

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.

Denmark

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

ECPA entry

3. What is the title of the project?

Protect yourself against thieves

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

South-East Jutland Police
Project Manager: Jorn Juhl Nielsen, Special Adviser
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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.

20/04/2015 to 28/06/2015. The project is intended as a multi-year campaign, but adapted to the current crime situation.

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).

The project does not have a specific website.

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

Background

The police district for South-East Jutland is one of twelve Danish police districts. It covers the south-eastern part of the peninsular of Jutland. The police district is dominated by four medium-size towns with up to 60,000 inhabitants. It has 460,000 inhabitants and spans seven municipalities.

The project was launched to halt the increase in certain crimes: distraction theft, pickpocketing and payment card fraud, which is often the consequence of the first two, and which cause great nuisance to ordinary citizens, and particularly elderly people, who already feel marginalised and vulnerable.

Objectives

The project was designed to reduce certain types of crime by increasing citizens' awareness of such offences and changing their behaviour – without creating fear. The project was also intended to involve external partners to apply many different approaches to reach the target group.

The project aimed at creating interconnectivity and leveraging synergies from analytic knowledge to police activities to prevent this type of crime.

Knowledge base

Particularly vulnerable areas were identified through a thorough analysis of initial crime reports (scenes of crime, number and types of crime). This analysis revealed that most offences were committed in people-dense areas like shopping centres. It also revealed that most victims of those offences were senior citizens.

Available knowledge on the techniques applied by offenders was gathered for the project campaign and used for wording five simple instructions deemed suitable to prevent most of the offences hitherto committed against the target group.

Project performance

To best reach the target group, the project was performed together with external partners, the DanAge Association (Ældresagen) being a prominent one, an NGO with a large membership aged 50+ organised in local action groups. Its object is to promote and improve conditions of elderly people.

The project campaign lasted a brief, but intensive two-week period, aiming to connect with as many target group individuals as possible. Initiatives included 20 members' meetings at local action groups of the Association.

Chief inspectors of local police stations used their local networks, including local trade associations and banks, to raise awareness of the project during the campaign period.

The local police stations also allocated two uniformed police officers for one hour every day of the campaign period to distribute flyers in high-risk areas identified in the analysis.

Regional and local media – both electronic and printed resources – received a press release and gave the campaign extensive coverage. The press material included examples of techniques applied by offenders and how citizens could protect themselves.

The intention is to repeat the project in [about] three years following adaptations based on evaluation findings.

Results

Crime statistics for the 25-week post-project period showed a 15% decrease in this type of crime in the police district of South-East Jutland.

At national level, the decrease was 3% during the same period.

An analytical approach to crime prevention ensures accuracy.

The collaboration between public and private actors was successful.

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 method applied in the project was a knowledge- and advice-sharing campaign launched on various communication channels, Using as elements press coverage, lectures for the target audience,

distribution of flyers at selected locations and awareness-raising initiatives through various networks.

An essential feature was to avoid creating fear; rather to describe easy and simple behavioural changes as the best protection against this type of crime.

The project did more than promote information about ways to avoid crime; attempts were also made to improve the understanding of expedient use of modern payment technology among the target group, who are mainly senior citizens.

A project spin-off was increased knowledge at police district level about this type of crime and accordingly a natural interest in patrolling in areas where police presence has the greatest impact. In other words: the benefits from allowing interaction between analytical and interventional levels became evident during the project period.

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

Campaign materials (flyers, PowerPoint presentations etc.) were developed to include all available information, which was boiled down to the following five simple instructions deemed to have the greatest impact:

1. Do not carry unnecessarily large amounts of cash.
2. Keep money (purse) close to your person.
3. Stay alert when using your payment card. Cover your password with your hand.
4. Pay attention if someone is trying to distract you or create confusion.
5. If you are robbed, spot the thief and shout. Do not run after the thief, but call the police.

These instructions interfering with the techniques applied by thieves are deemed sufficient to prevent most offences.

When talking to citizens, we elaborated on the techniques applied by offenders and advised citizens (as a simple precaution) to follow the instructions.

