

Tilley Award 2006

Application form

Please ensure that you have read the guidance before completing this form. By making an application to the awards, entrants are agreeing to abide by the conditions laid out in the Guidance. Please complete the following form in full and within the word limit. Failure to do so could result in disqualification from the competition.

Completed application forms should be e-mailed to Tricia Perkins; patricia.perkins@homeoffice.gsi.gov.uk

All entries must be received by noon on Friday 28th April 2006. No entries will be accepted after this time/date. Any queries on the application process should be directed to Tricia Perkins on 0207 035 0262. Any queries regarding other aspects of the awards should be directed to Michael Wilkinson on 0207 035 0247 or Lindsey Poole on 0207 035 0234.

Please tick box to indicate whether the entry should be considered for the main award, the criminal damage award or both;

Main award

Criminal Damage Award

Both Awards

1. Details of application

Title of the project: **'Who's Web Wise?'**

Name of force/agency/CDRP: **Wiltshire Police working with Swindon Borough Council, Wiltshire County Council, North Wiltshire District Council, West Wiltshire District Council, Kennet District Council and Salisbury District Council.**

Name of one contact person with position/rank (this should be one of the authors):

Inspector Nick Bancroft

Email address: **nick.bancroft@wiltshire.pnn.police.uk**

Full postal address: **Community Safety & Criminal Justice Dept,
Wiltshire Police Headquarters,
London Road,
Devizes, Wiltshire, SN10 2DN**

Telephone number: **0845 408 7000 ext 7203620**

Fax number: **01380 733260**

Name of endorsing senior representatives(s): **Peter Vaughan**

Position and rank of endorsing senior representatives(s): **Assistant Chief Constable**

Full address of endorsing senior representatives(s) **Wiltshire Police Headquarters,
London Road,
Devizes, Wiltshire SN10 2DN**

2. Summary of application

In no more than 400 words please use this space to describe your project. Include details of the problem that was addressed a description of the initiative, the main intervention principles and what they were designed to achieve, the main outcomes of project particularly in relation to the problem, evidence was used in designing the programme and how the project is evaluated.

'Tomorrow's Voice' is the consultation process targeting 11-18 year olds across Wiltshire and Swindon. In 2003 over 2300 young people responded to a chat room safety questionnaire. Results indicated that:

- ◆ 7% of young people had agreed to meet with someone they had met "on line" without consulting an appropriate adult first and
- ◆ 11% had been made to feel uncomfortable by others whilst using chat rooms.

This raised concerns regarding the potential dangers faced by young people and their level of knowledge of simple precautions they should take to protect themselves.

To raise awareness of the importance of chat room safety and promote a simple 6 point plan, Wiltshire Police in partnership with Wiltshire County Council, Swindon Borough Council and Fujitsu Siemens Computers, designed and implemented 'Who's Web Wise?'

Objectives:

- ◆ Increase awareness of the importance of 'safe surfing'.
- ◆ Provide detailed safety information in a relevant language.
- ◆ Educate and provide advice for parents.
- ◆ Provide schools with the opportunity and materials to raise issues within appropriate areas of curriculum (PHSE).

To date, two phases have been undertaken:

Phase 1: June 2004. Educational and informative web-based quiz, run via the Wiltshire Police website, comprising ten questions about chat room safety and promoted via schools. Two entrants, drawn at random, won a computer for themselves and one for their school. Prizes were kindly donated by Fujitsu Siemens Computers.

Evaluation:

- ◆ hit rate to the "Who's Web Wise" page of Wiltshire Police website,
- ◆ number of entries to the quiz itself
- ◆ questionnaires to participating schools
- ◆ Media coverage

Phase 2: July 2005 (Linked to Child Safety week): Involved the production of chat room safety packs provided to all 68 schools and colleges. Packs containing lesson plans, safety video, mouse mats, posters and postcards, all promoting the 'six point plan'.

Evaluation:

- ◆ Questionnaires to participating schools

The following agencies endorse the overall campaign as an example of best practice for delivery of Internet and crime prevention safety advice.

