During 2006, Blanchardstown Local Drug Task Force ran a pilot Dial to Stop Drug Dealing campaign that proved to be very successful. Based on the model of that campaign, with funding secured from the Government's Dormant Accounts Fund, the Department of Community, Rural and Gaeltacht Affairs and additional funding from the Department of Justice, Equality and Law Reform, it was decided to roll out a national initiative, which involved 15 (fifteen) local/regional campaigns.
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Help us fight the scourge of drug dealing in our community. It happens day and night. It happens everywhere. People hear things. Some see things. Some people are unable or unwilling to contact the Gardaí. But now you can phone the Dial-To-Stop-Drug-Dealing Freephone. We don’t want your name and we won’t record your number. That’s a promise. But we do want to know what you know. Anything – small or significant – you know or have heard, could be important. We’ll ensure the Gardaí get the information and we’ll monitor what happens after that.

WHAT IS IT?
It’s a home-grown initiative by a wide coalition of community groups. It’s grown out of people’s frustration at the growing problem of drug dealing. So many families in our community have information about drug dealing and make it our business to gathered information about drug dealing and make it reach the Gardaí.

The Gardaí are the only people who can properly investigate drug dealing and bring the various drug criminal to justice. It’s our job to make sure they get the information and that they do something about it.

WHO SHOULD CALL?
If you’ve any information, you should call us. Remember, you don’t have to have witnessed that dealing first hand to make a call. It’s about what you know or have heard.

People talk to people. Children tell other children and some tell their parents about things they’ve seen at school, on the street, in night-time venues, or in other homes. And don’t forget, we won’t remember in four years. We won’t expect you to follow up with the Gardaí or go to court. We won’t even reveal your name.

That means nobody will know you’ve called us — especially those involved in drug dealing. That’s a promise.

DIAL TO STOP DRUG DEALING IS NOT AN EMERGENCY SERVICE. WE ARE HERE TO BUILD UP INFORMATION TO HELP SOLVE DRUG DEALING. IF YOU WITNESS DRUG DEALING OR DIG A GROU WITNESS, PHONE YOUR LOCAL GARDA STATION OR YOUR LOCAL AMBULANCE.

WHAT HAPPENS AFTER YOUR CALL?
Your information is passed on to the Gardaí. They are the only organisation that can investigate and arrest.

Remember, the Gardaí can’t get a search warrant or make an arrest based solely on anonymous information. They need other intelligence or proof. This campaign is about helping them build up this intelligence and build a case so they can act with confidence and good effect.

It’s destroying our kids’ lives. Bringing the area down. Heroin. Cocaine. Hash. My kids have seen the dealing first hand. Now I can call someone. They don’t want my name. And they’ll make sure they pass on my information to the Gardaí. Finally I can do something."

A LOCAL INITIATIVE BY A COALITION OF GROUPS TO GET EFFECTIVE ACTION.

www.dialtostop.ie
INTRODUCTION

This evaluation report sets out to capture the key outcomes of the 15 local/regional ‘Dial to Stop’ campaigns which were undertaken from October 2008 to July 2009. The fifteen campaigns were undertaken in three phases, five campaigns per phase;

Phase 1 October/November 2008
- Blanchardstown, Tallaght, Dublin North East (DNE), South West (Kildare) and Dublin North Inner City (DNIC)

Phase 2 March-May 2009
- Cork City, Kerry (Southern), Limerick (Mid West), Dublin North, South East (Waterford, Wexford and Carlow)

Phase 3 May-July 2009
- Dunlaoghaire/Rathdown, Bray, Wicklow (East Coast), Midlands, Finglas/Cabra.

In the original schedule Phase 2 campaigns were to run in February/March but due to an unexpected delay in the processing of funding those campaigns had to be temporarily put on hold. When the issue was dealt with it meant that Phase 2 campaigns ended at the same time as Phase 3 ones started.

In July 2008 in the planning stage of the project it was agreed that three reports would capture the key outcomes:
- a call centre report to summarise how many called the number, when they called, what day of the week and time of day the calls were made, and how many reports were generated and sent to the Gardaí;
- a Garda report to identify which locations the reports were from, and what the quality of the information was; and
- a public survey pre and post campaign, which tells us what the target audience thinks of the campaign’s key messages and measures their recall of the campaign.

At the end of the Phase One campaigns it was decided to include a fourth short summary report of a survey of the campaign coordinators. They were asked a range of questions on their campaign and their thoughts on what they would recommend for any future roll out.

Over the course of the project the circumstances surrounding the campaigns changed significantly. In April, the NDST was dissolved and the overall coordination of the project was transferred to the Department of Community, Rural and Gaeltacht Affairs. From the end of 2008 and into 2009 the task forces were faced with budget cuts and increasing pressures on their resources. Despite these developments the project achieved its goals, all campaigns were launched and completed on budget and schedule.
"It's destroying our kids' lives. Bringing the area down. Heroin. Cocaine. Hash. My kids have seen the dealing first hand. Now I can call someone. They don't want my name. And they'll make sure they pass on my information to the Gardaí.

Finally I can do something."

"It's destroying our kids' lives. Bringing the area down. Heroin. Cocaine. Hash. My kids have seen the dealing first hand. Now I can call someone. They don't want my name. And they'll make sure they pass on my information to the Gardaí.

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Finally I can do something."


W końcu mogę coś zrobić."


Mar gur mná liom cabhrú le mo chara."

