

## European Crime Prevention Award (ECPA)

### Annex I

Approved by the EUCPN Management Board in 2018

Please complete the template in English in compliance with the ECPA criteria contained in the Rules and procedures for awarding and presenting the European Crime Prevention Award (Par.2 §3).

#### General information

1. Please specify your country.

Republic of Ireland

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

ECPA entry

3. What is the title of the project?

Use Your Brain Not Your Fist

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

Kelvin Courtney, Sergeant

|Garda National Crime Prevention Unit | Garda Youth Diversion and Crime Prevention Bureau

|Garda HQ | Harcourt Square | Harcourt Street | Dublin 2.

|Tel: | +353-1-66633823 | Mob: | +353-86-8282217 | Email: |

[Charles.courtney@garda.ie](mailto:Charles.courtney@garda.ie)

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.

12/09/2016

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).

An Garda Síochána Website

<https://www.garda.ie/en/about-us/our-departments/office-of-corporate-communications/news-media/use-your-brain-not-your-fists-campaign.html>

Co Leitrim (Local Government) Website

<http://www.leitrimcoco.ie/eng/News/Comhairle-na-nOg-Liatroma-launch-%E2%80%98Use-your-Brain-Not-Your-Fists%E2%80%99-.45743.shortcut.html>

[www.youtube.com/embed%2FImtWJbgoVBE%3Fenablejsapi%3D1](http://www.youtube.com/embed%2FImtWJbgoVBE%3Fenablejsapi%3D1)

<https://www.irishtimes.com/news/crime-and-law/use-your-brain-not-your-fists-is-message-of-new-anti-violence-campaign-1.3476756>

Various Media Reports

<http://www.thejournal.ie/assault-dublin-nightlife-2975313-Sep2016/>

<http://www.thejournal.ie/ireland-assaults-figures-2017-4135815-Jul2018/>

<https://www.joe.ie/news/posters-irish-males-assaults-ireland-633725>

<https://www.irishmirror.ie/news/irish-news/crime/garda-siochana-launches-new-campaign-12945342>

<https://www.irishtimes.com/news/crime-and-law/number-of-assaults-last-year-at-highest-rate-since-2008-1.3570067>

<https://www.independent.ie/irish-news/use-your-brain-not-your-fists-ampaign-launched-as-assault-numbers-reach-highest-level-since-2008-37134736.html>

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

### **'Use Your Brain Not Your Fist'**

In September 2016 An Garda Síochána first launched the 'Use Your Brain Not Your Fist' national awareness campaign to target non-residential assaults against the person. The awareness campaign was designed to be repeated and has been promoted on a number of occasions since it was first launched.

Previous personal safety campaigns promoted by An Garda Síochána focussed on victims of crime and how people could protect themselves and their property while in public places. The 'Use Your Brain Not Your Fist' campaign was the first of its kind in Ireland to directly speak to would-be assailants.

The target audience of the campaign, young males aged 18-39 years, was reached through a highly publicised media campaign. The campaign ran across social media and on-street, outdoor and in-pub advertising. The campaign informs young males about the consequences from assaulting another person – they could lose their job, their ability to travel, and even go to jail. It also reminds people of the potentially devastating physical and mental impact on assault victims.

According to the Garda Síochána Analysis Service (GSAS), the vast majority of assaults are carried out by males aged between 18 and 39 against males of a similar age.

These assaults typically take place in and around public places (street, roads, pubs and hotels) between 8pm and 5am at the weekend. Approximately 25% of incidents linked to the night-time economy involved intoxication of either the suspect offender, the victim, or both.

Crime Prevention Advice - In addition to the 'Use Your Brain Not Your Fist' advice, the campaign also advised people to never attempt to reason with drunk or aggressive people. Walk away and look for help. Be streetwise when out and about. Planning is key to having a good night out. Arrange transport to and from events in advance. Let someone know where you are going and when you'll be back. Avoid walking alone and in dark places. Be wary of your surroundings and mind your property.

Gardaí also urged assault victims to report assault crimes, which, according to the Central Statistics Office may be under-reported by approximately 40%.

Evolving Campaign - Mrs Rosie Dolan lost her son, Andrew, in December, 2011 following an unprovoked attack. Mrs Dolan was invited to tell her story as part of the campaign to further emphasis the damage such assaults can leave on the victim's family and the perpetrators themselves. A Garda spokesperson and Mrs Dolan carried out several televised interviews to promote the campaign.

