

# Savvy Seniors Safer Homes.

## Evaluation Report



VICTORIA POLICE



# Evaluation Report

## *Savvy Seniors Safer Homes crime-prevention project*

### Abstract

The Savvy Seniors Safer Homes project sought to measure if attitudes and behaviours towards crime and crime prevention would change following the delivery of a co-designed community awareness campaign for senior residents in Baw Baw that live independently. Two surveys were administered pre- and post- an awareness campaign delivered over four weeks. The project was effective in supporting Seniors in Baw Baw, stimulating actual in-home security improvements, increasing confidence to a) report crime to Victoria Police, b) find good information, and c) talk with trusted people about home security, and strengthen reputation of Council, Victoria Police and Friends as sources of help and advice. However, the project saw slightly higher levels of worry reported which may be a result of increased awareness.

### Date

February 2021

### Author

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## Acknowledgements

We respectfully acknowledge the Traditional Custodians of the Countries across Baw Baw Shire. We pay respect to their Elders past and present, and those emerging.

Baw Baw Shire Council wishes to thank:

- The Victorian Government for its financial support under the Community Crime Prevention Program.
- Victoria Police, Warragul Station.
- Baw Baw Neighbourhood Watch.
- The community members who generously gave their time and expertise to support this project.

For more information about this project and report, contact Baw Baw Shire Council at [bawbaw@bawbawshire.vic.gov.au](mailto:bawbaw@bawbawshire.vic.gov.au) or call 1300 229 229 during office hours and ask for either the Social and Community Planning team or Social Support Programs Team.

## Contents

|  |    |
|--|----|
| Executive Summary .....  | 5  |
| Project design and delivery .....  | 6  |
| Participant Demographics .....   | 8  |
| Did anything change? .....   | 16 |
| Question 1: How often do you worry about these crimes? .....   | 16 |
| Question 2: Who have you sought help or advice from? .....   | 20 |
| Question 3: How confident are you that you know how to make your home more secure? .....                       | 21 |
| Question 4: How confident are you talking with trusted friends or neighbours about home security? .....        | 22 |
| Question 5: How confident would you feel about contacting Victoria Police for assistance? .....                | 23 |
| Question 6: Have you done anything to prevent crime in the last three months? .....                            | 24 |
| Question 7: Have you found out more about home security? If so, where did you get this information from? ..... | 26 |
| Question 8: Have you made security changes to your home? .....   | 27 |
| Question 9: Have you seen or heard about the Senior Savvy Safer Homes project? .....                           | 28 |
| Conclusion .....   | 29 |
| Appendix A – Media .....   | 30 |
| Appendix B – Surveys .....   | 35 |
| Appendix C – Comparison of sub-groups in the survey responses .....  | 41 |

## Executive Summary

The *Savvy Seniors Safer Homes* project set out to positively affect the attitudes and behaviours towards crime and crime prevention through the provision of accessible and relevant information for Seniors.

With a Victorian Government grant from its Community Crime Prevention Program, Council has delivered a new resource to support positive ageing and crime prevention. *Savvy Seniors Safer Homes* project was effective at stimulating real change in attitudes and behaviours that support crime prevention.

Performance against the stated goals is shown here:

| Goals   | Evidence of achievement  |
|---|--|
| 1) Develop and deliver local resources that provide good information and bust myths about in-home safety. | <ul style="list-style-type: none"> <li>Website content delivered</li> <li>Promotional video using local places and people delivered</li> <li>Promotional/educative flyer delivered</li> </ul>  |
| 2) Engagement with seniors in Baw Baw   | <ul style="list-style-type: none"> <li>Creation, maintenance and decommissioning of a Community Reference Group.</li> <li>High participation in surveys</li> <li>Spontaneous letters to the Editor of local newspaper</li> <li>Letterbox drop to targeted neighbourhoods undertaken.</li> </ul>            |
| 3) Celebrate positive ageing and independent living   | <ul style="list-style-type: none"> <li>Creation, maintenance and decommissioning of a Community Reference Group.</li> <li>Strengths-based, pro-social messaging.</li> </ul>  |
| 4) Strengthen connections with community and service agencies.  | <ul style="list-style-type: none"> <li>Support and involvement from Department of Justice and Community Safety, Victoria Police, Neighbourhood Watch and Council.</li> <li>Ongoing benefit of stronger relationships</li> <li>Targeted promotions to community groups that provide for Seniors.</li> </ul> |
| 5) Measure the effectiveness of the project   | <ul style="list-style-type: none"> <li>Administration of the evaluation surveys.</li> <li>Delivery of this report.</li> </ul>  |

In summary:

- **SUPPORT:** Council has improved its support for seniors living independently in Baw Baw.
- **ACTUAL CHANGE:** This project has contributed to actual in-home security improvements made by residents.
- **INCREASED CONFIDENCE:** People reported an increase in confidence to
  - report crime to Victoria Police.
  - Know where to find good information
  - Talk with trusted people about home security
- **REPUTATION:** Council, Police and Friends were reported as being trustworthy sources for help and advice.
- **LEVELS OF WORRY:** Reported levels of worry rose slightly. It is not clear what caused this but it is possible that the increased awareness of crime prevention strategies caused people to be more mindful of the potential for crime, and what can be done to reduce the risk of crime in their own home.



## Project design and delivery

**Need for project:** The need for this project was described in the funding application as follows:

*According to [www.CrimeStatistics.vic.gov.au](http://www.CrimeStatistics.vic.gov.au), Baw Baw Shire's crime rate per 100,000 population has climbed from 3,666.8 in 2011 to 6,252.8 in 2019. 1,901 property and deception offences have been recorded in the current year with B40 theft reports the highest of all categories (1,993.4 per 100,000 population).*

*Seniors in Baw Baw Shire make up 26.8% (13,000+ people) of the population.*

*Reporting in the local paper 1/10/2019 referred to a 'crime wave'. The report says "Total property crimes increased 48.2 per cent (compared to 14 per cent state-wide) with a massive spike in aggravated burglaries which increased 120 per cent from five incidents to 11." SOURCE: <http://thegazette.com.au/2019/10/01/baw-baw-hit-by-crimewave/>*

**Hypothesis:** That Seniors' attitudes and behaviours towards crime and crime prevention would be positively affected if the community are exposed to accessible and relevant information.

**Project goals:**

- 1) Develop and deliver local resources that provide good information and bust myths about in-home safety.
- 2) Engagement with seniors in Baw Baw
- 3) Celebrate positive ageing and independent living
- 4) Strengthen connections with community and service agencies.
- 5) Measure the effectiveness of the project

**Target audience:** Seniors aged over 65 years living independently in Baw Baw Shire.

**Community profile:**

Population data for Baw Baw Shire from the 2016 Census reports that residents aged over 60 years made up 26.8 percent of the total population. In 2016, that amounted to over 13,000 people. People aged 60-69 years were 13.3 percent, seniors aged 70-84 years were 11.2 percent, and 2.3 percent were aged over 85 years. (Source: Australian Bureau of Statistics).

Looking at the gender of people aged over 60 years, females outnumber males (52.5 percent of the cohort are female, compared to 47.5 percent males). This is a slightly wider gap than is observed in the whole population (51.4 percent female; 48.6 percent male).

**Method:**

1. **Project design: co-design** an awareness campaign with assistance from representatives from the target community. The target community was Seniors aged over 65 years living independently in Baw Baw Shire. October 2019.
2. **Formed the co-design group:** Issued a media release to advertise the project and invite self-selecting volunteers. Delivered an initiation meeting to overview the project and hear the views of the volunteers. Commenced February 2020.
3. **Developed the content** for the awareness campaign. This included a new page on the Council website with accessible information, a locally-developed promotional video to introduce the topic, posters and print media advertisements, brochure for a letterbox drop to targeted neighbourhoods, distribution lists for secondary stakeholders, pull up banners for community spaces, newsletter advertisements.
  - Website
  - Promotional video
  - Posters and print ads with content
  - Letter box brochure
  - Social media

4. **Developed the surveys:** support from the Department of Justice and Community Safety and reference to the 2020 report *Social Cohesion and Pro-Social Responses to Perceptions of Crime* (Lee, et al., 2020).
5. **Administered** the pre-treatment survey August. The number of responses received was 498.
6. **Engagement with stakeholders:** Victoria Police, Department of Justice and Community Safety, Neighbourhood Watch, community.
7. **Mail out to secondary stakeholders for promotion** – intention to get people talking in their existing social support network.
8. **Deliver campaign**
  - Print media ads 10/11/2020, 17/11/2020, 24/11/2020, 1/12/2020
  - Letterbox delivery to targeted neighbourhoods using resources of local sporting group that attracts senior sportspeople.
  - Mailout to secondary stakeholders
9. **Project closing event** to summarise the project journey so far, thank the community volunteers, acknowledge their significant contribution, and outline the next steps.
10. **Administer** the post-treatment survey 15 December 2020 – 15 January 2021. The number of responses received was 124.
11. **Analyse** the data- January 2021.
12. **Deliver** launch in Warragul, VIC. Event cancelled following a second reschedule. Alternative promotion of event will occur with the completion of the evaluation report.
13. **Post-project promotion** – media release scheduled for March 2021.

#### Unexpected learnings:

- Interest and support from partners was high.
- Council's leadership was sought after by Community.
- This cohort were extremely responsive to the call for project participants and survey participation.
- Being mindful of equal gender representation in the content was an important aspect of the project design. Gender data is included in the Community Profile section.
- It was important to differentiate home safety from home security for the purposes of the survey. However, home safety information, particularly to do with Elder Abuse and accessing social supports, was included in the content on the website to support easy access to good information.
- Backlash from a member of the target community who felt offended by the content. Wrote to the Editor of the local paper to express dissatisfaction. Refer to Appendix A for details.
- Unsolicited support for the project from one of the community participants in response to the backlash media. They wrote to the Editor in the following week's edition of the local paper to defend the project and outline changes that she has made since participating in it. Refer to Appendix A for details.

#### Limitations:

- Crime data may not be reflective of the actual situation if seniors choose not to report crime. It is possible that if this project is effective in encouraging timely reporting of crime in Baw Baw, the data over time may show an increase in the rate of crime against Seniors.
- The analysis of sub-groups data has room for deeper investigation. This was beyond the scope of this report.
- A flaw in the design of the survey question asking about gender made it impractical to filter the data for responses from males. A free-text response was offered when it should have been a tick-box. Female responses were able to be filtered.

#### Media:

Refer to [Appendix A](#).

#### Surveys:

Refer to [Appendix B](#)

## Participant Demographics

The number of survey respondents was sufficient for an examination of the data. Female participation was disproportionately higher in the first survey when compared to the general population cohort aged over 60 years.

