

# 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.

Slovakia

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

ECPA entry

3. What is the title of the project?

Drugs – the way into the darkness

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

Bc. Richard Kráľovič – project manager and director of METAMORFOZIS o.z.

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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.

From September 2014 to 31 December 2019

09/2014 – 31/12/2019 (yes, the project is still running)

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).

**Our web page:** [www.metamorfozis.sk](http://www.metamorfozis.sk)

**THE DARK TRIP:**

<https://www.youtube.com/watch?v=4ISXzarur10>

<https://www.youtube.com/watch?v=y8VEyiRfDiQ>.

<http://metamorfozis.sk/projekty/the-dark-trip/>

<https://www.facebook.com/TheDarkTrip>

**THE LIGHT TRIP:** <http://metamorfozis.sk/projekty/the-light-trip/>

**AFTER PARTY:** <http://metamorfozis.sk/projekty/after-party/>

**THERAPEUTIC AND MOTIVATIVE MUSIC:**

<http://metamorfozis.sk/hudba/>

[https://www.youtube.com/channel/UCF5RgbH\\_borY5mCAKx2lGBw](https://www.youtube.com/channel/UCF5RgbH_borY5mCAKx2lGBw)

**TV REPORTAGE:** <http://metamorfozis.sk/press/tv-reportaze/>

**VIDEOCLIP:** <https://www.youtube.com/watch?v=y8VEyiRfDiQ>

Finalists of social impact awards:

<https://www.youtube.com/watch?v=4ISXzarur10>

Ministry of Health of Slovak republic said about us:

[http://www.infodrogy.sk/ActiveWeb/c/7151/potesilo\\_nas.html](http://www.infodrogy.sk/ActiveWeb/c/7151/potesilo_nas.html)

[http://www.infodrogy.sk/ActiveWeb/c/6878/the\\_dark\\_trip\\_.html](http://www.infodrogy.sk/ActiveWeb/c/6878/the_dark_trip_.html)

**SPOTIFY link:** <https://open.spotify.com/artist/2MsoAbGQmXP2hVN78v2FSC>

**Poprad Arena:**

<https://www.youtube.com/watch?v=S4nbWuN6ngo>

<http://poprad.dnes24.sk/mladi-zaplnili-arenu-poprad-prilakalo-ich-protidrogove-predstavenie-the-dark-trip-266001>

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

**THE DARK TRIP** – is a modern drug multimedia theatrical performance DRUGS - WAY INTO THE DARK. It is an autobiographical play - a story that the actor Martin Žák lived, wrote and passes on. The main idea of a multimedia theatrical production is drugs and drug prevention presented in an attractive and motivating way, which in addition to prevention provides hope for a better life, has a therapeutic and resocializing effect.

**THE LIGHT TRIP** - is a continuation of THE DARK TRIP and is a continuation of our drug prevention. It encourages young people to discover, develop talent and make meaningful help to others, bringing joy and strength to overcome obstacles in life. Its inspiration helps and guides pupils and youth to find their place in life and society. It motivates social feeling, leads to empathy and the right approach to the disabled, socially disadvantaged and shows the hope and example of the application of talent in practice and life. The story continues from the emptiness of darkness to the light of self-knowledge and the application of the principles of humanity. It encourages values that create a strong character. The projects are an effective tool for prevention, therapy and education, through which its viewers will enjoy an inspiring and profound cultural experience. Nowadays, art is presented in an innovative creative form by the language of young people a very effective method of non-formal education and crime prevention of the young generation.