Her story was heard by her local County Council (in County Leitrim), which financed the Council's Comhairle na nÓg (Young People's Council) project, to make an awareness-video for younger people, based on the Garda Campaign 'Use Your Brain Not Your Fist' and the life and death of Andrew Dolan. The video has also been shown to every other Council's Comhairle na nÓg, throughout Ireland, and, following consultation with the Department of Education the video will be shown to 16 – 18 year olds during school term.

**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 the reduction of crime or the fear of crime? Does it focus on raising citizens' awareness or does it apply other mechanisms? (**Max. 200 words**)

The project's aims are to raise awareness of the impact of assaults on both victims and perpetrators and encourage reporting of assaults.

Analysis of statistics has identified the perpetrators of these types of assaults as young men aged between 18-39. This demographic is then targeted with images of their peers who have committed assaults and are contrite but also accept the consequences of their actions for themselves and their victims.

The personal safety advice promoted during the campaign is simple and clear, designed to reduce the fear of crime for our citizens when they are in public places.

In addition to awareness raising, An Garda Síochána implemented a range of activities across a number of areas during each tranche of the campaign to further reduce assaults and enhance community safety.

Operations & Crime Prevention: Assault 'hotspots' have been identified, with high-visibility policing patrols of these areas put in place at key times.

Partnership: An Garda Síochána works in partnership with other key stakeholders, ie licensed premises owners and managers, the business community and Local Authorities, to address issues relating to public disorder and other anti-social behaviours.

Victim Support: Through the national network of Victim Service Offices, in each Garda Division, victims of assaults are provided with information on available support services and are provided with regular updates on their case.

## **II. The project shall have been evaluated and have achieved most or all of its objectives.<sup>1</sup>**

9. What were the reasons for setting up the project? Was this context analysed before the project was initiated and in what way (How, and by whom? Which data were used?)? In what way did this analysis inform the set-up of the project? (Max. 150 words)

Due to an increase in criminality identified as being associated with the night-time economy, a number of social media crime-prevention awareness campaigns were designed by the Garda National Crime Prevention Unit. The 'Be Safe Be Streetwise' social media campaign, aimed at preventing thefts and robberies of personal property when out at night and encouraging enhanced personal safety was well received by the public. This campaign as followed-up by the assault prevention campaign, 'Use Your Brain, Not Your Fist.'

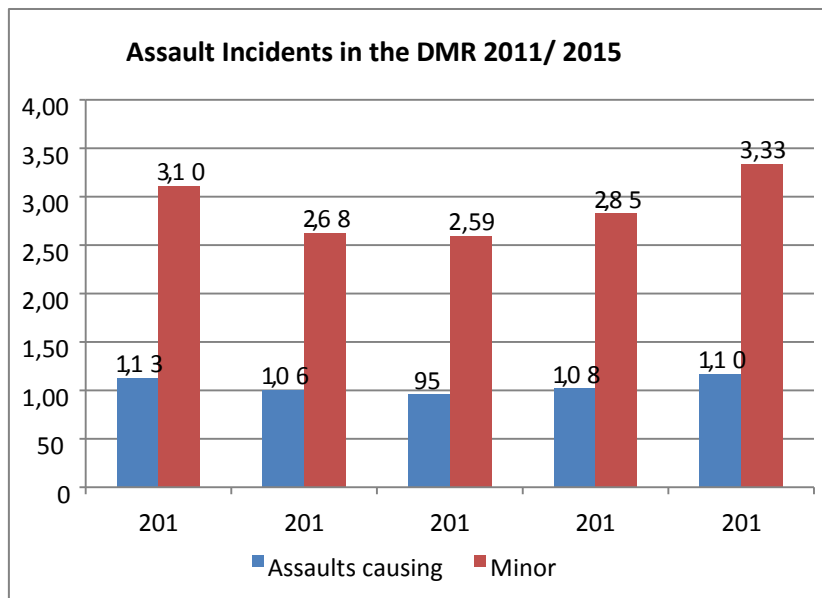
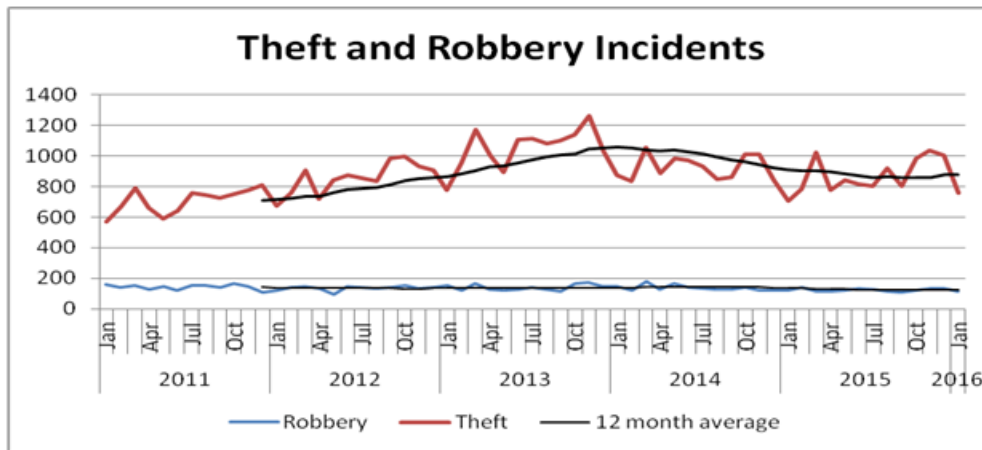
The type of criminality was identified by analysis of crime trends (by GSAS) and from information from partner agencies, ie the Department of Health, the Central Statistics Office and other public fora.

