

## European Crime Prevention Award (ECPA)

### Annex I – new version 2014

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.

Lithuania

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

It is Lithuania's ECPA entry

3. What is the title of the project?

Child Line Campaign "Without Bullying"

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

NGO Child Line; +370 601 93 283; email: [vilnius@vaikulinija.lt](mailto:vilnius@vaikulinija.lt)

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.

The Campaign "Without Bullying" (earlier called "Stop bullying") was started in 2004, and is still going.

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).

Our website: <http://www.bepatyciu.lt/> ; <http://www.vaikulinija.lt/en/campaign-without-bullying/?preview=1#sidebar>

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

The fundamental goal of the campaign "Without Bullying" is prevention of bullying and violence. In the last years big attention is dedicated to cyber bullying. The campaign is targeted at creating safer environment in schools and kindergartens, but not that only. It aims to secure safer life for adults by focusing on the significance of this problem and the need to raise public awareness.

**Activities of campaign „WITHOUT BULYING“:**

One week in March "Child Line" initiates "**Anti-bullying week** " aimed at changing the attitude of society towards bullying from favourable into unfavourable. In 2015 more than 1100 educational institutions (schools, kindergartens, NGOs) took part in the anti-bullying week. These educational institutions from all Lithuania participated in this week by organizing various activities.

2010, March, **Memorandum Childhood Without Bullying** was signed by different governmental institutions and NGOs. It was signed by the President of Lithuania, Ministers of Social Welfare and Labour, Health, Education and Science, Ombudsperson for Children's Rights, Commissioner of Police, representatives of associations of journalists, parents, school headmasters, pupils and telephone helplines. All parties committed themselves to raise awareness on bullying and other forms of violence, to help school communities to create safe and healthy environment and finding other ways to contribute to the prevention of bullying.

**Development of methodological materials:** leaflets, flyers, methodological publications, visual methodological material. Child Line has prepared various information materials for children, parents and other adults about bullying and prevention thereof.

The publication "Cyberbullying and its prevention" was published by Chidline in 2012. The manual contains information on electronic bullying: what we can call the phenomenon of electronic bullying, how often and in what ways it gets. It also describes the recommendations for children, parents, and educational bodies.

The publication for parents "How can I help my child? Answers to parents' questions" was published by Chidline in 2011. The publication aims to provide expert answers to parents' questions related to the topic of bullying.

The publication „We are creating school without bullying“, published in 2007, is about bullying forms, signs, consequences. This publication is for teachers, parents and even children to get more knowledge how to react in bullying situations, highlights the importance in noticing this problem in society.

During the "Anti-bullying week 2014" Child Line released **social commercial** for parents "Mishandled internet space – like a weapon in the child's hands". This social commercial was shown in Lithuanian theatre's before adult movies were shown and on national television in the evenings for 2 months. (<http://www.youtube.com/watch?v=9CccXEutlfc>)

The main goals of the campaign „Without bullying“ are:

- educational activities aimed at school staff, students and parents;
- informing public at large about the initiatives in Lithuania and abroad trying to solve bullying problems;
- together with partners try to change the favourable attitude of society towards bullying and form an unfavourable attitude (initiative "Action Week WITHOUT BULLYING")

Childline also published **educational films** about bullying and its prevention:

- "Cyber bullying. Do you know how to stop them?" <http://www.youtube.com/watch?v=NCuudFQxMIk>
- „Communicate safely in the virtual space!“ [http://youtu.be/Hf\\_4YNxoZmY](http://youtu.be/Hf_4YNxoZmY)
- „Help your child to overcome bullying“ <http://youtu.be/1WPG4obZQPE>
- „Bullying can and should be stopped!“ <http://youtu.be/vpYTGmUj00I>
- „Myth: it doesn't make sense to complain about the bullying“ [http://youtu.be/DPcB\\_swMAcQ](http://youtu.be/DPcB_swMAcQ)
- „Myth: It is not possible to reduce bullying „ <http://youtu.be/r4RTiAWR5Y0>
- „Myth: Bullying does not cause serious consequences, but just strengthen the person“ ([http://youtu.be/wm\\_wz5y4K7o](http://youtu.be/wm_wz5y4K7o))
- Educational movie „How to organize the prevention of bullying at school?“ <https://www.youtube.com/watch?v=NHacg1Qqivw>

Child Line has organized various **trainings about effective bullying prevention for children, teachers, parents**. There was conducted over 300 trainings in all districts of Lithuania.