**AFTER PARTY** - MODERN MODERATED FOLLOW-UP MEETING - Follows the theatrical performances THE DARK TRIP and THE LIGHT TRIP. Interconnecting theatrical experiences, performances, humour, music, discussion, experts as friends, young people, many of whom have gone through drug hell, survived and found the meaning of life in discovering their talent and direction, which made them happy. They are available to tell their story briefly and concisely, to listen to others and to be there for those who need it. In the subsequent work we work closely with our partners: Život bez nenávisti, n.o., ÚSMEV AKO DAR. In 5 years we have successfully implemented our project for more than 57,000 young people. The project is intended for students of secondary schools, universities and elementary schools - 7th to 9th year, youth from orphanages but also for whole families. Thanks to the feedback and success in 2014 - 2019 our project / modern drug multimedia THEATER - THE DARK TRIP and THE LIGHT TRIP / received the auspices of mayors, support of all municipalities and cities such as: Bratislava, Kosice, Presov, Trencin, Poprad, Nitra, Ruzomberok, Dolny Kubin, Trnava, Zilina, Banska Bystrica, Zvolen, Michalovce, Svidnik and others. In the large cities of Slovakia in 2015-2019, as a partner of the Ministry of Health, we successfully implemented our project DROGS - THE DARK TRIP.

- We received great attention from pupils, directors, psychologists and other cultural experts with a fantastic response.
- We became finalists of SOCIAL IMPACT AWARDS - prestigious award of social project of the year.
- We got highly positive evaluation and recommendation of our project by the Ministry of Health of the SR.

**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**)

Young people, especially at the age of teenagers, are most exposed to different life situations that they deal with individually. At this age they are most susceptible to the effects of various negative factors and are therefore easily influenced, whether by their society, the group in which they find themselves or simply seeking different ways of life.

The project focuses on drug prevention and addressing young people through a real-life and artistic story. It should give the young viewer not only the feeling that drugs are not good, but the feeling that if you take the drug, you will destroy not only your life, but also the lives of your loved ones by committing criminal acts which are against the law. We also inspire people who deal with drug issues in a modern form of drug education. Last but not least, thanks to positive feedback from: Pinel Hospital and OLUP n.o. in Predná Hora, our campaign has been able to have a therapeutic effect and positively motivate patients who are treated for addiction and have been prosecuted in the past. We also have a positive response among young people growing up in correctional institutions.

**I. 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**)

The project arose because of the desire to impart a strongly emotional, motivational, true story of Martin Žák, from which the young viewer can learn and see and literally experience the treacherous and deceptive temptation of drugs and its destructive consequences for the life of man, his family and his surroundings. The aim of the project is drug prevention in an attractive and motivating way. Effective prevention is more effective than addressing the consequences of drug addiction itself and the problems that unfortunately many times end up in criminals and destroy the lives of drug users and their surroundings. Drug addiction is a topical problem with societal significance. Drugs and narcotics use are already encountered in primary and secondary schools.

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<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>

The innovative approach of the project: DRUGS – WAY INTO THE DARKNESS retains the continuity of the drug activities undertaken in the Drugs Prevention Initiative and is effective as an instrumental tool in the treatment of drug addiction and in the area of drug re-socialization.

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

The primary objective is to prevent, motivate and point out the pitfalls of the traps of drug addiction and its destructive consequences such as health and psychological problems, family and social life problems and criminal threat.

Secondary goals: we give young people the opportunity to experience the atmosphere in which they can entertain themselves without the need to take a narcotic. Instead of escaping reality through the drug, we encourage their will to fight and challenge. We are involved in the project as volunteers for the young people we inspired. We help those who are involved in the drug addiction trap in the follow-up work we do through our partners. Furthermore, we motivate to discover and develop talents, inspiration to help others, which creates conditions for a meaningful and joyful life.

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*

Over the five years we have reached 57,000 young people. Every year, we managed to exceed the set targets and achieve efficiency and a high level of response, as encouraged by feedback, which has always been part of the final report of projects that we have implemented in cooperation with the Ministry of Health of the Slovak Republic, in cooperation with all in Slovakia who wants to participate and solve the drug problem in Slovakia. On our website you can find a large number of responses and positive reviews of our projects from psychologists, preventers, experts from counselling centres in the field of drug prevention, addiction treatment, management of the department of education, local governments and municipalities, prevention department of Ministry of Interior of Slovak republic, coordinators of child protection violence from the labour office of social affairs, but also from the pupils themselves, teachers, school heads and orphanages, but also parents.