|  |   | PRE-SURVEY (August 2020) |         | POST-SURVEY (January 2021) |  |
|--|---|--------------------------|---------|----------------------------|--|
| Total Number of respondents            |   | 498                      |         | 124                        |  |
| Gender                                 |   |                          |         |                            |  |
| Whole population aged over 60 years.   |   |                          |         |                            |  |
| Female                                 | 52.5%   |                          |         |                            |  |
| Male                                   | 47.5%   |                          |         |                            |  |
| TOTAL                                  | 100%  |                          |         |                            |  |
|  |   |                          | PRE     | POST                       |  |
|  |   |                          | n=484   | n=115                      |  |
|  |   | GENDER                   | %       |                            |  |
|  |   | Female                   | 63      | 52                         |  |
|  |   | Male                     | 37      | 46                         |  |
|  |   | TOTAL                    | 100     | 98*                        |  |
|  |   | *Rounding error          |         |                            |  |
| Age range                              |   |                          |         |                            |  |
|  |   |                          | PRE     | POST                       |  |
|  |   |                          | n=484   | n=119                      |  |
|  |   | AGE RANGE                | %       |                            |  |
|  |   | 51-60                    | 1       | 0                          |  |
|  |   | 61-70                    | 18      | 16                         |  |
|  |   | 71-80                    | 43      | 45                         |  |
|  |   | 81-90                    | 32      | 29                         |  |
|  |   | 90+                      | 5       | 6                          |  |
|  |   | other                    | 2       | 1                          |  |
|  |   | didn't say               | 1       | 4                          |  |
|  |   |                          | 101*    | 101*                       |  |
|  |   | *Rounding error          |         |                            |  |
| Town of residence, grouped by postcode |   |                          |         |                            |  |
|  |   |                          | PRE     | POST                       |  |
|  |   |                          | n = 485 | N=113                      |  |
| postcode                               | HOMETOWN  | %                        |         |                            |  |
| 3816                                   | Longwarry<br>Labertouche                                      | 3                        | 2       |                            |  |
| 3818                                   | Drouin<br>Hallora<br>Ripplebrook<br>Jindivick                 | 27                       | 38      |                            |  |
| 3820                                   | Warragul  | 45                       | 43      |                            |  |
| 3821                                   | Buln Buln East<br>Nilma<br>Seaview<br>Tetoora Road<br>Lardner | 2                        | 2       |                            |  |
| 3822                                   | Cloverlea<br>Darnum   | 0.4                      | 0       |                            |  |
| 3823                                   | Yarragon  | 6                        | 4       |                            |  |
| 3824                                   | Trafalgar   | 8                        | 4       |                            |  |



|   |   |   |            |            |  |     |      |  |       |       |                  |   |  |       |    |    |                   |    |    |       |     |     |  |     |      |  |       |       |   |   |  |     |    |    |    |    |    |       |     |      |
|---|---|---|------------|------------|--|-----|------|--|-------|-------|------------------|---|--|-------|----|----|-------------------|----|----|-------|-----|-----|--|-----|------|--|-------|-------|---|---|--|-----|----|----|----|----|----|-------|-----|------|
|   |   | Narracan Childers   |            |            |  |     |      |  |       |       |                  |   |  |       |    |    |                   |    |    |       |     |     |  |     |      |  |       |       |   |   |  |     |    |    |    |    |    |       |     |      |
|   | 3825  | Rawson<br>Aberfeldy<br>Willow Grove<br>Erica<br>Moondarra | 1          | 2          |  |     |      |  |       |       |                  |   |  |       |    |    |                   |    |    |       |     |     |  |     |      |  |       |       |   |   |  |     |    |    |    |    |    |       |     |      |
|   | 3831  | Neerim East<br>Neerim South<br>Neerim<br>Neerim Junction  | 4          | 4          |  |     |      |  |       |       |                  |   |  |       |    |    |                   |    |    |       |     |     |  |     |      |  |       |       |   |   |  |     |    |    |    |    |    |       |     |      |
|   | 3833  | Noojee district<br>Vesper                                 | 0.4        | 1          |  |     |      |  |       |       |                  |   |  |       |    |    |                   |    |    |       |     |     |  |     |      |  |       |       |   |   |  |     |    |    |    |    |    |       |     |      |
|   | 3835  | Thorpdale   | 0.2        | 0          |  |     |      |  |       |       |                  |   |  |       |    |    |                   |    |    |       |     |     |  |     |      |  |       |       |   |   |  |     |    |    |    |    |    |       |     |      |
|   |   | Not identified  | 3          | 1          |  |     |      |  |       |       |                  |   |  |       |    |    |                   |    |    |       |     |     |  |     |      |  |       |       |   |   |  |     |    |    |    |    |    |       |     |      |
|   |   | <b>TOTAL</b>  | <b>99*</b> | <b>100</b> |  |     |      |  |       |       |                  |   |  |       |    |    |                   |    |    |       |     |     |  |     |      |  |       |       |   |   |  |     |    |    |    |    |    |       |     |      |
|   | <i>*Rounding error</i>  |   |            |            |  |     |      |  |       |       |                  |   |  |       |    |    |                   |    |    |       |     |     |  |     |      |  |       |       |   |   |  |     |    |    |    |    |    |       |     |      |
| Living situation                                | <p>The community reference group that participated in the co-design of the surveys were supporting of enquiring about the living situation of respondents.</p> <p>Sub-groups of interest are females, those who live alone, those who live with others, those who have a dog, and those who do not have a dog.</p> <table><tr><td></td><td>PRE</td><td>POST</td></tr><tr><td></td><td>n=488</td><td>n=118</td></tr><tr><td>LIVING SITUATION</td><td colspan="2">%</td></tr><tr><td>Alone</td><td>51</td><td>43</td></tr><tr><td>Lives with others</td><td>49</td><td>57</td></tr><tr><td>TOTAL</td><td>100</td><td>100</td></tr></table><br><table><tr><td></td><td>PRE</td><td>POST</td></tr><tr><td></td><td>n=481</td><td>n=119</td></tr><tr><td>DO YOU HAVE A DOG LIVING WITH YOU AT YOUR HOME?</td><td colspan="2">%</td></tr><tr><td>Yes</td><td>28</td><td>40</td></tr><tr><td>No</td><td>72</td><td>61</td></tr><tr><td>TOTAL</td><td>100</td><td>101*</td></tr></table> <i>*Rounding error</i> |   |            |            |  | PRE | POST |  | n=488 | n=118 | LIVING SITUATION | % |  | Alone | 51 | 43 | Lives with others | 49 | 57 | TOTAL | 100 | 100 |  | PRE | POST |  | n=481 | n=119 | DO YOU HAVE A DOG LIVING WITH YOU AT YOUR HOME? | % |  | Yes | 28 | 40 | No | 72 | 61 | TOTAL | 100 | 101* |
|   | PRE   | POST  |            |            |  |     |      |  |       |       |                  |   |  |       |    |    |                   |    |    |       |     |     |  |     |      |  |       |       |   |   |  |     |    |    |    |    |    |       |     |      |
|   | n=488   | n=118   |            |            |  |     |      |  |       |       |                  |   |  |       |    |    |                   |    |    |       |     |     |  |     |      |  |       |       |   |   |  |     |    |    |    |    |    |       |     |      |
| LIVING SITUATION                                | %   |   |            |            |  |     |      |  |       |       |                  |   |  |       |    |    |                   |    |    |       |     |     |  |     |      |  |       |       |   |   |  |     |    |    |    |    |    |       |     |      |
| Alone   | 51  | 43  |            |            |  |     |      |  |       |       |                  |   |  |       |    |    |                   |    |    |       |     |     |  |     |      |  |       |       |   |   |  |     |    |    |    |    |    |       |     |      |
| Lives with others                               | 49  | 57  |            |            |  |     |      |  |       |       |                  |   |  |       |    |    |                   |    |    |       |     |     |  |     |      |  |       |       |   |   |  |     |    |    |    |    |    |       |     |      |
| TOTAL   | 100   | 100   |            |            |  |     |      |  |       |       |                  |   |  |       |    |    |                   |    |    |       |     |     |  |     |      |  |       |       |   |   |  |     |    |    |    |    |    |       |     |      |
|   | PRE   | POST  |            |            |  |     |      |  |       |       |                  |   |  |       |    |    |                   |    |    |       |     |     |  |     |      |  |       |       |   |   |  |     |    |    |    |    |    |       |     |      |
|   | n=481   | n=119   |            |            |  |     |      |  |       |       |                  |   |  |       |    |    |                   |    |    |       |     |     |  |     |      |  |       |       |   |   |  |     |    |    |    |    |    |       |     |      |
| DO YOU HAVE A DOG LIVING WITH YOU AT YOUR HOME? | %   |   |            |            |  |     |      |  |       |       |                  |   |  |       |    |    |                   |    |    |       |     |     |  |     |      |  |       |       |   |   |  |     |    |    |    |    |    |       |     |      |
| Yes   | 28  | 40  |            |            |  |     |      |  |       |       |                  |   |  |       |    |    |                   |    |    |       |     |     |  |     |      |  |       |       |   |   |  |     |    |    |    |    |    |       |     |      |
| No  | 72  | 61  |            |            |  |     |      |  |       |       |                  |   |  |       |    |    |                   |    |    |       |     |     |  |     |      |  |       |       |   |   |  |     |    |    |    |    |    |       |     |      |
| TOTAL   | 100   | 101*  |            |            |  |     |      |  |       |       |                  |   |  |       |    |    |                   |    |    |       |     |     |  |     |      |  |       |       |   |   |  |     |    |    |    |    |    |       |     |      |

|  |  |  |
|--|--|--|
|  |  |  |
|  |  |  |













## Did anything change?

To understand if the project had made any measurable impact, the post- campaign survey contained the same questions as the pre-campaign survey. Some additional questions were asked in the post-campaign survey to find out if the campaign had been effectively delivered.

The responses to the questions that were asked in both surveys are presented in this section. The surveys are available in [Appendix B](#).

### Question 1: How often do you worry about these crimes?

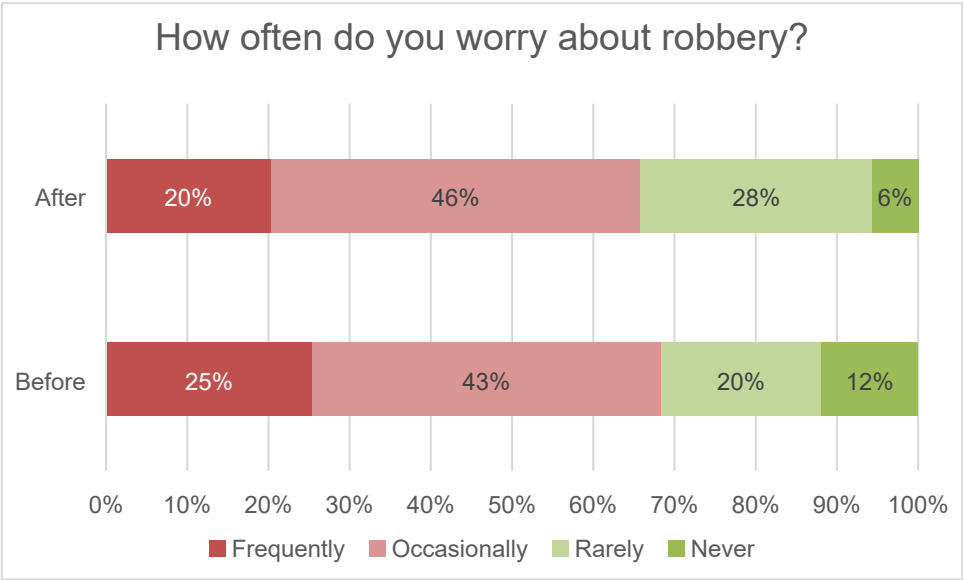
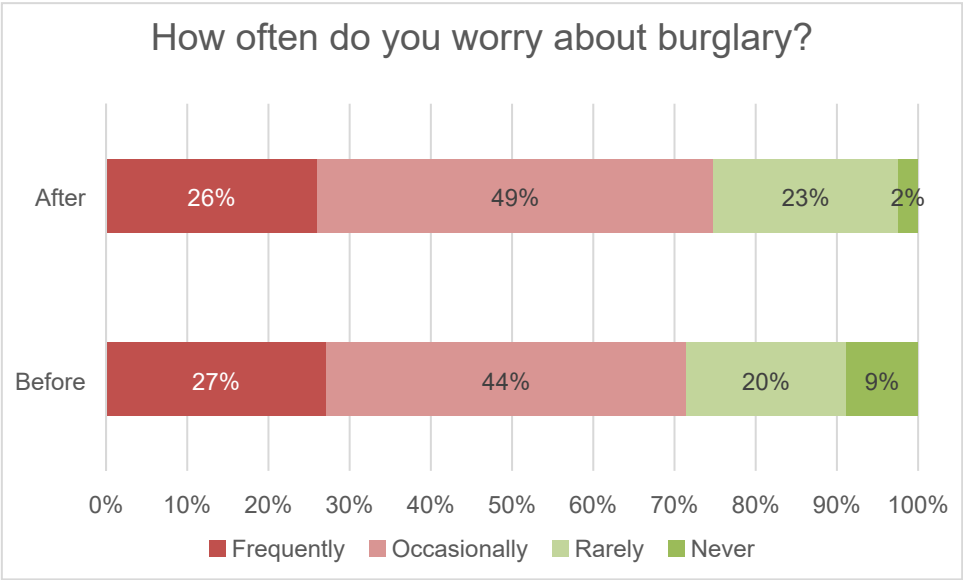
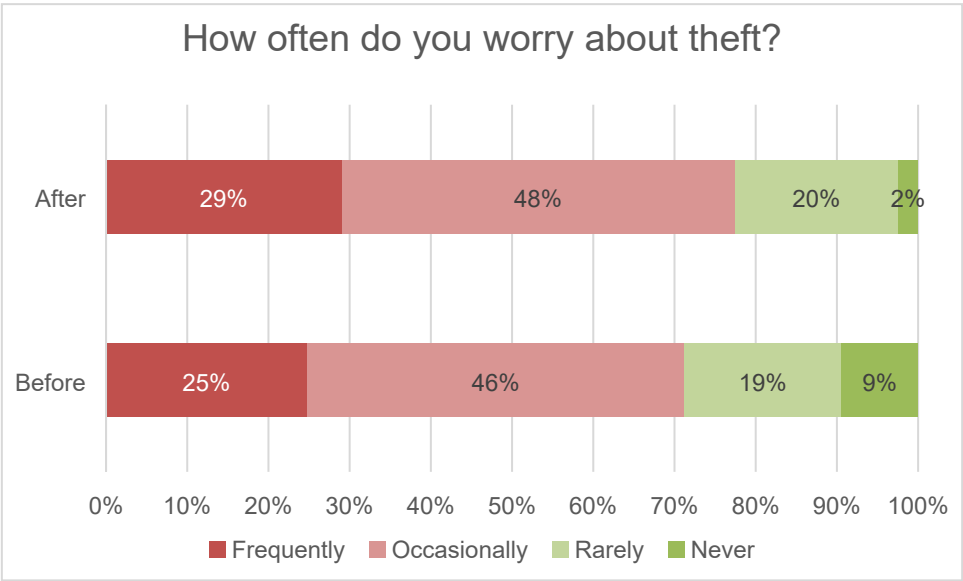
This question served to educate the community on different types of crimes, and to find out the reported level of worry that respondents held. The results are shown in Table 1. The results of each question are graphed and shown on pages 10-11.