"DIAL TO STOP DRUG DEALING
1800 220 220
(TÝKYO Ó JÉJNY ÜNGÁI, SIKÁM)

www.dialtostop.ie"

"DIAL TO STOP DRUG DEALING
1800 220 220
(BÉARLA AMHÁIN)

www.dialtostop.ie"
CAMPAIGN BACKGROUND

During 2006, Blanchardstown Local Drug Task Force ran a pilot Dial to Stop Drug Dealing campaign that proved to be very successful. Based on the model of that campaign, with funding secured from the Government’s Dormant Accounts Fund, the Department of Community, Rural and Gaeltacht Affairs and additional funding from the Department of Justice, Equality and Law Reform, it was decided to roll out a national initiative, which involved 15 (fifteen) local/regional campaigns. The HSE provided valuable support for the translation of the campaign materials into eleven languages and Joe Doyle, the HSE nominee on the steering group acted as spokesperson for the campaign on behalf of the National Drugs Strategy Team.

Following a public tender competition the roll out of the project was directed by Public Communications Centre and was overseen by a steering group under the remit of the National Drugs Strategy Team which was chaired by Cathal Hunter from the Department of An Taoiseach.

Public Communications Centre’s campaign brief involved a number of tasks, including:

- General campaign planning and development
- General campaign management in partnership with each of the task forces
- Call centre & telephone line management
- Design, print and distribution of campaign materials & advertising
- Drafting campaign evaluation report

The local and regional campaigns were run through the mechanism of the Local/Regional drug task forces from October 2008 to July 2009 with a built in flexibility to adapt to different local conditions and also to allow learning from the earlier campaigns to transfer to the later ones. Although based on the original Blanchardstown model, the nature of each campaign was decided in conjunction with each drug task force and with the support of each campaign’s coordinator.

Each campaign was designed to encourage people to provide through a confidential telephone line any information, (anonymously if desired) which they may have on drug dealing. Information was forwarded to An Garda Síochána. In addition to providing further information, which aids the Gardaí’s efforts in tackling drug dealing in local areas, it was expected that the campaigns would have significant added value in promoting greater links between the community and the Gardaí and in promoting drug awareness at local and regional levels.

The specific aims of the **DIAL TO STOP DRUG DEALING** campaign were to:

- Generate calls to the number.
- Gather as much good information as possible.
- Further build up partnership approaches between local communities and the Gardaí in tackling drug dealing.
- Strongly promote the message that any level of drug dealing in local communities is unacceptable and to provide a mechanism for people living in such communities...
through which they can provide any information they have on such activity in a safe
and non-threatening way.

In addition to seeking calls related directly to drug dealing, the Dublin
North Inner City campaign also reflected increasing reports to it of
the incidence of intimidation related to the drug trade. A decision was
taken to also promote the number locally as a means by which any
such acts of intimidation could be reported.

Budget
A total of €450,000 was made available for the campaigns. The 15 individual campaigns
were completed at an average cost of €23,500 each. The balance of funding covered items
such as overall campaign development and management, pre campaign focus groups, call
centre recruitment & training, the national launch event, advertising in Phases 2 and 3, the
production of the foreign language materials and the final evaluation report.

Summary of Key Campaign Actions
Each task force initiated a 6 week direct marketing, advertising and public relations campaign.
Public launch events were held, local and regional pr support sought and local advertising (10
of the 15 only) placed.

Each campaign targeted people who had information to hand in relation to drug dealing and
included:

• Those currently or recently involved in drug dealing/drugs misuse.
• Direct family members of those involved in drug dealing/drugs misuse.
• Those living in communities with active drug dealing.
• Those living in communities with active drug dealing and intimidation.

Before each campaign was undertaken a number of activities took place including:
• A draft campaign plan circulated and finalised with the campaign coordinator and
local stakeholders.
• In Phases 2 and 3 briefing meetings with local campaign stakeholders took place in
advance of the finalisation of the plans. These usually involved PCC giving a short
presentation followed by a questions and answers session. Not all task forces felt that
briefing meetings were necessary.
• Local branding was agreed.
• Local materials were agreed.
• Local pr and advertising plans were discussed and agreed.
In the first week a number of activities took place:

- Local launch event was held.
- Local PR was generated.
- Adverts were broadcast on local stations.
- Posters were distributed.
- Household leaflet distribution commenced.
- Campaign packs were mailed to listings of local campaign stakeholders e.g. schools, youth clubs/projects, shops.

A typical campaign would involve distributing over 500 posters, 25,000 leaflets, 10,000 postcards, 5,000 credit cards, 10,000 beer-mats, a one/two week campaign of local radio adverts and local PR interviews and features.

Some task forces invested resources in producing additional materials and advertising or were able to secure significant additional promotional outlets for the campaign e.g.

- Tallaght erected 200 A1 posters on lamp posts on all major roads in and around Tallaght town centre and advertised the campaign number on the back of till receipt rolls in selected supermarkets. They also erected a large display banner in the Square Shopping Centre.
- South West erected posters on commuter routes (train stations and bus stops), displayed banners at selected events, advertised the campaign number on the back of parking meter tickets in Naas.
- North Inner City negotiated with Croke Park authorities the promotion of the campaign number during the weekend of the U2 concerts.

The considerable work of the campaign co-ordinators in driving and promoting their local campaigns was key in rolling out the initiative and their efforts in this regard should be gratefully acknowledged.

National Launch

The Dial to Stop Drug Dealing National Launch by the Minister of State (with responsibility for the Government’s National Drugs Strategy) John Curran T.D on September 29th, 2008, coincided with the surprise announcement of a rescue plan for Irish banks from the Minister for Finance, Brian Lenihan TD. The rescue plan completely dominated all broadcast and print media both on the day of the National launch and throughout the following days.

Despite the dominance of this particular news story, Dial to Stop Drug Dealing still received a good level of coverage across broadcast and print media. Highlights included:

- Visibility on RTE and TV3’s main news programming throughout the day was particularly valuable.
- The Minister of State John Curran T.D. was interviewed on The Breakfast Show on Newstalk.
The initiative received coverage in news bulletins on all major Dublin radio stations throughout the day.

Spin FM ran a feature on their lunchtime chat show The Spin which included an interview with Minister Curran, this was extremely useful in reaching the youth audience.

