



Program Guide - Reducing Senior Citizens' Fear of Crime

1. Overview

Objectives	<ul style="list-style-type: none">• To reduce the fear of crime amongst the target group in the community.• To address perceptions amongst senior citizens that there is a high level of crime in the community.• To refresh the messages of crime prevention with senior citizens.• To provide senior citizens with tips to improve their physical safety in their normal activities at home and when out and about in the community.
Target Outcomes	<ul style="list-style-type: none">• Reduced levels of fear amongst senior citizens about being affected by crime.• Perceptions of the level of crime amongst the target group which are closer to the actual recorded rates.• Increased knowledge amongst senior citizens of crime prevention techniques.• Increased knowledge amongst the target group, for ways of improving their physical safety when undertaking normal activities.
Success Measures	<p>More than 75% of a sample of program attendees, who after the presentation:</p> <ul style="list-style-type: none">• Feel their area is safer than prior to the session.• State they have learnt something new about crime prevention.• Feel they have learnt something new about safety at home and when out and about.• Would recommend others attend such a presentation.
Contact for More Information	<p><i>For more information contact state office by email: admin@nhw.com.au</i></p>

2. Details

Program Scope	<ul style="list-style-type: none">• This program is aimed at senior citizens in the 55+ age group. People in the target age group are often found in clubs and associations which have been established on geographical, previous employment, religious or ethnic grounds.
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	<ul style="list-style-type: none"> • Subject to the size and layout of the venue being adequate, groups of up to 250 can be involved in a presentation. • Groups of senior citizens for whom English is not their first language, will need help from an appropriate interpreter. Contact the NHW state office for information on engaging interpreters. <p>If making a presentation with the aid of an interpreter, it will be necessary to reduce the content of the session. The shading on the presentation notes indicates the more important material which should be covered in these sessions.</p>
<p>Program Planning</p>	<p>The following steps provide a guide to planning the implementation of the program.</p> <p>DETERMINE WHETHER TO PROCEED WITH THE PROGRAM</p> <ul style="list-style-type: none"> • Discuss the proposal within your group and ensure you have at least six volunteers who are prepared to take part in the program. (You will need a minimum of two volunteers at a presentation.) • Contact the local Police and ensure you have their support for the program. Also, establish from the Police whether there are any specific types of crime locally which need emphasis during the program. • Contact the local council to obtain a list of the known senior citizens' groups within the municipality. Council may also be able to provide information about other clubs and activities which attract senior citizens. (For planning purposes, assume you will be making presentations to about 75% of the identified groups.) • Prepare a calendar of events for the group over the coming months, so you can avoid the program presentations clashing with other planned NHW activities. • Establish the Crime Situation for the Local Area. • To determine the 55+ population proportion of the municipality, use the local council website. • Use the Crime Statistics Agency website: www.crimestatistics.vic.gov.au to establish the number of crimes that occurred in the municipality in a one year period. This site will also provide an age profile of the victims of crime in Victoria. • Using these statistics should show that people in the seniors' age group are under-represented in crimes that occur in the local area. (If this is NOT the case do NOT proceed with this program. Instead discuss a general crime reduction program with the local Police.) <p>PREPARE FOR THE START OF THE PROGRAM</p> <ul style="list-style-type: none"> • Check you have access to the equipment necessary to run the program (detailed further on in this section.) It might be possible to borrow equipment from your NHW members or from a neighbouring NHW group. • Check the cost and availability of printed material needed for the program. The printers, First Impressions (Tel: 1300 272 630), have all the handouts on



