

# 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).

### o General information

1. Please specify your country.

Poland

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

Country's entry

3. What is the title of the project?

nationwide social campaign „Krzywo weszło – zmień ustawienia” (*Wrong Set – Change Settings*)

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.

15/05/2018 - 31/12/2019  
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).

Project's website: <https://krzywoweszlo.pl>  
Info on organisation's website (PL): [www.politykanarkotykowa.pl/dzialania-pspn/kampania-spoleczna-krzywo-weszlo-zmien-ustawienia](http://www.politykanarkotykowa.pl/dzialania-pspn/kampania-spoleczna-krzywo-weszlo-zmien-ustawienia)

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

„Krzywo weszło – zmień ustawienia” is an education campaign addressed to youth aged 16-20, and, in some fields, to the parents. It is a universal preventive project aimed at counteracting and limiting initiation in various risk behaviors.

The mission of the campaign is to influence young people's attitudes, and provide them with skills helpful in taking right decision and/or reaction in situations carrying potential threats for health or safety connected to drug use or its presence. The title phrase “*Change the Settings*” faces towards the above mentioned change of attitudes in a direction allowing to conduct one's behaviour in a positive way, and gain happiness from youth and life. Make one's settings ever better.

The main goal of the campaign is reducing the use of psychoactive/psychotropic substances, including

## New Psychoactive Substances.

Measures taken in the Campaign are tailored to target group's characteristics, and based on prevention strategies of proven effectiveness i.e:

- **transfer of knowledge** in the prevention of risky behaviors, which concerns reliable, current information on the extent of the prevalence of the use of psychoactive substances and the direct and indirect consequences of use. Effective methods of knowledge transfer should be interactive and activating, which is why one of the tools of the campaign is an interactive game in which the final result of the game depends on the player's decision.
- **normative education**, consisting in shaping and strengthening norms based on knowledge, including correcting popular misconceptions about the prevalence and consequences of using psychoactive substances.
- **developing life skills** that will enable young people to constructively meet important goals and needs of teens. Such skills include, for example, making rational decisions, coping with stress, etc.
- **harm reduction**, i.e. information and education activities providing knowledge about the possibilities of reducing the risks associated with the use of psychoactive substances, problem use and potential addiction.

### Campaign activities consist of:

- **simple internet game**; The player's task is to assemble the character's silhouette from scattered pieces, by changing its "settings". The captions in settings, and additional tips accompanying the successive turns, show in a friendly way the signposts to follow in life.

The game is in the first place visually attractive and approachable for all potential users – its title doesn't indicate connection with psychoactive substances, which could discourage from playing; game is available on the campaign's website [krzywowszlo.pl](http://krzywowszlo.pl); it is fully responsive – the appearance and display of the content are adapted to the screen of a computer, smartphone or tablet.

- **knowledge base on the campaign website:**
  - articles on the dangers of drug use and new psychoactive substances,
  - information on how to respond and provide first aid in the event of an overdose of psychoactive substances,
  - materials on protective and risk factors concomitant with substance use; assertiveness and decision-making processes; alternative to substance use ways of meeting the needs;
  - information on assistance programs: preventive, educational and therapeutic and the helpline number;
- **environmental activities** at music festivals and cultural events;
- **promotion on-line and on traditional media**; promotion is based on the attractiveness of a graphic design and includes channels like on social networks, Google, YouTube; sponsored articles; billboards; displays of spots in public transport and on mobiles; distribution of posters in schools and student residences;
- **press conferences**

The campaign shows and consolidates pro-social norms of conduct, motivates the player to behave in a safe, healthy manner, and educates on the subject of drug-related threats. Secondly, it shows and teaches what factors influence human life and how to avoid problems with drugs or get out of the problem.

## ○ 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 Campaign focuses on raising awareness and the level of public knowledge in the fields of substance use, potential harms, threats and risks resulting from the use of psychoactive substances, and on changing attitudes of young people towards drugs and social norms.

Due to the wide scope of conducted activities, referring to effective preventive strategies described in paragraph 7, taking into account the risk factors and protective factors associated with the use of the substance, and thanks to the attractive and interactive form of content transfer – campaign may contribute to reducing the demand of psychoactive substances, particularly narcotic drugs, psychotropic substances, and new psychoactive substances.