- ◆ NCIS / National Crime Squad (Marketing & External Relations Manager)
- ◆ Home Secretary's Internet Taskforce
- ◆ University of Lancashire Cyberspace Research Dept (Technical Manager)

In 2005, "Who's Web Wise" won the Association of Police Press Officers (APPRO) Award, Excellence in Planned Communications Category.

3. Description of project

Describe the project following the guidance given in no more than 4000 words

Outline Of The Problem



'Tomorrows Voice' is a young citizen questionnaire supported by Wiltshire Police and co-ordinated by Wiltshire County Council's Youth Development Service, which is regularly sent out to a target audience of 11-18 year old. In 2003, over 2300 young people responded to the questionnaire. Results indicated that:

- ◆ 7% of young people had agreed to meet up with someone they had communicated with through a chat room without consulting an appropriate adult first and
- ◆ 11% had been made to feel uncomfortable by 'chats' they had with someone within this environment.

This highlighted the potential dangers for young people using Internet chat rooms and their vulnerability to being befriended by people who may not be what they seem.

Failure to take simple precautions when using chat rooms increases the risk of young Internet users being drawn into friendships which could result in child exploitation, abduction and becoming the victims of sexual offences.

The 'Tomorrows Voice' survey results are reinforced by other national surveys such as the Internet Services Providers' Association (ISPA) survey 2004, which indicated that:

- ◆ Only 41% of parents give regular reminders to their children about online safety rules.
- ◆ 28% of parents have never spoken to their child about giving out personal information such as their home address, telephone numbers or passwords on the Internet.
- ◆ As many as 13% of parents do not know if their child actually uses chat rooms.
- ◆ Of those parents who know that their children do use chat rooms, 65% admit to not knowing their children's online friends.
- ◆ 32% of parents have not enabled basic safety features such as web and spam filtering.

Nationally, the issue of Internet chat room safety has become more high profile in recent years, with several cases receiving high level press interest. The results of the 'Tomorrows Voice' survey and others, together with such press coverage raised concerns regarding the potential dangers faced by young people using Internet chat rooms, and their knowledge of what simple precautions can be taken to protect themselves.

Description & Objectives Of The Campaign

To raise the awareness of the importance of young people staying safe in chat rooms, Wiltshire Police in partnership with Wiltshire County Council, Swindon Borough Council and Fujitsu Siemens Computers, designed and implemented the 'Who's Web Wise?' campaign.

The initial campaign request was raised in December 2003. From January onwards research, planning, consultation and design work were undertaken. Our research demonstrated that a long term proactive approach was required to several different target markets. During this phase, relevant partners were approached to support and assist with the project, including a business partner to provide the type of incentive necessary to attract the target audience. Based on this research, three audiences were identified and prioritised:

1. 11-18 year olds as potential victims
2. schools
3. parents/carers

The main campaign objectives were to:

- ◆ Increase awareness of the importance of 'safe surfing' for young people.
- ◆ Provide detailed information for 11-18 year olds on how to stay safe in chat rooms and promote the chat room safety six point plan.
- ◆ Provide support, advice and education to parents.
- ◆ Provide schools with the opportunity and materials to raise this issue within the appropriate area of their curriculum (such as PSHE).

Research was undertaken to develop marketing materials, using appropriate language, colour schemes and imagery, which would be impactful to the target audience. Materials were designed specifically for the target audience and 'text language' was used to communicate in a language relevant to them (i.e. Who's Web Wise? Think U R?). Bright colours and cartoon images were incorporated into the design to attract the youth market to the materials. As part of the research phase feedback was sought from a sample group to ensure that the promotional materials proposed were appropriate. The 'Who's Web Wise?' branding was used for all of the communication material associated with the campaign and promoted various messages:

- ◆ Website – Promoted the campaign via a banner which appeared on the Wiltshire Police website home page. Information about chat room safety was provided before accessing the competition; the quiz then required entrants to answer ten questions on chat room safety. Links were also provided from relevant partner websites (Wiltshire County Council and Swindon Borough Council).
- ◆ Postcards – Promoted the competition and provided chat room safety advice with the 'six point plan' i.e.
 1. Don't give out personal details, photographs, or any other information that could be used to identify you, such as information about your family, where you live or the school you go to.
 2. Don't take other people at face value – they may not be who they seem to be.
 3. Never arrange to meet someone you've only ever met on the internet without first telling an adult and getting their permission. The first meeting place should always be in a public place and you should take a responsible adult.
 4. Always stay in the public areas of a chat room where there are other people around.
 5. Don't open an attachment or download files unless you know and trust the person who has sent them.
 6. Never respond directly to anything you find disturbing – save it or print it, log off and tell an adult.
- ◆ Posters – Promoted the competition and guided people to the website for further information.
- ◆ Factsheets – Provided background about the campaign, promoted the competition and provided chat room safety advice with the 'six point plan'.

Print and distribution took place in the middle of May 2004 and the campaign was launched on 1st June 2004.

Due to advances in Internet and mobile technology, Wiltshire Police has been able to plan a long term approach to this sensitive subject, utilising the Force website as the most appropriate tool to promote this issue. The campaign was split into three distinct phases.

Phase One

WWW WHO'S WEB WISE? THINK U R?

WANT TO WIN A PC?

Ru 11 - 18?

Click on www.wiltshire.police.uk 4 the chance 2 win a PC 4 u & a PC 4 your school

Check the web 4 more info but b sure 2 log on b4 30 June 2004

Competition rules apply - see website for more details

KEEPING WILTSHIRE SAFE

WWW WHO'S WEB WISE?

Make sure u r web wise - follow the SIX POINT PLAN

- 1 Don't give out personal details, photographs, or any other information that could be used to identify you, such as information about your family, where you live or the school you go to.
- 2 Don't take other people at face value - they may not be who they seem to be.
- 3 Never arrange to meet someone you've only ever met on the internet without first telling an adult and getting their permission. The first meeting place should always be in a public place and you should take a responsible adult with you.
- 4 Always stay in the public areas of a chat room where there are other people around.
- 5 Don't open an attachment or download files unless you know and trust the person who has sent them.
- 6 Never respond directly to anything you find disturbing - save it or print it, log off and tell an adult.

U CAN GET ADVICE AND HELP BY ...

... visiting www.wiltshire.police.uk or www.thinkuknow.cc.uk

Postcard Artwork

The first phase of the campaign ran from 1st June until 30th June 2004. It was felt that this was a particularly timely period to undertake this phase as pupils were nearing the end of term and would have additional time to spend on the Internet and using chat rooms during the school holidays.

An educational and informative web-based quiz was developed, comprising ten questions about chat room safety. This phase encouraged young people to log onto the Wiltshire Police website to complete the quiz which was both educational and informative.

The incentive was that two entrants who had correctly answered the questions, drawn at random, would win a computer for themselves and one for their school. The involvement of the secondary schools themselves was therefore increased as there was an incentive for the school.

Due to the nature of the campaign, the competition was only available via the Wiltshire Police website, the first time that the website had been used as the sole method of entry.

The campaign was promoted throughout Wiltshire and Swindon by the distribution of communication material to Secondary Schools, Libraries and other relevant venues including Leisure Centres, Internet Cafes and Police Stations.

Three press releases were sent out during phase one of the 'Who's Web Wise?' campaign. The first was sent out at the beginning of June 2004 to launch the campaign, the second during the middle of June as a reminder, and the third at the beginning of July 2004 to announce the winners. Press coverage was received in the following local papers; Bath Chronicle, Gazette & Herald, Salisbury Journal, Swindon Evening Advertiser, West & North Wiltshire Star and Wiltshire Times. During the second week of June Banner adverts were included in all of the major local newspapers county-wide. An article was also included in a supplement for the two local papers with the largest circulation on 22nd June 2004.

BBC Radio Wiltshire promoted the campaign throughout June 2004 and advised their listeners to call the CSV Action Desk for a 'Who's Web Wise?' factsheet. Throughout the course of the campaign, only 12 calls were received by the action desk. However, it is thought that many of the listeners logged onto the website rather than call the Action Desk for information.