The SARA (scanning, analysis, response, assessment) problem-solving model was used to produce a response, aimed to positively impact on the identified problem, reduce the number of victims and educate the community.

---

<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>

Year Reported	Robbery	Theft	Total
2011	1714	8480	10194
2012	1614	10292	11906
2013	1679	12636	14315
2014	1654	11097	12751
2015	1489	10493	11982
2016	112	760	872



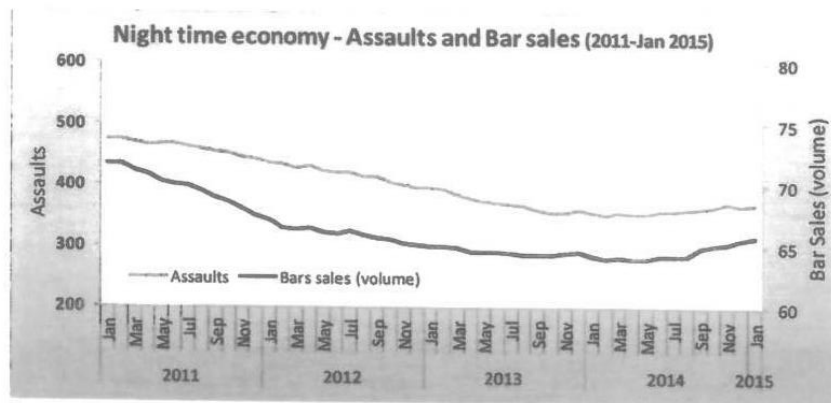


Figure 2: Assaults linked to the night time economy (orange) and bars sales by volume (black) January 2011 to January 2015.

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

The objective of the project was to raise awareness of personal safety advice and to advise the identified demographic, 18 – 39 year old males, through a targeted social media and advertising campaign, with the advice of avoiding assaults by 'using your brain not your fist'.

Reducing the number of assaults incidents and improving personal safety were ultimately the desired outcomes of the campaign.

The secondary objective, of encouraging persons to report incidents of assault, was a result of such injured parties receiving treatment, at hospitals, but not reporting the incident to An Garda Síochána, could, in fact, increase assault incidence initially, while resulting in more reliable statistics .

11. Has there been a process evaluation? Who conducted the evaluation (internally or externally?) and what were the main results? Which indicators were used to measure the process? Did you make changes accordingly? **(max. 300 words)** - for more information on process evaluation, see EUCPN Toolbox No.3, p.9-10 & part 2 - section 2A

External Evaluation of the Use Your Brain Not Your Fist Campaign;

Coverage of PR activity (on the basis of a report from media monitoring company Kantar Media) :

- 151 pieces of coverage across mainstream and social media. This includes on main evening news bulletins on TV and radio, talk radio and current affair TV shows. Total PR value: €495,658. 98% of the coverage was positive. 94% of the coverage was regarded as high profile coverage. The total coverage would have reached 51% of our main target audience at

least twice.