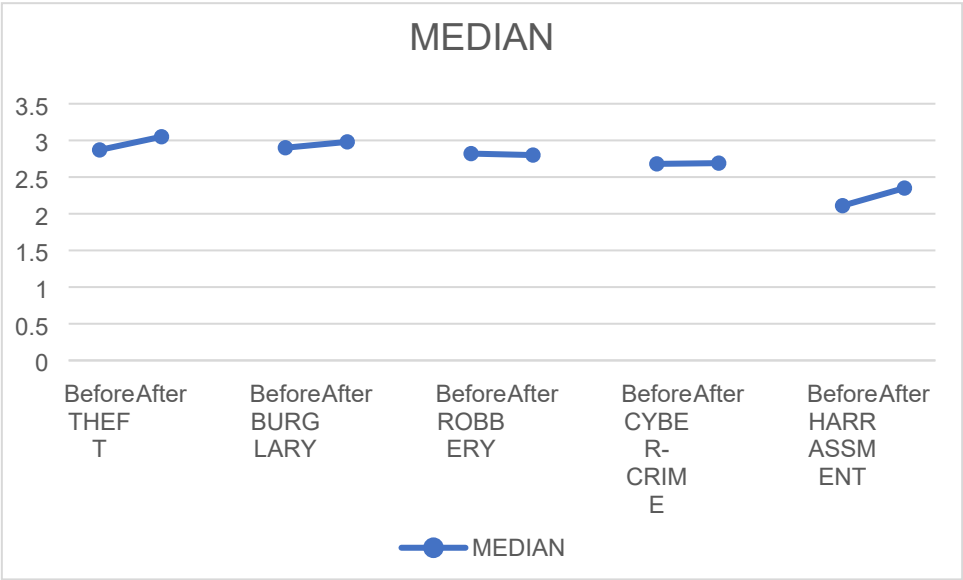
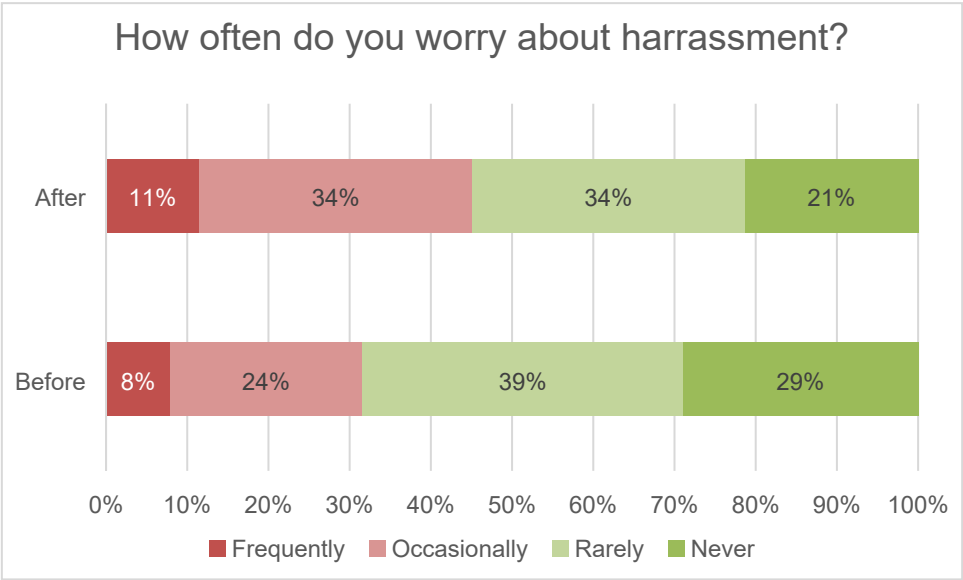
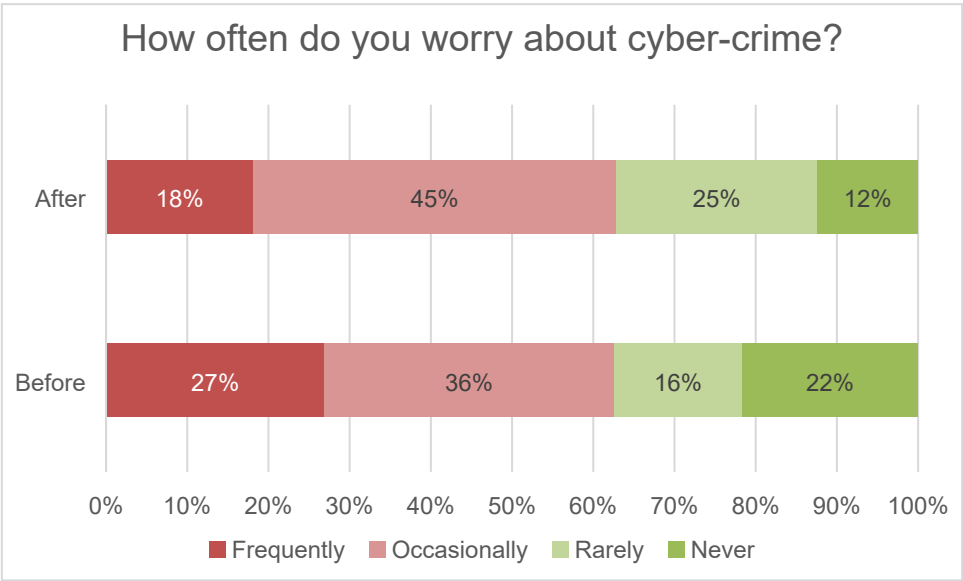
Two of the five crimes (theft and harassment) showed an increase in the median response in the second survey. The increase was not assessed for significance and should be interpreted cautiously. One thought is that people were more aware of crime prevention measures after the campaign which has presented as slightly higher levels of worry in some areas. Another thought is that there was an external factor/s that raised people's level of worry around the time of the second survey. An investigation of these possibilities was beyond the scope of the project.

#### **Q1: How often do you worry about these crimes? (choose one for each statement)** Number of respondents: Before = 498, After = 124

*Table 1 Responses to Q1 of the pre- and post-campaign survey, Savvy Seniors Safer Homes project.*

|             |        | Never | Rarely | Occasionally | Frequently | MEDIAN |
|-------------|--------|-------|--------|--------------|------------|--------|
| THEFT       | Before | 9%    | 19%    | 46%          | 25%        | 2.87   |
|             | After  | 2%    | 20%    | 48%          | 29%        | 3.05   |
| BURGLARY    | Before | 9%    | 20%    | 44%          | 27%        | 2.9    |
|             | After  | 2%    | 23%    | 49%          | 26%        | 2.98   |
| ROBBERY     | Before | 12%   | 20%    | 43%          | 25%        | 2.82   |
|             | After  | 6%    | 28%    | 46%          | 20%        | 2.8    |
| CYBER-CRIME | Before | 22%   | 16%    | 36%          | 27%        | 2.68   |
|             | After  | 12%   | 25%    | 45%          | 18%        | 2.69   |
| HARRASSMENT | Before | 29%   | 39%    | 24%          | 8%         | 2.11   |
|             | After  | 21%   | 34%    | 34%          | 11%        | 2.35   |





The median responses from five sub-groups was filtered and compared to media responses from all survey participants to see if there were any detectable differences. A lower score indicates a lower level of worry, which is favourable. The tables of these comparisons can be seen in [Appendix C](#). The sub-groups were:

- Females
- Those who live alone
- Those who live with others
- Those who have a dog, and
- Those who do not have a dog.

Differences in the data were observable in the areas marked X shown in the next table. The changes were not assessed for significance and should be interpreted cautiously.

| Sub-group of the survey respondents | THEFT | BURGLARY | ROBBERY | CYBERCRIME | HARRASSMENT |
|-------------------------------------|-------|----------|---------|------------|-------------|
| Females                             |       |          | X       | X          |             |
| Those who live alone                |       |          |         | X          | X           |
| Those who live with others          |       |          |         |            |             |
| Those who have a dog                | X     | X        | X       | X          |             |
| Those who do not have a dog         |       | X        |         | X          |             |

Where a reported increase in worry was seen, one explanation is that people had become more aware of crime prevention measures after the campaign. Another possibility is that there was an external factor/s that raised people's level of worry around the time of the second survey. An investigation of these possibilities was beyond the scope of the project.

## Question 2: Who have you sought help or advice from?

Question 2 served to understand who respondents were approaching for help or advice in relation to their own home security. The results are shown in the table below. The results of each question are graphed below.

Some dramatic changes were measured in the surveys. Notably, respondents sought help or advice from Council, Friends, Police and Neighbours more often (increases of 17%, 16%, 14% and 8% respectively).

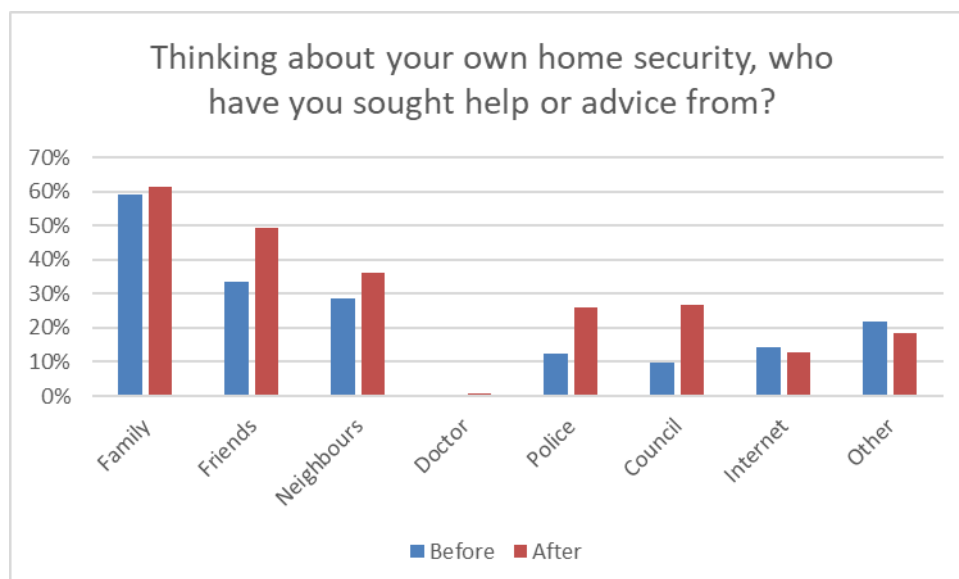
Other sources of information included:

- Retailers and services such as security companies, tradesmen, insurance brokers, banks and locksmiths
- Community resources such as neighbourhood watch groups and local Facebook pages
- Government services such as the Department of Health and Human Services and Department of Veteran's Affairs
- Media such as newspaper articles and television

A small number of participants reported never seeking home security help or advice.