During the launch of the 'Who's Web Wise?' campaign, Police Sergeant Roger Bull participated in radio interviews with;

- BBC Radio Swindon & Wiltshire
- GWR
- Spire FM
- 3TR

Evaluation of Phase One

The main objective of the campaign was to increase awareness of the importance of young people (11-18 year olds) staying safe in chat rooms. As 'increasing awareness' is a difficult objective to evaluate, due to the fact that it can only be measured from an individual's perspective, the 'Who's Web Wise?' evaluation included a number of mechanisms.

Methods of Evaluation:

- Number of quiz entries*
- Hits to the website
- Media coverage
- Feedback from participating schools
- Feedback from business perspective

* Based on previous experience of local quizzes/competitions, a target of 300 entries was set.

1. Number of quiz entries & hits to the website

The number of hits to the Wiltshire Police website 'campaign page' were monitored from 23rd May (as 'Who's Web Wise?' information was available on the internet a week before the quiz went live) until 1st July 2004. The number of entries to the quiz were monitored throughout the entry period (from 1st June until 30th June 2004).

From 1st June 2004 until 30th June 2004 a total of 1598 entries were received to the 'Who's Web Wise?' quiz. Each entrant was required to answer ten questions regarding chat room safety (see Appendix A for details) and only one entry was allowed per person – this confirmed that a total of 1598 11-18 year olds received advice and information on how to stay safe when using internet chat rooms throughout June 2004.

From 23rd May until 1st July 2004, a total of 2417 hits were received to the 'Who's Web Wise?' campaign page.

It is worth noting that the evaluation demonstrates that whole classes of young people entered the quiz at the same time, thus highlighting that schools were actively encouraging and allowing their students to enter as part of their curriculum.

A summary of the web traffic is detailed below:

TRAFFIC SUMMARY 23 rd May 2004 – 1 st July 2004	
Visits	2417
Avg. Page Views Per Hour	3.26
Av.g Page Views Per Day	78.25
Avg. Visits Per Day	60.43
First Log Entry	24 th May 2004 16:11:07
Last Log Entry	28 th July 2004 08:33:41

Key to above:

- *Visits – The total number of visits between the selected reporting period. A visit is calculated based on the web server's session duration setting (usually 20 minutes). If a web request exceeds the session duration after their last web request, this will be counted as a new visit.*
- *Avg. Page Views Per Hour – The average number of web requests that occur each hour between the selected reporting period.*
- *Avg. Page Views Per Day – The average number of web requests that occur each day between the selected reporting period.*

- *Avg. Visits Per Day – The average number of visits that occur each day between the selected reporting period.*

2. Feedback from participating schools

An evaluation questionnaire was sent to each of the 55 participating schools to obtain feedback regarding the campaign. A total of nine responses were received (16% response rate) and an overall summary of the feedback is detailed below.

- ◆ 100% of respondents felt that it was 'very important' for young people to be aware of how to stay safe in chat rooms
- ◆ 78% of respondents felt that the campaign had been 'successful' in raising awareness of the importance of staying safe in chat rooms
- ◆ 33% of respondents received direct feedback regarding the campaign and in all cases this was positive feedback from the pupils
- ◆ 11% of respondents felt that the Internet based quiz was 'very successful' as a promotional tool.
- ◆ 56% of respondents felt that the Internet based quiz was 'successful' as a promotional tool
- ◆ 100% of respondents would be interested in taking part in future campaigns regarding safety in chat rooms

3. Feedback from business perspective

Fujitsu Siemens Computers (FSC) donated four personal computers as prizes for the 'Who's Web Wise?' campaign. Nick Isacke, HR Director for Fujitsu Siemens Computers, was involved in the launch of the campaign and the presentation of prizes. Feedback given by FSC has been positive, having received credit for their participation via local media. FSC have requested that they are advised of plans for any future stages of this initiative and they are keen to support the initiative further – with the potential for regional or national campaigns based on this initiative.

