European Crime Prevention Award (ECPA)

Annex I – new version 2016

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.

> The Netherlands

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

> ECPA entry

3. What is the title of the project?

> Financially secure, for now and in the future

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

> **Astrid de Jong**
>
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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.

> The start of the project was 05/02/2016. The project is still running, until January 2017.

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).

> **Campaign**: www.veiligheidsalliantie.nl/nl/nieuws.html?pagina=2&id=82
>
> **Media:**
>
> http://www.ad.nl/binnenland/naast-boeven-vangen-gaat-de-politie-nu-ook-kwartetten~a30a4810/
>
> - http://www.metronieuws.nl/nieuws/rotterdam/2016/02/kwartetten-tegen-financiele-uitbuiting-ouderen

- Item in television Program on dutch television: Uitzending Hallo Nederland van Omroep Max op 12 februari 2016 (http://www.omroepmax.nl/hallonederland/uitzending/tv/hallo-nederland-vrijdag-12-februari-2016/

Police Project: Prevention videos (chat tricks) :

https://vimeo.com/155177759
(= Veilig pinnen/secure money withdrawal)

https://vimeo.com/155177729
(= Veilig in huis/ Secure in house)

https://vimeo.com/154695413
(= Veilig aan de telefoon / Secure on the telephone)

https://vimeo.com/154696218
(= Veilig aan de deur/ Secure at the door)

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

Until 2040 there will be a high increase of elderly people of 65 years and older (4,8 million). This generation lives also longer so there is a "double ageing" of the population.

Because of the changes in healthcare system elderly people have to stay longer in their own home. Shops and bank offices are disappearing from local centres, people become more dependent on others for help. Due to the fast development of computers and digitisation elderly people are not able anymore to arrange their own life and financial matters. In this population there will be an increase of people with a form of dementia, while still living on their own.

All these developments make that there will be a greater amount of vulnerable people. People have to rely on family, friends, and neighbours for help in housekeeping, shopping and assistance in (financial) administration and getting cash money.

Before people become dependent they have not realised that they have to take measures how to stay safe at home and with their finances. They don't realise that there is a reasonable risk to become victim of financial abuse. And they don't know what measures the can take to stay safe (80% of the perpetrators is family of the victim).

The Security Alliance region Rotterdam (VAR), together with the Dutch National Police and Safety in Rotterdam started a regional campaign to:

1) create more awareness by the elderly people in the region of the risks and how they can protect their self's in time.

2) create awareness by the 32 local municipalities / authorities in the region to make policy and undertake actions.

Method of working:

- The campaign created an **Information map** with several leaflets: Police tips map for safety in finance and prevention from chat tricks; elderly abuse leaflet; Notary – Life's Testament; leaflet from Mentorship organisation and a nice police gadget (glasses cloth with prevention pictograms); a letter from the local authority to the citizens.
- In cooperation a new game was developed. A '**Quartet Game**' (Happy families game) for elderly people about financial abuse. The game can be played by professionals together to discuss the subject and it can be played by a professional with elderly people. In a playful manner you can discuss a serious subject.
- Various sorts of **Information meetings** where offered by the Police Project. - An interactive meeting with actors and sketches and lots of practical tips for prevention. (chat tricks and financial abuse). Visualising what often goes wrong / is unsafe behaviour and what is safe behaviour. – A meeting with playing the Quartet Game and speak about the subject of financial abuse and how elderly people can take measurements.
- A toolbox of communication tips / press releases for local authorities so they don't need to find out everything by themselves (politically positive profiling).

The municipalities chose their own combination of measures (information meetings, offering the information map by the mayor and/or playing the game in for example residential care homes). They also created media attention by inviting the local media for the information meetings or a publication in the local papers.

About 24 municipalities now have taken part in the regional campaign. The police organised more than 150 information meetings for elderly people and professionals.

The Police Project also developed 4 short videos with prevention tips for different kinds of

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 campaign makes people more aware of the potential risks of financial exploitation. It encourages people to arrange their financial future to make sure that in case of dependency they are safe. It is important that people ask themselves: **Who do I trust to help me with my financial administration and household when I am not able anymore to do it myself"!** When aware of their vulnerabilities, people can take necessary precautions to protect themselves in the future, for example by making life testament or making arrangements with the bank. By taking prevention actions less people can become victim.

The campaign also asks people to report signals of abuse to the police. There is a great dark number in registration of financial abuse/exploitation of elderly people because of shame or unawareness (victims with dementia).

The project can also contribute to a reduction of the fear of crime. When people are aware of the risks in the future, they can take action to arrange their financial future in time. People will feel safer when the have arranged their financial future.

It helps the local authorities to take actions on this subject and helps to create a safe habitat for the elderly.

It helps professionals/organisations/elderly homes e.g to take action in their work situation, to have knowledge about the subject, notice abuse situations by their clients and take actions to stop it.

It helps to find all the local participants (caretakers/elderly homes/police/justice e.g) to work together in prevention and approach.

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

By showing the examples of financial exploitation, people become more aware of their own vulnerability in the future. They also become aware of potential signals of financial exploitation in their social environment, which they can report to the police of the local institutions. The project also shows which simple precautions people can take to prevent that they or their family will become victim in the future.

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?

People become older and there are more elderly people who stay longer at home. Elderly people are a vulnerable target group. The police reported more situations of financial exploitation of elderly people. There is a great dark number in registration. That's why the VAR together with the Police started a campaign to make people more aware of the risks, where they can report signals and which precautions can be taken. And to help the local authorities to become more aware and take action.