Local and Regional Launches

All campaigns held launch events which received local/regional media coverage. Several key ‘political champions’ attended these events including:

- Minister John Curran – Midlands & Blanchardstown
- Minister Mary Hanafin – Dunlaoghaire/Rathdown
- Chief Whip Pat Carey – Finglas/Cabra
- MEP Proinsias De Rossa - Finglas/Cabra
- Lord Mayors of Limerick, Waterford and Dublin (2 campaigns, Northside and North County)
- Mayor of Kildare
- Joe Costello TD, – Dublin North Inner City
- Mayor of South County Dublin - Tallaght

On several campaigns in Phase 2 and 3 Public Communications Centre provided the media spokesperson. For safety and other reasons some task forces could not publicly endorse and front their own campaigns.

Extension to end of 2009

At the end of August the department decided to fund the extension of the operation of the phone line until 31st December 2009. Already hundreds of calls have been received and dozens of reports sent to the Gardaí.
The people who supply dangerous drugs - the big dealers up the line - are devastating innocent lives and destroying families and communities. You can do something about it. Call the Dial-to-Stop-Drug-Dealing Freephone.

www.dialtostop.ie

“\nIt’s destroying our kids’ lives. Bringing the area down. Heroin. Cocaine. Hash. My kids have seen the dealing first hand. Now I can call someone. They don’t want my name. And they’ll make sure they pass on my information to the Gardaí. Finally I can do something.”

KERRY
DIAL TO STOP DRUG DEALING
1800 220 220
ANONYMOUS AND SAFE. YOU DIAL, WE ACT
www.dialtostop.ie
3

CALL CENTRE REPORT

We captured information under a number of headings

- Calls made
- As % of total
- Calls answered
- Reports sent to An Gardaí
- Time of call
- Day of week

All figures rounded up and down to nearest %.

It is important to understand that not all calls to the number lead to a report to the Gardai. Some callers dialled the number and hung up before the call was answered. Some would have dialled the wrong number, some were children, others were people looking for help and assistance, a few were abusive, some were people calling to see if the number was operating as planned.

3.1 Overall response - over 4500 Calls were made and 3628 were answered.

Summary – September 08 - July 09

<table>
<thead>
<tr>
<th></th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
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<tbody>
<tr>
<td>Calls</td>
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<td>413</td>
<td>337</td>
<td>210</td>
<td>295</td>
<td>227</td>
<td>422</td>
<td>463</td>
<td>773</td>
<td>739</td>
<td>656</td>
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<td>5%</td>
<td>9%</td>
<td>10%</td>
<td>17%</td>
<td>16%</td>
<td>14%</td>
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<tr>
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<td>161</td>
<td>171</td>
<td>154</td>
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<td>55%</td>
<td>73%</td>
<td>76%</td>
<td>77%</td>
<td>57%</td>
<td>68%</td>
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<td>78%</td>
<td>86%</td>
<td>83%</td>
<td>88%</td>
<td>79%</td>
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<tr>
<td>Rep</td>
<td>18</td>
<td>102</td>
<td>108</td>
<td>49</td>
<td>74</td>
<td>62</td>
<td>114</td>
<td>137</td>
<td>226</td>
<td>204</td>
<td>179</td>
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<td>R%</td>
<td>51%</td>
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<td>39%</td>
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<td>35%</td>
<td>38%</td>
<td>35%</td>
<td>34%</td>
<td>31%</td>
<td>34%</td>
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</table>

A number of issues stand out from the above chart:

- In the above period the campaign generated a total of 1273 reports to the Garda National Drugs Unit (reports made by the operators when information deemed to be of interest to An Garda Siochana received during calls).
- Over the course of the campaigns the % of calls that resulted in a report being sent to the Gardai varied from 51% to 31%. The average was mid 30s.
- The launching of 10 campaigns between the end of March and end of May generated a significant response.
3.2 Phase 1 Response - Over 1500 calls made and 413 reports sent to the Garda in Phase 1.

<table>
<thead>
<tr>
<th></th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calls</td>
<td>64</td>
<td>413</td>
<td>337</td>
<td>210</td>
<td>295</td>
<td>227</td>
<td>1546</td>
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<td>4%</td>
<td>27%</td>
<td>22%</td>
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<td>19%</td>
<td>15%</td>
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<tr>
<td>Ans</td>
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<td>255</td>
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<td>CA%</td>
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<td>76%</td>
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<tr>
<td>Rep</td>
<td>18</td>
<td>102</td>
<td>108</td>
<td>49</td>
<td>74</td>
<td>62</td>
<td>413</td>
</tr>
<tr>
<td>R%</td>
<td>51%</td>
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<td>42%</td>
<td>30%</td>
<td>39%</td>
<td>40%</td>
<td>38%</td>
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</table>

3.3 Phases 2 & 3 - Over 3000 calls made and 860 reports sent to the Garda in Phases 2 and 3.

<table>
<thead>
<tr>
<th></th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calls</td>
<td>422</td>
<td>463</td>
<td>773</td>
<td>739</td>
<td>656</td>
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</tr>
<tr>
<td>%</td>
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<td>Ans</td>
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<td>361</td>
<td>667</td>
<td>612</td>
<td>578</td>
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<td>CA%</td>
<td>79%</td>
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<td>86%</td>
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<td>88%</td>
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<tr>
<td>Rep</td>
<td>114</td>
<td>137</td>
<td>226</td>
<td>204</td>
<td>179</td>
<td>860</td>
</tr>
<tr>
<td>R%</td>
<td>35%</td>
<td>38%</td>
<td>35%</td>
<td>34%</td>
<td>31%</td>
<td>34%</td>
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</table>

Between Phase 1 and Phases 2 & 3 campaigns we see that:

- Calls answered increased from an average of 70% to 84%.
- The % of calls answered to reports decreased from 38% to 34%.
3.4 The vast majority of reports were received between 9am and 7pm.