Media coverage of the project based on a press release emphasising the simple precautions contributed to increased public awareness.

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 project was launched to counter an increase in offences causing nuisance to citizens, like distraction theft, pickpocketing and payment card fraud. The project was designed to most likely have an impact on the citizens most often experiencing this type of crime.

From an overall perspective, the project aimed at reducing the frequency of the relevant offences through a preventive approach focused on sharing information and knowledge with victims to enable them to take precautions – without creating fear.

In other words, the project was launched to raise awareness among citizens who were prone to becoming victims. Collaboration with external partners (the DanAge Association, banks and trade associations) was indeed very essential to be able to utilise as many different approaches to the target group as possible.

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>

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

The crime situation was thoroughly analysed prior to the project. The number of offences of the selected types of crime committed at various locations were compared to identify hotspots, that is, particularly crime-ridden areas. To build a targeted campaign, an analysis was made to identify the most likely victims of this type of crime.

The analysis [made by the analytical department of the local police] was based on data extracted from [PoISas,] the case management system of the police.

It revealed that:

- Crimes were committed at hot spots with many people (like shopping centres)
- Victims of these crimes were mainly senior citizens
- Crimes were not committed at specific times of the year

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

The main objective of the project was to reduce certain types of crime by increasing citizens' awareness of such crimes and to change their behaviour – without creating fear.

A secondary objective was to collaborate with external partners to create the broadest possible approach to the target group.

Yet another secondary objective was to qualify the aim of the project through the analytical approach to improve the quality of the outcome and accordingly find a more specific solution to the problem and make the best use of limited resources. That approach improved the ability of the organisation to apply analytical methods.

As regards target performance, reference is made to the subsequent items of the application.

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**)

A milestone plan was prepared before launching the campaign. The milestone plan specified in detail who was to do what and when, and it made it easy to monitor project progress.

The milestone plan contained details and a time schedule for the following elements:

- Management approval of the project
- Issuance of invitations to meetings held by local managers with external networks
- Detailed plan for meetings to be held with local action groups of the DanAge Association
- Drafting and issuance of press release
- Plan for the distribution of flyers describing the analysis outcome by uniformed police officers
- Production of campaign material
- Evaluation
- Etc.

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

An internal process evaluation was made based on interviews with 20 key persons involved in the project. The project manager developed the questionnaire and processed the responses. This method was chosen to support the internal training process.

Furthermore, three external partners were interviewed. They were leaders of local action groups of the DanAge Association.

In general, the internal evaluation resulted in positive feedback from the police officers involved in the project. One point to pay attention to was the need to create ownership among middle managers of the police who faced cross-pressure by having simultaneously to deploy staff for the project and for day-to-day operations.

Interviews with external partners revealed that the leaders of the local action groups were enthusiastic about the collaboration and wanted it to continue. It was highly appreciated that the police had initiated a project aimed mainly at 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

The impact of the project was assessed by looking at registered distraction theft and pick-pocketing or theft from purse. These kinds of offences are mostly committed in order to use the stolen payment card for fraud, either online or by withdrawing cash. However, it would not be possible to measure an increase here, because the offence code would consist of many different types of crimes, not only relating to facilitator crimes, such as distraction theft.

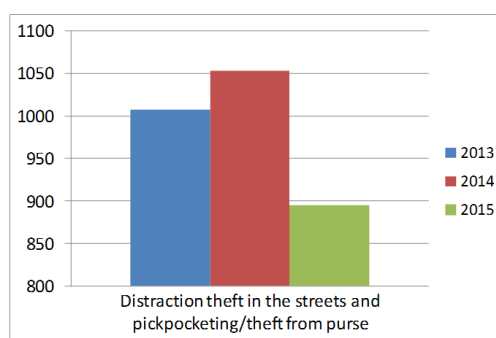
A simple comparative evaluation was made of the number of offences recorded under the two offence codes that were the main focus of this campaign (distraction theft – pick-pocketing) To achieve comparable results, the last 25 weeks of 2013 and 2014 were compared with the corresponding period of 2015, which started right after the end of the campaign period.

