

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.

Czech Republic

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

the CZ ECPA entry 2016

3. What is the title of the project?

Senior Academy

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: 18/09/2006

Yes, the project is 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).

<http://www.mpb.cz/en/seniors/senior-academy/>

<https://efus.eu/en/topics/people/elderly-people/efus/10179/>

<http://en.ockovaciprukaz.cz/seniori-a-prevence-kriminality/>

http://is.muni.cz/th/273498/fss_b/

<http://www.eurocities.eu/nlao/partners/Active-Inclusion-of-older-people-in-Brno-WSPO-92BHRC>

<http://www.ceskatelevize.cz/zpravodajstvi-brno/zpravy/171614-policejni-akademie-uci-senior-y-jak-se-ubranit-zlodejum-i-podvodnikum/>

<http://www.brno.cz/brno-aktualne/tiskovy-servis/tiskove-zpravy/a/projekt-senior-akademie-byl-ocenen-jako-nejlepsi-v-cr/>

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

Senior Academy (SA) is a special project centering on life-long learning designated for senior citizens (55 and over). Study subjects are focused on crime, order, traffic and fire risks issues which all nowadays endanger seniors. Since SA launch in 2006, the fields of study have been extended by a number of subjects which contribute to the awareness of senior (e. g. consumer, health, social and financial issues). Professional lectors help students to get acquainted with difficult life circumstances and guide them to an effective and comprehensible communication with state and local authorities and integrated emergency services.

The project comprises of four levels of educational programs and two schemes of community voluntary work. The basic program focuses on the issue 'how not to become a victim'. The follow-up advanced program prepares seniors for their more active role connected to various everyday situations and for their effective communication with state and local authorities and emergency services. Graduate programs are intended for seniors who have passed through two above mentioned schemes. Their purpose is to broaden and improve knowledge gained throughout previous intensive studies. After graduating from the advanced study program, the alumni can join the scheme of voluntary work for community. They may become police officers' assistants and help to maintain order, security and safety in their place of residence.

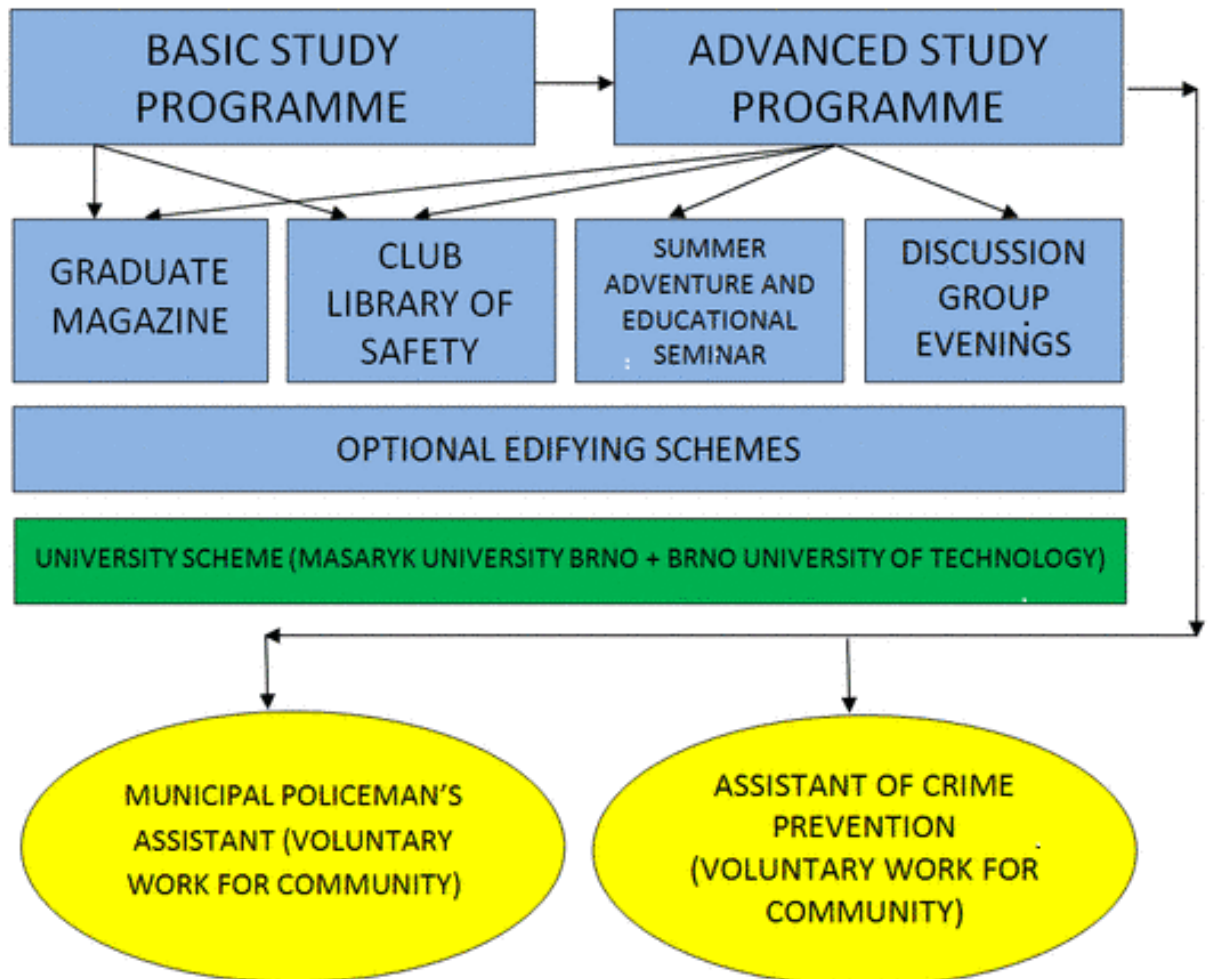
Furthermore, the basic and advanced programs are followed up with graduate schemes. These include 'Summer adventure and educational seminars', 'Discussion groups', 'Club library of Safety' and opportunity for free subscription of so called 'Graduate magazine.'