Conferences initiated and organised by Child Line:

- 2014.10.22, Vilnius – national conference „Virtual space challenges for bullying prevention“ <http://www.vaikuliniija.lt/projektai-ir-iniciatyvos/visuomenes-samoningumo-didiniimas-patyci-ir-savizudybiu-problemoms-/konferencija-virtualios-erdvs-issukiai-patyci-prvencijai/?preview=1&draft=1&language=lt#sidebar>
- 2010 December, Vilnius – conference „ School can be safe place“ <http://old.vaikuliniija.lt/index.php/renginiai/konferencija20101208/>
- 2007 December, Vilnius – international conference „Modern approaches to the prevention of violence and bullying“ <http://old.vaikuliniija.lt/index.php/renginiai/konferencija20071206-07/>

In 2014 „Child Line“ became **a member of European Antibullying Network**. The main objective of EAN the coordination of anti-bullying actions and developing a common strategy against the problem at European level. The partnership is comprised of 17 partners from 12 EU Member States. <http://www.antibullying.eu/>

**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**)

The project could be regarded as a primary prevention project that addresses problems of aggression online before they develop into crimes. The project covers activities on prevention of cyber bullying at societal level through rising awareness (e.g. production of social advertisement for adults, providing expert opinion for media; organising national conferences), at school level (e.g. development of educational material for schools, teachers, pupils; holding seminars for teachers and other professionals working with children on the effective methods of combating violence and bullying), at individual level (e.g. providing advice to children by toll-free number and by internet).

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

Child Line campaign "Without bullying" is aimed at making the bullying phenomenon established as one of the most important problems in Lithuanian schools. In addition, the campaign sought to involve public authorities into the implementation and development of anti-violence programs and to train school community members in modern anti-bullying methods.

**II. The project shall have been evaluated and have achieved most or all of its objectives.<sup>1</sup>**

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

Bullying through the internet or other communication means is one of the topical problems addresses by politicians, scientists, teachers, parents and other members of the society.

The phenomenon of bullying may occur in various relationships starting from children playing in sand box to the political discussions in national and even international level. There is growing evidence on the negative consequences for all actor in bullying: being bullied, bullies and observes. There are various attempts of governments of different countries to address the problem of bullying by adopting laws; developing prevention programs for kindergartens, schools and workplaces; and by educating and raising awareness of society.

Bullying itself is not a new phenomenon, but it is only about decade when problem of bullying became visible in the Lithuanian society. Bullying was not recognized as a problem in educational system for a long time. The starting point for awareness raising were campaigns initiated by NGOs – like Child Line

<sup>1</sup> 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>

campaign "Stop Bullying" starts in 2004.

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

According to the data of the International Study of Health Behaviour in School-aged Children (HBSC Study), the rates of experiencing bullying and bullying others among school children in Lithuania were one of the highest among all the results of the Study conducted every four years starting from 1994. HBSC Study conducted in 2009-2010 showed that the rate of experience of bullying for girls in Lithuania was the highest (26 perc.) and for boys one of the highest (30 perc.) among all participated countries. The percentage of boys bullying others (32 perc.) and girls bullying others (18 perc.) in Lithuania was among the highest prevalences in the study.

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

Major goals of the Campaign "WITHOUT BULLYING":

- educational activities aimed at school staff, students and parents;
- informing public at large about the initiatives in Lithuania and abroad trying to solve bullying problems;
- together with partners try to change the favourable attitude of society towards cyber bullying and form an unfavourable attitude (initiative "Action Week WITHOUT BULLYING")

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**)

In 2014 September–October there was made public opinion survey „Safe internet“ which showed that 90 percent of the teenagers and youth respondents have heard about the Child Line, and 88 percent of the adult respondents have heard about Child Line. 2 289 respondents: 806 teenagers and youth representatives (aged 14–18) and 1483 adults participated in the survey. More about the survey:

<http://www.draugiskasinternetas.lt/lt/main/program/tyrimai>

Also, it is very important that every year there are participating more than 1000 educational institutions (schools, kindergardens, NGOs) in Action week Without Bullying by organising various activities.

