



European Crime Prevention Award (ECPA)

Annex I

Please answer the following questions in English language.

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

Yes

2. What is the title of the project?

"Great Advice for Little People"

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

In order to prevent juvenile delinquency and victimization of minors, ever since 2007, Bucharest Police has dealt with the need to find the best channels and messages for communication with children. Thus, the project "Great Advice for Little People" came into being both as a crime prevention means and as a challenge to communicate with young children.

The project was developed in Bucharest Municipality but some of it has surpassed city limits and was implemented nationally.

The objectives of the project were:

1. To facilitate a better understanding of children's world and their way of thinking and acting.
2. To develop communicators (characters) who can obtain notoriety and credibility in children's world, through which preventive advice can be transmitted.
3. To develop new and efficient means to communicate with children.
4. To increase children's trust in police.
5. To develop civic spirit amongst children.
6. To increase Romania's contribution to the creation of the European Preventive Culture.

The project was implemented in 294 schools and 184 kindergartens in Bucharest, in the time period 2007- beginning of 2012, direct beneficiaries being 61.203 students, 40.000 children și 866 teachers, as shown in the tabel below:

Year	No. Of activities	No. Of students/children	No. Of teachers
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2007	86	3736	225
2008	45 + 184 kindergartens	1756 + 40.000 pre- school children	133
2009	56 + 294	2150 + 50.000 students	170
2010	28	981	81
2011	29	1173	96
2012	53	1407	161
Total	297	101.203	866

Story characters were created (Zorro - the police dog, Alex - the good kid, the Wise Commissioner, Norocel - the fluffy crime prevention agent). These characters soon became childrens' friends and the liasson between Police and children on the principle of friendship and mutual trust.

In time, the characters were given voices and faces, thus becoming game characters in a series of games created by Bucharest Police in partnership with the private sector, such as: "Dont be a Twicer!", "The Salt Shaker with preventive advice" (Origami), "The Academy of Little Police" (a PC game on children's rights and good behaviour). The PC game was introduced by Microsoft on the MIRIA computers, provided with parental control.

The preventive messages provided to children by these characters reached target groups via 50.000 colouring books, 12 radio sketches and 45 audio-video educational stories, most of them adaptations from national and universal literature but specially created stories by Romanian authors as well. Such an example is "Norocel" written by Helen Şipoş, the national reprezentative of Romania in the EUCPN. The translation of all stories has begun and the result will be booklets in English, German and French to be used by children all over Europe, disseminated by prevention officers in Europe, thus contributing to the development of a European prevention culture.

Not only children have benefited from the project but 249 proximity police from Bucharest as well who performed the activities targetting children and have gained additional communication skills.

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

The objectives of the project were:

- 1.To facilitate a better understanding of children's world and their way of thinking and acting by meetings held and direct discussions with children of specialists withihn Bucharest Police, such as psychologists and sociologists.
2. To develop communicators (characters) who can obtain notoriety and credibility in children's world, through which preventive advice can be transmitted.

3. To develop new and efficient means to communicate with children.
 4. To increase children's trust in police. The new characters created for children's benefit by Police induced the feeling of Police being children's friend. Moreover, by befriending Police, children developed a sense of value and pride in terms of being "junior police", being awarded badges and being taught how to behave accordingly.
 5. To develop civic spirit amongst children. Children acquired knowledge of good behaviour, learned about their rights and responsibilities in society, their role in helping those in need. Furthermore, as they grew up and went to highschool, these youngsters disseminated the preventive message of the project amongst their fellow students, developing activities in lower grades.
 6. To increase Romania's contribution to the creation of the European Preventive Culture.
- Materials used in the project (story books) were translated in international languages and offered as example of good practice to colleagues from Germany and the Netherlands who visited Bucharest Police. The promotion of this endeavour will continue with the support of the national representative of Romania in the EUCPN.

5. How was the project implemented?

The project was implemented through public-private partnership and by Corporate Social Responsibility Programmes developed by multinational agencies in Bucharest.

Characters were designed, sketches written and model stories identified in the creation workshop of the Crime Prevention Office of the Bucharest Police.

The ideas in the project were presented to various local partners who embraced them and decided to get involved, sustaining the project financially, over the years.