12. 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? 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

On our website <http://metamorfozis.sk/press/>, we have positive reviews from the biggest experts in the field of drug addiction prevention and treatment, crime prevention, police and others.

Multimedia drug theatre performance serves as an effective tool for drug prevention. This innovative and creative way of drug education brings positive results. It has been shown to be an effective relief therapy with elements of re-socialization in treatment facilities. Along with the ensuing moderated meeting with music and humour, which serves to lighten the difficult topic, it can effectively protect against the negative decisions the drug temptation offers and positively direct the young person.

Project DRUS – WAY INTO THE DARKNESS is very popular in cities all over Slovakia, in which high school and primary school pupils, educators, parents and teenagers of children's homes, educators and headmasters were addressed. We inspired leadership of towns and villages, social, cultural and prevention workers, as well as the police we worked with. We became partners of psychiatric hospitals, where our theatre became a therapeutic tool. Management and experts in psychiatric hospitals and drug treatment hospitals such as:

Philippe Pinela Psychiatric Hospital Pezinok and OLUP n.o. FRONT MOUNTAIN, they expressed the need to realize the project DRUGS – WAY INTO THE DARKNESS regularly. Performance efficiency is evaluated through positive feedback after the performance. Over 5 years we have addressed 57,000 students, orphanages, as well as entire families. At the end of the preconception, the chief master speaks to the parents and gives them important advice on how to recognize the use of the drug and also helps to restore bridges between parents and children and parents and teachers through their input. The Ministry of Health of the Slovak Republic evaluated our project as a top project within the framework of drug prevention. In 2015, the Dark Trip project became a finalist of the prestigious award of social projects SOCIAL IMPACT AWARDS. Link to the full Ministry of Health of Slovak republic review: [http://www.infodrogy.sk/ActiveWeb/c/6878/the\\_dark\\_trip\\_.html](http://www.infodrogy.sk/ActiveWeb/c/6878/the_dark_trip_.html).

## **II. 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 main idea of a multimedia theatrical production are drugs and drug prevention presented in an attractive, modern, motivational and creative way

understandable to young people. The viewer becomes part of the performance and experiences the main character's feelings. An autobiographical theatre about a boy who gets into drugs and then his life is gaining a rapid gradient that he cannot stop. It portrays everything a young person can encounter nowadays - from the desire to have fun, through vulnerable love and the ability to subjugate everything to taking drugs, dealership, falling to the bottom and committing other criminal activity. The production is underlined by modern music and well-known personalities that draw the viewer into the storyline in a unique way. The performance includes quality lighting, sound technology and multimedia projection. From feedback even after a long time, we learned that this moment of life students remember for a long time. The project gives addicts hope, encouragement to persevere on their way to Saturday, a meaningful, drug-free life.

### **III. 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**)

Mgr.art. Martin Žák is the main character of his life story, that he miraculously survived and directed his life in a direction in which he is a successful dramotherapist who lectures at universities. He is also an actor, humourist, puppet actor, dramatotherapist, screenwriter and director of theatrical plays with handicaps, with which he wins leading positions in theatre competitions.

The partner of the project is the organization ŽIVOT BEZ ZÁVISLOSTI, n.o. (LIFE WITHOUT ADDICTION n.o.) which profoundly ensures complete very successful therapy of addicts. Organization Life without Addiction, n. o., was registered in 2005 with nationwide scope. Its mission is to provide services to individuals, families, organizations and local communities through activities related to the prevention and elimination of alcohol, drug and other forms of addiction and their consequences. Jozef Brenkus, PhD. is a co-founder and director of a non-profit organization. It provides individual, couple, group social counselling and education.

