

# 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.

Poland

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

Additional project

3. What is the title of the project?

The Senior's Academy

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

Mr. Maciej Zakrzewski

Head of the Prevention Dept.

Voivodship Headquarters of the Police in Bialystok

Phone: +48 85 670 22 10

e-mail: [naczelnik.wprew.kwp@bk.policja.gov.pl](mailto:naczelnik.wprew.kwp@bk.policja.gov.pl)

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.

Project "Senior's Academy" was implemented between December 2014 and December 2015.

Second edition of this Project has started in September 2016.

1. 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).

Project's websites:

1. <http://www.podlaska.policja.gov.pl/pod/dzialania-policji/prewencja/aktualnosci-1/29681,Drogi-Seniorze-Ku-przestrodze-pomyslowosc-oszustow-nie-zna-granic.html>
2. <http://www.bialystokonline.pl/falszywi-wnuczki-i-policjanci-wciaz-dzialaja-jak-sie-przed-nimi-uchronic,artykul,83839,1,1.html>
3. <http://www.podlaska.policja.gov.pl/pod/aktualnosci/30300,Akademia-seniora.html>
4. <http://www.poranny.pl/wiadomosci/bialystok/gal/6979609,policyjna-akademia-seniora-zdjecia,10941193,id,t,zid.html>
5. <http://www.podlaska.policja.gov.pl/pod/aktualnosci/30604,Akademia-seniora.html>
6. <http://www.podlaska.policja.gov.pl/pod/aktualnosci/30966,Akademia-Seniora.html>
7. <http://www.siemiaticze.policja.gov.pl/p12/aktualnosci/31014,Akademia-seniora.html>
8. <http://www.podlaska.policja.gov.pl/pod/aktualnosci/31120,Spotkanie-z-seniorami.html>
9. <http://www.monki.policja.gov.pl/p10/aktualnosci/31328,Uwaga-oszust-Akademia-Seniora-w-Monkach.html>
10. <http://www.podlaska.policja.gov.pl/pod/aktualnosci/34072,Akademia-Seniora-uroczyste-zakonczenie.html>

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

*Project "The Senior's Academy" was co financed by the National Polish Bank and was implemented between December 2014 and December 2015. Within the Project 9 educational meetings for seniors aged 50 + from Podlaskie area (Kolno, Suwałki, Łomża, Siemiatycze, Łapy, Bielsk Podlaski and Białystok) were organized. The main goal of the Project was to present accurate management of home budget and implementing or improving enterprising behaviours. During meetings the following subjects were presented: improving safety of the elderly people by preventing against financial frauds, by managing home budget and by planning financial future. During the project:*

- *acting methods of swindlers pretending family members, Police officers etc were reminded;*
- *participants were sharing their experience how to avoid dangerous situations and swindlers;*
- *knowledge on where to find help for seniors was improved;*
- *competition "10 rules of Safe Senior" was announced.*

*The following topics were covered within the Academy of the Elderly:*

- *Safe elderly – grandparents’ scam.*
- *The elderly safe on the road.*
- *ABC of self-defence for the elderly.*
- *Healthy life of the elderly, secrets of a healthy diet.*
- *ABC of first aid.*

*As the Academy for the Safe Elderly received an excellent feedback from the target audience, currently the Second Edition of the Academy for the Safe Elderly is being prepared.*

**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**)

Because of alarming signals of incidents detrimental to the elderly people, there is a profound need to improve activities and vigilance of the local society. Taking into consideration these needs, the Prevention Dept. of the Voivodship Headquarters of the Police in Bialystok has launched Project “The Senior’s Academy”. For many years Podlaska Police has been recording frauds detrimental to elderly people.

In 2013 on Podlaskie area there were 96 frauds and attempts of frauds on elderly people (56 frauds, 40 attempts). Comparing to the previous year this number was increased: year 2012 – 78 incidents (35 frauds, 59 attempts of frauds), year 2011 – 178 incidents (59 frauds, 117 attempts), year 2014 - 75 incidents (45 attempts, 30 frauds).

In 2015 number of frauds detrimental to elderly people was increased – 234 (including 198 attempts and 38 acts). In 2016 till now there were 81 attempts and 16 acts. According to the statistics, this Project is helping to prevent crimes through minimizing frauds detrimental to the seniors. Nevertheless there is still a great need to plan educational meetings which will improve knowledge and will warrant strong vigilance with regard to potential threats what will result in immediate contact with the Police.

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

Distributing preventive information and regular actions that will improve awareness of the elderly people on possible threats. Within the project “The Senior’s Academy” there were organized educational meetings and writing competition, which main idea was to present tips and hints against financial frauds. Through those meetings elderly people were gaining knowledge,

participating in discussions and exchanging knowledge and experience. Additionally each participant was educated what to do in case of being a victim of such a fraud.