### Q2: Thinking about your own home security, who have you sought help or advice from? (choose all that apply) Number of respondents: Before = 498, After = 124

|            | Before | After | Change |
|------------|--------|-------|--------|
| Family     | 59%    | 61%   | 2%     |
| Friends    | 34%    | 49%   | 16%    |
| Neighbours | 29%    | 36%   | 8%     |
| Doctor     | 0%     | 1%    | 1%     |
| Police     | 12%    | 26%   | 14%    |
| Council    | 10%    | 27%   | 17%    |
| Internet   | 14%    | 13%   | -2%    |
| Other      | 22%    | 19%   | -3%    |





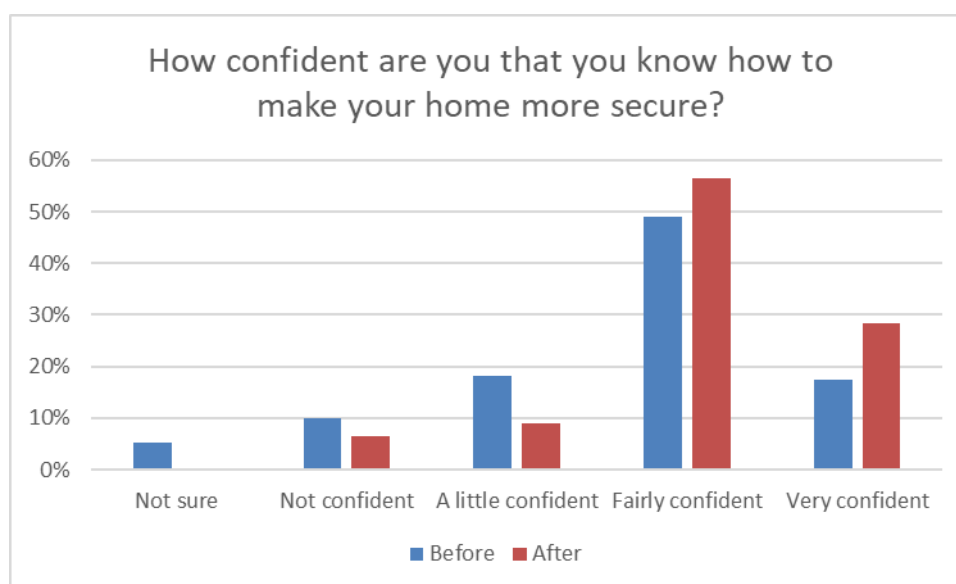
### Question 3: How confident are you that you know how to make your home more secure?

Question 3 sought to find out about the community's level of confidence to improve their home security. The results are shown in the table below. The results of each question are graphed below.

Encouragingly, the results show that the self-assessment of confidence increased in the second survey. More people said they were either 'fairly confident' or 'very confident' in their knowledge of how to make their home more secure, and fewer people said they were either 'not sure', 'not confident' or 'a little confident'.

**Q3: How confident are you that you know how to make your home more secure? (choose one)** Number of respondents: Before = 498, After = 124

|                    | Before | After | Change |
|--------------------|--------|-------|--------|
| Not sure           | 5%     | 0%    | -5%    |
| Not confident      | 10%    | 6%    | -4%    |
| A little confident | 18%    | 9%    | -9%    |
| Fairly confident   | 49%    | 56%   | 7%     |
| Very confident     | 17%    | 28%   | 11%    |



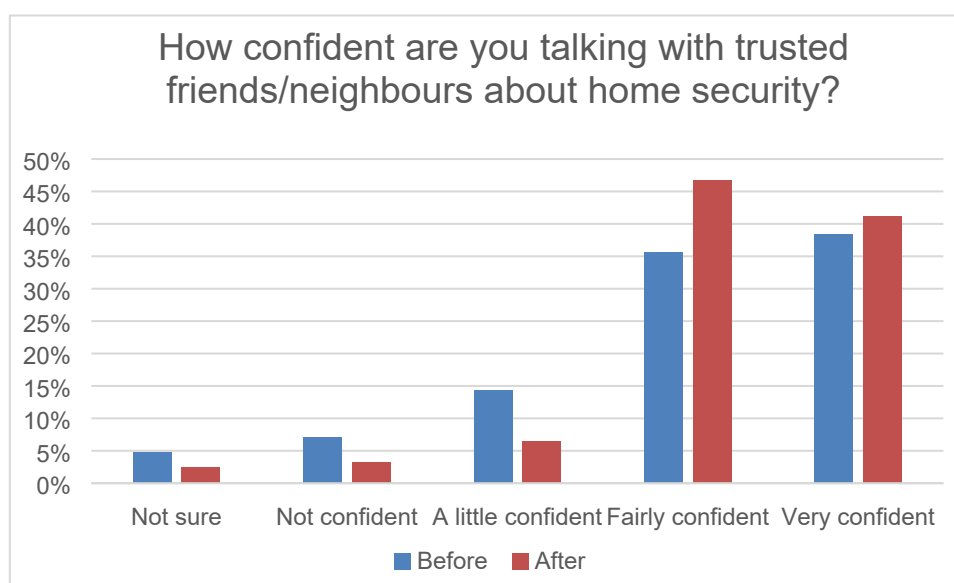
## Question 4: How confident are you talking with trusted friends or neighbours about home security?

Question 4 wanted to find out about the community's level of confidence to talk with trusted people in their existing social network about home security. The question wanted to understand something about people's interactions with their neighbourhood and/or networks.

Similar to the change that was measured in question 3, the results of this question show that the self-assessment of confidence increased in the second survey. More people said they were either 'fairly confident' or 'very confident' to talk with trusted friends or neighbours about home security, and fewer people said they were either 'not sure', 'not confident' or 'a little confident'.

### Q4: How confident are you talking with trusted friends / neighbours about home security? (choose one) Number of respondents: Before = 498, After = 124

|                    | Before | After | Change |
|--------------------|--------|-------|--------|
| Not sure           | 5%     | 2%    | -2%    |
| Not confident      | 7%     | 3%    | -4%    |
| A little confident | 14%    | 6%    | -8%    |
| Fairly confident   | 36%    | 47%   | 11%    |
| Very confident     | 38%    | 41%   | 3%     |



## Question 5: How confident would you feel about contacting Victoria Police for assistance?

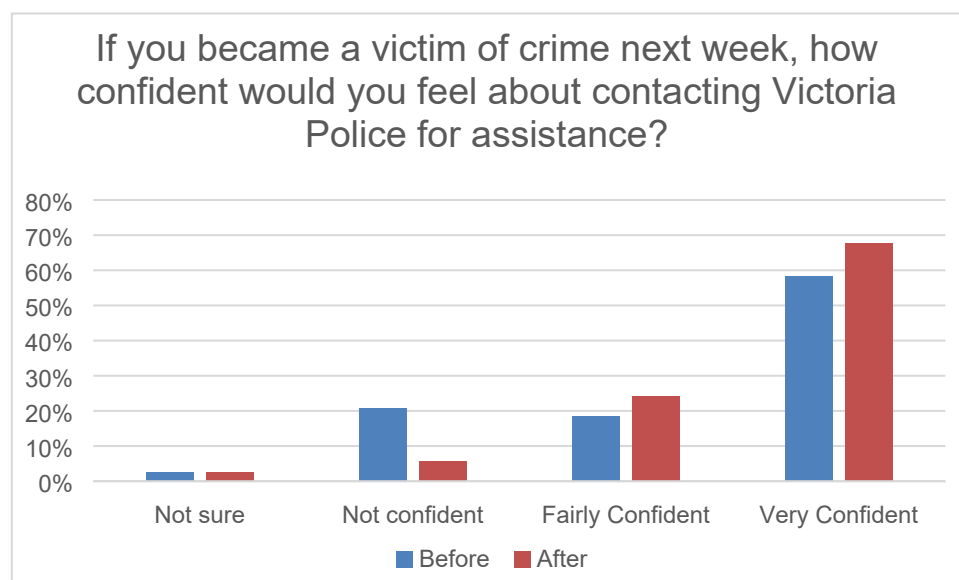
Question 5 posed a hypothetical question where respondents were asked to indicate their confidence to contact Victoria Police for assistance if they were to be a victim of crime next week.

Like questions 3 and 4, an increase of reported confidence was seen in the second survey. More respondents in the second survey said they were 'fairly confident' or 'very confident' that they would contact Victoria Police for assistance (increases of 6% and 10% respectively). Importantly, there was a substantial decrease (-15%) of responders who said they were 'not confident' to contact the police for assistance.

### Q5: If you became a victim of crime next week, how confident would you feel about contacting Victoria Police for assistance? (choose one)

Number of respondents: Before = 498, After = 124

|                  | Before | After | Change |
|------------------|--------|-------|--------|
| Not sure         | 2%     | 2%    | 0%     |
| Not confident    | 21%    | 6%    | -15%   |
| Fairly Confident | 18%    | 24%   | 6%     |
| Very Confident   | 58%    | 68%   | 10%    |



## Question 6: Have you done anything to prevent crime in the last three months?

This question was only asked in the second survey. It wanted to find out if people had done more of, less of, or nothing in the last three months to prevent crime. The question was designed to also serve to educate the responder on preferred crime prevention behaviours.

The results show that respondents were doing more simple, daily things that support crime prevention. The responses that were reported as being 'done more' in the last three months in proportion of 50 percent or more are:

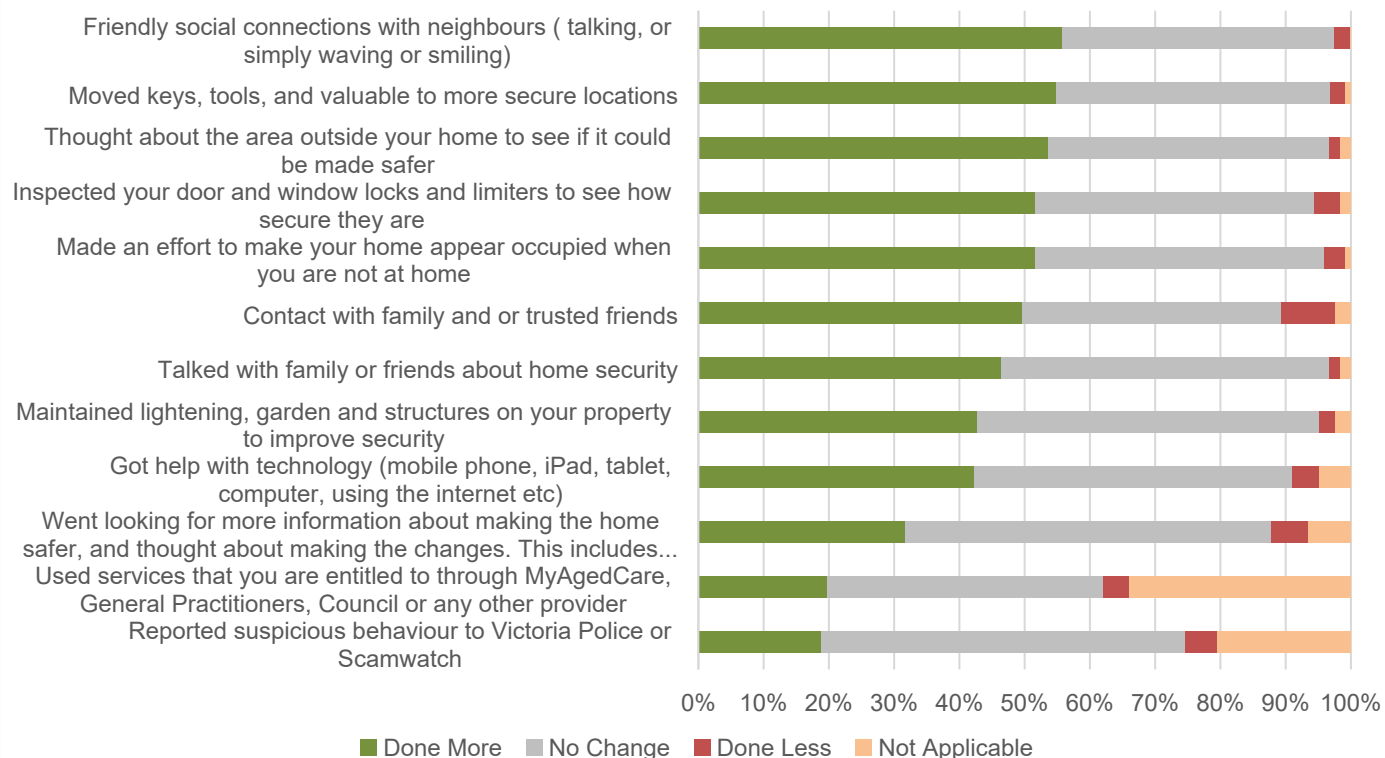
- Contact with family and or trusted friends: 50%
- Made an effort to make your home appear occupied when you are not at home: 52%
- Inspected your door and window locks and limiters to see how secure they are: 52%
- Thought about the area outside your home to see if it could be made safer: 54%
- Moved keys, tools, and valuable to more secure locations: 55%
- Friendly social connections with neighbours (talking, or simply waving or smiling): 56%