Reports by time of day

3.5 The vast majority of reports were received on weekdays.

Reports by day of week
### 3.6 Day of Week Calls v Reports

When the day of week for calls is compared to reports we see some slight variations. For example on Sundays we get 10% of calls but only 6% of reports. Thursday is the best day for reports.

<table>
<thead>
<tr>
<th>Day of Week</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thur</th>
<th>Fri</th>
<th>Sat</th>
<th>Sun</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Calls</td>
<td>14%</td>
<td>17%</td>
<td>16%</td>
<td>16%</td>
<td>15%</td>
<td>11%</td>
<td>10%</td>
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<tr>
<td>% Reports</td>
<td>15%</td>
<td>17%</td>
<td>18%</td>
<td>20%</td>
<td>16%</td>
<td>8%</td>
<td>6%</td>
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<tr>
<td>+/-</td>
<td>+1%</td>
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<td>+4%</td>
<td>+1%</td>
<td>-3%</td>
<td>-4%</td>
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</tbody>
</table>

### 3.7 Time of Day Calls v Reports

On analysis of the time of day that a call received and the probability that a report will be generated it would appear that an out of hours call typically generates reports more often. Between the hours of 9pm-5am 11% of calls were received but this generated 23% of reports.

<table>
<thead>
<tr>
<th>Time of Day</th>
<th>00-5</th>
<th>5-9</th>
<th>9-11</th>
<th>11-1</th>
<th>1-3</th>
<th>3-5</th>
<th>5-7</th>
<th>7-9</th>
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<tbody>
<tr>
<td>% Calls</td>
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<td>2%</td>
<td>12%</td>
<td>17%</td>
<td>18%</td>
<td>17%</td>
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<tr>
<td>% Reports</td>
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<td>4%</td>
<td>8%</td>
<td>12%</td>
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<td>-5%</td>
<td>-4%</td>
<td>-3%</td>
<td>-1%</td>
<td>+1%</td>
<td>+5%</td>
</tr>
</tbody>
</table>
DIAL TO STOP DRUG DEALING

Help us fight the scourge of drug dealing in our community. It happens day and night. It happens everywhere. People hear things. Some see things. Some people are capable or unwilling to contact the Gardaí. But now you can phone the Dial To Stop Drug-Dealing Freephone. We don’t want your name and we won’t record your number, that is a promise. But we do want to know what you know. Anything - small or significant - you know or have heard, could be important. We will ensure the Gardaí get the information and we will monitor what happens after that.

BLANCHARDSTOWN FREE FROM DRUGS SAFE FOR CHILDREN

Why you should call

We need information from reliable sources and members of the public in order to help us. We want to know what you know. Here are some tips to help you.

- We don’t want your name.
- We don’t want your number.
- We need information from reliable sources and members of the public.

It’s NOT about targeting you.

It’s about stopping drug supply. It’s about protecting your children.

Who should call?

If you see or hear anything suspicious, please call the Gardaí. If you can’t reach us, please call 999 or 101 and ask for an Emergency Service."

1800 220 220 www.dialtostop.ie
GARDA EVALUATION

The campaign has been, from the perspective of An Garda Síochána, successful. The Dial to Stop Campaign, has been well received by operational Gardaí deployed in the area of drug policing and the internal feedback has been for the most part positive.

The information received has led to some seizures and will ultimately lead to prosecutions. It has also corroborated existing intelligence with regard to individuals and organised criminal networks as well as providing a number of new lines of enquiries for Gardaí.

On the whole, Gardaí interested in detecting drug offences are most welcoming of intelligence from any source. As such, the campaign provided a consistent channel for information to be passed from concerned members of the community right to the desk of those responsible for investigating drug offences.

A secondary consequence of the campaign, is the “silent effect” which must also be given due recognition. From a supply reduction perspective, those involved in the sale and supply of controlled substances take concerned note of campaigns such as this. These persons take cognisance of how these campaigns increase their vulnerability and likelihood of coming to the attention of Gardaí. Though difficult to gauge, there is no doubt that this effect reduces open drug availability. A further effect was the flow of information from areas not covered by the campaign.

The partnership involved collaborative working between local communities, local Gardaí and campaign organisers.
### 4.1 Out of a sample of 1,215 of the reports received the Garda National Drug Unit was able to identify locations for 914 (75%). 16% of the reports were in non-task force campaign areas.

<table>
<thead>
<tr>
<th>Phase</th>
<th>Taskforce</th>
<th>Area</th>
<th>Sep-08</th>
<th>Oct-08</th>
<th>Nov-08</th>
<th>Dec-08</th>
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Insufficient data relates to those reports where not enough information was provided to pinpoint the location where the caller was referring to.
4.2 Phase 1: Campaigns generated reports for all of the 11 months of the project.

4.3 Phase 2: Campaigns generated reports both before and after their promotional appeals.

4.4 Phase 3: Campaigns followed a similar pattern to Phase 2 ones.
### 4.5 The Gardaí have indicated that a significant number of reports provided useful information - they confirmed suspicions, identified new dealers and assisted intelligence by providing more information. The Gardaí have provided specific feedback on Phase 1 and 2 campaigns.

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| | | | | **Phase 1** | | | | **Phase 2** | | | | **Phase 3** | | | | **4.5** The Gardaí have indicated that a significant number of reports provided useful information - they confirmed suspicions, identified new dealers and assisted intelligence by providing more information. The Gardaí have provided specific feedback on Phase 1 and 2 campaigns.