Social media advertising (report from media buying agency Mediavest)

- Advertising ran on social media sites with high usage among target audience. A total of 8.5m impressions for the campaign with a click through rate above industry standard.

Poster/Billboard campaign (report from advertising analysis company PML Group)

- Advertising ran across bus and rail network sites and in shopping centres/high street sites.
- There was 40% recall of poster among 16-24 year old males (average recall is generally 34%)
- Poster design rating among males was above the average
- 69% approval rate for design of poster among males

An internal, national review of Garda support for the campaign, including all public engagements highlighting the campaign, has been sought for the most recent tranche of the campaign, launched in August 2018. Actions to be recorded include :

- A. Dissemination of 'Use Your Brain Not Your Fist' Info Graphics and Social Media Video
- B. Raise Awareness of 'Use Your Brain Not Your Fist' campaign through every day engagement with Communities.
- C. Arrange Crime Prevention Information Stands /Clinics
- D. Operational Patrols

Returns have not been fully collated and evaluated at this time.

12. 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? Which indicators were used to measure the impact? (**Max. 300 words**) - for more information on outcome or impact evaluation, see EUCPN Toolbox No.3, p.7-9 & part 2 - section 2A

Kantar Media provided a Media Insight Report:

This report provides a full qualitative overview of Press, Broadcast, Online and Social Media coverage relating to the public awareness campaign 'Use Your Brain Not Your Fists' during the period 12th-28th September.

The following metrics are provided for Press, Broadcast and Online:

- Volume (number of articles)
- Weight/Duration/Word Count (size of articles)

- Sentiment
- Impact
- PR Value (value of coverage based on weight, source, sentiment and impact)

Reach figures are provided for National Press for the 18-44 male demographic, and also for women aged 35+ with children.

The report tracks public social media mentions and presents qualitative analysis of this content.

#### Key Findings:

- The campaign generated 109 items across Press, Broadcast and Online, and 42 mentions on Social Media. Sentiment was 100% Positive for Press, Broadcast and Online, while Social Media mentions were 90% Positive, 5% Neutral and 5% Negative.
- Coverage was high-impact overall, with 94% of Press, Broadcast and Online coverage ranking as Prime or Significant.
- In Press, the release of statistics worked well in generating Prime National coverage. This coverage had an estimated reach of 50% of each of its target audiences of young men and their mothers. The use of Regional spokespeople helped to create a local angle, ensuring Prime and Significant coverage in regional publications. There was also significant support for the campaign on Broadcast media, with 60 minutes of airtime received across National and Regional outlets. In some cases, broadcast reportage helped generate coverage in other media, particularly on-line. On-line was the highest-volume media type, with 61 items.
- After an initial spike in coverage following the launch of the campaign on the 12th, coverage died down until after the Crime Call and Claire Byrne Live segments on 26th September. After these broadcasts, some Online outlets reproduced comments of Rosie Dolan, with mention of the Garda campaign. Six Online articles from the 26th and 27th of September contained quotes from Rosie Dolan in the headlines, following the Crime Call interview.
- On Social Media, it is evident that An Garda Síochána accounts are influential, with a broad following. Tweets and Facebook posts from An Garda Síochána during the campaign were well-received.

### **III. The project shall, as far as possible, be innovative, involving new methods or new approaches.**

13. How is the project innovative in its methods and/or approaches? (**Max. 150 words**)

The Project targeted the perpetrators of assaults, identified as 18 – 39 year old



males. This was the first time this was ever done by An Garda Síochána, as previous crime-prevention awareness campaigns provided personal safety advice to law-abiding citizens.

The project attracted the imagination of younger people through the stories of victims of assaults.

The Project is evolving and from the humble beginnings of a social media campaign it is now supported by a video made by young people for young people which will be viewed by future generations of young people as part of the education system.

[www.youtube.com/embed%2FImtWJbgoVBE%3Fenablejsapi%3D1](http://www.youtube.com/embed%2FImtWJbgoVBE%3Fenablejsapi%3D1)

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

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

Kantar Media in conjunction with An Garda Síochána developed the media campaign. The campaign was disseminated and promoted throughout the country by all members of An Garda Síochána.