### Q6: Thinking about the last three months, please tell us if there has been a change in these areas for you: (choose all that apply)

*Number of respondents = 124*

|   | Done More | No Change | Done Less | Not Applicable |
|---|-----------|-----------|-----------|----------------|
| Reported suspicious behaviour to Victoria Police or Scamwatch   | 19%       | 56%       | 5%        | 20%            |
| Used services that you are entitled to through MyAgedCare, General Practitioners, Council or any other provider   | 20%       | 42%       | 4%        | 34%            |
| Went looking for more information about making the home safer and thought about making the changes. This includes doing the <i>How Safe Is My Place</i> survey by RACV and Neighbourhood Watch. | 32%       | 56%       | 6%        | 7%             |
| Got help with technology (mobile phone, iPad, tablet, computer, using the internet etc)   | 42%       | 49%       | 4%        | 5%             |
| Maintained lightening, garden and structures on your property to improve security   | 43%       | 52%       | 2%        | 2%             |
| Talked with family or friends about home security   | 46%       | 50%       | 2%        | 2%             |
| Contact with family and or trusted friends  | 50%       | 40%       | 8%        | 2%             |
| Made an effort to make your home appear occupied when you are not at home   | 52%       | 44%       | 3%        | 1%             |
| Inspected your door and window locks and limiters to see how secure they are  | 52%       | 43%       | 4%        | 2%             |
| Thought about the area outside your home to see if it could be made safer   | 54%       | 43%       | 2%        | 2%             |
| Moved keys, tools, and valuable to more secure locations  | 55%       | 42%       | 2%        | 1%             |
| Friendly social connections with neighbours (talking, or simply waving or smiling)  | 56%       | 42%       | 2%        | 0%             |

## Thinking about the last three months, please tell us if there has been a change in these areas for you: (choose all that apply)

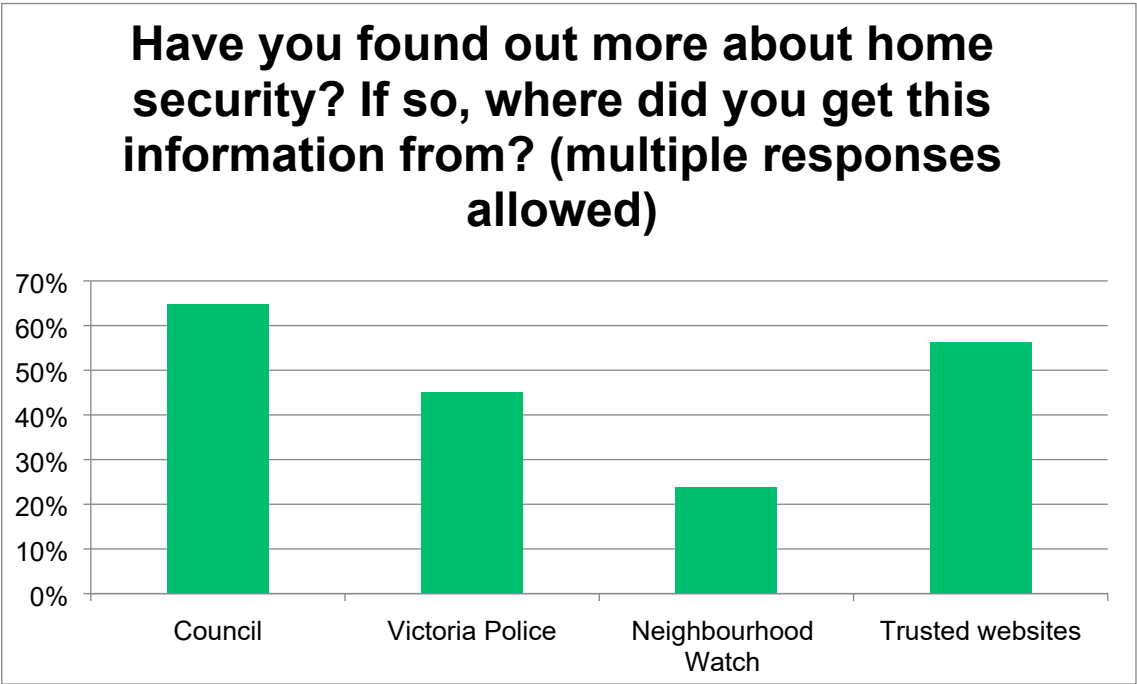


Question 7: Have you found out more about home security? If so, where did you get this information from?

This question was asked only in the second survey. wanted to find out if people had sought information about home security in response to this project, and from where.

**Q7: Have you found out more about home security? If so, where did you get this information from? (choose as many as applicable)**  
*Number of respondents = 71*

| Answer Choices      |     |
|---------------------|-----|
| Council             | 65% |
| Victoria Police     | 45% |
| Neighbourhood Watch | 24% |
| Trusted websites    | 56% |
| Other               |     |







## Question 9: Have you seen or heard about the Senior Savvy Safer Homes project?

This question was only asked in the second survey. It was to find out if and where people had about the *Savvy Seniors Safer Homes* project. People could select multiple answers.

Almost half (47 percent) had found out about the project in the newspaper. Refer to [Appendix A](#) for details. Council's Customer Service Centre and Council's webpage were good promoters of the project.

Two important promotions - a social media promotion and media release - were missed by mistake. The unexpected postponement to a launch event time to coincide with the project campaign resulted in an error.

Close to 40 percent of respondents had not seen or heard about the project.

This anecdote was not provided in the survey but came by email later. During Seniors Week, Council's Social Support Program funded a visit from *Mr Whippy* soft serve ice-cream to aged care villages. Promotional material was given to seniors at that time. This has proven to be a very effective strategy where the residents in those villages are engaging more proactively with the police and seeking out stronger relationships with the local Police Community Engagement Officer.

### **Q9: Have you seen or heard about the Senior Savvy Safer Homes project?** (Choose all that apply) Number of respondents = 110

| Answer Choices                  | Responses |
|---------------------------------|-----------|
| Newspaper                       | 47%       |
| Council Customer Service Centre | 29%       |
| Council Webpage                 | 24%       |
| Radio                           | 18%       |
| Someone told me about it        | 10%       |
| Through a group I go to         | 5%        |
| Other (please describe)         | 41%       |

## Conclusion

The *Savvy Seniors Safer Homes* project set out to positively affect the attitudes and behaviours towards crime and crime prevention through the provision of accessible and relevant information for Seniors.

Performance against the stated goals is shown here:

| Goals   | Evidence of achievement  |
|---|--|
| 6) Develop and deliver local resources that provide good information and bust myths about in-home safety. | <ul style="list-style-type: none"> <li>Website content delivered</li> <li>Promotional video using local places and people delivered</li> <li>Promotional/educative flyer delivered</li> </ul>  |
| 7) Engagement with seniors in Baw Baw   | <ul style="list-style-type: none"> <li>Creation, maintenance and decommissioning of a Community Reference Group.</li> <li>High participation in surveys</li> <li>Spontaneous letters to the Editor of local newspaper</li> <li>Letterbox drop to targeted neighbourhoods undertaken.</li> </ul>            |
| 8) Celebrate positive ageing and independent living   | <ul style="list-style-type: none"> <li>Creation, maintenance and decommissioning of a Community Reference Group.</li> <li>Strengths-based, pro-social messaging.</li> </ul>  |
| 9) Strengthen connections with community and service agencies.  | <ul style="list-style-type: none"> <li>Support and involvement from Department of Justice and Community Safety, Victoria Police, Neighbourhood Watch and Council.</li> <li>Ongoing benefit of stronger relationships</li> <li>Targeted promotions to community groups that provide for Seniors.</li> </ul> |
| 10) Measure the effectiveness of the project  | <ul style="list-style-type: none"> <li>Administration of the evaluation surveys.</li> <li>Delivery of this report.</li> </ul>  |

In summary:

- **SUPPORT:** Council has improved its support for seniors living independently in Baw Baw.
- **ACTUAL CHANGE:** This project has contributed to actual in-home security improvements made by residents.
- **INCREASED CONFIDENCE:** People reported an increase in confidence to
  - report crime to Victoria Police.
  - Know where to find good information
  - Talk with trusted people about home security
- **REPUTATION:** Council, Police and Friends were reported as being trustworthy sources for help and advice.
- **LEVELS OF WORRY:** Reported levels of worry rose slightly. It is not clear what caused this but it is possible that the increased awareness of crime prevention strategies caused people to be more mindful of the potential for crime, and what can be done to reduce the risk of crime in their own home.

## Appendix A - Media

### Media release

#### **Supporting savvy seniors for safer homes**

Published on 07 February 2020



Baw Baw Shire Council is partnering with Victoria Police to develop and deliver a home safety campaign for local seniors called “Savvy Seniors - Safer Homes”.

The campaign aims to equip local seniors with useful crime-prevention tools and tactics that can make their home less attractive to a would-be criminal. It will proactively encourage seniors to report crime if it happens and support people to seek help if needed.

Campaign resources will feature information on how to make homes less vulnerable to crime and strengthen perceptions of safety in homes and neighbourhoods.

Victoria Police noted that seniors in our community may need some specialised information to support crime prevention knowledge and skills, rather than generic messaging and resources. Over the next few months, Council will work closely with local seniors to include them in the project development and rollout.

Local seniors will be engaged to help better understand current sentiments, behaviours and

data that may be impacting people's sense of safety at home. Campaign resources will include the type of content that local seniors want, featuring real local people and places in Baw Baw.

Once the materials have been developed, the project will officially launch during the annual Victorian Seniors Festival in October.

This project is funded by a \$12,600 grant from the Victorian Government's Community Crime Prevention Program.

Council is seeking the help of eligible seniors to participate in the project between March and May 2020. To express your interest or find out more call Council on 1300 229 229 and speak to the Strategic and Community Planning Team.

Quotes attributable to Mayor Cr Danny Goss

“We’re proud to partner with Victoria Police to support an initiative that will help empower local seniors to stay savvy, feel safe at home and build confidence to report a crime if it happens.”