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	<p>file and can give you quotes for the printing. You are NOT obliged to use these printers to produce the handouts – however you will need to ensure you are using the NHW approved style guide for any design i.e. (logos, colours, tag line).</p> <ul style="list-style-type: none"> • Contact representatives of each of the seniors' groups by phone, to explain the purpose of the program and to gauge the level of interest. In most cases you'll be asked to forward an email detailing the proposal so the matter can be considered by the group committee. • Where a group has been established based on ethnic background eg Chinese Senior Citizens Club, check whether an interpreter is required. <i>A copy of a typical Email Template can be found under Other Resources at the end of the guide.</i> • As responses are received from the groups, assemble a schedule of presentations and ensure there are no double bookings. Keeping the presentation schedule current will allow for the occasional changes in the bookings to be readily accommodated.
<p>Equipment</p>	<p>If using PowerPoint or running the videos for the presentation, the following equipment would be needed:</p> <ul style="list-style-type: none"> • Small Table • Laptop • Projector • Speakers • Power-board • Long Lead • Projector Screen <p>Unless you have the opportunity to check the compatibility of the various items before the presentation, it is recommended you use your own computer and projection equipment, rather than equipment at the venue.</p> <p>If available, display a NHW pullup banner near the presenter/s, to remind the audience of the organisation running the program.</p>
<p>Implementation</p>	<p>The following steps describe how the program is implemented, particularly in terms of organising and making a presentation to a seniors' group.</p> <ol style="list-style-type: none"> 1. About one week before a scheduled presentation, contact the seniors' group and confirm the arrangements for the presentation. These include: <ul style="list-style-type: none"> • The date and time of the presentation. • The time you can arrive to set up your equipment. Many groups have the guest speaker present immediately after a tea break so they can set up equipment during this time. • The end time of the group's use of the venue. Some community venues are heavily booked and have strict time limits on their use. • Whether an interpreter is needed. This should normally be determined at the time of the booking.



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- Whether there is a power point located conveniently to the presentation area.
 - Whether the venue has audio-visual presentation equipment and whether a member of the seniors' group is very familiar with operating the equipment. If you have any doubts, bring your own equipment.
 - Whether there is a lectern available at the venue. Generally, speakers find it more convenient to have their notes resting at chest height rather than having to hold them in their hands or rest them on a table.
2. Check all members of your team are still available to give the presentation.
 3. Assemble all presentation equipment at 'home' and check everything is compatible and working.
 4. Arrange amongst the presenters who is speaking on which topics. The respective speakers should check the timing and delete less important material if they are going to run overtime. (The audience gets a much better appreciation of the topic if the speaker includes relevant personal experiences. When these are used, other material will need to be omitted to keep the presentation to the time allowed.)
 5. Check you have sufficient printed material to cater for the expected number of members of the audience.
 6. On the day of the presentation, use a checklist to ensure all equipment and printed materials are loaded into the car/s.
 7. Parking can be difficult and you may have to park some distance away, so plan on arriving at the venue a little before the setting-up time.
 8. Assemble the equipment and ensure everything is in working order. If for some reason the equipment fails to operate and the problem cannot be readily solved, do without. It is discourteous to the audience to start the presentation late, and it is a distraction to the audience to have somebody 'fiddling' with the equipment during a presentation.
 9. Assemble handout material so it's ready to distribute at the end of the presentation. Do not distribute the material beforehand, as the audience members will be looking at the handouts and not the speaker during the presentation.
 10. Deliver the presentation. It is recommended you indicate there will be time for questions at the end of the presentation. Whilst there's the risk a question will be forgotten by the end, the risk in dealing with a question during the presentation is that a lengthy discussion can take place and severely eat into the presentation time. In addition, there is a good chance the question will be addressed later in the presentation.
 11. Answer any questions. Try to keep the answers brief to allow time for other questions. If an audience member has a specific personal issue which seems to be of little interest to others, suggest that one of the NHW team will speak privately to the person at the end of the session. At the end of question time, remind the audience they will be given a summary of the main points.
 12. Undertake an audience survey. It is desirable to have about 10% of the total audience surveyed to get feedback on the program. This is best done by surveying all audience members at a number of presentations. At the particular presentation where a survey will be held, advise the group at the end of question time that there will be a short survey.
 13. The approach to take is as follows:



