

CrimeStoppers.

0800 555 111

100% anonymous. Always.



yarlington



CrimeStoppers 'What Would You Do?'

PROGRAMME EVALUATION



Project History

'What Would You Do?' includes working with 9-10 year olds through drama based workshops and performance, the project is an early intervention to grooming for gang crime (including county lines), online safety, healthy relationships, mob mentality and Child (sexual and criminal) exploitation. Within weekly sessions the children experience these themes through participatory led work, sharing their knowledge through performances and films; thus advocating key messages back to their family members and wider community either on the main stage or through community films.

The 'What Would You Do?' programme has been rolled out to schools in Yeovil as a way of raising awareness amongst young people and communities about the issues in their local area; to support young people to build their own personal resilience and to ensure that they have the confidence to report any issues of concern.

To date the project has worked with over 39 primary schools across Bristol and the South West benefitting over 2,500 young people, 39 school communities and thousands of parents / carers and families of the children. The 2018 outcome resulted in engaging over 800 community members to a performance finale at the Colston Hall in Bristol and, with over 70% of these audience members never attending events such as these. Past films from these events have been used locally and nationally to evidence how communities can report crime anonymously and confidently.

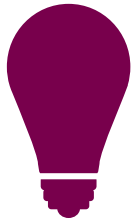
The project has evidenced an increase in the number of people who would now turn to CrimeStoppers as a tool in reporting crime with over 85% of young people admitting that through the project they know the number and context in which CrimeStoppers can help, mirrored to the initial 62%. These outcomes have been evaluated through analysing the participants questionnaires that they completed pre and post project which helps us measure any change in attitude or approach that we can link to their participation within 'What Would You Do?'. The responses from the data also suggest that the project has impacted on the young people's resilience, cohesion and outlook of their community by participating in exercises that encourage and celebrate their vision for a safer environment to live in.





2020 Programme Overview

The 2020 programme visited children from Yeovil. In total 4 schools benefitted from the programme - St Michael's Academy, Huish Primary School and Birchfield Community Primary and Oaklands Community Primary. Each school received the following input as part of 'What Would You Do?'



CrimeStoppers Assembly

Learning about the key aspects of how CrimeStoppers works and when you may use it.



Weekly sessions

Helping children to develop their knowledge of CrimeStoppers and build confidence and resilience for their community. This was carried out through drama and creative activities. The children explored a range of different crimes and community issues ranging from anti-social behaviour to Online Safety.



Live performance

In all of the 4 schools, selected children were chosen to represent their school at the finale event which welcomed families, schools and organisations. The performance at Westlands Yeovil had an excellent turnout of families and community members and approximately 500 people attending in total. At these performances each school was given a chosen 'champion' subject based on their learning from the weekly sessions. The use of film, live performance and movement were used to present the children's learning of the subject and thus promoting CrimeStoppers and all that it offers to the community.



2020 Key methods of creative exploration



Freeze Frames

Working in groups to create a frozen image of a situation, emotion, place, or action was a repeated task given to children throughout the project. By using their bodies to recreate an experience or bring to life an imagined situation, children were able to connect to the subject matter on a deeper level. Examples include: showing a frozen picture of a place in their community, an example of a crime being committed, a moment in their lives when they have felt safe.



Metaphorical Games & Activities

Games played a significant role in the children's absorption of knowledge. Children relate particularly well to the emotions, morality, and justice within game based learning, and the inclusion of games to support a learning objective proved highly successful throughout this project. One example was the 'red road, yellow road, blue road' activity, in which children were split into three groups and had to come up with their own chant and dance to represent their 'road'. Coming together to create a mash up of these chants and rhythms helped the children to reflect upon the different groups within our communities and how we can strive towards tolerance and integration.



Topic Discussions

Each workshop was centred around a key theme related to CrimeStoppers and surrounding subject matter. In a circle, a Unique Voice facilitator would introduce the theme and invite children to share their thoughts through open leading questions. The aim of 'discussions' was to create a safe space in which children could raise concerns, share knowledge, and gain from the the experiences of the group as a whole.



Reflection Circle

At the end of each session, there was always time allocated for a closing circle discussion, in which children where asked to repeat back the key things they had learnt. Allowing time for questions and concerns which may have arisen during the workshop provided children with the opportunity to address key issues and leave the room feeling sure of their new knowledge and skills.



Scene Creation

Often using freeze frames as a stepping stone, children were tasked to work in small groups to devise scenes displaying situations related to the theme of the workshop. Examples include creating a TV Advert for CrimeStoppers, a scene in which one person is controlling another, an example of helpful actions within the community.



Homework & Competitions

Homework and Competitions played a part in the children's extra curricular learning, and encouraged schools to continue focus on the topic outside of the weekly workshops. Children were invited to design a poster for CrimeStoppers, write a poem on how to report crime, and write some lines to be added into the show.



2020 Comments from the Commissioners

Lead commissioners, CrimeStoppers in the West Country were confident community members went home with very important messages. Regional manager for CrimeStoppers in the West Country, Karen MacDonald: "People often know who is committing crime, but for whatever reason they can be reluctant to pass this information on to the police. The knowledge these children gained from this project, in particular how to report crime through CrimeStoppers reached families in a unique way."



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2020 Comments from the Commissioners

"Yarlington is delighted to be working in partnership with CrimeStoppers and Unique Voice on this fantastic initiative. Yarlington has a long-standing commitment to supporting and investing in our communities to make the lives of our customers and communities safer. By working together we will be able to raise awareness of important issues affecting our communities in a fun and interactive way that empowers young people to take pride in their community and increases people's confidence in reporting crime and anti-social behaviour."

