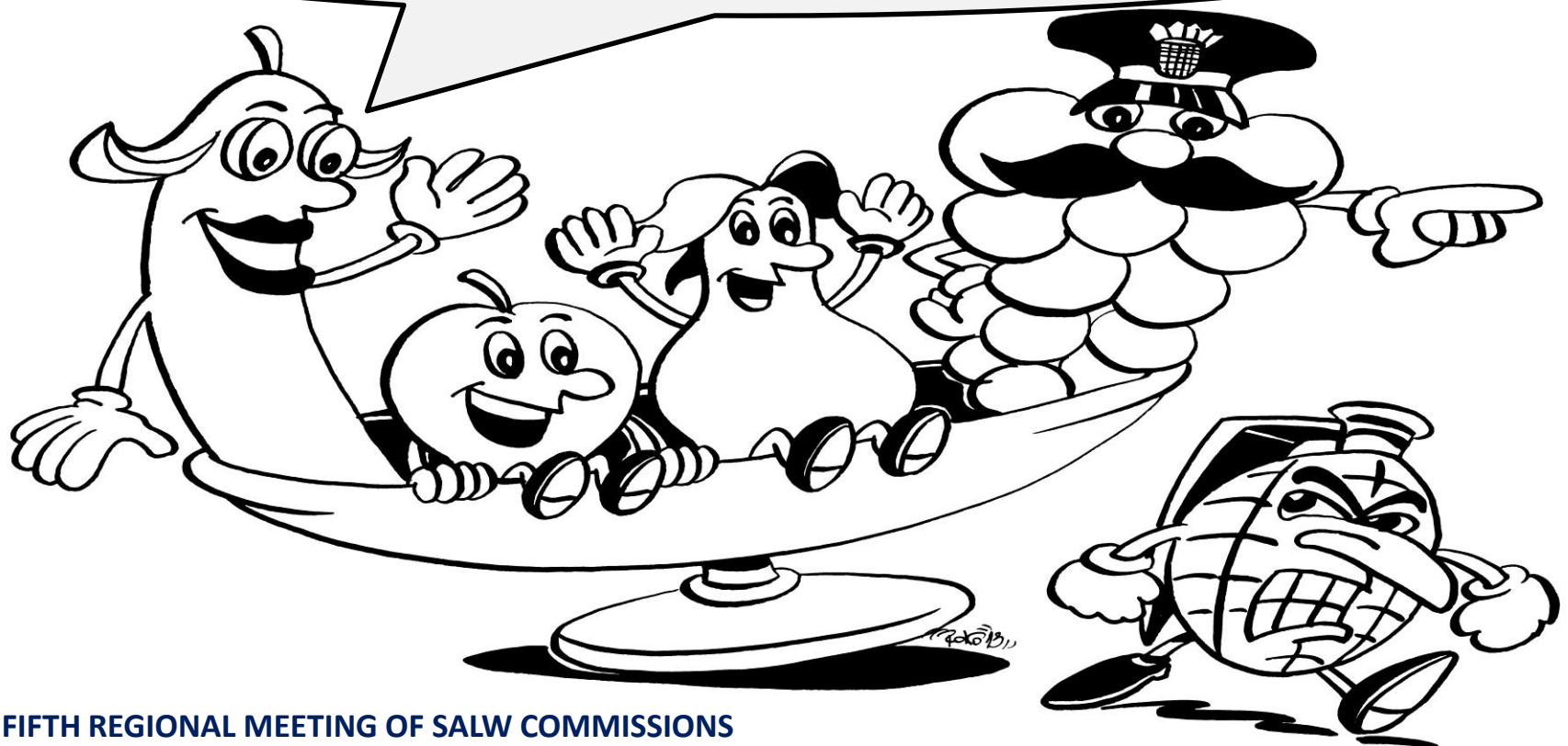




**SALW campaigning
practical experience in South East Europe**



**THE FIFTH REGIONAL MEETING OF SALW COMMISSIONS
SKOPJE, 03-04 November 2015**

SALW campaign definition:

“A *programme of activities* undertaken with the overall goal of *minimising*, and where possible *eliminating*, the negative consequences of *inadequate SALW Control* by undertaking an appropriate *combination* of *SALW Risk Education*, *SALW Advocacy* and *Public Information campaigns* which work together in *collaboration* with other *social intervention programmes* to *change behaviours* and *facilitate appropriate alternative solutions* over the *long term*.”