"Child Line's" sponsor "Mediaskopas" - the largest company to provide media monitoring and analysis solutions in Lithuania - did media monitoring of "Action week WITHOUT BULLYING". The results showed that in 2015 this action reached audience of 17,17 million – comparing 12,25 million in 2014 (number of audience reach is summed up and depends on the number of mentions recorded in one or another media)

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

In 2014 September–October there was made the research which showed that 80 percent of the teenagers and youth respondents have heard about the Child Line, and 88 percent of the adult respondents have heard about Child Line. The research was made to evaluate the impact of the "Safer Internet" project on public awareness raising. ("Safer Internet" is a programme of the European Commission, aiming at promoting safer use of the Internet and its new technologies, particularly by children, and protecting children while combating illegal and harmful Internet content and conduct. Child Line is one of the partners in the project). 2 289 respondents: 806 teenagers and youth representatives (aged 14–18) and 1483 adults participated in the survey. More about the survey:

<http://www.draugiskasinternetas.lt/lt/main/program/tyrimai>

15. Has there been an outcome or impact evaluation? Who conducted the evaluation (internally or externally?), which data and evaluation method were 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

No

**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**)

The campaign is aimed at raising societal awareness on cyber-bullying and introducing the methods of prevention. The activities of the campaign were implemented at various levels as the best possible way to reach the audience and make change in society, which is a seldom used method in Lithuania to reach the auditorium. With the help of the campaigning of NGOs and positive involvement of media, the society became sensitized to the topic, the phenomenon of bullying

became increasingly recognised by general society, politicians and professionals, and the search for effective methods to address the bullying started.

Raising public awareness of the bullying problem is implemented via media communication by publishing information relevant for various groups of our society on a website, and by involving people known in the society.

#### **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**)

**Participants** are education institutions that organize different events for their communities during Action Week. During Action week Without bullying more than 1000 educational institutions from all Lithuania participate by organizing different activities.

**Friends** are people and various institutions that contribute to the Action Week by their authority. Last year famous Lithuanian people shared their experiences and thoughts about bullying. Famous people being the opinion makers help change social norms, promote and accelerate behavior change. Celebrities sharing their experience and thoughts about bullying have a positive effect on children and teenagers.

**Partners** most often are NGO's, state institutions, businesses and other organizations that organize events for children, parents and teachers focused on bullying prevention;

**Sponsors** most often are legal entities that contribute to the Action Week by providing information services or donating funds needed to organize Action Week events.

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

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

European Union funding, corporate financial and non-financial support, non-financial support from National Television.

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

The total budget of the project was 140 300 Eur including organising conferences, trainings, production and broadcasting of social advertisement.



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.

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

The could be made some adjustments according to every actual situation in different Member state.

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

The project is addressing an issue (cyber bullying) that is present in all countries. Our organisation is exchanging experience with other organizations working with problems of bullying in other European Union countries. We are member of European Anti-bullying network.

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

Campaign „WITHOUT BULLYING“

The fundamental goal of this campaign initiated by “Child Line” in 2004 is prevention of bullying and violence, main focus is paid to cyber-bullying. The campaign is targeted at creating safer environment in schools and kindergartens, but not that only; it aims to secure safer life for adults by focusing on the significance of this problem and the need to raise public awareness.

One week in March "Child Line" initiates "Action Week WITHOUT BULLYING" aimed at changing the attitude of society towards bullying from favorable into unfavorable. More than 1137 educational institutions (schools, kindergartens, NGOs) took part in the anti-bullying week in 2015. These educational institutions from all of 60 municipalities participated in this week by organizing various activities. The website of the campaign is [www.bepatyciu.lt](http://www.bepatyciu.lt).

Child Line has organized various trainings about effective bullying prevention for children, teachers, parents during all campaign's „WITHOUT BULLYING“ period. In these training seminars people were taught how to recognize bullying phenomenon, how to distinguish it from another deviant aggressive behaviour and how to react correctly in „here and now“ situations. In trainings for school's workers teachers and school staff were taught essential principles how the bullying prevention should be conducted in school, what the school's administration should do, how each one of the classes educator should work with his class and what should do each school worker if he notices or suspects bullying situation going on.

Also Child Line has published various methodological material for children,

parents, school workers about bullying and prevention - leaflets, flyers, methodological publications, visual methodological material.