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<td>Cork (incl. County) - L</td>
<td>113</td>
<td>Monitor Neg Result (1) Suspect Known (1) Blank (2)</td>
<td></td>
</tr>
<tr>
<td>Limerick - R (Subgroup)</td>
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<tr>
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<td>Monitor Neg Result (1) Suspect Known (1) Blank (2)</td>
<td></td>
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<tr>
<td>Bray - L</td>
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<td>Monitor Neg Result (1) Suspect Known (1) Blank (2)</td>
<td></td>
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<tr>
<td>Dun Laoghaire/Rathdown - L</td>
<td>18</td>
<td>Monitor Neg Result (1) Suspect Known (1) Blank (2)</td>
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</tr>
<tr>
<td>East Coast - R</td>
<td>34</td>
<td>Monitor Neg Result (1) Suspect Known (1) Blank (2)</td>
<td></td>
</tr>
<tr>
<td>Finglas/Cabra - L</td>
<td>5</td>
<td>Monitor Neg Result (1) Suspect Known (1) Blank (2)</td>
<td></td>
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<tr>
<td>Midlands - R</td>
<td>46</td>
<td>Monitor Neg Result (1) Suspect Known (1) Blank (2)</td>
<td></td>
</tr>
</tbody>
</table>
4.6 Dial To Stop - Tallaght.

The Gardaí supplied a geographic breakdown of Drug Crimes in Tallaght in 2008. In total there were 661 crimes, 30 areas accounted for 63.4% of these crimes. An analysis of the geographic location of the Dial to Stop Campaign indicated that the reports were generated relating to 19 of these areas. This would lead us to believe that the Tallaght task force campaign was well targeted and consideration should be given to replicating its model of management for the campaign in any future campaigns.

<table>
<thead>
<tr>
<th>Area</th>
<th>No. of Drug Crimes</th>
<th>D2S Reports</th>
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</thead>
<tbody>
<tr>
<td>Kitalown</td>
<td>32</td>
<td>2</td>
</tr>
<tr>
<td>Donomore</td>
<td>29</td>
<td>2</td>
</tr>
<tr>
<td>Brookview</td>
<td>23</td>
<td>9</td>
</tr>
<tr>
<td>Killnarden</td>
<td>23</td>
<td>2</td>
</tr>
<tr>
<td>Belgrade</td>
<td>21</td>
<td>1</td>
</tr>
<tr>
<td>Russell</td>
<td>21</td>
<td>4</td>
</tr>
<tr>
<td>Cushlawn</td>
<td>20</td>
<td>7</td>
</tr>
<tr>
<td>Cloonmore</td>
<td>19</td>
<td>2</td>
</tr>
<tr>
<td>The Square</td>
<td>18</td>
<td>1</td>
</tr>
<tr>
<td>Fortunestown</td>
<td>16</td>
<td>1</td>
</tr>
<tr>
<td>Knockmore</td>
<td>16</td>
<td>2</td>
</tr>
<tr>
<td>Glenshane</td>
<td>15</td>
<td>4</td>
</tr>
<tr>
<td>Kilmartin</td>
<td>14</td>
<td>2</td>
</tr>
<tr>
<td>Bawmilea</td>
<td>13</td>
<td>1</td>
</tr>
<tr>
<td>Deerpark</td>
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<td>2</td>
</tr>
<tr>
<td>Russfield</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>Beltry</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Tallaght Garda Station</td>
<td>12</td>
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<tr>
<td>Allleton</td>
<td>10</td>
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<tr>
<td>Drumcarn</td>
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<tr>
<td>Kilcarrig</td>
<td>9</td>
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<tr>
<td>Cookstown</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Sundale</td>
<td>8</td>
<td>3</td>
</tr>
<tr>
<td>Alderwood</td>
<td>7</td>
<td>1</td>
</tr>
<tr>
<td>Carrigmore</td>
<td>7</td>
<td></td>
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<td>Deselby</td>
<td>7</td>
<td></td>
</tr>
<tr>
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<td></td>
</tr>
<tr>
<td>Fettercairn</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Kilclare</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Avonbeg</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total Calls</strong></td>
<td></td>
<td><strong>49</strong></td>
</tr>
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</table>

4.7 Insufficient Data

Insufficient data relates to those reports where not enough information was provided to pinpoint the location where the caller was referring to.

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Sep-08</th>
<th>Oct-08</th>
<th>Nov-08</th>
<th>Dec-08</th>
<th>Jan-09</th>
<th>Feb-09</th>
<th>Mar-09</th>
<th>Apr-09</th>
<th>May-09</th>
<th>Jun-09</th>
<th>Jul-09</th>
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<tr>
<td>Insufficient Data</td>
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<td>6</td>
<td>34</td>
<td>32</td>
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<td>14</td>
<td>20</td>
<td>28</td>
<td>26</td>
<td>48</td>
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<td>Grand Total</td>
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<td>118</td>
<td>107</td>
<td>48</td>
<td>49</td>
<td>49</td>
<td>112</td>
<td>119</td>
<td>222</td>
<td>212</td>
<td>171</td>
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<tr>
<td>%</td>
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<td>23</td>
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<td>20</td>
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<td>16</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>16</td>
</tr>
<tr>
<td>Location</td>
<td>Balbriggan</td>
<td>Ballyfermot</td>
<td>Ballymun</td>
<td>Blanch</td>
<td>Bray</td>
<td>Clondalkin</td>
<td>Coolock</td>
<td>Crumlin</td>
<td>DNE</td>
<td>Drimnagh</td>
<td>Dun Laoire</td>
<td>Dundrum</td>
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<td>--------------</td>
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<td>----------</td>
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<td>-----------</td>
<td>---------</td>
</tr>
<tr>
<td>Total</td>
<td>21</td>
<td>3</td>
<td>22</td>
<td>1</td>
<td>9</td>
<td>82543</td>
<td>121</td>
<td>4</td>
<td>1</td>
<td>427</td>
<td>11</td>
<td>22</td>
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</table>
PUBLIC SURVEYS PRE & POST CAMPAIGN

It was a two-staged research process with this campaign
1. Pre-campaign testing: completed in September 2008

This document reports on both the ‘Pre’ and ‘Post’ surveys incorporating 12 task force areas in ‘Pre’ and 11 task force areas in ‘Post’: ‘Western’ did not run the campaign.

