European Crime Prevention Award (ECPA)

Annex I – new version 2015

Please complete the template in English in compliance with the ECPA criteria contained in the RoP (Par.2 §3).

General information

1. Please specify your country.

Belgium

2. Is this your country's ECPA entry or an additional project?

This project is Belgium's ECPA entry.

3. What is the title of the project?

"Net Cop" (original name of the project: "Netflik AMOW")

4. Who is responsible for the project? Contact details.

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5. Start date of the project (dd/mm/yyyy)? Is the project still running (Yes/No)? If not, please provide the end date of the project.

Start date 24/4/2015 and still running.

6. Where can we find more information about the project? Please provide links to the project's website or online reports or publications (preferably in English).

www.amow.be and https://www.facebook.com/Netflik-Amow-990605580981012/timeline/, http://www.expatica.com/be/news/country-news/Flander-Net-cop-to-fight-cyber-bullying_471288.html, http://deredactie.be/cm/vrtnieuws.english/News/1.2319288

7. Please give a **one page** description of the project (**Max. 600 words)**

According to a survey among 1350 students, 13% of the 12-18 year old has been confronted with cyber bullying at least once. 27% admitted to have been witness of bullying, and 5% admitted to have been the bully.

In response to these disturbing figures, the police department AMOW (cities of Asse, Merchtem, Opwijk and Wemmel) created a Facebook page 'Netflik AMOW' ('Net Cop' in English).

'Netflik AMOW' is a project in which a police officer of the local police force AMOW can be contacted through a Facebook page with questions concerning cyber bullying.

The project aims at youngsters, living or studying in the police region of AMOW.

Teenagers can send a friend request to 'Netflik Amow'. After the Net Cop has accepted it, they can talk to her over Facebook's private messaging system.

The 'Netflik' then decides on the next steps that can be taken: the victim is directed to one of the social partners, such as JAC (Youth Advisory Centre), AWEL (Child and Youth Contact and information point), CLB (Centre for Student counselling), parents, school responsible or other. If the situation is too serious, the youngster is advised to contact the local police force for an official complaint.

The Net Cop introduces herself to the students by means of presentations in the classes, a short promotional film, posters in public areas, folders, social media and other.

The basic idea of the project is to work in an easy-accessible, age-adapted and modern way, to facilitate the youngsters to communicate in their own way.

I. The project shall focus on prevention and/or reduction of everyday crime and fear of crime within the theme.

8. How does the project contribute to crime prevention and/or to the reduction of crime or the fear of crime? (**Max. 150 words**)

Through informing the target group on the dangers and risks of the use of social media we often already prevent an escalation of the problem. Many 'would be'-bullies are perhaps discouraged to start bullying.

By offering a platform or hotline victims can easily and rapidly be helped and directed to the correct social service.

9. How is the project contributing to raising citizens' awareness of crime prevention? (**Max. 150 words**)

We try to create a certain awareness among the citizens by publishing the results of the survey, and inform them about the actions we take towards the target group. Parent counsels are informed that there will be a presentation in the schools.

Numerous articles in the local and national press and reports on TV and radio stations about the project have drawn the attention on the issue of cyber bullying.

II. The project shall have been evaluated and have achieved most or all of its objectives.[1]

10. What was the reason for setting up the project? What problem(s) did it aim to tackle?

The reason for setting up the project was an increasing number of complaints concerning cyber bullying at the local police and the lack of a 'prevention tool' adapted to the vision of youngsters.

11. Was the context analysed **before** the project was initiated? How, and by whom? Which data were used? (**Max. 150 words**)

The project is based on a survey executed by a student Social Work of the Odisee High School Brussels on the subject 'Cyber bullying on social media'. She interrogated 1350 students, aged between 12 and 18 years old, studying in Asse and Opwijk. The results of this survey showed that a staggering 13% of the students had already been victim of cyber bullying, and 5% admitted to have

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[1] For more information on evaluation, see Guidelines on the evaluation of crime prevention initiatives (EUCPN Toolbox No.3): http://www.eucpn.org/library/results.asp?category=32&pubdate

been the cyber bully.

Then the students were asked by means of which communication form they would like to be informed of the measures they can take to prevent cyber bullying. A great part of the students indicated that they prefer to be informed by a police officer by means of social media.

12. What were the objective(s) of the project? Please, if applicable, distinguish between main and secondary objectives. (**Max. 150 words**)

Main objective was to inform the students of cyber bullying and of the possibility to prevent cyber bullying on social media. Other objective was to help them find their way in the carrousel of social partners. The cyber cop also creates a general awareness about the problem of cyber bullying on social media, and makes all social partners work together to tackle the problem.