Because of the enormous popularity of this project among the elderly citizens, Municipal Police started cooperation with Brno Masaryk University, which has embraced the Crime Prevention course in its University of the Third Age. The cooperation between the two institutions gave rise to a new University scheme as a coherent part of lifelong learning of senior citizens.

Police officers (especially from Crime Prevention Dept.) from Brno Municipal Police contribute substantially as lectors in all project schemes and they are also as those who form and shape the courses. Intensive courses belonging to basic and advanced program last 12 months. Those who teach the courses are always publicly acclaimed experts on given themes or subjects who represents many different public institutions (e.g. Brno Municipal Police, Regional State Police headquarter, Regional Fire Brigade Headquarter, Brno Regional Court, Customs administration, White Circle of Safety, Consumer Protection Association, Office of the Ombudsman, Police Academy, Probation and Mediation Service, regional emergency services, Brno Technical Network Corp., Czech National Bank, etc.).

Senior Academy is regarded as one of the most respected and valued preventive projects not only for senior citizens but in general. Until now, there has been 3 404 senior citizens participating in it.

Senior Academy – Program Schedule



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 focuses on crime prevention on several levels.

It primarily educates senior citizens how to maintain a good quality life in today's society by being aware of all different types of risk factors (security, safety, order, health, financial, social etc.) The project is designed not only to teach senior citizens to be aware of all those risk factors, it also helps them to be able to prevent or to minimise those risks or to cope with their consequences.

Furthermore, the project also helps senior citizens to become socially active. It motivates them to participate in public events, to be actively involved in various NGOs or other public institutions which can be found in their local environment.

Last but not least, the project enables senior citizens to meet new people of their age group, form new relationships with their peers and therefore to improve quality of their life.

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

Apart from educating senior citizens, another primary incentive of the project is informal, natural but targeted help to people who live in the immediate proximity of those senior citizens who became alumni of the Senior Academy. It is exclusively up to those alumni to decide or chose a mode of helping to those, who need his/her help. The primary aim is to offer a qualified advice, information and help in his/her natural habitat (family, friends, pees etc.), which is determined by his/her own respect in such community.

Alumni can also join (and they often do) various voluntary service organisations, NGO's in which they get a chance to work with and help to people of various age groups and with various problems. This way they put their practical as well as theoretical knowledge and experiences acquired during the period spent in Senior Academy.