The full final report is available as a pdf and the following is a short summary of the key findings.

Pre-campaign benchmarking
Pre-campaign benchmarking was undertaken prior to the launch of the ‘Dial to Stop drug dealing’ campaign for two reasons, to:
- establish the likelihood of dialing a confidential telephone number to report drug activity in the area, and
- establish a benchmark for assessing the recall and effectiveness of the campaign in twelve task force areas.

Post-campaign testing
Immediately following the completion of the ‘Dial to Stop Drug Dealing’ campaigns in each local/regional area post campaign testing was undertaken. This was done primarily to:
- assess the impact of the campaign on the likelihood of dialing a confidential telephone number to report drug activity in the area, and
- to evaluate reactions to various elements of the campaign.

The post campaign research after each phase was designed to provide direction for the development of the next phase of the campaign.

Corresponding issues
The post-campaign survey replicated the pre-campaign survey but with 2 new questions.
1. Identification of the main social problems in the local area
2. Seriousness of the drugs problem in the area
3. Awareness of intimidation of local people by drug dealers in the area; changes in the level in past 2 years
4. Reactions to public helping Gardaí with the drugs problem in the area
5. Level of satisfaction with Gardaí handling of the drugs problem in the area
6. Recall of any campaign to try to stop or reduce drug dealing in the area in the past six months:
   a) Media source(s) of recalled
   b) Details of the campaign remembered
   c) Recognition of the ‘Dial-to-stop’ campaign when presented on showcard
7. Importance of the following in considering whether or not to respond to a campaign:
   a) ‘Each telephone call would be treated with absolute confidentiality’
   b) ‘The public can contribute to the success in the fight against drug crime’
   c) ‘Second hand information can help the fight against drugs’
   d) ‘Calls will not necessarily result in instant visible response by the Gardaí’

8. Likelihood of calling a non-Garda confidential telephone number to report on drug activity in the area; why/why not; expected outcome

9. Likelihood of calling a Garda confidential telephone number; why/why not

**Quantitative methodology**

Replicating the pre-campaign methodology

- Street survey
- Employing a structured questionnaire
- Administered by trained interviewers
- Post campaign surveys conducted immediately following the 6 week campaign in a relevant area

<table>
<thead>
<tr>
<th>Task Force Area</th>
<th>Interviewing Locations</th>
<th>Pre</th>
<th>Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>PHASE 1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dublin North East</td>
<td>Northside S/C, Clarehall S/C</td>
<td>104</td>
<td>104</td>
</tr>
<tr>
<td>Blanchardstown</td>
<td>Blanchard S/C, Blanch village*</td>
<td>104</td>
<td>104</td>
</tr>
<tr>
<td>Tallaght</td>
<td>The Square S/C</td>
<td>104</td>
<td>104</td>
</tr>
<tr>
<td>South West</td>
<td>Naas T/C, Athy T/C</td>
<td>105</td>
<td>104</td>
</tr>
<tr>
<td>PHASE 2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>North Inner City</td>
<td>Talbot Street, Phibsborough</td>
<td>104</td>
<td>105</td>
</tr>
<tr>
<td>Cork City</td>
<td>Merchants Quay S/C, Blackpool S/C**, Wilton S/C**</td>
<td>104</td>
<td>104</td>
</tr>
<tr>
<td>Southern</td>
<td>Tralee T/C, Killarney T/C*</td>
<td>104</td>
<td>104</td>
</tr>
<tr>
<td>Mid West</td>
<td>Limerick C/C, Thurles T/C*</td>
<td>104</td>
<td>105</td>
</tr>
<tr>
<td>PHASE 3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>South East</td>
<td>Carlow T/C, Wexford T/C</td>
<td>104</td>
<td>104</td>
</tr>
<tr>
<td>East Coas</td>
<td>Greystones village, Arklow T/C</td>
<td>106</td>
<td>103</td>
</tr>
<tr>
<td>Midlands</td>
<td>Portlaoise T/C, Tullamore T/C</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Athlone T/C</td>
<td>155</td>
<td>208</td>
</tr>
<tr>
<td>Western</td>
<td>Galway city centre*</td>
<td>51</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>1249</td>
<td>1249</td>
</tr>
</tbody>
</table>

01/02/2010 14:48:46
**Demographic spread**

All percentages are rounded up to the nearest figure

All adults aged 20+:
- Pre-campaign: 36% 20-35 years, 34% 36-50, 30% 51+
- Post-campaign Phase 1: 34% 20-35 years, 34% 36-50, 32% 51+
- Post-campaign Phase 2: 38% 20-35 years, 33% 36-50, 30% 51+
- Post-campaign Phase 3: 32% 20-35 years, 36% 36-50, 33% 51+

Both male and female:
- Pre-campaign: 49% male, 51% female
- Post-campaign Phase 1: 50% male, 51% female
- Post-campaign Phase 2: 49% male, 52% female
- Post-campaign Phase 3: 52% male, 48% female

Broad social class spread: A B C1 C2 D E:
- Pre-campaign: 19% AB, 22% C1, 22% C2, 20% D, 17% E
- Post-campaign Phase 1: 17% AB, 23% C1, 24% C2, 20% D, 17% E
- Post-campaign Phase 2: 18% AB, 22% C1, 22% C2, 19% D, 19% E
- Post-campaign Phase 3: 19% AB, 22% C1, 22% C2, 19% D, 19% E

Living in the local area for three years or more:
- All Pre and Post: 100%

**Qualitative issues**

In light of the nature of the topic for research, the interviewing was conducted in well populated locations where respondents were available and willing to participate in the survey:
- In shopping centres and main streets.

The sample constitutes a broad range of people:
- Demographically and, inherently, psycho-graphically and lifestyle-wise.

It includes various experiences of drug related problems:
- From those most affected and living with drug problems.
- To those on the periphery of the problem.

This ultimately delivers a broad spectrum of opinions and attitudes:
- Reflected in the diversity of responses to the questions.