Results of evaluation reports certifies on improvement on social awareness of the project beneficiaries.

**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?

Growth of the older population, prolonged aging and changing needs of elderly people causes improvement of the previous actions towards older population from Podlaskie area. Swindlers always based on victim's credulity, surprise, naivety. Because of persisting worrying incidents with participation of the elderly people, Podlaska Police through "The Seniors' Academy" Project improved activities in the area of elderly people's safety and vigilance of local societies. The main goal of the Project was to minimize number of offences detrimental to the elderly people. Present statistics show very clearly that Project's actions minimize number of phone swindlers. Nevertheless it is extremely important to strengthen knowledge of these issues therefore similar activities will be continued in the future within "The Senior's Academy II" Project.

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

Security of the elderly people especially concerning frauds has been monitoring and updating by the Voivodship Headquarters of the Police in Bialystok. In 2014 in Poland offenders extorted more than 19 million PLN, and in 2015 during first 10 months more than 25 million PLN. In 2015 in Podlaskie area there were 234 reports and 38 of them were frauds. Citizens of Podlaskie lost in total 1million 565 thousands PLN. In 2013 this number was 8 times lower. In relation to number of attempts, effectiveness of the offenders is lower. Moreover, not only the number of victims but also the amount of extorted money has influence on statistics. Frauds became profitable crime business run by the organized crime groups.

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

Main objective of the Project was to promote countermeasure of the financial

---

<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>

excluding of the elderly people and create responsibility in making financial decisions including family budget management of the 300 project participants aged 50 + lived in Podlaskie area through educational meetings and organizing competition.

Specific objectives of the Project:

- Improving safety and increasing awareness of the elderly people on financial threats;
- Creating social attitude in preventing frauds detrimental to the older population;
- Improving access to information on possible assistance in difficult life situations concerning making financial decisions.

The above mentioned objectives have been completed during educational meetings.

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 of the Project based on improving responsibility in making financial decisions, adequate home budget management and recognizing financial frauds. These goals were basis to create key questions by the Project's staff. There were following evaluation criteria: :

- effectiveness (allow for assessment of the knowledge on financial frauds and on proper financial decisions);
- usefulness (allow for assessment of use this knowledge and skills in order to minimize number of financial frauds in Podlaskie area).

Research methodology:

In order to acquire the most precise and exact data, according to present preventive practice, quantitative research was applied.

Applied methods:

- documentation analyse - analyse of the Project's documentation was supposed to acquire Project's results and define indicators which have influence on Project's effectiveness.
- questionnaire - evaluation questionnaire among Project participations at the beginning and at the end of the Project.

Recommendations for the future were developed based on the research results.

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

Internal evaluation was conducted:

- Collecting data during project's implementation,
- Analysing collected information,
- Developing applications,
- Creating recommendations.

Planned evaluation was the basis for the success and enabled appropriate plan for Project's activities.

Planned evaluation as the integral part of the process was:

- Useful in order to survey seniors' needs,
- Helpful in process of making decisions on planning and implementation of "The Seniors' Academy II" Project,
- Useful in strengthen and modification activities during educational meetings,
- Useful in identification on strong and weak of Project's sides,
- Useful in problems' notification – limited number of Project's participants,
- Useful in collecting feedback from key persons involved in Project's implementation - regular meetings and making decisions.

15. Has there been an outcome or impact evaluation? 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

During Project's implementation the Project evaluation results and its effectiveness was conducted. Evaluation was conducted at the beginning and at the end of the Project's implementation what allowed for comparing level knowledge and measure Project's influence on participants. Each participant was obliged to fulfil initial and final evaluation questionnaire.

Knowledge and practical skills gained during meeting have influence on:

- Strengthen knowledge on institutions provide financial assessment including home budget managements and using financial services – increase of 30%
- Strengthen knowledge on different types of financial frauds (50% know very well(initial questionnaire), 85% - know very well (final questionnaire),
- Strengthen knowledge on preventing methods against financial frauds and on possibilities to acquire assistance in difficult financial situations, increase of 34 % and knowledge on possible contact when being victim or witness of financial fraud - 75 % know very well(initial questionnaire), 100 % know very

well (final questionnaire).

Quality analysis of questions in final questionnaire allow for the following conclusions:

- 75% respondents assessed Project's implementation positive,
- 85% - respondents assessed the educational meetings positive,
- 95 % respondents declare compatibility between needs and expectations with Project's assumption,
- All Project's participants (300 persons) confirm their willingness to participate in next Project's edition.