RTE television (national broadcaster), through its monthly crime programme, Crime-Call, and TV3 (another commercial broadcaster) through its Ireland AM (morning) programme provided the platforms to reach a combined audience of approximately 500,000.

Various newspaper, radio and social media outlets reproduced the campaign press release or publicised the campaign in some way.

The Dolan family was one of many families to provide their support to the campaign. Mrs Dolan, in particular, ensured that Leitrim County Council provided funds for a video. Ms Dolan and Leitrim Comhairle na nÓg have met with the Department of Education with a view to having the video put on the educational curriculum.

Other County Councils and Joint Policing Committees have since invited Ms Dolan and An Garda Síochána to present on the campaign

The Vintners Association provided advertising space in their premises and allowed the campaign images on beer mats.

The Hotel Federation of Ireland disseminated the images with their stakeholders.

Government Departments, including Justice & Equality; Health; and Education provided support for the campaign, mainly by disseminating the message.

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

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

The PR and advertising element of the campaign cost approximately €160,000 ex VAT. The funding came from the Garda Budget.

The campaign was carried out using Garda resources, including (Divisional) Crime Prevention Officers, Divisional personnel deployed at Community Gardaí, the Garda Síochána Analysis Service and various Garda media platforms, including Crime Call (television programme) and Garda social media channels.

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

The PR and advertising element of the campaign initially cost approximately €160,000 ex VAT. The funding came from the Garda Budget.

28 Divisional Crime Prevention Officers and 4 National Crime Prevention Officers supported the campaign. Average 5 hours per CPO given to each campaign. Estimate hourly rate based on CPO annual salary; €40/per hour.

In the most recent edition of the campaign the National Crime Prevention Unit (NCPU) printed and circulated over 40,000 A5 colour flyers, which cost €1,435 ex VAT

The 2018 campaign, also included the production and circulation of beer mats and posters to licensed premises, which cost €50,000 ex VAT.

17. 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**)

Top spokespersons for the campaign and the estimated PR Value (Kantar Media)

Spokesperson	Volume	PR Value	Prime Positive	Significant Positive	Passing Positive
Kelvin Courtney	61	€382,750	77%	23%	0%
Gurchand Singh	11	€36,876	100%	0%	0%
Justin McCarthy	4	€12,479	100%	0%	0%
Paul Wallace	4	€3,996	75%	25%	0%
David Sheahan	3	€4,591	0%	100%	0%

The following table show data pertaining to property crime, crimes against the person and public order offences for the period to November 2016, compared with the same period in 2015, showing a reduction of 104 fewer major assaults and 440 fewer minor assaults during that time :

Property Crime, Crimes against the Person and Public Order  
Offences Sept – Nov 2016

Crime Type	3 Month Average	Year to Date
<b>Property Crime General</b>	-14%	-19%
Robbery from the Person	-22%	-16%
Theft from the Person	-28%	-10%
<b>Crimes against the Person</b>	-14%	-5%
Assault Causing Harm	-14%	-3%
Minor Assaults	-15%	-4%
<b>Public Order</b>	-8%	-7%

Garda Analysis November 2016

**Cost Benefit Analysis**

Each assault incident prevented creates a significant potential saving.

12 mth aim- reduction of 100 Minor Assaults = €280,000 saving.

440 less = €12,320,000

12 mth aim- reduction of 20 Major Assaults = €700,000 saving.

104 less = €3,640,000

Reduce costs for insurance industry

Reduce Phone Thefts by 5% over 12 months = €150,000, saving **Approx -11%**  
**= €333,000**

Crime Costs calculated from Violence Reduction Unit, Police Scotland Assault costs.

GSAS Report February 2016; on mobile phone theft figures from 2015; 5% of €3m, 58% of Property Crime =11% reduction of mobile thefts. 11% of €3m = €333,000

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

Local input from victims or perpetrators will ensure the project resonates with a local audience. The message is simple, effective and will be understood in every jurisdiction.

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

The 'Use Your Brain Not Your Fist' Project speaks directly to would-be perpetrators of an assault.

In Ireland the Project / campaign arose as a response to an increase in crimes associated with the night time economy,. Identified through crime-trend analysis. Similar trends have also been identified by various Police Forces in the UK, also as a result of night time economy.