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

Yes, the Rotterdam Police Project did a survey in literature, network, own files. An estimated more than 200.000 people above 65 years old become victim of elderly abuse each year. This can be physical, mental, sexual or financial abuse by people who the elderly people are familiar with and/or dependent of.

Although there are not much reliable figures of the actual number of financial abuse of elderly people specifically. The Rotterdam police reports more cases of financial abuse since focusing on this subject by the police project.

Also came clear by speaking to the elderly people that they are fully unaware of the existence of financial abuse and the risks they are facing.

That's why the region started a project to create awareness for this problem. At regional level the VAR and police developed the campaign.

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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

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

> The main objectives are:
>
> - to make (elderly) people more aware of the potential risks of financial abuse. The objective is that (elderly) people start to think about their own financial future and which arrangements are needed.
>
> - to increase awareness by the 32 local municipalities/authorities in the region to make policy and undertake actions.
>
> The sub objective is making people (as professionals) more aware of the signals of financial abuse in their own social (work) environment and where they can report the signals. And which measures they can take to stop the abuse.

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 following internal goals are measured continuously throughout the project:
>
> - The PR of the project in the national and local media;
> - The amount of municipalities in the region who participate in the project;
> - The amount of information meetings that are organised for elderly people;
> - The information requests outside the region of Rotterdam (for information maps, quartet games and the format of interactive meetings).

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 still running. The regional project group continuously monitors and evaluates the amount of participating municipalities, information meetings and the use of products/tools which are developed.
>
> Participating municipalities and more important the elderly people are very enthusiastic about the interactive information meetings, the practical tips they get and the distribution of the products.
>
> Professionals are more aware and know better which steps they can take.

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 project is still running: Therefor, the results of the project that are shown below, are the results up to 19 October 2016.
>
> - Amount of participating municipalities: 24 out of 32.
> - Amount of interactive information meetings: more then 150
> - National, regional and local media attention for the project.
>
> Many organisations outside the region of Rotterdam have shown their interest in the project and the products which are developed and can be copied. Also the ministry of Public Health, Welfare and Sports investigates which elements they can use in a national campaign/project. The Quartet Game is spread around the country and is used by professionals.

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 because it addresses a relative new problem of financial abuse of elderly people. The methods of creating more awareness by an interactive information meeting (showing unsafe/safe behaviour gives recognition) and/or playing a game are greatly appreciated by the elderly people and the participating organisations. Also the practical precaution tips are much appreciated.
>
> Also the 4 short videos are helping to increase awareness.

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**)

> - **Veiligheidsalliantie regio Rotterdam (**Security Alliance region Rotterdam): An association of between 32 municipalities, police and the public prosecutors' office for security in the region of Rotterdam. The VAR subsidised the campaign and supports the municipalities in local implementation.

- **Police Region Rotterdam** Project manager Senior and Safety initiated and helped developing the campaign and products, organized the information meetings and delivered a project leader; providing tip maps;
- **The Royal Dutch Notarial Association**, providing flyers about life testament, testament and proxy
- **Mentorschap Nederland**, A mentoring organisation, providing flyers about what a mentor can do to protect people from financial abuse.
- **Ministry of Public Health**, **Welfare and Sports**, providing a flyer about signals of elderly abuse.
- **NRI BV**, developing the Quartet Game on financial abuse and give advise by developing the campaign.

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 VAR and the Police.

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

The costs of the project in term of finances, material and human resources are the following:

- Development products/information material (information maps, game, interactive information meetings): € 30.000,-
- 1,0 FTE project leader police. There are also police volunteers who are committed to play a role in the interactive information meetings.
- The municipalities themselves arrange (and finance) a location for the meetings.

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. Because financial abuse of elderly people is a relatively new problem, there is a lot to be gained in creating awareness. As a kick off of the project the VAR organised a congress for mayors and the aldermen (Welfare) of the 32 municipalities to address the problem of financial abuse. In this meeting the mayors and aldermen gave the VAR the assignment to develop a regional/local campaign to create awareness.

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

Adjustments (next to the translation in another language of the material) are not needed, but for the project to be replicable in other member states, the following criteria should be kept in mind:

- Developing a constructive partnership between local government, police, senior citizen's organisations and for example notarial organisations;
- Creating a budget for developing material and organising information meetings;
- Creating an administrative base is important before starting a regional campaign.

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

Just as in the Netherlands people become older and there are more elderly people. Elderly people are a vulnerable target group. The police reports more situations of financial exploitation of elderly people. Awareness projects such as **Financial secure, for now and in the future**, are very important because they inform people about the potential risk of becoming victim of financial abuse when they do not take enough measures to protect themselves in the future. Financial abuse of elderly people is a worldwide phenomenon and is not bound by borders.

There is already information and there are cases that specific groups of perpetrators have found this kind of crime. Because of the lack of knowledge/approach it pays off to commit this crime on elderly people.

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

The Security Alliance region Rotterdam and the Dutch National Police, region Rotterdam have developed a regional campaign that aims to make people more aware of the risks of financial exploitation/abuse of elderly people. Besides creating awareness, the campaign also shows which practical actions people can take to prevent that they become a victim in the future. The Security Alliance and the Police developed some products/tools (interactive information meetings, films, a game and information maps with practical prevention tips) which can be used by the local municipalities to make elderly people aware and less vulnerable for financial abuse/exploitation.