*SALW Awareness Support Pack (2005)-SASP 2, SEESAC

IN THEORY

Seven phases of SALW Awareness programme:

1. Feasibility study - multi agency *assessment*
2. *Preparatory assistance*
3. Programme *planning*
4. Programme *implementation*
5. Mid-term *evaluation*
6. Programme *implementation*
7. Programme *evaluation*

*ISACS study / standard 05.40

Concerns of Practical Implementation

- Communication Strategy

(media, messages, graphic design, promotional material)

- Education

(media, implementing agencies)

- Target groups

(women, children, men, groups)

- Incentives

(general well-being, individual, collective)

Use of Media

The Goal is to:

- **Raise** the project profile
- **Increase** awareness and understanding of the project among target groups
- **Win** support for the project's goal and objectives
- **Demonstrate** its accountability to key stakeholders

Media Channels

- ***Interpersonal channels***
 - one-to-one communication
- ***Community-based channels***
 - local media
 - local events
 - community mobilization (participatory approach)
- ***Mass-media channels***
 - national TV, radio, printed media, internet, outdoor advertising

SALW risk reduction messages

Goal:

These messages explain how to ***protect yourself and others by adopting behaviors that reduce the risks posed by SALW***. The messages will vary according to the target group and its relationship towards and perception of SALW (e.g. children versus legitimate weapons holders versus those in possession of military-style weapons).

Messages should include SALW threats and problems

➤ **SALW recognition information**

(fairly neutral, technical level as a debate opener)

➤ **Impacts of SALW proliferation/misuse**

(violent crimes, injuries, deaths)

➤ **Previously identified risky behaviors**

-unintentional risk-taking:

(curiosity, playing, mishandling, celebratory fires, un-safe storage)

-intentional risk-taking:

(self-protection, economic, adventure seeking, violence, crime, self-inflicted injuries/deaths)

SALW Public Information Messages should contain

➤ **Dates of SALW amnesty**

(limited vs permanent)

➤ **Modes and timing of collection**

(pro-active collection visits vs collection at pre-determined locations)

➤ **Organizations involved**

(police, international organizations, NGOs, SALW commissions?)

➤ **Details regarding any incentive component**

(individual vs collective vs general well-being)

SALW Core Messages

➤ **Effective messages are:**

- *Modified for different audiences / target groups*
- *Repeated over time (**over and over again...**)*
- *Simple and short (**one or two sentences**)*
- *Limited in number (**too many messages creates confusion**)*
- *Conveyed by many different media, materials and activities (**make sure to control this process**)*
- *Reinforced by each other, rather than in conflict*
- *Supported by **stories and statistics***

SPRIJEČI NESREĆU

Poštuj život, vrati oružje



POZOVI

122 ili 080 888 888

BESPLATNE LINIJE

Dobićeš precizna uputstva o predaji oružja.

Oslobodi se oružja bez pravnih posljedica.

2/3 UBISTAVA ILI POKUŠAJA UBISTAVA
U CRNOJ GORI POČINJENO JE
IZ VATRENOG ORUŽJA

48% UBISTAVA ILI POKUŠAJA
UBISTAVA POČINJENO JE
NA OTVORENOM PROSTORU



U POSLJEDNJE DVIJE GODINE

75 SAMOUBISTAVA
JE IZVRŠENO
VATRENIM ORUŽJEM.



SPRIJEČI NESREĆU ✓
PREDAJ ORUŽJE ✓
BEZ PRAVNIH POSLJEDICA ✓

U TRI KORAKA

1

POZOVI BESPLATNE LINIJE:
122 - POLICIJA
080 888 888 - CDT



2



PRIJAVI VATRENO ORUŽJE
BEZ PITANJA O PORJEKLU
I DOBIĆEŠ PRECIZNA UPUTSTVA
O PREDAJI ORUŽJA

3

PREDAJ ORUŽJE SLUŽBENIM
LICIMA NA MJESTU Gdje
SE ONO NALAZI



PREDAJ ORUŽJE



BEZ KRIVIČNE ODGOVORNOSTI

122

POLICIJA

080 888 888

CDT

NEOVLAŠĆENO POSJEDOVANJE I NOŠENJE ORUŽJA KAZNIČE SE
ZATVOROM OD TRIMJESECA DO PET GODINA, A ZA VEĆE KOLIČINE DO
OSAM GODINA. ČLAN 403, KRIVIČNI ZAKONIK.