By comparison, the qualitative research in July ‘08 reports directly on those most affected and living with drug problems:
- All pieces of research must be considered when assessing the campaign.
Key findings

1. Drugs are a critical social problem

Drugs are predominantly the most frequently cited social problem in both Pre & Post research:

- 71% rate it as a problem in Post, grown 2% since Pre.
- Wide regional differences exist: from a high of 95% in South West (95%) to a low of 41%
  in Mid West (Post).

The seriousness of the drugs problem is growing:

- 51% rate it as ‘very serious’ in Post: 11% more than in Pre.
- Ranging from 14% in Dublin North East to 84% in South East.

An awareness of intimidation persists overtime:

- One in five claim such awareness (21%): from 36% in Blanchardstown to 9% in S.
- While awareness has remained the same since Pre, the apparent level of intimidation
  has increased by 22%: 75% of those aware, say it is has increased in the past 2 years.

2. Mixed reactions towards the Gardai

There has been a growth in the disposition towards helping the Gardai since Pre:

- 57% ‘definitely’ and 33% ‘probably’: overall 6% more than Pre.
- Regional differences: strongest in South East (88%) and lowest in Dublin North Inner
  City (25%).

There is restrained satisfaction with the Gardai handling of the drugs problem:

- Predominantly ‘somewhat satisfied’ (47%) in Post.
- There has been a decline in ‘very satisfied’ by 7% since Pre: now 17%, ranging from
  1% in Dublin North Inner City to 34% in South West.

3. Accurate recall of the campaign

2 in 5 (39%) recall a campaign to try to stop or reduce drug dealing in the area:

- 16% more than Pre: from 15% in South West to 62% in South East.

A broad range of media is recalled:

- Predominance of ‘poster in public place’ (40%) and ‘ad in local newspaper’ (38%).
• Also, ‘interview on radio’ (30%) and ‘brochure through letterbox’ (28%).
• Regional variations persist and reflect area specific activities.

Accurate recall of details of campaign:
• Of the sentiment of the campaign: help and report.
• Of the promotion of a phone number, especially of a confidential nature.
• Variations by region: 7 areas focus on the phone number; 4 areas on the sentiment of the campaign.

There is recognition of the show card:
• Ranging from 18% in Southern to 68% in East Coast: reflecting media activity & exposure to it.
• Higher recognition among those who spontaneously recalled a campaign: from 34% in Southern to 100% in South West, Dublin North Inner City & East Coast.

4. Positive reaction to information

Continued importance of all 4 statements post campaign.

‘Absolute confidentiality’ continues to rank highest in importance:
• Overall 83% rate it as ‘very important’: from 56% in Blanchardstown to 100% in Southern.

Followed by confidence in ‘public contribution’:
• Overall 72% rate it as ‘very important’: from 44% in Dublin North Inner City & Dublin North East to 99% in East Coast.

Followed by confidence in ‘second hand information’:
• Overall 66% rate it as ‘very important’: from 37% in Dublin North Inner City to 88% in East Coast.

Finally, ‘instant visible response’:
• Overall 55% rate it as ‘very important’: from 5% in S to 97% in East Coast.

5. Positive inclination to make the call

There is positive inclination to report information to a confidential number, be it non-Garda or Garda:
• Predominantly ‘very likely’ post campaign (40% on average) followed by ‘somewhat likely’ (29% on average).
• Grown since Pre: now 8% more ‘very likely’ to call each number.
More likely to call Garda number:
- Still 7% more ‘very likely’ to call a Garda number post-campaign.
- 44% ‘very likely’ to call Garda number; 37% to call non-Garda number.
- Regional variations: more likely to call Garda number in 4 areas, non-Garda number in 1 area and similar likelihoods in remaining 6 areas.

Basically, will call either number or not at all:
- 32% equally ‘very likely’ to call both numbers compared to 5% ‘very likely’ to call non-Garda only and 12% Garda only.
- Increase of 11% in being ‘very likely’ to call both numbers: 21% in Pre.

6. Driven by altruism and self-preservation

Similar pattern of response for non-Garda & Garda numbers

Altruism is the core motivator to make the call:
- To help ‘fight’ (47% non-Garda/46% Garda) and ‘reduce’ drug dealing (33%/30%) to ‘benefit the community’ (40%/35%).
- Growth in reference to having information post campaign: 40%/32% ‘pass on information’ and 11%/13 ‘have information to give’.
- Bearing in mind that confidentiality is still a prevalent issue: 29%/31%.

Self-preservation is the core deterrent:
- ‘Fear of reprisal’ (43%/35%) and ‘don’t want to get involved’ (38%/32%) are the most common reasons for not calling; with a notable growth in this sentiment in Post research.
- Inherent in this deterrent is ‘may not be confidential’ (22%/21%) and ‘not effective’ (8%/11%): both are slightly less than in Pre.
- Some still self-eliminate: ‘do not have information to give’ (14%/25%).

Making the call is expected to generate a result of some sort:
- More so in Post where there is an increase in each response for an outcome.
- And a decrease in ‘nothing’ or ‘don’t know’: 17% in Post compared to 23% in Pre.
- Most responses expect definite action: intelligence buildup (32%), cessation (26%) or reduction (32%) in drug dealing.

Only one third are vague: ‘some form of Gardaí follow-up’ (35%).
CAMPAIGN COORDINATORS SURVEY

All fifteen campaign coordinators were asked to feedback on their campaign. The feedback was informal and qualitative in nature. Each coordinator was sent the following questionnaire:

1. Do you think the campaign achieved its objectives?
2. Have you had direct feedback from the local Gardaí on the number of calls and the quality of the information?
3. Have you had any direct feedback from community stakeholders that the campaign message has been delivered?
4. In your opinion is the number working as it should? Do people see it as providing a safe mechanism for providing information? Do they trust it?
5. What do you think of the various activities/actions undertaken (eg: PR, households door drop, retail, pubs and clubs, schools, advertising)? What was the most effective thing done? What was the least effective?
6. Were you happy with how the campaign was planned and developed for your area?
7. Any plans for continuing to promote the number?
8. If you were doing it again what would you do differently?
9. Any other thoughts?