Further endorsements were received from the Marketing & External Relations Manager for NCIS / National Crime Squad and from the Technical Manager of the Cyberspace Research Unit, University of Central Lancashire, both of whom identified the campaign as an example of best practice for delivery of Internet and crime prevention safety advice.

Phase Two



Mousemat Artwork

During the initial planning of 'Who's Web Wise?' the overall aims were broken down into separate phases to ensure a long term approach to the issue of internet safety. Feedback from the 'Who's Web Wise?' competition indicated that secondary schools felt that the campaign was successful but that pupils would need regular inputs about chat room safety. Wiltshire Police, in partnership with local councils who contributed funding, produced chat room safety packs, bearing the 'Who's Web Wise' campaign logo. Each pack contained a lesson plan (for key stage 3 PSHE curriculum), together with mouse mats, posters, postcards and a safety video, each promoting the 'six point plan'. These packs were based on a similar initiative run by Thames Valley Police and the Royal Air Force Police, who kindly gave permission for use of the video.

These packs were distributed to 66 secondary schools and colleges in Wiltshire and Swindon to link in with 'Child Safety Week' in July 2005, as a tool to enable teachers to develop lessons around 'chat room safety', and to help reiterate the importance of being 'Web Wise',

Evaluation of Phase Two

Evaluation of Phase two has been more difficult as it is providing teaching materials which have a long shelf life. Thus, monitoring is required on a long term basis.

However, anecdotal evidence, in particular feedback from the Local Education Authority has been strongly supportive and letters were sent to all schools from the LEA encouraging schools to make use of the materials provided. The LEA were also involved in the development of lesson plans.

An evaluation questionnaire was sent to each of the 66 secondary schools to get feedback regarding the Chat Safe pack for schools. A total of 7 responses were received (11% response rate) and an overall summary of the feedback is detailed below (See Appendix D for a copy of the questionnaire and full details of the feedback).

- ◆ 100% of respondents found the 'Who's Web Wise?' chat room safety pack useful and relevant and have assisted them in advising students about the potential dangers of using Internet chat rooms.
- ◆ 78% of respondents felt that the campaign had been 'successful' in raising awareness of the importance of staying safe in chat rooms
- ◆ 86% of respondents felt that the 'Who's Web Wise?' campaign was successful in raising awareness of the issue of using Internet chat rooms.
- ◆ 71% of respondents felt that the posters and mouse mats were fairly successful promotional items for raising awareness of chat room safety.
- ◆ 58% of respondents felt that the video was very successful in raising awareness of internet chat room safety.
- ◆ 86% of respondents found the lesson plans fairly successful at raising awareness of internet chat room safety.
- ◆ 58% of respondents found the postcards fairly successful at raising awareness of chat room safety.
- ◆ 71% of respondents would be interested in taking part in future campaigns regarding safety in chat rooms.

Phase Three

Strong anecdotal evidence suggests that there is a lack of understanding of the issue of chat room safety amongst parents/carers. Phase Three of the campaign will involve targeting this group to raise awareness of this issue and provide them with the tools to protect their children.

Conclusion

As professionals and responsible adults, we should be ever aware of the potential dangers associated with use of the Internet, particularly by young people. Sadly, the world wide web has provided significant opportunities for immoral unscrupulous individuals and organisations to pursue illegal activities and engagement with young people as well as the more vulnerable members of our communities, often for personal self gratification.

Such abhorrent activities all too often result in the exploitation and abuse of those more innocent and vulnerable members of our communities.

'Who's Web Wise?' sought to raise the awareness of young people and their parents to the potential risks and dangers they may innocently face on a day to day basis. The simple but catchy six point plan sought to grasp their imagination and convey a succinct message to raise their awareness and minimise the risk of them becoming victims. This was complemented by the interactive quiz which explored the level of awareness and understanding of those participating.

It is of note that this initiative was acknowledged by the Virtual Global Taskforce, which is a collaboration of a number of law enforcement agencies worldwide, with the National Crime Squad being the lead agency in the UK, and formed the basis of one of their many projects.