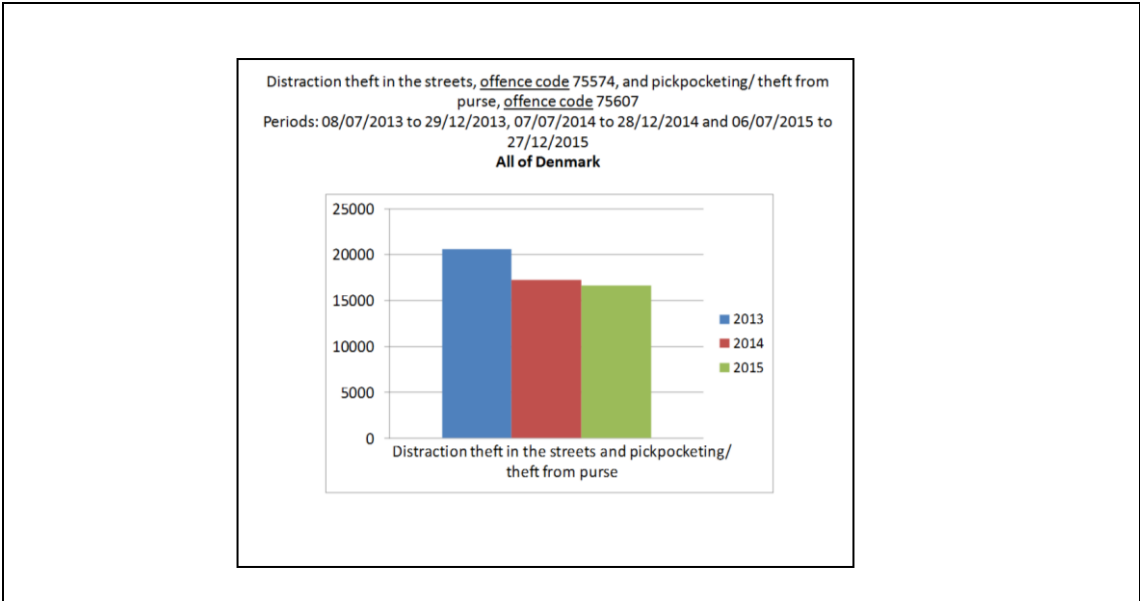
An analysis was made by the internal analytical department of the local police for both the **police district of South-East Jutland** and for all of **Denmark**.

The analysis for the **police district of South-East Jutland** showed a drop in crimes reported by **15%**.

The analysis for all of **Denmark** showed a drop in crimes reported by **3%**.

Distraction theft in the streets, offence code 75574, and pickpocketing/theft from purse, offence code 75607
 Periods: 08/07/2013 to 29/12/2013, 07/07/2014 to 28/12/2014 and 06/07/2015 to 27/12/2015
Police district of South-East Jutland





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 innovative approach of the project broke down into three themes:

1. Interconnectivity created between analytical knowledge and activities, which led to targeted use of resources and additional knowledge about the target group. An example of benefits derived from the interaction between analytical and interventional levels was the increased knowledge at police district level about this type of crime and accordingly greater interest in patrolling where police presence had the greatest impact.
2. Partnering with multiple stakeholders already interacting with the target group ensured a broad approach. The partnership with the DanAge Association was particularly useful due to its regular contact with many citizens of the target group.
3. Collaboration in the police promoted a common understanding between different branches of police and between staff groups when staff at several levels (officers, middle managers and chief inspectors) actively worked on the same project.

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

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

Denmark has a tradition of multi-stakeholder collaboration. If several parties, like authorities, NGOs or trade associations, share interests, collaboration can usually be established.

In this project, the police needed to collaborate with others to reach the individual members of the target group. The police could word the message, but needed partners to help deliver it.

The primary project partner was the DanAge Association, a national NGO for citizens aged 50+ with local action groups across the country. It communicates with its members through the media,

newsletters, members' bulletins and events. The target group contact points were an interesting aspect of this project. The Association organised 20 well-attended members' meetings at which police officers made presentations and answered questions.