This will also help to limit the violation of law by young people, not only related to the possession or provision of psychoactive substances, but also to criminal acts carried out by persons under the influence of psychoactive substances.

The campaign can also contribute to the increase of life skills of young people, such as making rational decisions and coping with stress, which can be reflected in their sense of security and control over behaviour and environment.

### o 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)

Problem definition and project assumptions are based on the data of ESPAD (2015) and CBOS "Youth 2016" studies.

According to the ESPAD survey, a quarter of people aged 15-16, and 43% in group of 17-18 years, have tried illegal substances (most often cannabis) at least once in their lives. The CBOS research confirms the scale of the problem. Both researches also indicate the usage of NSP by young people, which is another serious threat.

Conclusions define the problem of using psychoactive substances as important and current in the selected group.

The method of project implementation was selected within data on the use of Internet by persons aged 16-24 (100%, CBOS 2017) and the use of a smartphone as a mobile phone (88%, CBOS 2017). Thanks to the above, it could be estimated that the campaign would reach up to 2.4 million Poles.

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

**The main goal** of the project is reduction of the scale of substance use – particularly narcotic drugs, psychotropic substances, and new psychoactive substances (NSP) – by promoting among young people healthy lifestyle, changing attitudes towards psychoactive substances and shaping and strengthening norms based on knowledge.

**Secondary goals** of the project were:

- Reducing the number of young people reaching for psychoactive substances for the first time.

<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>

- Drawing the attention of parents and guardians to the problem of using substances by young people.
- Increasing the number of young people who are opposed to the use of new psychoactive substances, narcotic drugs and psychotropic substances.
- Educating on the dangers of drugs and NSP.
- Dissemination of knowledge among the project's recipients on:
  - protective factors and risk factors, assertiveness, decision making, ways of satisfying life needs;
  - risks related to the use of psychoactive substances;
  - methods of assistance – immediate and specialist.

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

On-going internal evaluation and monitoring of the implementation of the media plan are constantly carried out, which enable the assessment of quality and possible correction of taken measures.

The numerical and geographical coverage of the campaign was tracked using GoogleAnalytics. The media plan concerned campaign views on YouTube, MonsterMediaGroup, PushMobile, Google Display and Facebook network.

As for the closing of the 3rd quarter of 2019, the campaign page was visited from 614 cities in Poland, with majority of records coming from these most populated; about 7% of visits were from abroad – among 105 countries most popular were US, GB, Germany, the Netherlands and Ireland.

Almost half of sessions took place from mobile phones – 38% were recorded from PCs, and 12% from tablets.

Video ads on YouTube were viewed more than 1.4 million times, with less than 2M displays, which gives a view rate above 80% – much higher than average.

Advertisement of the campaign's website on Facebook had over 1M reach, with 5M impressions and CRT of more than 0.41%. Same ad on Google had CRT >0.9%; altogether both campaigns gathered more than 37000 unique users; Google and Facebook were also used to promote sponsored parenting articles.

Another promotion channel was Monster Media advertising network, linking from popular entertainment or curiosities services like demotywatory.pl, joemonster.org, Mistrzowie.org, faktopedia.pl; these campaigns reached more than 1.4M people with >5M impressions and CRT of 1.3%.

As a result of the on-line surveys following the game accomplishment, the appearance (UI) and user experience (UX) were improved, as well as access to the substantive content. Surveys show ca. 90 percent of good/very good opinions. Additionally, at festivals a qualitative assessment was carried out.

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

Since the campaign will last until the end of 2019 there are no final results yet. However, on-going evaluation makes it possible to determine the current level of achievement of the assumed results.

The data has been collected from evaluation surveys, Google Analytics and a media documentation.

The evaluation survey was displayed to people who accomplished the game. The survey questions included, among others: assessment of the campaign's website, and the game; usability of the transferred knowledge; interest in the campaign's fanpage; assimilation of the texts on the campaign's website.

Indicators in Google Analytics are: number of views of individual subpages, time spent on subpages, time

of playing the game, bounce rate, exit rate, etc. At the moment, the available reports indicate results that far exceed the assumed success measures related to:

(1) ads – the general number of views of the campaign content, which is at the level of more than 5 million views in new media itself;

(2) site visits – reached almost 120,000 and the number of users exceeded 62,000 during 81,000 sessions.