"What a great event! Hearing the gasps as adults and children recognised their journey to school on the introductory film, to seeing the joy the children were getting from delivering such an important message. The event was really powerful yet fun and the enthusiasm the children gave it mirrored that of the Unique Voice team. The whole project was well planned and delivered from start to finish and the CrimeStoppers message will stay with both children, teachers, parents, carers and all who were lucky enough to be there on the night for a long time to come, well done!"





2020 Impact

Ahead of participating in 'What Would You Do?' and after the project had concluded, every year 5 child from all participating schools was asked to complete the below survey to capture their thoughts and knowledge pre and post project.



Ethics on the study;

- *Teachers were encouraged to help with reading but not to advise on answers or discuss possibilities; therefore its suggested all answers come from the children directly.*
- *Teachers were asked not to talk about the project in anyway before the children completed the study to ensure their responses reflect their current view, pre 'What would You do?'*
- *A setting of no access to the internet was enforced to avoid using search engines to assist answers.*
- *The majority of questions were designed to be multiple choice, apart from one.*

Pre Evaluation Participants: 252
Post Evaluation Participants: 127



2020 Impact



Question 1: What is CrimeStoppers?

Pre project response:

14% of children knew CrimeStoppers were a charity
86% of children thought it was a TV show, part of the police or a song

Post project response:

84% of children identified CrimeStoppers as a charity



Question 2: Do you know the phone number for CrimeStoppers?

Pre project response:

0% knew the exact telephone number for CrimeStoppers
25% thought it was 999

Post project response:

90.5% of children identified 0800 555 111 as the number for CrimeStoppers



2020 Impact



Question 3:

Would you feel confident to report a crime that happened in your community?

81% of children feel confident to report crime.

72% of children are likely to contact CrimeStoppers to report crime if need in the future.



Question 4:

What did you learn in this year's programme? (Child Feedback)



"I learned that we should keep our community safe by calling 0800 555 111 when theres a crime and I don't want to share my information "

"How to make a community safer and being kind to others and online."

"I learnt that 'what would you do is a charity that reports you anonymously and that it also is not for emergencies if it is you should contact the police."

"What a community is and how to be safe in it and look after it"

"That i can be anonymous if needed when calling CrimeStoppers and to be safer online and outside as well."



2020 Impact

Teacher Feedback

100% of teachers felt that their class understood how to report crime to CrimeStoppers as a result of this project.

67% of teachers felt that their children would feel confident enough to call CrimeStoppers in the future.

Teachers felt the programme addressed the following;

- Built the children's confidence to discuss difficult subjects.
- Empowered the children to report crime.
- Helped the children understand that they should be able to feel safe in their communities.
- Gave children a opportunity to voice their opinions
- Allowed children to share their experiences

We asked teachers what they personally learnt in the 'What Would You Do?' programme

"I learnt about CrimeStoppers and how they can help!"

"There are lots of children under 11 online"

We asked teachers how the 'What Would You Do?' programme will impact your school

"It has shown children the importance of safety and how to stay safe. Hopefully the end performance got the point across to the adults too."

"Make the children more aware of their community and what the right thing to do would be"

"Children will know how to make their community safer. They will have an expectation growing up of what is right or wrong."

We asked teachers if learning creatively with Unique Voice was effective with your students?

"Yes it was great to see this shown through the use of drama."

"Yes because they gained more confidence and were more engaged"

"Yes. They were more engaged due to being active."



2020 Impact

Parent & Carer Feedback:



Question 1:

What is CrimeStoppers?

92% of parents and carers now know that CrimeStoppers is a charity.



Question 2:

Do you know the phone number for CrimeStoppers?

77% of parents and carers identified 0800 555 111 as the number for CrimeStoppers.



Question 3:

Would you feel confident to report a crime in your community?

100% of parents and carers feel that they are confident enough to report a crime.



Question 4:

How likely are you to contact CrimeStoppers if needed in the future?

100% of parents and carers are highly likely to contact CrimeStoppers



Question 5:

Did taking part in the programme have a positive impact on your child?

100% of parents and carers agreed that the What Would You Do? Programme has a positive impact on their child.

"My child has been telling everyone how much fun he had and how they shouldn't be afraid to report crime. He's been asking many questions about drugs and robbers, about prison and how one persons crime affects whole families and communities. Your workshops and presentation have really got him thinking. Thank you for this opportunity and valuable life lessons.. " - Parent/Carer

"Thank you so much you could see it was not only informative but confidence building too. A wonderful experience for all the children." - Parent/Carer

"A great opportunity for my daughter, she learnt a lot about safety and her surroundings and was great for her confidence to be part of the show... she loved it." - Parent/Carer



Proof of Success

90.5% of children who completed the survey
know the CrimeStoppers phone number

0800 555 111

by memory, compared with **0% before** the programme started.

100% of parents and carers feel that they are confident enough to report a crime.

100% of parents and carers agreed that the What Would You Do? Programme has a positive impact on their child.

100% of parents and carers agreed that the What Would You Do? Programme has a positive impact on their child.

**81% of
children
are likely
to report
a crime.**



**72% of children who have taken part in the
WWYD Programme**
are likely to report to CrimeStoppers.

100% of teachers felt that their class understood how to report crime to CrimeStoppers as a result of this project.