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?

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>

The project was initialised by Municipal Police in Brno (the capital of South Moravian Region, 379,000 citizens) as a reaction on the latest social demographic indicators in Brno in 2005. According to available data, the ageing index had increased from 111.6 to 136.5 in just ten years and an average life expectancy had increased for women to 83.3 and men to 80.2 years. Thus the SA project was created with a vision to make Brno a senior-friendly city, which will allow older people to have a full, active, secure and healthy lifestyle. It represented up to that point non-existent education scheme focusing on crime prevention for senior citizens which has gradually replaced occasional, non-conceptual and strictly formal prevention activities which could not keep up to the high requirements for an effective sharing of crime prevention information and strategies. In other words, SA started offering a very effective way of providing a continuous flexible education, public information sharing and it has become a very successful tool for an active inclusion of senior citizens through life-long courses in crime prevention and safety.

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

Since 1986, there have been performed regular sociological assessments concerning the feeling of safety in the city of Brno. Their outputs belong among the three primary indicators according to which the newest primary, secondary and tertiary crime prevention strategies are formed. These assessments are commissioned by the Brno City Municipality. Other tools for assessing the safety situation in Brno is social demographic analysis (see question 10) and relevant information provided by municipal and state police in Brno (number and structure of crime activities in different parts of Brno). ALL those data determine not only the final content and structure of education, but the mode how to reach relevant target groups such as senior citizens.

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

If older people are not actively included into society, they social isolation will gradually increase and they will more likely become victims of crime.

Therefore, the main objective of Senior Academy project is to teach the senior citizens how to protect and defend themselves against different types of criminal activities.

Other partial goals:

- increasing self-confidence of senior citizens;
- getting them actively involved inside their families, neighborhoods and their intergenerational environments;

- increasing their practical knowledge and awareness in relation to various topics related to safety, security, social, financial health issues etc.

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**)

Internal goals to measure the performance are rather realistic. We evaluate interests of senior citizens to participate in different education schemes and programs (basic and advance study program, graduate program) which all differ in terms of time management, complexity of information exchange, individual study approach management etc. We also ask our alumni for their feedback of their time spent in the project several years after their graduation and how the Senior Academy contributed to influence quality of life afterwards. More than 1000 still actively engage in an exchange with the organisers and with each other through printed journal Alumni Newsletter (new trends in crime prevention and practices, practical advices etc.) or during regular discussion evenings (4 times a year). All alumni are also offered to receive news and information through SMS.

Another important feedback is provided by following expert institution:

- Crime Prevention Coordination Centre of the City Municipality (annual evaluation report - for more information, see question 14)
- Ministry of the Interior (annual Crime Prevention Funding Program Assessment, National Award for the best Local and Regional Project / winner in 2011)
- HELPS (Housing and Care Solutions for Elderly and Vulnerable People in Central European Cities) – 8 cities partnership
- Ministry of Labour and Social Affairs (in 2013 Senior Academy was Selected as a CZ good practice entry for UN Bulletin)

Each year the project is modified according to the latest assessments, evaluations (internal as well as external), thus the whole project is flexible, allowing a continuous evolution and alternation of study programs content.

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

The project is part of the Crime Prevention City Funding Program thus it is funded by the City Municipality which also makes an annual assessment of Senior Academy. For more information see, question 13.

The evaluation team notes that the submitted documentation (study scheme manual, manuals and programs, feedback documents etc.) were very well prepared, including internal regulations and a set of guidelines, etc. From the examination of these materials, it is clear that the project is managed on the required quality level and according to required professional standards. All staff have the necessary expertise and experience.

The realized programs correspond to the declared goals and target groups. Employees are focused on the issues and training materials are handled in appropriate quality.

The evaluation team very positively appreciated the overall quality and range of work of the centre, as well as good connections to the network of state and non-state bodies that deal with the issue. The project very creatively and actively responds to newly arising issues in the region connected to the crime prevention and senior citizens.