**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 main idea of the Project is to educate seniors and implement more effective ways of transfer knowledge in order to minimize frauds detrimental to the elderly people. Before beginning of the Project scenarios of the educational meetings and presentations were prepared and methods of acting offenders were analysed.

One of the most important element of the Project was to disseminate knowledge through discussion and workshops.

Moreover, during meetings scheme of behaviour during fraud situation was established.

Project was the answer for the real problems and dilemma of the beneficiaries, who share their knowledge eagerly.

Direct meetings between seniors and Police officers showed that nobody from the Police asks for financial help.

Project was innovative because it was the response for real beneficiaries' needs.

**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**)

Project coordinator – Head of the Prevention Dept. of the Voivodship Headquarters of the Police in Bialystok, tasks:

- Conducting trainings for employees and Police officers from local Police stations in the area of conducting educational meetings,

- Project's promotion in local media,
- Establishing the date of the grand Project's closing and inviting the winners and Project's partners.

Assistant of the Project coordinator – Ms. Katarzyna Gromadzka, Prevention Dept. of the Voivodship Headquarters of the Police in Bialystok, tasks:

- Cooperation with seniors' clubs, presenting Project's goals and ideas,
- Developing evaluation questionnaires (initial and final)
- Responsible for educational meetings (preparation of presentation, schedule of the meetings, conducting, etc.)
- Analysis of knowledge on financial frauds,
- Project's promotion.

Local Police stations involved in the Project: City Police Headquarters in Bialystok, Łomża, Suwałki, District Police Headquarters in Kolno and Bielsk Podlaski.

Institutions involved in the Project: Community Centre Zachęta – Bialystok, Third Age University, Academy +50, seniors' clubs, community clubs.

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

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

Project „The Senior's Academy” was co-financed by the National Polish Bank within educational project on economy and finance implemented by National Polish Bank.

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

Total Project's budget was 25 555 PLN, including financial sources from National Polish Bank – 23 205 PLN.

Expenditures' categories: office materials – 305 PLN, promotion of the Project -14 100 PLN, Project's management – 8050 PLN, awards for the winners - 3100 PLN.

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**)

Within the Project, analysis of costs and benefits was conducted.

Project benefits:

- high number of interested people, exceeding the limit,
- 100 % attendance during the meeting,
- full involvement of the seniors during the meetings,

- Improvement of the knowledge on institutions providing financial assistance

All results were achieved.

Positive opinions of the beneficiaries certify on accuracy and usefulness of the Project activities. All discussed subjects fulfil expectations and needs of the beneficiaries. Moreover, all participants declare that gained knowledge will be useful in their everyday life. Costs analysis indicated that financial sources were fully and justified application.

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

Adjustments in the Project in order to implement it in another Member State depends on needs of the potential beneficiaries.

Frauds by phone, or frauds by pretending member of family/police officer are very popular in Poland. These offenders are detained because of help of these people who are aware that they might be cheated. Unfortunately Police still gets reports on next victims. Therefore taking prevention measures is extremely important in our country and its main goal is to make elderly people aware of these threats. Moreover, police officers would like the youth to pay attention on this problem – they could talk directly with their parents or grandparents and explain them this issue.

Policy addressed to older population should be modify according to seniors' needs lives in selected Member State.

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

According to European Commission, between 2020 and 2060, people over 65 years old will be 30 % of the society. Europe must be the place where people can get older with dignity and safe. Policy addressed to older population is the issue of public administration on each level, other organizations and institutions that realize tasks and initiative creating healthy and dignified ageing. The purpose of senior policy in Poland is to support and provide possibilities on active ageing in health and create possibilities on conducting active, independent and satisfying life.

European Commission noticed the problem with elderly people and work so as to increase awareness among Member States governments in order to join seniors to social life. UE improve standards by creating framework to exchange good practice therefore Member States can teach each other. In order to keep the elderly people not excluded, we need many solutions especially preventive measures based on direct meeting with seniors.

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

*Project "The Senior's Academy" was co financed by the National Polish Bank, which aim was to promote prevention against financial exclusion and creating responsibility with making financial decisions including home budget management and using financial services. Duration of the Project: 12 months.*

*The idea of the Project was to disseminate preventive measures addressed to seniors from Podlaskie area. Within the Project educational meetings for seniors 50+ were organized. The main Project's subject was to transfer knowledge on strengthening security of elderly people through preventing financial frauds, managing home budget, planning financial future. Moreover, within the Project competition "10 rules of safe senior" was announced. Because of the interest on the Project, on September second edition of "The Seniors Academy" will be launched.*