Other partners were various banks, which handed out flyers to target group members. The project created lasting relations between participants.

The media were also important stakeholders because of the press release with five instructions for citizens issued. The local and regional media were very interested and published several articles and segments about the project. Interviews were also broadcast on regional television and radio with police officers and citizens at hotspots.

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

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

Due to the pronounced increase in the number of offences in this category, it was decided at senior level that the Secretariat of Crime Prevention of the South-East Jutland Police was to start a prevention project in this field.

The project was developed by the project manager and the three prevention specialists of the police district. The management representative in the project development phase was a chief inspector of a local police station.

The senior management of the police district approved the project and the estimated need for human and financial resources.

The project manager was the Secretariat of Crime Prevention, South-East Jutland Police, represented by Jorn Juhl Nielsen, Special Adviser

Project materials and the organisational chart were collected in a binder that is available to everybody who may find it useful. The materials are in the Danish language.

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

The project was performed within the scope of the ordinary activities:

1. The analytical department spent about 20 hours.
2. The flyers handed out were made and printed by the South-East Jutland Police.
3. The activities that were part of the project accounted for about 200-250 man 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 detailed cost-benefit analysis has been performed. However, the project builds on the fundamental premise that less resources are needed and human costs are reduced if crimes are prevented.

Moreover, crimes of this type are increasing and difficult to investigate. This means that prevention activities can hopefully halt the growth in this type of crime and accordingly limit additional costs of the police district for investigations, etc.

Another fundamental premise of the project was the idea that an analytical approach enabled targeted efforts and accordingly the possibility to use scarce resources as efficiently as possible.

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

The project can be deployed in all Member States if adapted to local conditions.

Certain requirements have to be met in full or in part to run this project:

1. It must be possible for the police to collaborate with external partners
2. The existence of data and analytical competencies of police officers to identify the problem and make a targeted initiative.
3. The Danish population generally has great confidence in the police as in most other public authorities. This culture of confidence may not necessarily be a prerequisite, although it facilitates a project of this kind.

Countries without a common tradition of confidence and collaboration may use a similar project (in full or in part) to promote such culture of collaboration, which may result in the following benefits:

Police: Less offences, less investigation and better statistics

NGO for senior citizens. Fewer members become crime victims, which gives them an increased feeling of security

Banks: Less clients experience payment card fraud, more satisfied clients

Trade associations: More satisfied customers who feel secure, reduced need for security staff

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

It is a reasonable assumption that senior citizens all over Europe are particularly prone to becoming victims of offences like pickpocketing, distraction theft and payment card fraud.

In addition to a pan-European trend, Danish offender analyses and the statistics for the police district on persons charged with offences also reveal that a relatively large number of the offenders committing this type of crime are nationals of other Member States. An analysis of travelling criminals in Denmark showed that criminal tourists (nationals of other countries on short-term stays) accounted for the largest increase in charges and crime reports. Most of them were Romanian nationals, but also quite a few were from Lithuania, Poland and Bulgaria. The general trend is more or less identical with the knowledge on offenders derived from the analysis carried out in the project.

On a more philosophical level one might argue, that there exists a tradition in Europe for also focusing on prevention rather than on the mere draconian police tactics, such as investigation etc.

It was rewarding to all parties involved that the project was based on the common goal of both private organisations and public authorities of taking initiatives intended to create a feeling of security.

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

The project of the South-East Jutland Police aimed at reducing senior citizens' risk of becoming victims of offences, like distraction theft, pickpocketing and unjustified charges to payment cards. Project activities were run by private organisations and public authorities together.

The project had an analytical component (gathering documentation on the scope and nature of the problem) and its target group was vulnerable citizens.

The project aimed at increasing the ability of target group members to avoid becoming victims of this type of crime. This was achieved through information sharing and campaign activities, the distribution of flyers, meetings for citizens and local media coverage. The campaign lasted for two intensive weeks with various concurrent activities.

The project was funded from the general budget of the police and based on the use of police resources for planning, analysing and carrying out activities and on close collaboration with external partners like the DanAge Association NGO.