OSCE



Odrasli bi trebali znati da:

TIJEKOM PRAVILA ZA AKCIJE SIGURNOST

...**"Manje oružja - manje tragedija"**, koja provodi **Ministarstvo unutarnjih poslova** usrađujući sa **Programom Ujedinjenih naroda za razvoj** a u skladu sa **Zakonom o oružju**, građani RH mogu **dragovoljno predati bez vremenskog ograničenja** **zabranjeno i dozvoljeno oružje**.

PROTIV GRAĐANA KOJI PRIJAVE ZABRANJENO I DOZVOLJENO ORUŽJE NADLEŽNOM TIJELOM PRAVI PREDAJU **NEĆE SE** pokretati **PREKRŠAJNI I/ILI KAZNENI POSTUPAK**.

Dragovoljna predaja odnosi se na sve vrste oružja, a osobito na **oružje kategorije A - zabranjeno oružje**: automatsko vatreno oružje, vatreno oružje skriveno u drugim predmetima, vojni projektili s eksplozivnim punjenjem, eksplozivno oružje i njegovi dijelovi, streljiva s probojirni, eksplozivnim ili zapaljivim zrnima, vojno oružje i dr.

PRIJEMNI IZJAVNICI I/ILI POLICIJSKI IZJAVNICI MOGU INFORMIRATI O DRAGOVOLJNOJ PREDAJI ORUŽJA, A POZIVOM NA BROJ POLICIJE 192 MOGU DOJAVITI INFORMACIJE O POSTAVLJENOM I/ILI PRONAĐENOM ORUŽJU.

Građani koji dragovoljno žele predati oružje mogu nazvati broj policije 192. Nakon poziva na njihove kućne adrese upitni će se policijski službenici rješava uzimom bez policijskih oznaka koji će takvo oružje preuzeti i na taj način osigurati anonimnost građana i sigurnu predaju oružja.



IZBACITE ULJEZA



MANJE ORUŽJA MANJE TRAGEDIJA

Ključite se oružja bez sankcija i učinite svoj dom sigurnijim.

besplatni info telefon 0800 8892



SALW Messages Examples

➤ **„Black or White” type of messages**

„Less weapons – Less tragedies”

„Choose life – be on the safe side”

„Get the intruder out – make your home a safer place to live”

„Respect life – return weapons”

„Return weapons – win tools”

➤ **„General well-being” type of messages**

„For a better tomorrow”

„Bullets are not greeting cards”

„Peace and good will”

➤ **„The third type”...**

„Harvest”

SALW Messages Graphic Design

➤ **Goal**

*Graphic design not only makes something look good, it **organizes information to help deliver a message in the most impactful way possible.***

- *“visual” part does not function without the „textual” part and vice-versa*
- *graphic design is not just a „pretty picture”, but it’s actually a well-thought-out market concept that delivers messages in one good-looking package*

За
подобро
утре!

Без запишување на имиња,
без одредување на казни.



Амнестија
за оружјето

01 ноември - 15 декември 2003

Предајте го своето оружје!



Министерство
за внатрешни
работи на РМ



Програма
за развој на
бедностите
наши

**АМНЕСТИЈА
ЗА
ОРУЖЈЕТО**
01.11 - 15.12.2003



**ЗА
ПОДОБРО
УТРЕ!**



Без запишување имиња, без одредување казни!

Предајте го своето оружје!

12 Август 2003
БЕГА ВО СКОПСКАТА НАС
Изрешета му ја
Со пиштол ранил тројца, еден нив е во животна опас

АМНЕСТИЈА ЗА ОРУЖЈЕТО

01.11 - 15.12.2003

почне во 11 часот
пред зградата на ССМ, а ќе
заврши на плоштадот Македо-
нија со песни и ора. (P.J.)
ВО БРЕСТ, СКОПСКО

Со автоматска
пушка изрешетаг
селанец

Засега непознат убиен
со автоматска пушка изр-
шетаг педесет и петго-
шен жител
Брест, завче

ВЕСТ
ПРИ РАСПРА-
ВИЈА ВО
ТЕТОВО
Со и
разне
10 ир
30 АПРИЛ 1, 2, 3
Убиен 55-годишен м
нин со раф



Без запишување имиња, без одредување казни!

