

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.

France

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

It is France's ECPA entry

3. What is the title of the project?

Prevention of violence and crime against senior citizens, as part of Valenciennes's local policy for senior citizens.

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.

2010 - yes

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).

See section about senior citizens on the city's website (in French only): <http://www.valenciennes.fr/fr/valenciennes-vous/seniors.html>

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

Since September 2015, the city of Valenciennes (population 42,000), situated in the north of France, is part of the World Health Organization (WHO) Global Network of Age-friendly Cities and Communities. Members of this network commit to adapting their city to the needs of senior citizens and promoting their active involvement in society. Valenciennes's general policy on the over-60 includes an aspect on crime prevention. A series of actions are undertaken under this particular policy:

a) One aspect concerns the identification of and support to vulnerable people:

The department of Social Mediation, the officers in charge of the Senior Concierge* service at the City Council, and the volunteers of the Senior Citizens Council (through the action titled "A ray of sun for senior citizens") meet elderly residents and detect eventual situations of concern such as vulnerable people or victims of infraction.

b) Another aspect concerns information and awareness-raising: senior citizens benefit from free information and training schemes in road safety (Road Safety Day under the slogan, "Senior citizens, stay mobile!"); prevention of fraud (Fraud Prevention Day under the slogan, "Senior citizens, avoid being scammed!"); prevention of cybercrime (computer literacy workshops), and security in the tramway (workshops moderated by the urban transport company).

c) A third aspect concerns the inclusion of the specific needs of senior citizens in the overall security and crime prevention policy of the municipality, through the Senior Citizens Council. This council includes several working committees, including one titled "For a Good Daily Life Quality in my City," which makes recommendations on urban planning and situational prevention.

All these actions are carried out throughout the year and in the whole territory of the municipality. They are based on the principle that the social inclusion of and respect towards senior citizens enable them to age actively and in good health.

* The Senior Concierge service offers help at home for elderly people.

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**)

It contributes mainly in four ways:

- 1) Senior residents of Valenciennes can address any query they have, notably about crime prevention and security, to the 'one-stop-shop' within the Senior Citizens Unit of the Communal Fund for Social Action (Caisse communale d'action sociale, CCAS).
- 2) The Senior Concierge service, which provides help at home to elderly people, is trained to detect situations of vulnerability.
- 3) The team of social mediators, who is tasked with contacting residents who are vulnerable or feel insecure in public spaces, are trained in the particular needs of senior citizens.
- 4) Specific prevention actions target the elderly: road safety, prevention of fraud, cybercrime, and security in the tramway network.

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

The security aspect of Valenciennes's policy on senior citizens is essentially based on prevention. In particular, one of the priorities is to raise awareness among the over-60 on what they can do to prevent crime targeted at them, such as fraud and cybercrime. The underlying message to older citizens, and for that matter the general public, is that prevention and awareness are the best protection against crime.

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 number of senior citizens in Valenciennes is increasing: from a little over 6,000 in 2010, it has grown to some 8,000 in 2016. This category of the population has specific needs, in particular regarding security: senior citizens, notably the elderly, feel vulnerable and tend to turn inward.

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**)

A questionnaire was sent to Valenciennes's senior population when the Senior Citizens Council was set up, in 2009. Furthermore, social workers give feedback following home visits and interventions with senior citizens. However, it has to be noted that there are no specific police statistics.

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

Cities and communities have not yet fully taken into account the fact that the population is ageing. However, city councils must be proactive in order to create a general environment that is welcoming and caring for senior citizens, so that they do not feel isolated and vulnerable.

The integration of the prevention policy in all aspects of the city's policy towards senior citizens has the following objectives:

- to identify vulnerable senior citizens in order to protect them;
- to raise awareness among senior citizens so that they can protect themselves or call the relevant public institutions;
- to take into account the needs of senior citizens and provide adapted responses.

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**)

There are no internal goals measuring the performance *per se*, in particular because this is not a 'one shot' project but rather a permanent and integrated policy on senior citizens, which integrates the 'crime prevention factor' in all the activities.

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

No.

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

Each individual action is evaluated internally by the municipal departments and the beneficiaries, through satisfaction questionnaires. In addition, the Senior Citizens Council and the relevant partners make recommendations so that the actions undertaken are tailor-made to the needs of senior citizens.

The objectives have been achieved: all the municipal personnel who intervene directly with seniors (20) have been trained; there is now a good system to identify vulnerable older people in Valenciennes (82 municipal officers trained), and senior citizens are aware of the support and help they can receive through the scheme (75 people "trained" in 2015 and 165 in 2016). Furthermore, our prevention workshops attract increasing numbers of people and we also organise them more frequently. 100% of participants said they would recommend it.

In 2015, some 8,000 senior citizens benefited from some kind of preventive service at least once. These can be attending a workshop on prevention; the "Semaine bleue" (blue week) week dedicated to senior citizens; the special plan to prevent health problems linked to heat in the summer ("Heat Wave Plan"), or interventions in seniors clubs.

Furthermore, all the carers who attend to elderly citizens at home (400 elderly people benefit from this service) have received special training on security and prevention.

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 project is innovative in various ways:

- vulnerable senior citizens are not considered as potential victims but empowered to protect themselves and ask for help;
- the creation of the Senior Unit (Pôle seniors) is innovative because it gathers three entities: the help-at-home service (aide à domicile), the medical-assistance-at-home service (soins infirmiers à domicile), and the Senior Concierge service, which is a one stop shop for senior citizens.
- Lastly, the service provided is individualised and bespoke.

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**)

The action is carried out in conjunction with all the municipal departments that

intervene in the policy on seniors as well as all the relevant local stakeholders, such as the Self Defence Club, which takes part in the 'Anti-Fraud Day', the local and national police, the Road Safety Association, and the consumer association 'UFC Que Choisir'. The partners who are more closely and directly involved are the Senior Citizens Council and the Neighbourhood Councils (comités de quartier), who identify vulnerable seniors and recommend actions. There is a Security Committee of 23 members within the Senior Citizens Council (total of 35 members).

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 prevention policy towards senior citizens is funded by the municipality and by the Communal Welfare Fund (Caisse communale d'action sociale, CCAS).

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

The prevention actions cost about €3,000 a year. It is difficult to precisely evaluate staff costs because this is not a one-shot project but an overall policy: the prevention of crime against seniors is integrated into the general policy on senior citizens. Apart from the municipal staff and local stakeholders involved, a number of volunteers also contribute.

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?

No, this policy – integrating crime prevention in all aspects of an overall local policy on seniors – can be implemented by any European city. Obviously, each city has to take into account their own national legislation, in particular regarding social services, welfare, and public funding.

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

The population of the whole of Europe is ageing so this concerns every European

city. Valenciennes is part of an international initiative on senior citizens as member of the World Health Organization Global Network of Age-friendly Cities and Communities. As member of the European Forum for Urban Security (Efus), Valenciennes is also keen to exchange with other European cities on the issue of crime prevention targeted at senior citizens.

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

Like many European cities, Valenciennes, a city of 42,000 situated in the north of France, is facing the challenges posed by its ageing population. Preventing crime targeted at senior citizens has become a priority area of its overall prevention strategy. In order to empower senior citizens so that they can protect themselves and know what municipal services to resort to, the city has integrated crime prevention in all the aspects of its policy on seniors. Based on a broad partnership involving all the relevant local stakeholders, this policy seeks to provide older residents of with a series of bespoke services, but also awareness-raising campaigns and training in the form of thematic workshops, for example on cyber-fraud and road safety. Valenciennes is member of the World Health Organization (WHO) Global Network of Age-friendly Cities and Communities.