A valuable contribution had Radio România Cultural (national audience radio) which has helped voice the characters within 12 radio sketches, broadcasted over weekends at prime time.

Some of the characters found their correspondents in real life. Thus, Zorro became a real dog from K9 unit of Bucharest Police and the Wise Commissioner became the head of the Proximity Police in Bucharest Municipal Police.

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?

Yes. Partners were involved in the implementation process of the project. Thus, Animafilm "DACODAC" created the characters, other partners like SIVCO ROMANIA, MICROSOFT, ALTFACOR have created the PC game "Academy of little Police" in 50.000 copies which were distributed to 1-4 graders in Bucharest.

SC NORIEL created the 2 games: "Dont be a twicer!" (5000 copies) and "Junior Police" (similar to Monopoly) in 100 copies which were distributed during a preventive thematic contest.



Mc Donalds created 50.000 colouring books which were distributed to pre-school children and students in 1st grade in Bucharest.

Radio România Cultural recorded and broadcasted the 12 radio sketches with Zorro and Commissioner as the main characters. The 12 sketches were reproduced in booklets as well by local printing houses and badges with Zorro created by “PUBLICIS” publicity agency.

“Norocel” initiated the “Safety Olympics” in primary schools, an ability and knowledge contest for children. It was created in face and voice within the cooperation between the Crime Prevention Office in Bucharest Police and the Multimedia Unit of the Ministry of Administration and Interior which also facilitated the recording of the 45 educational stories whose translations have begun. The recordings have also been disseminated between members of the SIGHTLESS ASSOCIATION in Romania.

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

This project was highly appreciated on one hand by children and on the other hand by teachers and parents alike. According to an opinion poll realized by Bucharest Police sociologists, more than 90% of the beneficiaries – children, in particular - know their rights and declared that they will be more careful when crossing the street, over 80% stated that they will always use the seat-belt and will embrace a non-violent behavior.

The project has been evaluated by teachers, qualitatively, and recommendations have been made by them on the evaluation form of each of the activities developed in schools/kindergartens.

Zorro has become a role model and has visited 21 schools, meeting children in playgrounds as well.

Another evaluation indicator is Bucharest Police data base which revealed a decrease, since project launch in 2007, in the number of crimes committed by minors (78% less minors under 14 involved in criminal activities and 38% less delinquents of 14-18 years old, in 2011 as compared to 2008).

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

The project has reached a high number of beneficiaries: 61.203 students, 40.000 pre- school students and 866 teachers in 184 kindergartens and 294 schools.

Bucharest Police has received over 200 drawings from children representing Zorro and requests that the character visit their schools. Thus, the message of the project reached its target and the target groups appreciated in positive feedbacks the aim of the project.

The PC game “Academy of Little Police” was absorbed by MICROSOFT Romania which installed it on the agencie’s own computers provided with parental control.

The objectives of the project were reached after 18 months since launching but due to the

request of the beneficiaries and the community it has been reiterated over the years.

9. Give a concrete description of the implementation of the project and the references.

We've come to understand children's world by knowing several of their beloved characters. We've realized that they love Santa Clause, Ronald McDonalds and that they are very attached to pets. This is the reason why in the beginning we've created these characters as cartoons and then we gave them voices or even transformed some of them into real pets, for instance Zorro.

We've created stories according to their level of understanding and we've transposed them into coloring books and games, and afterwards with the help of children we've managed to put their voices into radio sketches.

We've identified partners - well known ones from different fields of activity – and we've endorsed our opinions through a direct negotiation, for the benefit of children.

We've received the help from the best and succeeded in creating modern ways of communication.

We've periodically evaluated the project, considering the opinions of children, parents and teachers.

All materials can be forwarded and also references can be obtained from our partners, if requested.

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

All the games are posted on the site www.politiacapitalei.ro and they can easily be downloaded by every child.

Activity notes from kindergartens and schools are available at the crime Prevention Office – Bucharest Municipal Police.

We can make available the coloring books-in printed version and educational stories-in audio-video format.

Microsoft Romania and Siveco Romania can offer explanations about MIRIA experience and about the game "Police Academy for Children".