It should be noted that the average time spent on page is one minute, which means that the content of the site gained significant interest. More than 12% of users return to the site [krzywoweszlo.pl](http://krzywoweszlo.pl); on average, they spent 10 seconds more on it than first time users.

Data collected using the on-line survey indicate that the majority of recipients received campaigns very positively. The involvement of respondents is evidenced by the fact that about 30% of respondents completed an optional question regarding thoughts on the campaign, sharing reflections and advises on improvement – there's a lot of praise for the idea, creation and graphic design.

○ **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 campaign is innovative in the approach to the problem and in the choice of tools.

The approach includes non-stigmatizing attitude in presented knowledge about substances, and not using fear in communication. Instead, proper information on possible risks connected to drugs is delivered, according to harm-potential of individual substances, as well as to conditions/models of their use.

However, the campaign is based not only on the transfer of knowledge, but also on strengthening life skills. Content applies to mechanisms of behaviour and social skills, helpful with responding to one's will in decisive situations.

The project uses interactive tools and professional marketing activities that were not used on such scale in social campaigns on psychoactive substances.

The player's decision-making is respected and the consequences of the choices visualized.

The game is designed with the most actual technical standards.

○ **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)

Partners of the campaign were: Polish Press Agency (PAP), TV stations Polsat News and TVN24, Radio broadcasters RMF FM, Polish Radio 1, Polish Radio 4, weekly magazine Wysokie Obcasy.

Partners in promotion were festivals: Juwenalia Politechniki Warszawskiej (17.05.2019), Pixel Heaven Festival in Warsaw, (17-18.05.2019), Festival Vibrations in Białobrzegi near Warsaw (15.06.2019), Hip Hop Raport Elk Festival (29.06.2019), Pol'And'Rock Festival (one of the biggest events of that kind in Europe, with more than 300 thousand visitors 1-3.08.2019), electronic music UpToDate Festival.

Different branch of partners are post-primary schools and student houses distributing campaign materials such as leaflets and posters.

○ **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 project is funded from National Health Programme funds and from the Fund for Solving Gambling Problems, which are at the disposal of the Minister of Health. The funds were granted in the competition procedure led by National Bureau for Drug Prevention.

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

Funds: 910 650 PLN  
20 voluntary workers (around 200 hours)

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)

The cost-benefit analysis hasn't yet been carried out. CRT indicators in evaluation procedures show, however, high efficiency of undertaken activities.

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

The campaign may be successfully implemented in other Member States of the European Union. The idea of the campaign, its goals, actions and assumptions for implementation are universal, i.e. they refer to the problem of the use of psychoactive substances widespread throughout the European Union, and thanks to the use of new solutions as communication tools, it provides accessible knowledge on the subject of psychoactive substances and related risks.

Cultural adaptation may, however, be needed in case of specific information and data placed in a computer game, knowledge base, sponsored articles, materials or leaflets distributed to both teenagers and parents.

It is important to take into account the differences in the epidemiological situation in given countries, social attitudes and legal status of psychoactive substances or accessibility to various forms of help.

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

The project addresses issues as important for Polish society as for the other European countries – the problem of substance use by young people, from the perspective of public health is world-wide and universal. Also use patterns are internationally similar, despite some differences in hierarchy of substance-type popularity.

The methods of reaching the target group of the campaign through new technologies are adequate to the lifestyle of young people in all European countries. As part of the campaign, knowledge about psychoactive substances is provided in accordance with applicable international standards, which makes the message approachable, does not stigmatize drug users and guarantees high quality and effectiveness.

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

The social campaign is the universal prevention project addressed to all people aged 16-20 in Poland. It's main goals are to limit initiation in risk behaviors, and to reduce psychoactive and psychotropic substance

use .

The message of the campaign is to be aware of potential risks of substance use, and to be able to react adequately in situations carrying threats for health and safety of a person or his/her environment; campaign teaches what factors influence human life, how to avoid problems connected to drug use, and how to find help if problems appear.

The title phrase – *Change Your Settings* – means: manage your behavior in such a manner as to enjoy life and youth; change your “settings” for ever better; assume attitudes towards positive and healthy behaviour.

Activities include: simple internet game, knowledge base, promotion.