Quotes attributable to Inspector Alison Crombie, Baw Baw Local Area Commander at Victoria Police

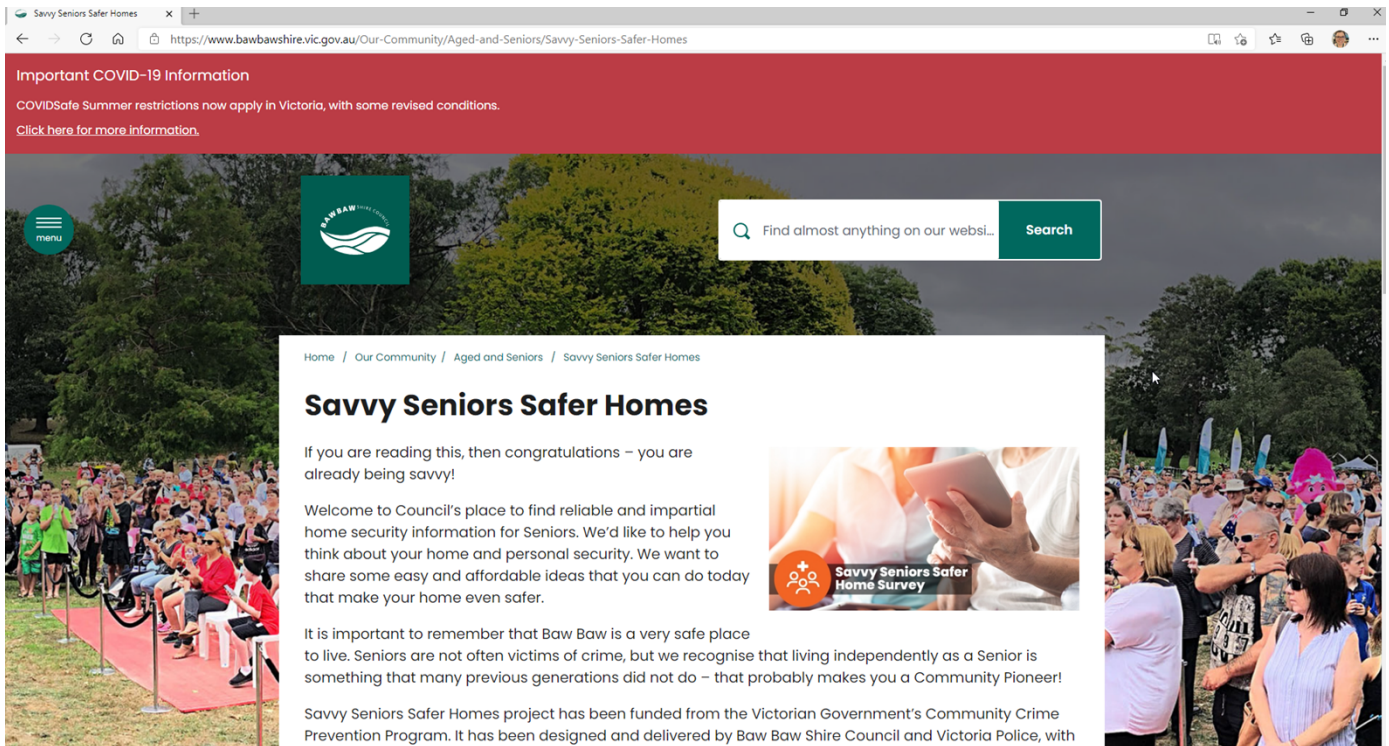
“With the urban development happening in our Shire and people living independently in their homes for longer, our older citizens may need new supports, guidance and assistance with preventing crime in their area. Effective home security behaviours are changing, and citizens really need to change their habits and increase their neighbourhood connections. Police and Baw Baw Shire Council look forward to working together to develop strategies to help our citizens stay safe and secure in the Shire.”

- END -



## Website

### [Savvy Seniors Safer Homes \(bawbawshire.vic.gov.au\)](https://www.bawbawshire.vic.gov.au)



## Promotional video

<https://youtu.be/xqqaews6RpE>



## Social Media

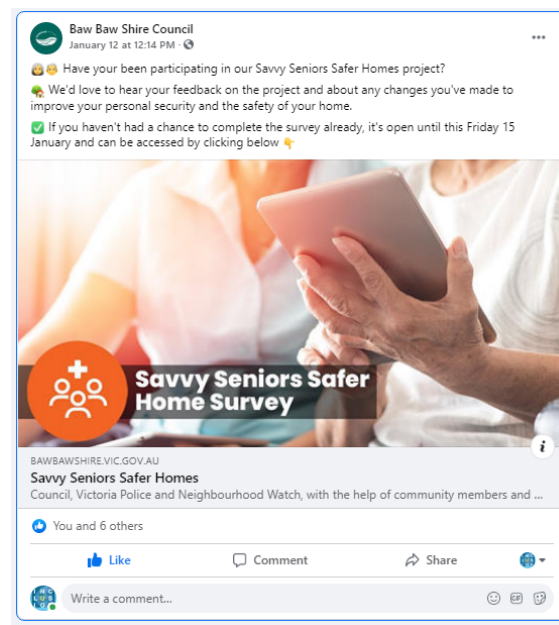
Council's digital audience is substantial. The current number of followers are:

- Facebook - 12,000+
- Twitter – 2,000+
- Instagram – 2,600+

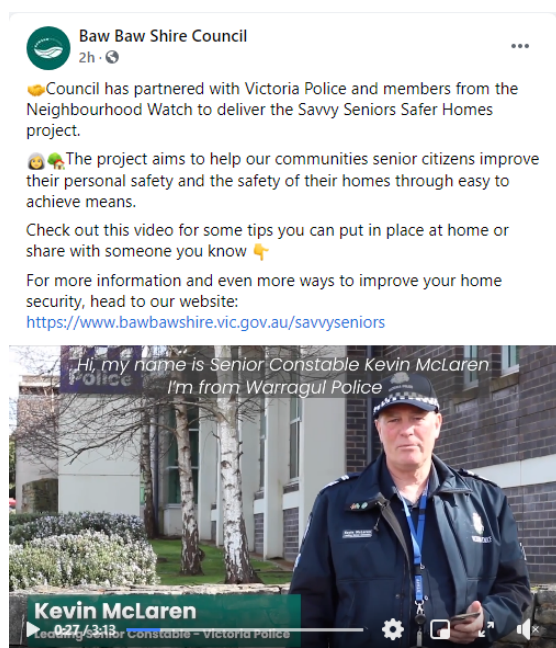
*Social Media post on Council's Facebook page, published 20 August 2020*



*Social Media post on Council's Facebook page, published 12 January 2021*



*Social Media post on Council's Facebook page, published 21 January 2021*





## Posters and print media ads

T42 (quarter-page) print media ad

10 November 2020



**Savvy Seniors Safer Homes**

Baw Baw Shire Council, Victoria Police and the local community are working together to share information to help seniors feel confident in their home security choices. For more home safety tips visit [bawbawshire.vic.gov.au/savvyseniors](http://bawbawshire.vic.gov.au/savvyseniors)

**Home safety tips**

- Keep in touch with trusted family and friends** ☒  
They can help when you need it or might notice if something changes.
- Connect with people in your neighbourhood (neighbours, community groups)** ☒  
Knowing familiar faces can help you notice any suspicious activities and help you to build a support network.
- Get reliable, up-to-date information from trusted sources** ☒  
Council, Neighbourhood Watch and Victoria Police have a range of information available to help you to make your home safer.







[bawbawshire.vic.gov.au](http://bawbawshire.vic.gov.au)
 [bawbawshirecouncil](https://www.facebook.com/bawbawshirecouncil)
 5624 2411

T42 (quarter-page) print media ad

17 November 2020









**Savvy Seniors Safer Homes**

Talking with trusted friends, neighbours and family about home security reduces worry about crime and helps you make better security choices. For more home safety tips visit [bawbawshire.vic.gov.au/savvyseniors](http://bawbawshire.vic.gov.au/savvyseniors)

**Home safety tips**

- Keep in touch with trusted family and friends.** ☒  
They can help when you need it or might notice if something changes.
- Connect with your neighbourhood (neighbours, community groups).** ☒  
Knowing familiar faces can help you notice suspicious activities.
- Report all suspected and actual crimes/scams quickly to Police or Scamwatch.** ☒  
The authorities rely on community information to do their work.

[bawbawshire.vic.gov.au](http://bawbawshire.vic.gov.au)
 [bawbawshirecouncil](https://www.facebook.com/bawbawshirecouncil)
 5624 2411

T42 (quarter-page) print media ad

24 November 2020



**Savvy Seniors Safer Homes**

Use up-to-date information from trusted sources to make your decisions about home safety. For more home safety tips visit [bawbawshire.vic.gov.au/savvyseniors](http://bawbawshire.vic.gov.au/savvyseniors)

**Home safety tips**

- Seek out help with technology and change passwords** ☒  
This makes it harder for cyber-criminals to hack your accounts.
- Be informed and adaptable** ☒  
Get good information and be willing to change as your needs and the world changes.
- Use services that you are entitled to.** ☒  
They can support your independence and safety at home. Register with [www.MyAgedCare.gov.au](http://www.MyAgedCare.gov.au)







[bawbawshire.vic.gov.au](http://bawbawshire.vic.gov.au)
 [bawbawshirecouncil](https://www.facebook.com/bawbawshirecouncil)
 5624 2411

T42 (quarter-page) print media ad

1 December 2020




**Savvy Seniors Safer Homes**

Sensor lights and security cameras are some of the things that improve home security and safety. For more home safety tips visit [bawbawshire.vic.gov.au/savvyseniors](http://bawbawshire.vic.gov.au/savvyseniors)

**Home safety tips**

- Store keys, tools and valuables securely and out of sight** ☒  
Many crimes are opportunistic – don't make it easy for a thief to gain access!
- Make it look like you are home even when you are not** ☒  
Timer lights and mail collection help a lot. This can deter would-be thieves.
- Add crime-fighting landscaping around your house** ☒  
Thorny roses near the windows, for example, will help deter a thief from entering this way.
- Property maintenance and improvements** ☒  
Replace globes, trim overgrown plants, ensure fences are secure.






[bawbawshire.vic.gov.au](http://bawbawshire.vic.gov.au)
 [bawbawshirecouncil](https://www.facebook.com/bawbawshirecouncil)
 5624 2411

## Letters to the Editor

## The Warragul and Drouin Gazette

Unfavourable

Letter to The Editor, 29 December 2020

**Home security?**

Last week we received a notice from Baw Baw Shire concerning security of the elderly - a program christened Savvy Seniors.

We found it both inane and offensive. I am sure some minion (on an obscene salary) has been launched upon this project, but the outcome of the exercise reflects nothing but a totally facile approach to the question.

And the recommendations can be distilled into one thought - fortify yourself in your home because they're coming to get you.

Strangely, I would have expected quite another declaration from our battalion of hired lackeys. For instance: "We will root out the disruptive element in the shire and offer you every protection." So much for this token effort to satisfy the legion of public servants who dole out the grants.

The questionnaire is so flaccid, so crass, that it will be surprising if the streets are not undulating with a tide of the elderly, bearing waddies and pitchforks.

Yet another breakthrough initiative from the Andrews annihilation juggernaut. All show, but no show.

Paul Ryan, Warragul

Favourable

Letter To The Editor, 5 January 2021

**A savvy senior**

I was very disappointed to read in letters column regarding, Savvy Seniors Project, run by The Baw Baw Shire (Gaz 29/12).

I was a part of this program and I am in the age bracket .

Even though I consider myself of average intelligence I was scammed two years ago

There are people in this world of ours, who prey on the vulnerable people in society ,and people who live alone are prime targets.

The old folks are very trusting. and you are never too old to learn.

Through my involvement with this all of us managed Zoom meetings that we would never thought we could manage.

And thanks to staff at council they got us through this. and the police were a big part of it.

Through this I have started a neighbours group.

I hope by talking about this everyone has the right to feel safe and please talk to your neighbours.

Jean Hoare, Warragul

## Appendix B – Surveys

## Pre-campaign survey, print version:



VICTORIA POLICE



## Survey: Attitudes towards home security

Council and Victoria Police have been funded by the Victorian Government's Community Crime Prevention Program to deliver the **Savvy Seniors Safer Homes** project. We are seeking the views of people that are aged over **65 years**, and live independently in their home in Baw Baw Shire.

This survey will help us understand if the project has achieved its goals and will be used to demonstrate that project milestones were met. No identifying information will be disclosed in the survey analysis or in any reporting.



**Please note:** We recognise that your privacy is very important to you and we are committed to safeguarding it. The information requested on this form is being collected by Council for the purpose of evaluating the effectiveness of the **Savvy Seniors Safer Homes** project.

Please turn to the next page to complete the survey, and follow the directions to provide it back to Council by **Friday 28 August** for inclusion in the study.

