

Contribute to developing awareness and community action in relation to crime

Overview

This standard is about contributing to community awareness and involvement in relation to crime and crime prevention. It includes raising people's awareness of specific issues and helping them to identify their responses, and contribute to evaluation and improvement. It involves working directly with those who are the target group for the awareness raising or community action, or influencing them indirectly through others.

The term 'community' has been used to mean a set of people who are united either by a common geographical location or by a common interest or aspect, such as their work, gender or a disability. These might include groups and organisations, for example, business communities, young people, minority ethnic groups, LGBT community.

It involves drawing upon a range of sources of information including your organisation's records, other associations and self-help groups, the media, published crime prevention/crime and disorder data, and research evidence on effectiveness.

There are three elements

1. Develop plans to promote awareness and community action in relation to crime
2. Promote awareness and community action in relation to crime
3. Contribute to the evaluation and improvement of awareness raising and community action in relation to crime

Target group

This standard is applicable to those who have responsibility for contributing to developing awareness and community action in relation to crime.

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Performance criteria

You must be able to:

Develop plans to promote awareness and community action in relation to crime

1. establish with the community their role and responsibilities in the awareness raising and community action process
2. identify those who have an interest in awareness raising and community action
3. identify and access relevant sources of information about crime in the community
4. identify the aims, objectives, methods and content of the awareness raising and consultation
5. identify and explore the opportunities and constraints which will affect the feasibility of different forms of awareness raising and community action
6. recommend options to decision makers to meet the identified aims and objectives that are sufficiently flexible to meet changing circumstances
7. present reports using methods and formats which are suitable for those who use them

Promote awareness and community action in relation to crime

8. establish contact and meet with relevant community members and target audiences
9. explore with community members the aims, objectives, methods and target audiences for awareness raising and community action
10. identify and sensitively address any differences or potential conflicts in requirements to permit progress
11. present to community members accurate and relevant information about crime in the community, its effects on the community and on victims
12. communicate with the target audience using techniques and formats that promote their interest and participation
13. help members of the community to understand and use their capabilities in community safety, in the prevention of crime and in their work with individuals who have offended
14. support members of the community using methods which are appropriate to the action they wish to take
15. challenge attitudes and behaviour which are aggressive, abusive or discriminatory
16. make explicit any conflicts of interest, and offer ideas as to how they can be dealt with
17. provide people with the opportunity to ask questions and to confirm their

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understanding of the information provided

18. refer those who need further information and advice to the appropriate sources

Contribute to the evaluation and improvement of awareness raising and community action in relation to crime

19. seek feedback from target groups and colleagues on the effectiveness of awareness raising and community action

20. gather information on the process and outcomes of the awareness raising and community action, and collate it in a form which facilitates evaluation

21. present an evaluation of the awareness raising and community action against its agreed aims, objectives, methods and content

22. offer constructive feedback to others involved in the awareness raising and community action on their contributions

23. make recommendations for improving future awareness raising and community action based on the available evidence

24. maintain accurate and up to date records in line with your organisation's requirements

25. communicate information to people who are authorised to have it

26. promote the outcomes of the evaluation using methods which support future awareness raising and community action and contribute to the continuing development of good practice

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Knowledge and understanding

You need to know and understand:

Legislative, regulatory and organisational requirements

1. legal and organisational requirements which relate to the provision of services to communities in relation to crime, and their impact for your area of operations
2. legislation, policies and procedures relating to data protection, health and safety, diversity and their impact for your area of operations
3. the role of your organisation and the services which it provides in support of communities
4. the organisation's policy and procedures regarding confidentiality of information and the disclosure of information to third parties, and the specific circumstances under which disclosure may be made
5. the limits of your authority and responsibility, and the actions to take if these are exceeded

Working with communities and community members

6. good practice communication techniques and how to apply them
7. methods and strategies of awareness raising which have been carried out by others and the strengths and weaknesses of different approaches
8. the impact of crime on victims and their need for protection, respect, recognition and information
9. the ways in which the physical, social, psychological and emotional development of individuals affects their behaviour and its associated patterns
10. the factors contributing to crime in the local community, including the:
 - 10.1 types and rates of offending
 - 10.2 impact on victims and community-based services to address crime in the wider context of the criminal justice system
11. holistic concepts and approaches to community safety and crime prevention
12. evidence of effective practice in community safety, crime prevention and community justice programmes
13. issues relating to community safety and healthy societies
14. methods of identifying and establishing relationships with stakeholders who have an interest in community safety and crime prevention
15. the short and long term effects of awareness raising, including evaluating the effectiveness of any awareness raising activity

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