ЗА ПОДОБРО УТРЕ!

Предајте го своето оружје!





Izbacite uljeza

Riješite se oružja bez sankcija i učinite svoj dom sigurnijim.

Manje oružja = manje tragedija.

pokrovitelji: Ministarstvo unutarnjih poslova Republike Hrvatske, Program Ujedinjenih naroda za razvoj u Republici Hrvatskoj



Izbacite uljeza

Riješite se oružja bez sankcija i učinite svoj dom sigurnijim.

Manje oružja • manje tragedija.

pokrovitelji: Ministarstvo unutarnjih poslova Republike Hrvatske, Program Ujed njenih naroda za razvoj u Republici Hrvatskoj



manje  ružja
manje tragedija

Riješite se oružja bez sankcija i učinite svoj život sigurnijim.





manje  ružja
manje tragedija

Riješite se oružja bez sankcija i učinite svoj život sigurnijim.

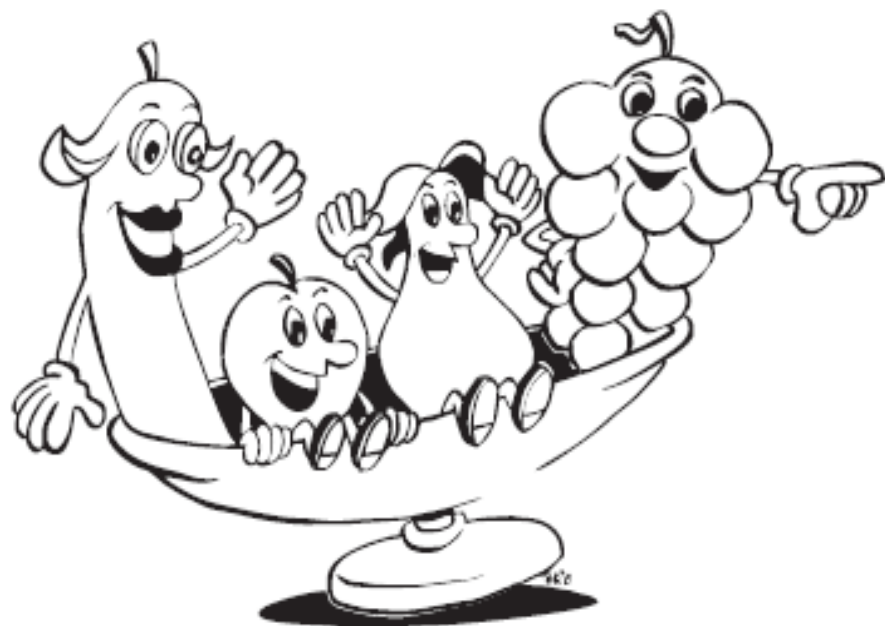




manje  ružja
manje tragedija

Riješite se oružja bez sankcija i učinite svoj život sigurnijim.





IZBACITE ORUŽJE



MANJE ORUŽJA MANJE TRAGEDIJA

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MANJE ORUŽJA MANJE TRAGEDIJA

IZBACITE ORUŽJE

Promotional materials

- The main purpose of promotional materials is **to increase your recognition and to communicate a message**
- The selection of the proper promotional items is an art since the **criteria of selection vary from organization to organization and from situation to situation**
- Messages used in small media (promotional materials) **should be connected (obligatory)** with the mass media campaign

Promotional materials

➤ Advantages

(useful supporting material for a wide range of campaign activities including inter-personal communication, can be designed to reinforce the campaign message, can be delivered anywhere, can be visually attractive, deliver accurate and standardized information)

➤ Disadvantages

(usually expensive to produce and distribute, specialist skills needed to design and produce effective materials, short life-span, must be adapted for each situation)





EDUCATION of Media

➤ Education of media

- Because of its importance in shaping the public opinion, media should be up to date with the topics they transmit.
- Journalists may need to be educated and encouraged to cover SALW collection/awareness raising programmes in a more sensitive manner.
- Concrete and constructive guidance should be offered as to how reporters can improve their coverage of SALW programme.