Our partners from Bern Cantonal Police, who attended some demonstrative lessons, received the electronic version of the educational stories, in German and French, when they participated at the Crime Prevention Week, held in Bucharest in September 2012, (the objective: Enhancing Romania' contribution to the creation of the European Preventive Culture).

The opinion poll conducted in schools, is available in print at the Bucharest Municipal Police - .Crime Prevention Office.

11. How is the project funded? Has a cost-benefit analysis been carried out? If so, how? What were the findings? Please provide supporting information.

The project was funded up to 85% by public-private partnership and corporate responsibility.

The cost-benefit analysis was an estimate made by the partners due to the fact that we had no own budget.

From the calculation carried out within the Preventive Unit, it has been established that for having 60.000 informed children, around 500.000 € were spent, resulting 8.33 €/ informed child.

If we were to divide the costs between the number of children who adopted a preventive behavior it results 50.000: 40.000 =12, 5 €/child.

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

The project "Great advice for little people" was launched in 2007 and is still running due to the attractiveness that the children from the target group see in it.

This project has started with the help of the Animafilm Studios "DACODAC", who created cartoons: a joint police team, formed by "Comisar", "Ileana"- a student at the Police Academy -, "Zorro" – a police dog - and two negative characters "Zât" and "Fălci". Benefiting from Mc Donalds' support a coloring book has been designed, that was received for free by 50.000 children, all of them being preschoolers and first grade pupils, from 294 schools and 184 kindergartens in Bucharest. The coloring book has taught children the correct way to cross the street, that "education isn't done with violence" and how risky it is to accompany strange persons.

"Comisar" has a friend, Alex, who is a 4th grade pupil. This friendship was transposed into a PC game called "Police Academy for Children", being designed to serve as an electronic handbook for teaching children's rights. This game was created by the companies "Siveco Romania" and "Altfactor" and then it was multiplied in 50.000 copies, being offered for free to I-IV grade pupils in Bucharest. Moreover, through the care of the Educational Inspectorate of Bucharest it was spread all over the country, serving as "Good practice". Furthermore, this PC game was also appreciated by the company "Microsoft Romania", which decided to use it as a soft for the MIRIA computers that are designed with a parental control system.

The diversity and large number of situations that children may face has determined us to continue the message so that a very popular card game in Romania – that also exists in other countries – has been transformed into a new one called "Pacalici ("Don't be a twicer!") through which children receive preventive advice. 5000 copies reached children aged 7 to 10.

Furthermore, the characters "received" voices. "Radio Romania Cultural" recorded and broadcasted, during the week-end, at rush hour, the 12 radio sketches designed by Bucharest Police.

Moreover, taking into consideration the positive manner in which Zorro reached the children's hearts and due to the fact that they invited him to visit their schools, in 2008 Zorro became a

real police dog. Since then, it has visited schools and has enjoyed a huge notoriety and trust from the pupils. This character made it possible to create 45 audio-video stories that have an educational content; one of the most enjoyed stories is “Norocel”, who is a toy dog that teaches children how to behave towards others and avoid delinquent situations.

Due to Zorro, Alex and Norocel, police officers gained children’s trust because these characters enabled us to be seen as pupils’ friends.

In all activities developed, children learned how to protect themselves and how to react when someone is a victim, how to offer help and how to ask for help in case of peril. 85% of the beneficiaries displayed a preventive, pro-active behaviour as a result of the project activities. 19 of the students who benefited from the project are today volunteers in crime prevention with the Bucharest Municipal Police and they disseminate the preventive message to students in grades 1-4 in Bucharest.

We have disseminated the preventive messages on audio support to sightless children in Romania by the Sightless Association.

Through this project, children learned how to protect themselves and how to react when someone becomes a victim, how to help them and who to ask for help. The direct beneficiaries of these activities were 61203 children and 866 teachers.

The project was periodically evaluated (once in 3 months), so that the message of the educational stories was adapted according to children’s safety needs. The recognition of our work is seen in children’s joy whenever they meet the above mentioned characters.

Considering our intention to contribute to the creation of a European’ preventive culture, these preventive materials, gathered during a 6 years’ time period, were translated into English, French and German, in order to offer them to other children in Europe.