



Resolution No. 11

AG-2014-RES-11

Subject: Encouraging member countries to integrate INTERPOL's *Turn Back Crime* global awareness campaign with their national police communications and crime prevention activities.

The ICPO-INTERPOL General Assembly, meeting in Monaco, from 3 to 7 November 2014 at its 83rd session:

RECOGNIZING the need for an effective global communications model to support crime prevention programmes that will raise awareness among citizens about the nature of organized crime as well as law enforcement's responses,

RECOGNIZING that engaging the community's support plays a key strategic role in modern-day policing, helps establish the trust and confidence of citizens in their police; educates people on the role they can have in the fight against organized crime; facilitates an understanding of the threats to society posed by organized crime, and in particular, illicit trade, counterfeiting, environmental crime, internet, terrorism, human smuggling or trafficking and sexual exploitation,

TAKING INTO ACCOUNT the unique potential for INTERPOL, through close cooperation and shared expertise between the General Secretariat and member countries, to build an innovative and truly global communications campaign that will highlight to society at large crime threats and collective responses to these in a globalized world, and recognize the values and achievements of the world's law enforcement community to global security,

APPRECIATING the willingness of the INTERPOL Foundation for a Safer World to participate actively in INTERPOL's *Turn Back Crime* campaign,

CONSIDERING that member countries could greatly benefit from the framework of a global campaign that can support their national public communications activities and crime prevention efforts while allowing flexibility for them to shape it according to their national context,

EMPHASIZING that the INTERPOL General Secretariat will provide guidelines, multimedia materials and advice to member countries implementing the campaign,

REQUESTS the members of the Organization:

- To take appropriate measures to promote the *Turn Back Crime* campaign at decision-making levels of their national law enforcement agencies, so that the concept, the strategic objectives and the benefits of the campaign are understood and can be implemented;
- To identify, where possible, how the *Turn Back Crime* messages and branding can be built into their ongoing communications activities, to complement and support their national crime prevention work as well as strengthening the global brand and impact of the campaign;
- To encourage National Central Bureaus (NCBs) to work with the General Secretariat to share information about the *Turn Back Crime* activities in their country and to explore further ways to develop the campaign nationally and globally.

Approved