrze mieć sąsiada...

czuwa, obserwuje, reaguje

Pani Halinka
stacjonarny oficer śledczy

Wspólnie zadbajmy o bezpieczeństwo na naszych osiedlach! www.wspolneosiedla.pl



The initial phase of the project



- ✎ The choice of partners
- ✎ Acquisition of supporting authorities
- ✎ Carry out trainings for police executives
- ✎ Establishment of regional and local coordinators
- ✎ Launch cooperation with advertising agency
- ✎ Preparation of promotional campaign and materials
- ✎ Establishment of website www.wspolneosiedla.pl
- ✎ Billboard's campaign and advertisements on public transport vehicles



Campaign partners:



- Lodz Voivodship Office
- The Marshal Office of the Lodzkie Region
- The City of Lodz Office
- The Regional Headquarters in Lodz
- International Police Association - Lodz Regional Group



Marszałek
Województwa
Łódzkiego



Project partners:



Z myślą o bezpieczeństwie



CERAMIKA PARADYZ



ŁÓDZKA
SPECJALNA
STREFA
EKONOMICZNA



Bank Polski

ROSSMANN

Plus

APTEKI
dbam o zdrowie

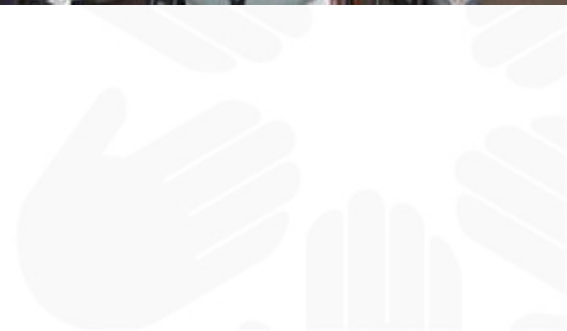


MPK-Łódź

POLSKA THE TIMES
Dziennik
ŁÓDZKI

TVP ŁÓDŹ

The project was preceded by trainings



Project coordinators were appointed wspólne osiedla



In the Regional Police Headquarters in Lodz was established a team composed of 22 local coordinators, headed by regional coordinator.

The website was established



Marketing activities were carried out wspólne osiedla

Billboard's



So far we have realized



Posters, magazines, leaflets, folders
advertising, radio spots



Advert on public transport tram





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osiedla**

Stages of the project in the Łódź region



Inauguration of the project



Conference „Safety of Lodz region - Let's take care jointly of the safety of our neighborhood” was held on the 8th of December of 2008, which was inauguration of the project as well.



Education by contests



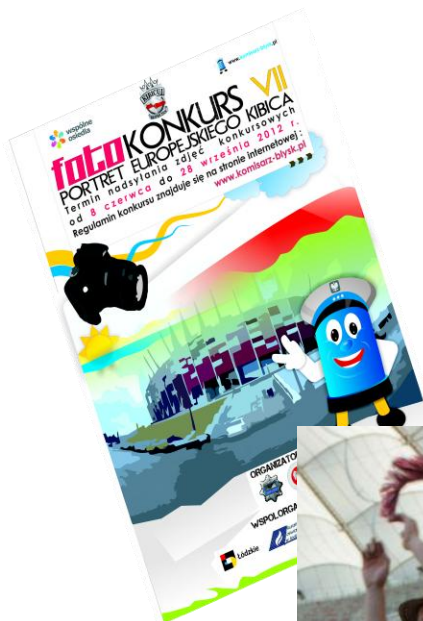
Physical fitness and knowledge of
the safety contest



Education by contests



Photo contest



Meetings with children and young people



Primary schools

Secondary schools



Meetings at the University of the Third Age



Project coordinators carried out trainings for students of the University of the Third Age.



Local initiatives



Civil patrols



Local initiatives



Local initiatives



widzę
reaguję



Involved people are rewarded



Involved people are rewarded



Thank you for your attention