Subsequent work in these places is also carried out by our other partner, the organization ÚSMEV AS DAR (SMILE AS A GIFT), which has been working with problem youth for many years. Our theatre and music have become a therapeutic tool at the Philippe Pinela Psychiatric Hospital Pezinok and OLUP n.o. Predná Hora.

Whenever possible, we have worked with the leadership of towns, municipalities and regional governments, the police and the authorities responsible for drug prevention, crime prevention, the social field, education and culture. As a result, we have been able to be more efficient and have found

various other ways of carrying out drug campaigns in other cities with a large impact and impact.

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

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

Every year we managed to exceed the set targets and the projects achieved great success every year. We believe that thanks to this we managed to obtain a subsidy every year, which helped us to use the allocated funds effectively and to carry out drug campaigns in many other big cities in Slovakia.

Much of the projects were implemented with the financial support of the Ministry of Health of the Slovak Republic - within the purpose of the targeted subsidy to support anti-drug activities between 2015 and 2019.

Our priority has been, and is, to cooperate with management of towns and villages, autonomies, the police and the authorities responsible for drug prevention, crime prevention, the social field, education and culture. As a result, we have been able to be eco-efficient and have found other ways to implement drug campaigns and to fund them through our partners.

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

Financial support from Ministry of Health of Slovak republic:

2015 – 30 000 €

2016 – 23 745 €

2017 – 16 131 €

2018 – 21 567,50 €

2019 – 20 000 €

Bratislava self-governing region:

2014 – 2 000 €

2015 – 2 015 €

2016 – 2 500 €

2017 – 4 000 €

2018 – 5 000 €

2019 – 4 000 €

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**)

No special analysis was carried out, at the end of the year we evaluated our work and tried to improve ourselves. Every year, we improved and gradually planned campaigns in each city, and continually tried to look for the realization of the resource. Every year we managed to find as much resources as we needed to carry out the projects. Every year, we managed to implement our projects with an increasing tendency, both in terms of quality and quantity, in connection with the implementation of our campaigns. E.g. in 2017 and 2018, we managed to realize THE DARK TRIP and THE LIGHT TRIP in POPRAD ARENA for 4000 young people. We carried out this drug campaign in close cooperation with the city of POPRAD and the Presov Self-Government under the auspices of the Mayor and the Chairman of the Presov Self-Governing Region with great success and response. The reactions of students and youth from orphanages, educators and experts can be seen in TV reports and in a short motivational video clip that we will soon publish on social networks.

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

Returning to its difficult past in the performance THE DAK TRIP and THE LIGHT TRIP is for the main character mentally challenging. That is why we are planning to complete the realization of THE DARK TRIP and THE LIGHT TRIP after 5 years in December this year. If we can find the funds, we would like to create a movie where we could eventually take advantage of the stories of young people whose inspired performances and through our campaign found their way to freedom from the darkness of drug addiction. If we succeed, we would like to select and build a new team of young talented people to continue our work as supervisors of the project.

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

By participating in ECPA 2019, we hope to make contacts with other Member States that would be interested in film we are planning to make.

The project could be applicable in other countries if we made a film and added scenes in a similar creativity way, and other inspirational stories of people and artists would be part of the performance. Combining creativity, innovation, authenticity, music, multimedia, a modern approach, consulting professionals, a genuine interest in people in which young viewers would feel that the performers care about them and that they like them. Then there is a great

chance that the project in other countries would be able to motivate the viewer positively, to influence and protect from bad decisions, to direct even therapeutic treatment. If this work were translated into English and translated into other languages and the keys we used in the implementation, selection of the staff, team, collaborators, partners and external companies were applied, we believe that the project could also be successful in other countries.

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

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**AFTER PARTY** - MODERN MODERATED FOLLOW-UP MEETING - Follows the theatrical performances THE DARK TRIP and THE LIGHT TRIP. Interconnecting theatrical experiences, performances, humour, music, discussion, experts as friends, young people, many of whom have gone through drug hell, survived and found the meaning of life in discovering their talent and direction, which made them happy