EDUCATION of Implementing agency

➤ Education of implementing agency

- SALW campaign implementing agency can be **police, NGO, marketing agency** etc...
- Implementing agencies **play vital role** in campaigning
- How they present the programme and whether they gain confidence of the public will decide the success of the project

Recomendations for Education Process

- SWOT analysis
- Preparation of Campaign Activity Plan including training section
- Selection of implementing agency (police – community policing officers, NGO, etc...) and media
- Training
- Simulation of various situations
- **Involvement and Leading role of Ministry of Interior spokesperson office** (centralized distribution of information)

TARGET GROUPS

➤ **Target groups are to be identified and prioritized as part of the planning phase (SALW survey, capacity/needs assessment)**

➤ A non-exhaustive list of potential target groups might include:

- Weapons holders
- Families of weapons holders
- Local government
- Local NGOs
- Media
- Police officers
- Adult males / females
- Teenage boys / girls
- Adult males / females
- Teenage boys / girls
- Children
- Ex-combatants
- Teachers
- Military
- Donors

Target Groups

WOMEN

- Availability of **SALW** is a strong **risk factor** for domestic violence
- It has been long recognized that higher rates of **gun availability** correlates with higher rate of **female homicide**
- Women can also be seen as „**intermediate target group**” in order to reach the final target audience (e.g. to encourage men to surrender weapons)



Target Groups

CHILDREN

Problem:

- Children are **naturally curious** therefore **vulnerable to SALW**
- Children (boys especially) display **fascination for guns**
- **Wrong perception of „gun-use as thrilling”** gained through glamorous and misleading way portrayed on TV, movies and video games

Solution:

- Including SALW awareness into school curriculum and use as **„intermediate target group”** in order to reach the final target audience



Target Groups

MEN

- Very often men as a group will be both **victims of SALW misuse and weapon holders**
- In general, **guns** are associated with **manhood and masculinity**
- Most **gun related activities are male oriented** (hunting, sport shooting clubs, celebratory gunfire)
- Vast majority **firearms homicides** and **organized crime assassinations** are **committed by men**

HOW TO REACH THEM?

- Either through **clubs, associations** they are member of and/or through **intermediate target groups**



Manje oružja - manje tragedija.

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Target Groups

GROUPS, ASSOCIATIONS, CLUBS

- Sport shooting clubs (professional and recreational)
- Hunting associations (sport and leisure)

Both activities are seen as more of a **social activity**, practised **predominantly by men**, quite costly (therefore for those of **wealthier social status**) with its own set of rules and rituals

RECOMMENDATION?

- Include them in SALW campaigning as implementing agencies

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INCENTIVES

- Incentives are inducements provided by weapons collection programmes that are **designed to motivate individuals or communities** as a whole, **to relinquish SALW**

Incentives used by weapons collection programmes should:

- **Be effective in motivating** the individuals or communities being addressed to relinquish weapons and ammunition
- **Contribute to achieving the longer-term objectives** of the broader small arms and light weapons control programme to which the collection initiative is contributing
- **Be affordable** in relation to available programme resources

General well-being

➤ We should all strive towards the general well-being

- Owning a gun doesn't make you safer
 - Guns in houses are an important risk factor
 - In the households with the gun ownership children are more likely to be injured/killed unintentionally from shooting
- By introducing public to these facts we encourage them on **making their home a safer place by giving up their weapon.** Making your home and community a safer and happier place contributes to the overall well-being

Individual incentives

- **Although individual incentives, especially cash, are often most attractive to weapons owners they are also problematic as those „buy-back” programmes could:**
 - Be seen as a reward to those who have possessed illegal weapons, or committed some harm with those weapons
 - Money received could be spent on alcohol, drugs or acquisition of new and more modern weapons (this could potentially enhance illegal weapons trade)
- Guns for food or goods is a more suitable concept
- Lottery incentives concept