13. Did you build in internal goals to measure the performance of the project? If so, please describe at what stage of the project and how you measured whether the project was moving in the planned direction. (**Max. 150 words**)

The project did not set any goals in means of numbers or targets. Main goal was to inform the students of measures they can take to prevent cyber bullying, and to offer them an easy accessible platform on which they can get a personal and rapid response.

14. Has there been a process evaluation? Who conducted the evaluation (internally or externally?) and what where the main results? (**max. 300 words**) - *for more information on process evaluation, see EUCPN Toolbox No.3, p.9-10 & part 2 - section 2A*

The project is constantly evaluated internally and with the participating partners. On the first day there were over 400 friend requests, and in the next month more than 200 messages were sent and replied to. There was great interest from the media, and articles were published in newspapers throughout the world (Taiwan,..) In September 2015 a new campaign to promote the 'Net Cop' was launched in the secondary schools of our police zone.

15. Has there been an <u>outcome or impact evaluation</u>? Who conducted the evaluation (internally or externally?), which data and evaluation method where used and what were the main results? (**Max. 300 words**) - *for more information on outcome or impact evaluation, see EUCPN Toolbox No.3, p.7-9 & part 2 - section 2A*

> The general public was enthusiastic about the project. Proof lies in the attention the project got in local and national media. The schools and social services were also enthusiastic and wanted to work together to optimise the flow of messages and help. Many students also showed their interest and were excited that they were listened to and asked for their opinion. It is almost impossible to measure an outcome or impact on short term.
>
> By the end of October 2015, all the film performances in the schools will be completed and then they will be evaluated.

III. The project shall, as far as possible, be innovative, involving new methods or new approaches.

16. How is the project innovative in its methods and/or approaches? (**Max. 150 words**)

> Using Facebook for reporting cyber bullying doesn't exist yet in Belgium. The approach of the students through social media is modern, efficient and easy.
>
> The Net Cop is easily approachable and accessible for the youngsters and appeals to them because she uses the same modern means of communication as the target group. Furthermore, she can respond quickly by referring them to the proper social service.
>
> The approach of the project was made by analysing the problem on a theoretical base, surveying the students and asking them what their wishes and demands were. Next step was to inform and partner up with the other social partners. Making everybody aware of the problem through (social) media showed the necessity of the project.

IV. The project shall be based on cooperation between partners, where possible.

18. Which partners or stakeholders were involved in the project and what was their involvement? (**Max. 200 words**)

> Partners in the project 'net cop' are:
>
> - Local police AMOW: creation of the Net cop, coordination of the mails, creating the awareness by the social partners
>
> - Schools: presentation of the project, communication behind the scene.

- CLB (student counsel): partner in the communication with the students

- JAC (Youth advisory centre): partner in helping the target group

- AWEL (child and youth telephone service): partner

- Other social services ('Wel jong, niet hetero' (an organization for homosexual and transgender youth), zelfmoordlijn (suicide helpline), drugslijn (drugs helpline),...)

- ...

V. The project shall be capable of replication in other Member States.

19. How and by whom is the project funded? (**Max. 150 words**)

The police uses her own funds to finance the project.

20. What were the costs of the project in terms of finances, material and human resources? (**Max. 150 words**)

The project is low cost: the creation of a profile on Facebook or social media is free; other small costs are the making of flyers and posters (5000 euros), IT (500 euros, …

Finally, one person has to manage the incoming mails and make sure that the right social partner is addressed.

21. Has a cost-benefit analysis been carried out? If so, describe the analysis, including how and by whom it was carried out and list the main findings of the analysis. (**Max. 150 words**)

No cost-benefit analysis has been carried out.

22. Are there adjustments to be made to the project to ensure a successful replication in another Member State?

The project uses the Facebook application, so it can be replicated in other countries. The social partners in other countries can vary.

23. How is the project relevant for other Member States? Please explain the European dimension of your project.

The problem of cyber bullying is without any doubt a worldwide problem that creates a lot of problems for children and youngsters everywhere. Often the victims don't know who to address, or where to obtain the information they need

without too much interference of adults. Being able to speak to a police officer without having to meet or speak to him/her in person, in a modern way is something the youngsters wanted for a long time.

Please provide a short general description of the project (abstract for inclusion in the conference booklet – **max. 150 words**).

The police department AMOW is initiating the battle against cyber bullying on social media. The 'Net Cop' will be answering high school students' questions on her 'netflik amow' Facebook page, giving them advice on how to deal with cyber bullying.

Teenagers can send a friend request to the 'Netflik AMOW'. After the request is accepted the person can talk to her over Facebook's private messaging system. Then, an evaluation of the message is made and transferred to other organisations as JAC (Youth Advisory Centre), Awel (Child and youth call centre) or other social partners. If things are really serious the youngster is advised to press charges with police. The Net cop can also advise the youngster to better secure their Facebook profile.