Useful definitions for the purpose of the survey:

|                                   |   |
|-----------------------------------|---|
| <b>Theft</b>                      | Someone else's property is taken without the owner's consent and with the intention to permanently deprive the owner of its use or possession.  |
| <b>Robbery</b>                    | Taking something from a person and using force, or the threat of force, to do it.   |
| <b>Burglary</b>                   | A structure or dwelling is entered with the intent to commit a crime within it. A crime may not actually be committed within the building, and the intended crime does not have to be theft or robbery.   |
| <b>Cybercrime</b>                 | Crimes directed at computers or other Information Communications Technologies (ICTs) (such as computer intrusions and denial of service attacks), also crimes where computers or ICTs are an integral part of an offence (such as online fraud).  |
| <b>Harassment</b>                 | Behaviour that targets an individual or group due to their identity, race, culture or ethnic origin, religion, physical characteristics, gender, sexual orientation, marital, parenting or economic status, age, ability or disability. It offends, humiliates, intimidates or creates a hostile environment. It may be an ongoing pattern of behaviour or a single act directed randomly or towards the same person(s) intentional or unintentional. |
| <b>Home and personal security</b> | Both the security hardware in place on a property as well as security behaviours. Security hardware includes doors, locks, alarm systems, lighting, motion detectors, security camera systems, etc. Security behaviours are things like changing passwords, storing savings, knowing your trusted neighbours, etc.  |



### Take the survey: Attitudes towards home security

#### 1. How often do you worry about these crimes? Tick one for each listed crime.

|            | Never                 | Rarely                | Occasionally          | Frequently            |
|------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Theft      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Burglary   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Robbery    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Cybercrime | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Harassment | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

#### 2. Thinking about your home security, who have you sought help or advice from? Tick all that apply.

- ☐ Friends      ☐ Internet  
☐ Family      ☐ Other: \_\_\_\_\_  
☐ Council  
☐ Police      \_\_\_\_\_  
☐ Neighbours      \_\_\_\_\_

#### 3. How confident are you that you know how to make your home more secure? Tick one.

- ☐ Very confident  
☐ Fairly confident  
☐ A little confident  
☐ Not confident  
☐ Not sure

#### 4. How confident are you to talk with trusted friends/neighbours about home security? Tick one.

- ☐ Very confident  
☐ Fairly confident  
☐ A little confident  
☐ Not confident  
☐ Not sure

#### 5. If you became a victim of a crime next week, how confident would you feel about contacting Victoria Police for assistance. Tick one.

- ☐ Very confident  
☐ Fairly confident  
☐ A little confident  
☐ Not confident  
☐ Not sure

#### Why?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

#### 6. Do you have any other comments you would like to make? Please tell us.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

#### 7. Tell us about you (optional).

Home town \_\_\_\_\_

Gender \_\_\_\_\_

Age \_\_\_\_\_

Other people live with me ☐ Yes ☐ No

I have a dog ☐ Yes ☐ No

Please fill in the survey above and return the completed form by **Friday 28 August 2020** by post to: Baw Baw Shire Council, PO Box 304, Warragul, VIC, 3820. Alternatively, the survey can be completed online at [www.surveymonkey.com/r/SavvySeniorsSaferHomes](http://www.surveymonkey.com/r/SavvySeniorsSaferHomes)

## Post-campaign survey, print version.

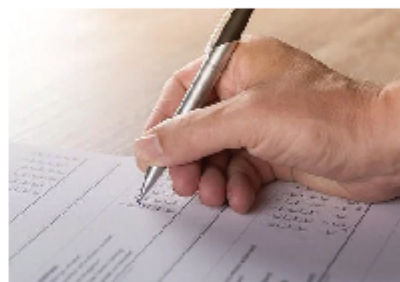


## Baw Baw Community Survey 2: Attitudes towards home security

Council and Victoria Police have been funded by the Victorian Government's Community Crime Prevention Program to deliver the **Savvy Seniors Safer Homes** project. We are seeking the views of people that are aged over **65 years**, and live independently in their home in Baw Baw Shire.

This survey will help us understand if the project has achieved its goals and will be used to demonstrate that project milestones were met. No identifying information will be disclosed in the survey analysis or in any reporting.

**Please note:** We recognise that your privacy is very important to you and we are committed to safeguarding it. The information requested on this form is being collected by Council for the purpose of evaluating the effectiveness of the **Savvy Seniors Safer Homes** project.



Please turn to the next page to complete the survey, and follow the directions to provide it back to Council by **Friday 15 January** for inclusion in the study.

Useful definitions for the purpose of the survey:

|                                   |   |
|-----------------------------------|---|
| <b>Theft</b>                      | Someone else's property is taken without the owner's consent and with the intention to permanently deprive the owner of its use or possession.  |
| <b>Robbery</b>                    | Taking something from a person and using force, or the threat of force, to do it.   |
| <b>Burglary</b>                   | A structure or dwelling is entered with the intent to commit a crime within it. A crime may not actually be committed within the building, and the intended crime does not have to be theft or robbery.   |
| <b>Cybercrime</b>                 | Crimes directed at computers or other Information Communications Technologies (ICTs) (such as computer intrusions and denial of service attacks), also crimes where computers or ICTs are an integral part of an offence (such as online fraud).  |
| <b>Harassment</b>                 | Behaviour that targets an individual or group due to their identity, race, culture or ethnic origin, religion, physical characteristics, gender, sexual orientation, marital, parenting or economic status, age, ability or disability. It offends, humiliates, intimidates or creates a hostile environment. It may be an ongoing pattern of behaviour or a single act directed randomly or towards the same person(s) intentional or unintentional. |
| <b>Home and personal security</b> | Both the security hardware in place on a property as well as security behaviours. Security hardware includes doors, locks, alarm systems, lighting, motion detectors, security camera systems, etc. Security behaviours are things like changing passwords, storing savings, knowing your trusted neighbours, etc.  |

### Take the survey: Attitudes towards home security

**9. Have you seen or heard about the Savvy Seniors Safer Homes project? (Choose all that apply)**

- ☐ Council Customer Service
- ☐ Baw Baw Shire website
- ☐ Warragul Gazette
- ☐ Radio
- ☐ Through a group I go to
- ☐ Someone told me about it
- ☐ Other \_\_\_\_\_

**10. Do you have any other comments you would like to make?**

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**11. Tell us about you (optional).**

Home town \_\_\_\_\_

Gender \_\_\_\_\_

Age \_\_\_\_\_

Other people live with me ☐ Yes ☐ No

I have a dog ☐ Yes ☐ No



Baw Baw Shire Council, Victoria Police and the local community are working together to share information to help seniors feel confident in their home security choices. For more home safety tips visit [bawbawshire.vic.gov.au/savvyseniors](http://bawbawshire.vic.gov.au/savvyseniors)

Please fill in the survey above and return the completed form by **Friday 15 January 2021** by post to: Baw Baw Shire Council, PO Box 304, Warragul, VIC, 3820. Alternatively, the survey can be completed online at [www.surveymonkey.com/r/SavvySeniorsSaferHomes](http://www.surveymonkey.com/r/SavvySeniorsSaferHomes)

### Take the survey: Attitudes towards home security

#### 1. How often do you worry about these crimes? Tick one for each listed crime.

|            | Never                 | Rarely                | Occasionally          | Frequently            |
|------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Theft      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Burglary   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Robbery    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Cybercrime | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Harassment | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

#### 2. Thinking about your home security, who have you sought help or advice from? Tick all that apply.

- ☐ Friends      ☐ Internet  
☐ Family      ☐ Other: \_\_\_\_\_  
☐ Council  
☐ Police  
☐ Neighbours

#### 3. How confident are you that you know how to make your home more secure? Tick one.

- ☐ Very confident  
☐ Fairly confident  
☐ A little confident  
☐ Not confident  
☐ Not sure

#### 4. How confident are you to talk with trusted friends/neighbours about home security? Tick one.

- ☐ Very confident  
☐ Fairly confident  
☐ A little confident  
☐ Not confident  
☐ Not sure

#### 5. If you became a victim of a crime next week, how confident would you feel about contacting Victoria Police for assistance. Tick one.

- ☐ Very confident  
☐ Fairly confident  
☐ A little confident  
☐ Not confident  
☐ Not sure

Why?

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### Take the survey: Attitudes towards home security

**6. Thinking about the last three months, please tell us if there has been a change in these areas for you (choose all that apply):**

|  | Done more             | No change             | Done less             |
|--|-----------------------|-----------------------|-----------------------|
| Talked with family or friends about home security  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Friendly social connections with neighbours (talking, waving or smiling)   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Contact with family or trusted friends.  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Got help with technology (mobile phone, iPad, computer, using the internet)                                      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Moved keys, tools and valuables to a safer place   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Went looking for information about making your home safer.   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Reported suspicious behavior to Victoria Police or Scamwatch   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Made an effort to make your home appear occupied when you aren't at home   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Thought about how the outside of your home could be made safer   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Inspected your door and window locks and limiters to see how secure they are                                     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Maintained lighting, garden and structures on your property to improve security                                  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Used services that you are entitled to through MyAgedCare, General Practitioners, Council or any other provider. |                       |                       |                       |

**7. Have you found out more about home security? If so, where did you get this information from?**

- ☐ Baw Baw Shire Council  
☐ Victoria Police  
☐ Neighbourhood Watch  
☐ Trusted websites  
☐ Other \_\_\_\_\_

**8. Have you made security changes to your home. If so, describe what you have done.**

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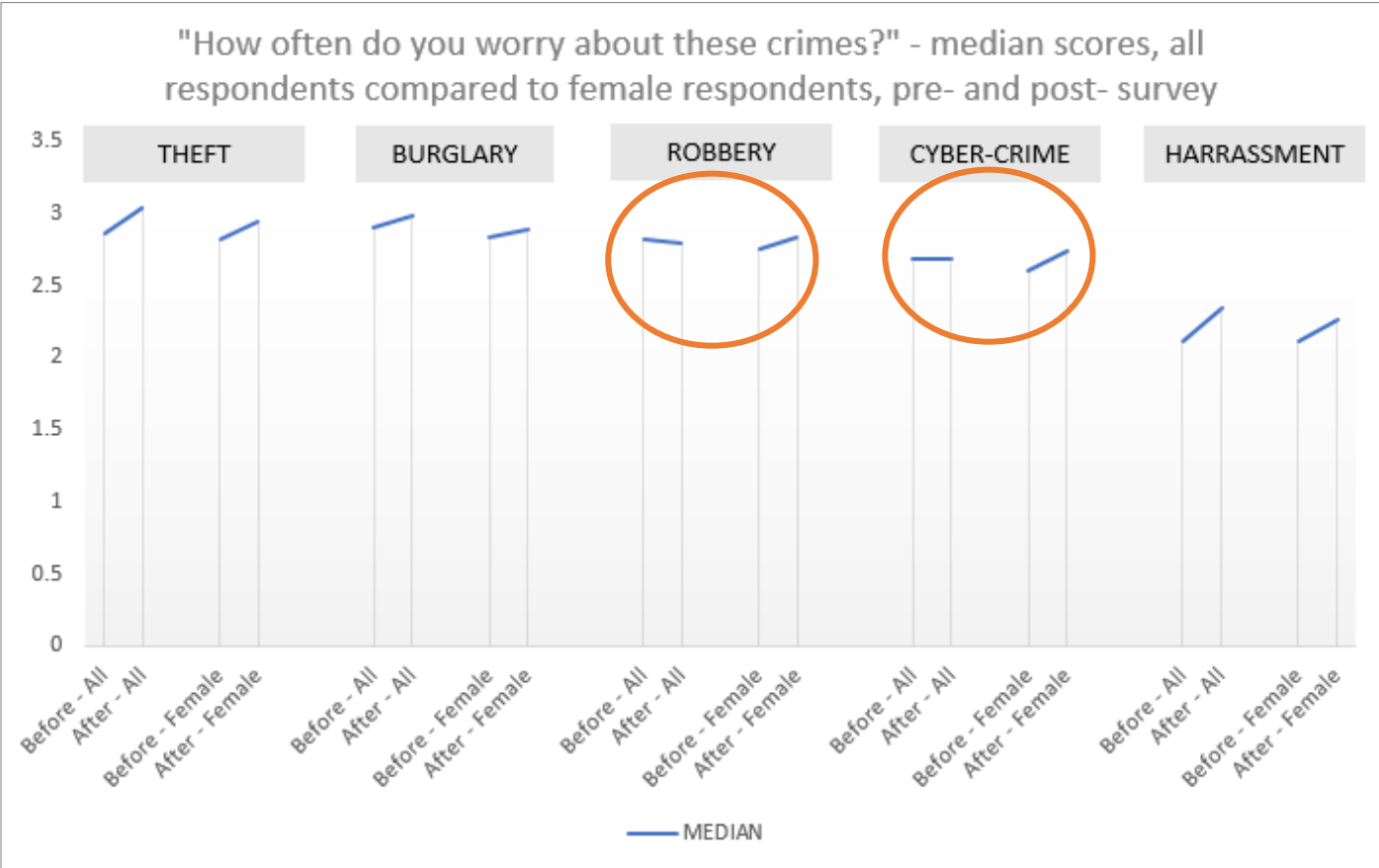
Appendix C – Comparison of sub-groups in the survey responses.