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

Evaluation process includes many different criteria (qualitative as well as quantitative), e.g. accessibility of the program, professional care for clients, coordinating and cooperation with relevant agencies, program evaluation, monitoring, maintaining and developing the quality provided by the program, an external evaluation, the existence of a code of rights of clients, professional quality of project team staff, collaboration with others, measures to deal with unexpected situations etc.

All parts of the project are judged to be of high quality, fulfilling all the criteria required for the project according to standards of these types of prevention programs.

Evaluations are conducted by external evaluators – for their list, see question 13.

Internal evaluation is then carried out 1 time a year by project coordinators.

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 primary innovative approach of the project was already mentioned in question 10.

It started as up to that point non-existent education scheme focusing on crime

prevention for senior citizens which has gradually replaced occasional, non-conceptual and strictly formal prevention activities which could not keep up to the high requirements for an effective sharing of crime prevention information and strategies.

In other words, it focuses on long-term engagements, flexible approach to content and form of education. As a result, it has become a very successful tool for an active inclusion of senior citizens through life-long courses in crime prevention and safety.

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**)

Both study scheme last 12 months and they are a true joint project and cooperation of many different experts entities:

- Brno Municipal Police
- State Police (Regional Headquarter, City of Brno Headquarter)
- Fire Brigade (Regional Headquarter)
- Brno Regional Court,
- Customs administration
- White Circle of Safety
- Consumer Protection Association
- Office of the Ombudsman,
- Police Academy
- Probation and Mediation Service
- regional emergency services
- Brno Technical Network Corp.
- Czech National Bank, etc.
- City Execution Office

...and others.

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 project is funded by the following organisations>

- Brno Municipal Police (annual budget)
- City Municipality, Brno (crime prevention funding programs)
- Regional Authority of the South Moravia Region (various funding programs)

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

Annual costs of the project:

External expert lecturers (salaries)	3 700.- EUR
Printed handouts, information booklets, flyers	2590.- EUR
Prevention safety devices (personal alarms, headlights etc.)	1100.- EUR
Refreshments	1100.- EUR
Human resources (project coordination, preparing material)	350 hours

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, it has not.

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

The project is fully replicable as it can be easily adjusted to the needs and conditions to any city or town which is interested to launch it.

In 2012 the Czech Academy of Science selected Senior Academy as an associate partner of an international project HELPS (Housing and Care Solutions for Elderly and Vulnerable People in Central European Cities) – 8 cities partnership.

In 2013 Senior Academy was selected by the Ministry of Labour and Social Affairs as the CZ good practice entry for UN Bulletin which centred on the prevention of elderly citizens.

Project was also adopted by several towns in the Czech republic (Prague, Pilsner, Liberec, Frydek-Mistek, Chotebor, Breclav).

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

In 2016 the municipality of Brasov (Romania) decided to set up a Senior Academy based on the experience of Brno. Representatives of the department of Social Services of Brasov took part in the meeting of the working group on senior citizens held in Brno on 21-22 September 2015 and showed particular interest in the Senior Academy project. Following this, representatives of the municipality of

Brno visited Brasov on 9-12 February 2016 to explain to their Romanian counterparts how the Senior Academy is run and to exchange on how the experience could be transferred. This fruitful exchanges and transfer of experience between Brno and Brasov are a direct illustration principle of cities helping cities through the sharing of good practices and knowledge, for the benefit of local populations.

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

Senior Academy is the most successful crime prevention project in the Czech Republic which focuses on the senior citizens. The aim of the project is to ensure the safety of elderly persons and prepare them to be able to provide advice and information to others who share their immediate surroundings.

The study programs are conceived as methodology for safe conduct in society. The course lecturers are police officers, teachers, social workers, psychologists, and other experts on particular topics.

Furthermore, the project educates senior citizens how to maintain a good quality life in today's society by being aware of all different types of risk factors (security, safety, order, health, financial, social etc.) It is designed not only to teach senior citizens to be aware of all those risk factors, it also helps them to be able to prevent or to minimise those risks or to cope with their consequences. The project also helps senior citizens to become socially active. It motivates them to participate in public events, to be actively involved in various NGOs or other public institutions which can be found in their local environment.

Last but not least, the project enables senior citizens to meet new people of their age group, form new relationships with their peers and therefore to improve quality of their life.