VRATI ORUŽJE OSVOJI ORUĐE

Predajte vaše oružje mjesnim zajednicama općine Novo Sarajevo

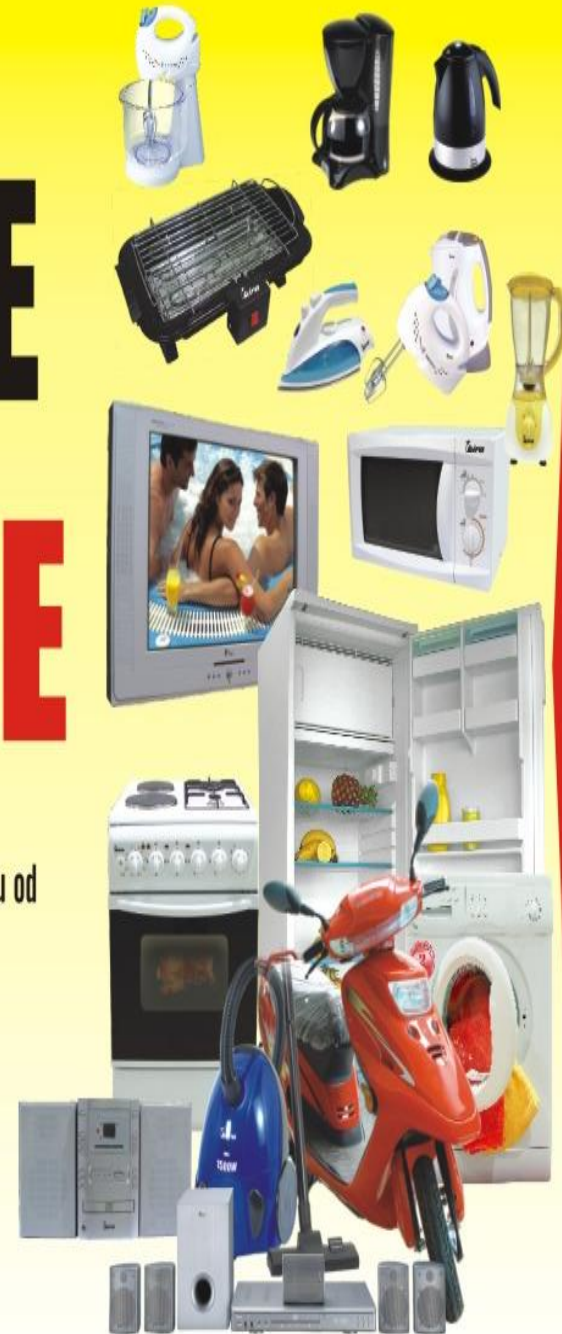
Učestvujte u jedinstvenoj nagradnoj igri sa izuzetnim fondom nagrada u periodu od
05. novembra do 05. decembra 2006. godine

Izvlačenje dobitnika 11. decembra u Robot Komercu

Više informacija o nagradnoj igri možete dobiti na 033 563 834 i na www.undp.ba



ROBOT



Collective incentives

- **Communal or collective incentives have the advantage that the whole community can participate and benefit:**
- Weapons in Exchange for Development (**WED concept**) has proven to result in significant success as it supports the whole community with a development project in return for the voluntary surrender of SALW
- Building on that experience, Weapons in Competition for Development (**WCD concept**) is an innovative approach that uses the principle of conditionality as communities compete for incentives which are then awarded and/or shared among communities in proportion to the number of weapons they surrendered.

SALW collection

Quantitative results

- **Croatia (2007-2014) – collected SALW on average per day**
 - app **4** pcs of SALW collected per day
 - **37** pcs of explosive weapons collected per day
 - **1663** pcs of ammunition collected per day
 - **1,3** kg of explosives collected per day
- **Croatia (2007-2014) – collected SALW in total numbers**
 - **9.500** pcs of SALW collected in total
 - **87.000** pcs of explosive weapons collected in total
 - **4.000.000** pcs of ammunition collected in total
 - **3.300** kg of explosives collected in total
- **Up until the end of 2014 a total of 33.091 pcs of SALW were destroyed in Croatia**

Safe Communities Project

- Small infrastructural projects as part of SCP:

Goals:

- Increase community safety through projects targeting situational prevention **based on WCD concept**
- Enhance better cooperation and trust between citizens and police
- Initiate establishment of Crime Prevention Councils

Results:

- In between 2007 and 2011, 15 SC projects implemented – totally valued at 700.000 USD
- Financial involvement: UNDP, local authorities, private sector
- 210 Crime Prevention Councils established

Safe Communities Project

Safe Communities Project Vukovar (before)

- area of no use
- lack of content
- no public lighting

- July– October 2009
- 14 recorded offences

Safe Communities Project Vukovar (after)

- Environment well designed
- Fitness units installed
- Public lightning installed

- July– October 2010
- 9 recorded offences
- **35,71% reduction**



**Safe Communities Project
Vukovar (before)**



**Safe Communities Project
Vukovar (after)**

Safe communities Vukovar today



THANK YOU!
krunoslav.katic@undp.org