



State Probation Service  
Republic of Latvia

# **Social campaign on electronic monitoring and volunteer programme for mentoring of young probation clients**

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Dubrovnik



State Probation Service  
Republic of Latvia

# Social campaign

## Aims:

- To inform and educate society about important developments within penal system
- To show offenders as humane beings which are contributing to our society (instead of consuming only)
- To start discussions about crime as public health problem
- To signal to the society that we are willing to cooperate with non-professionals, too
- To raise profile of the Probation Service



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	Electronic monitoring	Mentoring for young probation clients
<b>Aims</b>	<ol style="list-style-type: none"><li>1. How society will benefit?</li><li>2. To challenge stereotypes that EM bracelets will wear violent offenders, incl. sex-offenders</li></ol>	<ol style="list-style-type: none"><li>1. To promote public health approach, incl. that public institutions can't solve crime problems without support from community</li><li>2. To emphasize that young offenders need special care and support what adult criminal justice system can't deliver</li><li>3. To find volunteers and establish new partnerships</li></ol>



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	Electronic monitoring	Mentoring for young probation clients
Target audience	Persons aged 18-75 years ( <i>Latvian &amp; Russian</i> )	Persons aged 14-25 years ( <i>Latvian &amp; Russian</i> )
Responsibilities of service provider	<ol style="list-style-type: none"><li>1. Performance of study on societal attitudes toward probation, EM and mentoring (volunteering programme)</li><li>2. Elaboration of campaign's conception</li><li>3. Development of technical and contentual solutions for social network profiles of the Probation Service</li><li>4. Elaboration of media plan</li><li>5. To ensure regular publicity for campaign</li><li>6. Attraction of cooperation partners and supporters for campaign</li></ol>	



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# **Study on societal attitudes: some results... (n=505)**

**Q: Should state invest larger amount of resources into development of probation system (system assisting former offenders to return to society)?**

Yes = 50 %    No = 50 %

**Q: Do you support introduction of EM?**

Yes = 72 %    No = 6 %    Don't know = 20 %

**Q: Do you support introduction of mentoring programme for young offenders?**

Yes = 83 %    No = 6 %    Don't know = 11 %



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# Study on societal attitudes: some results... (n=505)

**Q: Would you be willing to  
become a volunteer to work with  
young offenders?**

Yes = **19 %**

No = 81 %

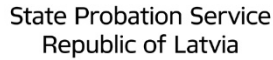


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## **Publicity activities:**

- Video and audio advertisements on national TV and radio channels
- Development of infografics
- Upgrades to web homepage
- Youtube
- Banners in popular internet news portals
- Social networks (twitter, facebook, frype)
- Paid (& unpaid) aticles in national and regional newspappers & internet portals
- Participation in TV & radio shows
- Posters, incl. on public transportation buses
- Attraction of public opinion leaders as ambassadors for mentoring programme
- Press releases & press conferences

[illegible]





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The poster features a central image of two hands. The top hand is being released from a pair of black metal handcuffs. The bottom hand is being tied with a green ribbon. The ribbon has three colored sections with text: orange with 'CERĪBA' (Temptation), purple with 'NĀKOTNE' (Future), and green with 'IESPĒJA' (Opportunity).

**Metāls nelīdz.**

**Cilvēks līdz.**

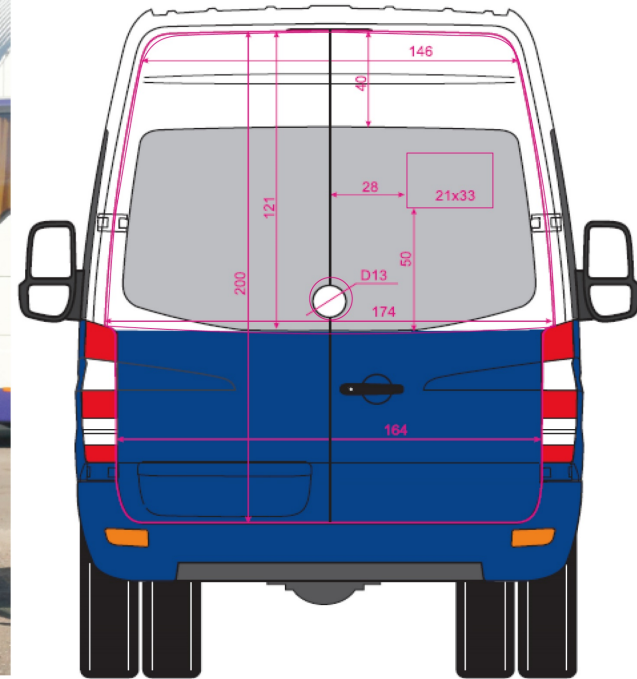
**Brīvprātīgo līdzgaitnieku kustība.**  
Palidzi jauniešiem izvēlēties pareizo ceļu.  
Valsts probācijas dienests – drošākai sabiedrībai.  
[www.probacija.lv](http://www.probacija.lv)

  
Valsts probācijas dienests

  
norway grants



## M1:10





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**Implemented:**  
May-June 2016

**Total costs:**  
56 654 EUR



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**Thank you for your attention!**

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