Key Findings

1. Nearly all coordinators felt that their key objectives were achieved in terms of the goals set. The number of calls and reports generated for their campaigns met their expectations. Only one task force felt that their campaign objectives were not achieved.

2. All coordinators would like more feedback from the Gardaí on the outcomes of the campaign.

3. Most task forces received feedback from their community stakeholders and most of it was positive towards the campaign. One task force received no feedback.

4. The vast majority of task forces feel that the number is trusted by the target audiences and that it is working well. There were a few complaints that people were put on hold when they dialed the number, that the number was not answered and that on one occasion a caller was asked their name. Five complaints in total were received.
5. The majority of task forces were happy with the promotional strategy and key activities. There were a number of specific positive comments including:
- The radio, leaflet and banner promotions worked well.
- Local pr and advertising was very effective.

There were a number of negative comments including:
- Pubs and clubs initiatives were not easy to do and hard to evaluate.
- The use of the business cards outside of schools was limited.
- The recruitment of pr champions was difficult.

Several task forces expressed the view that the campaign should be national as well as local or regional. They feel that the impact of television ads etc would help make local and regional audiences much more aware of the issue.

6. Most campaign coordinators were happy with how the campaign was planned and run. After the first phase campaigns were evaluated more planning time was allocated to Phase 2 and 3. There were some criticisms:
- The last minute delay of the start of the Phase 2 campaigns caused a lot of difficulties.
- Budgets were too small especially for the regional task forces with very large areas to cover.
- Publicity that the number was cancelled caused confusion especially in the last 3 months.
- Several task forces felt that the demands of the campaign were too great.

7. Most coordinators expressed a desire to continue with their campaigns once new funds become available.

8. A number of key suggestions were made in relation to the future roll out of any campaign including:
- Greater feedback on outcomes and successes from the Gardaí is essential.
- Keep with the branding and the basic promotional strategy but continue to test what works best in each area.
- Larger promotional budgets, especially for the regional areas.
- Organise a national advertising campaign to complement the local/regional ones.
- Regular monitoring of the call centre.
CONCLUSIONS AND KEY RECOMMENDATIONS

Conclusions

The Campaign Steering Group examined the findings of the evaluation report and has concluded the following.

- The campaign has worked well and provided cost effective valuable drug dealing information to the Gardaí on a significant scale and warrants being continued.

- The ongoing number of calls resulting in the subsequent ongoing generation of Garda reports would appear to indicate a clear need for such a service (particularly in certain areas) see table 4.1 i.e. a significant number of calls/reports are still being made on a regular basis despite the local promotional campaigns having been finalised for some period now.

- The aims and objectives associated with the operation of campaigns such as this tie in very closely with the strategic objectives and aims with regard to the drug supply reduction elements of Government’s New Drugs Strategy 2009-2016 which prioritises “the continued disruption of the supply of illicit drugs”. In addition campaigns such as this facilitate and mobilise partnership working between drug task forces, local communities and An Garda Siochana in tackling drug dealing.

Key Recommendations

The Steering Group makes the following recommendations.

1. The model of working in partnership with local and regional task forces should be continued. Where working with a task force is not possible it is still possible to run a successful campaign via a central promotional agency.

2. Apart from the actual number of calls/reports generated by the existence of the number, the nature and process of the campaign would appear of considerable value in terms of promoting good relations and partnership working between An Garda Siochana and the communities its serves. This is particularly true in certain areas where such co-operation may have been problematic in the past. This directly ties in with the aims and objectives of the new Garda Siochana National Model of Community Policing.

3. The operation of the service also has value in its ability to give people in local
communities some sense that they can do something practical and real in a safe way in terms of responding to drug dealing in their area. This is especially so in areas where drug dealing is rife and where often people can feel powerless in being able to do anything about the problem.

4. A central project management team should be put in place to help coordinate and support any further roll out. A dedicated full-time project manager should be put in place with responsibility to secure necessary support, manage media relations and liaise with all potential stakeholders.

5. The support of An Garda Síochána (in particular the Garda National Drugs Unit and its Analysis Team) is vital to the success of the project and it is recommended that this support needs to be put in place before any roll out is undertaken. The Analysis Team have indicated their support for the project.

6. The use of a call centre with a direct independent link to the GNDU Analysis Team is a good way to guarantee safety and confidentiality. However, we believe that the improvements in the call management can be made and that a review of best practice should be undertaken with the aim of significantly reducing the number of insufficient data reports. A visit to Crimestoppers UK should be undertaken as part of this review and an offer of support has already been made by them.

7. Promotional campaigns need more realistic budgets to promote the number especially those regional task force areas which cover very significant geographical areas.

8. A more effective mechanism is needed for feedback to local/regional campaigns of calls and outcomes on a regular basis.

9. Publicity potential would appear to be great and national champions are needed for the work. The Steering Group is of the view that given an appropriate level of resources that a wider national audience which would be receptive to the campaign could be reached. Several key individuals should be identified from the outset and resourced to promote the campaigns on a regular basis.

10. As a practical first step the Steering Group recommends that a sub-group of the relevant parties and sectors from the new Office of the Minister for Drugs would be set up to examine these recommendations and to consider next steps.

11. It should be borne in mind that the existing resources for the continued operation of the number are likely to be expended by end of September 2009 so a small level of funding to maintain the line until the end of the year pending further consideration of this report by this proposed OMD sub-group would appear to make sense. This is particularly so given the continuing number of calls and reports being made to the number particularly in certain areas (See Extension Note on page 8).
Steering Group Members

The members of the steering group were:

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4. Joe Doyle, HSE
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