Lower scores to this question indicate a lower level of worry, which is favourable. A crude analysis of these results was the extend of this investigation. The data is presented in two columns under each crime type (theft, burglary, robbery, cyber-crime and harassment). The first column is the data from the whole survey cohort. The second is the sub-group data. These were compared.

Differences that may be worth further investigation have been circled. This report does not draw conclusions about the significance of these differences.

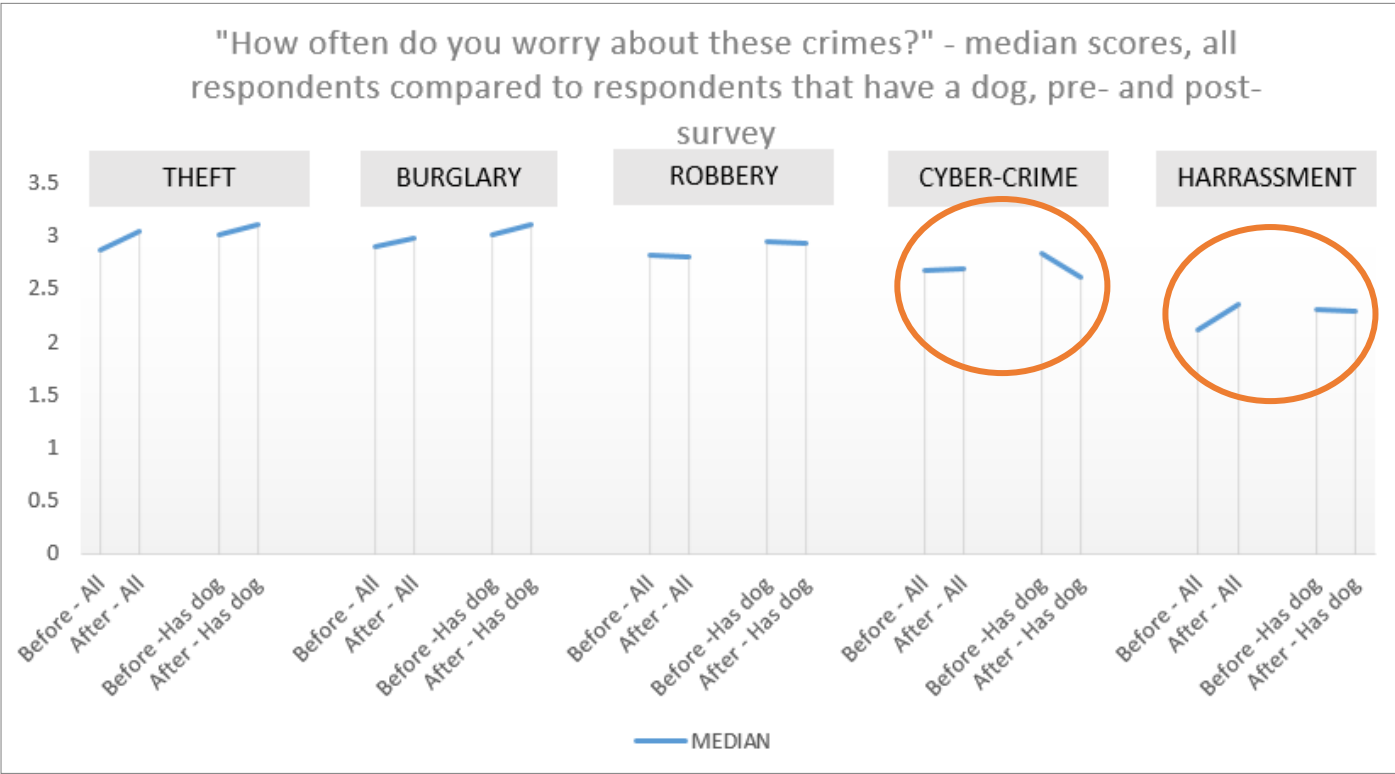
Explanation of categories:

- ‘Before - All’ means all the results from the first survey. Number = 498
- ‘After - All’ means all the results from the second survey. Number = 124
- ‘Before – Female’ means the female responders of the first survey. Number = 302
- ‘After – Female’ means the female responders of the second survey. Number = 62



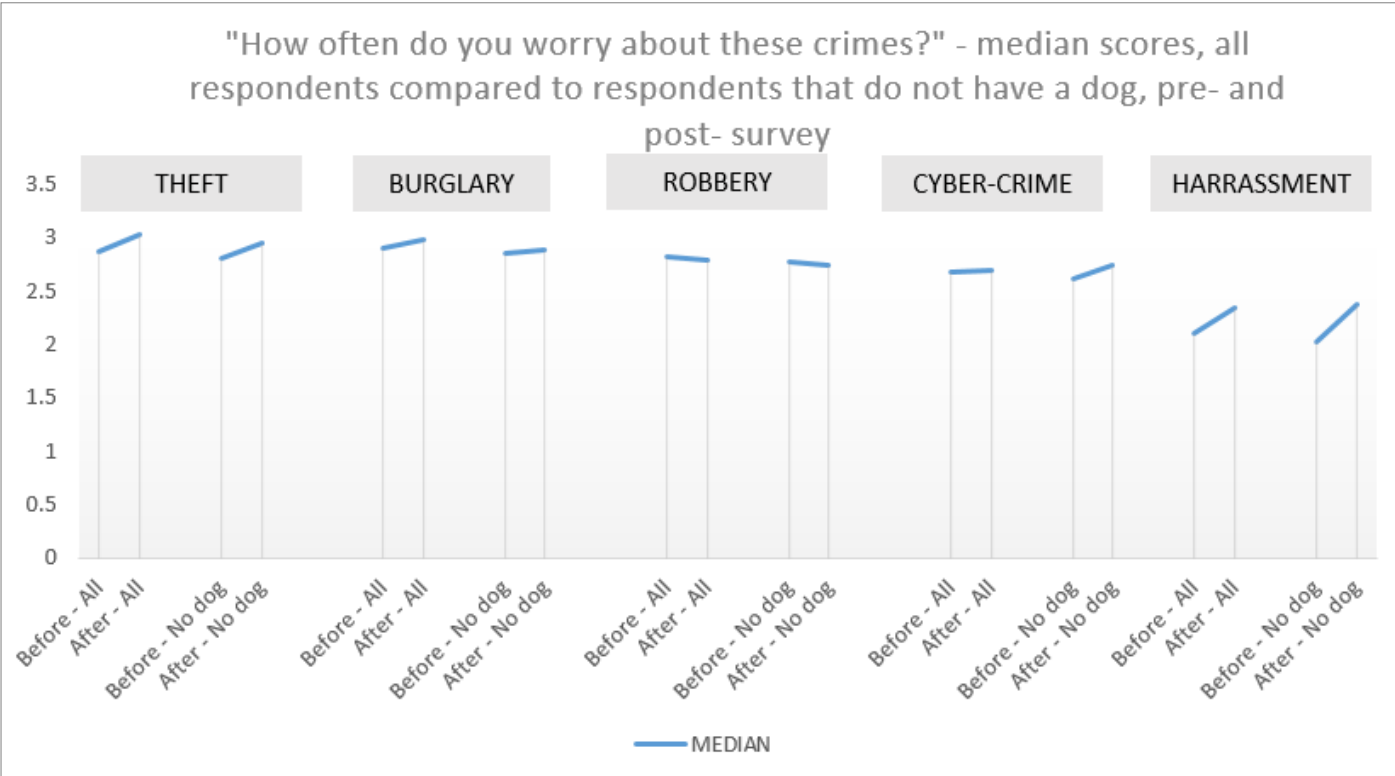
Explanation of categories:

- ‘Before - All’ means all the results from the first survey. Number = 498
- ‘After - All’ means all the results from the second survey. Number = 124
- ‘Before – Has Dog’ means the responders of the first survey that reported having a dog. Number = 134
- ‘After – Has Dog’ means the responders of the second survey that reported having a dog. Number = 47



Explanation of categories:

- ‘Before – No Dog’ means the responders of the first survey that reported having no dog. Number = 347
- ‘After – No Dog’ means the responders of the second survey that reported having no dog. Number = 72



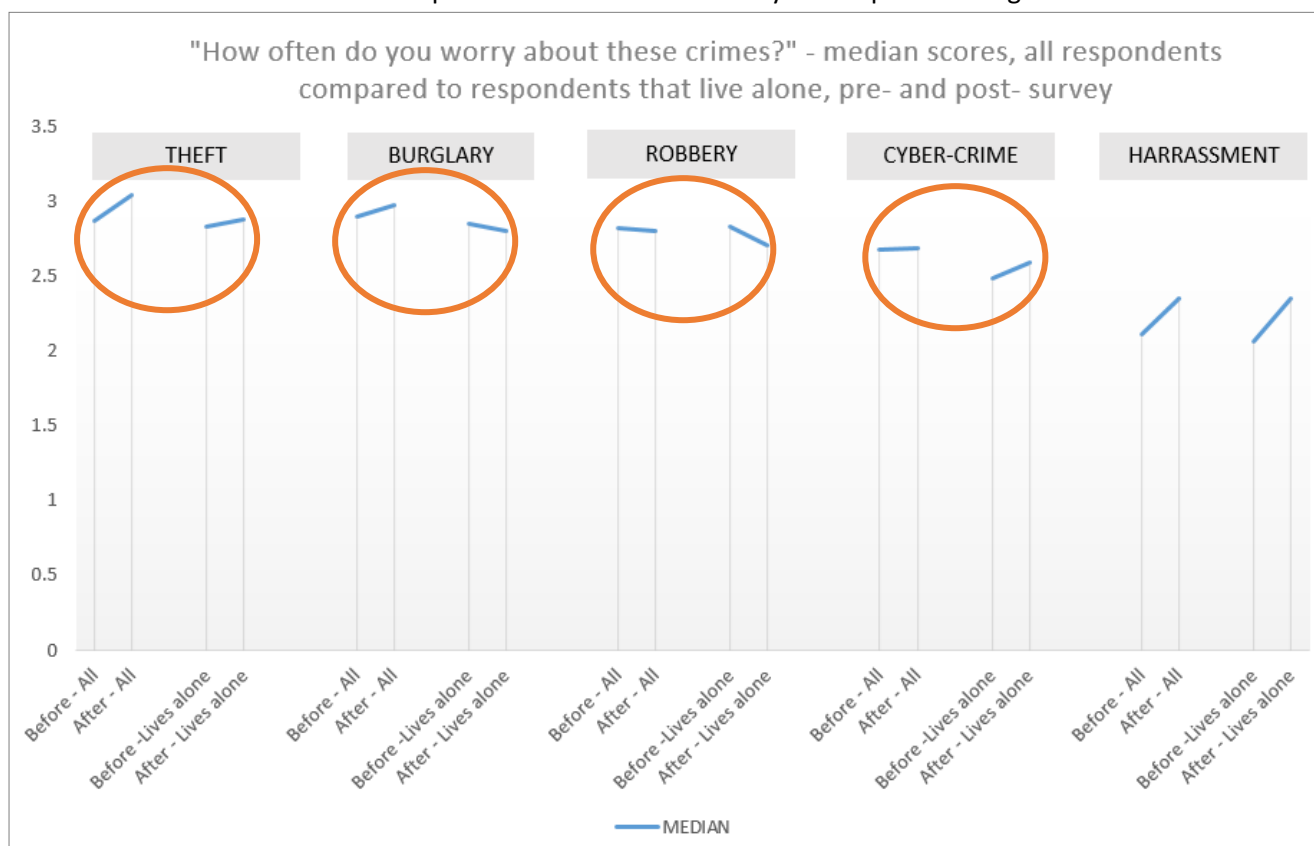
## Explanation of categories:

'Before – All' means all the results from the first survey. Number = 498

'After - All' means all the results from the second survey. Number = 124

'Before – Lives Alone' means the responders of the first survey that reported living alone. Number = 247

'After – Lives Alone' means the responders of the second survey that reported living alone. Number = 51



## Explanation of categories:

'Before – Lives With Others' means the responders of the first survey that reported living with other people. Number = 241

'After – Lives With Others' means the responders of the second survey that reported living with other people. Number = 67