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

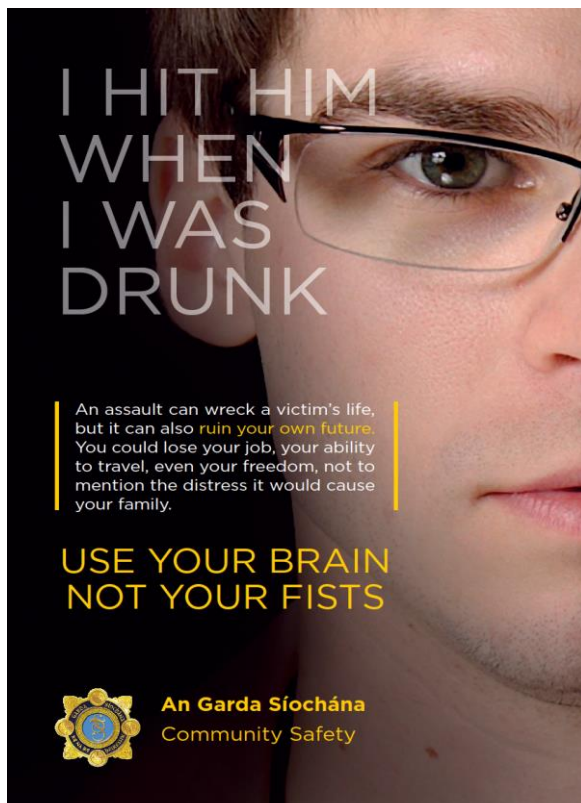
'Use Your Brain Not Your Fist' is a simple premise and one that could save a life.

Assaults are carried out mainly by men aged 18-39 and usually inflicted on other men. There is a very low level of repeat victimisation and repeat offenders, which suggests that such assaults are often random, possibly alcohol or drug fuelled.

The campaign informs them about the consequences from assaulting another person – they could lose their job, their ability to travel, and even go to jail. It also reminds people of the potentially devastating physical and mental impact on assault victims.

The campaign is designed to runs across social media, and on-street, outdoor and in-pub advertising.


Comhairle na nÓg, the child and youth councils in the 31 Local Authority areas in Ireland, have enhanced the campaign by making their own anti-assault video for young people.



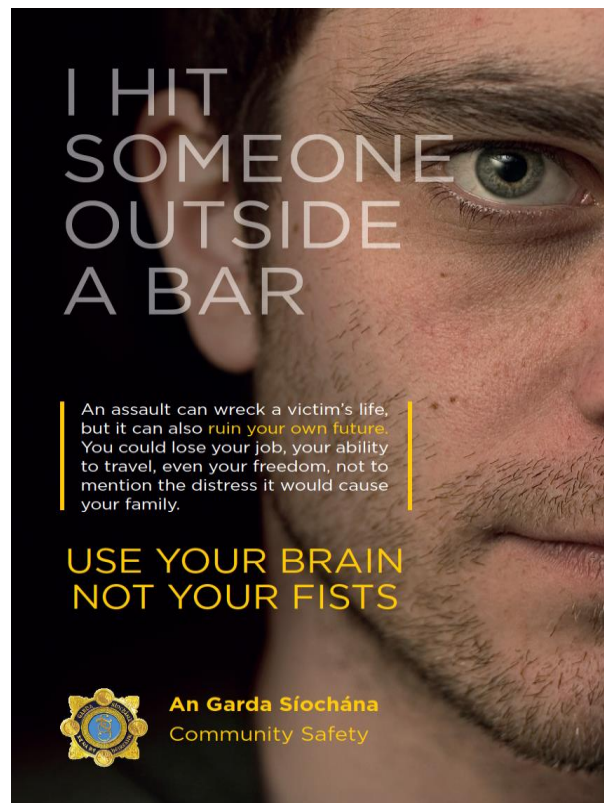
I HIT HIM  
WHEN  
I WAS  
DRUNK

An assault can wreck a victim's life, but it can also ruin your own future. You could lose your job, your ability to travel, even your freedom, not to mention the distress it would cause your family.

**USE YOUR BRAIN  
NOT YOUR FISTS**




**An Garda Síochána**  
Community Safety



I HIT  
SOMEONE  
OUTSIDE  
A BAR

An assault can wreck a victim's life, but it can also ruin your own future. You could lose your job, your ability to travel, even your freedom, not to mention the distress it would cause your family.

**USE YOUR BRAIN  
NOT YOUR FISTS**



**An Garda Síochána**  
Community Safety