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	<ul style="list-style-type: none"> • Hand out the evaluation forms and make sure that everybody has access to a pen. Press the audience members to fill in the forms before they leave (otherwise you won't get the forms back.) Have NHW team members amongst the audience to answer any questions and to collect the evaluation forms. • Collect the forms, bundle them, and mark them with the date of the presentation in case the results differ markedly from those of other surveys. Knowing the date allows the NHW team to determine whether the presentation differed from others. <p>14. Collect and pack up the equipment making sure you don't leave anything behind. The equipment checklist is a help here. Collect any NHW material not taken away so there is no waste and no litter left at the venue.</p> <p>15. It is useful to have a quick review of the presentation whilst it is fresh in people's minds. It is good to note what worked well and what didn't. The review can take place as the equipment is being packed-up rather than requiring the team to gather again at some other time.</p>
<p>Timing</p>	<p>Three months are required for initial discussions, training and preparation. For an urban municipality, holding an average of one presentation every two weeks, the program would take about a year to cover the local seniors' groups. It could be expected there would be a few additional presentations after that time as groups ask for refresher sessions.</p> <p>In a provincial city or town, it would be expected the program be completed in a much shorter period even to the extent it may take two or three presentations to cater for the local seniors' groups.</p> <p>Consideration can be given to holding a presentation in a community centre and encouraging attendance by advertisement. However, the main methods of making seniors aware are through their own groups which have already been trained. In addition, the logistics of getting the seniors to the meeting becomes difficult.</p>
<p>Measuring Success</p>	<p>There are two key methods of measuring the success of the program.</p> <ol style="list-style-type: none"> 1. Surveying the attendees of the program. A survey has already been developed and tested with attendees of the program. <i>An example of a Presentation Evaluation form can be found under Other Resources at the end of the guide and use of the form is described in Item 12 of the Implementation section on pages 3-4.</i> 2. The second, and less effective way of measuring the success of the program, is to undertake a before and after check of the crime rates amongst the 55+ demographic. This is done by collecting the crime information for the target group before the program is run and after it is complete. Information can be obtained from the Crime Statistics Agency website at (www.crimestatistics.vic.gov.au) <p>Difficulties with this approach are the number of crimes involving the target age group being fairly low, and several years of data both before and after the</p>



	<p>program would be required. It is very likely that over this four to six year period, other changes in crime prevention could have taken place which may influence the levels of crime.</p>
Reporting	<p>At the end of the program, it's important others learn from the experience. A short report should be submitted with a description of the program, any variations from the guide and the outcomes.</p> <p>Emphasise that the report should be brief because unless there were specific stated reasons, the program should have followed this guide. The results and lessons learned from implementing the program are items of use to other NHWs.</p>

3. Specific Training

Training	<p>The following key aspects of training are required for the NHW volunteers who run the program.</p> <ul style="list-style-type: none"> • A general knowledge of NHW is required to be able to relate its approach to crime prevention to this specific program. • Some five years of active involvement in NHW and its programs are desirable to provide real-life examples to illustrate the principles described in the program. • Experience in speaking to groups is desirable. If a team member lacks this experience they can initially observe a more experienced presenter. They could then present on say one topic to a small group. As the team member gains confidence they could take a larger role in the presentations and speak to bigger groups. The skills gained could be used in other aspects of NHW activities and generally. • If using computer equipment, all members of the presentation team should learn how to operate this equipment so the roles of the team members can be varied over the life of the program. It also accommodates last-minute changes due to the unavailability of a team member.
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Email Template - Introducing the Program

From: XXXXXX
Date:
Subject: **Safety and Security of Senior Citizens Program**
To: XXXXXX

Hi XXXXXX

Thanks for your time on the phone earlier this afternoon to discuss the above program.

As I indicated, at the request of the *(Type Your Area here)* Police, Neighbourhood Watch (NHW) is undertaking a program to address the perceptions of some senior citizens about the level of crime in *(Type Your Area here)*. Publicity in the media of violent crimes can lead some people, particularly older citizens, to believe that *(Type Your Area here)* is an unsafe place.

The program is aimed at putting these incidents into perspective and to show that our municipality is in fact quite a safe place to live. We will also take the opportunity to refresh the audience's knowledge of basic home security and crime prevention techniques.

We would like to present this program to a meeting of the *(Type Your Community name in here)*. The presentation will take about 45 minutes with about 15 minutes for questions. ie a total of one hour

As discussed, the *(Type Your Area here)* NHW is keen to run the program so if necessary, we would provide an interpreter for the presentation.

I would ask you to discuss this matter with your committee and advise me of a suitable date and time for the presentation. If it helps, I would be happy to meet with the committee to discuss the program in more detail.

In the meantime, please do not hesitate to contact me on Mobile: YYYY YYY YYY, if you have any questions.

Regards

XXXXX



SAFETY AND SECURITY FOR SENIORS PRESENTATION

SHORT EVALUATION FORM

(For each question, please ✓ one of the boxes on the right)

	YES	NO	DON'T KNOW
1. Did you find today's presentation interesting?			
2. Do you now feel that your community is a safe area for older citizens?			
3. Did you learn something new today about the level of crime affecting seniors in our area?			
4. Did you learn something new today about preventing crime?			
5. Did you learn something new about taking care when out and about or in your home?			
6. Would you recommend to others that they attend this presentation?			

Thanks for your time and interest in safety and crime prevention in *(Type Your Area here)*.

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