

DOCUMENT RESUME

ED 294 072

CG 020 738

**AUTHOR** Wright, Harold A.  
**TITLE** Crime Prevention Services for Youth.  
**INSTITUTION** Virginia Commonwealth Univ., Richmond. Office of Continuing Education and Field Services.; Virginia Crime Prevention Association, Richmond.  
**SPONS AGENCY** Virginia State Dept. of Criminal Justice Services, Richmond.  
**PUB DATE** May 86  
**NOTE** 4lp.  
**PUB TYPE** Reports - General (140) -- Guides - General (050)

**EDRS PRICE** MF01/PC02 Plus Postage.  
**DESCRIPTORS** \*Community Programs; \*Crime Prevention; \*Delinquency; Delivery Systems; Marketing; \*Youth Problems; \*Youth Programs

**ABSTRACT**

The purpose of this guide is to identify the various opportunities available in most communities for delivering crime prevention services to youth so that they will be better prepared to reduce their vulnerability to crime, while enhancing their involvement in prevention efforts. It also serves to outline the benefits of programming with youth; the opportunities to use youth as volunteers; program strategies; and national, state, and local resources that are readily available at little or no cost. Following a brief introduction, the marketing of crime prevention services for youth is discussed, focusing on the identification of youth-related crime problems, youth victimization surveys, determining the extent of the public's awareness, and profiling marketing opportunities. The next section looks at implementation strategies and suggests marketing strategies that are appropriate to law enforcement agencies in the areas of public service announcements, news releases, feature articles and programs, oral presentations, and school activities. Program opportunities and the roles of the school, media, community groups, and businesses are discussed in section 4, and the final section consists of brief descriptions of eight program resources. Lists of crime prevention resources are appended. (NB)

\*\*\*\*\*  
 \* Reproductions supplied by EDRS are the best that can be made \*  
 \* from the original document. \*  
 \*\*\*\*\*

ED 294072




---

**CRIME PREVENTION SERVICES  
FOR YOUTH**

---

**A PUBLICATION OF THE  
VIRGINIA CRIME PREVENTION ASSOCIATION**

---

**IN COOPERATION WITH  
VIRGINIA COMMONWEALTH UNIVERSITY  
OFFICE OF CONTINUING EDUCATION  
AND FIELD SERVICES**

CG 020738

"PERMISSION TO REPRODUCE THIS  
MATERIAL HAS BEEN GRANTED BY

*Joseph E. O'Brien*

**MAY 1986**

TO THE EDUCATIONAL RESOURCES  
INFORMATION CENTER (ERIC)."

- U.S. DEPARTMENT OF EDUCATION  
Office of Educational Research and Improvement  
EDUCATIONAL RESOURCES INFORMATION  
CENTER (ERIC)
- This document has been reproduced as received from the person or organization originating it.
  - Minor changes have been made to improve reproduction quality.
  - Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.



CRIME PREVENTION SERVICES  
FOR YOUTH

Virginia Crime Prevention Association  
in cooperation with

Virginia Commonwealth University  
School of Continuing Education

Prepared by:  
Harold A. Wright

This Guide made possible by a Juvenile Justice Delinquency Grant from  
the Virginia Department of Criminal Justice Services.



REGIONAL CHAPTERS  
Central Virginia Crime Prevention Association  
Northern Virginia Crime Prevention Association  
Southwest Virginia Crime Prevention Association  
Tidewater-Peninsula Police -  
Crime Prevention Association

P. O. BOX 6942 • RICHMOND, VIRGINIA 23230 • (804) 747-9193

ABOUT THE ASSOCIATION:

Founded in 1978, the VIRGINIA CRIME PREVENTION ASSOCIATION is an incorporated, non-profit state-wide organization dedicated to the prevention of crime. The Association's membership includes local and state law enforcement officers, government officials, educators, private security representatives, business and community leaders, and concerned citizens.

The Association has regional chapters in the Central, Northern, Southwestern and Hampton Roads areas of Virginia. Members are served by a Board of Directors and a staff consisting of an Executive Director and an Administrative Assistant.

Membership in the Association is open to any Virginian who has an interest in reducing the opportunity for crime in the home or community. Dues are \$10 annually and entitles the member to: reduced conference rates, regional seminars of local interest, four newsletters per year, copies of the Virginia Crime Prevention Journal, membership card and certificate, and a membership roster.

To join, complete the application form and mail to:

VCPA  
P. O. Box 6942  
Richmond, VA 23230

Name:

Title:

Agency, Firm or Organization:

Address:

Zip Code:

Telephone:



TAKE A BITE OUT OF  
**CRIME**<sup>TM</sup>

## I. INTRODUCTION

It has long been recognized that youth, and particularly teenagers, commit a disproportionate amount of crime. In fact, during one recent year, 33% of those arrested for serious crimes were seventeen years old or younger.

However, a fact that has escaped many criminal justice experts is that youth, and particularly teenagers, are also disproportionately victimized by crime. According to Bureau of Justice Statistics, teenagers are the single most victimized age group by violent crimes, as well as thefts. A recent national study revealed that 58 out of every 1,000 persons aged 12 to 19 are victims of violent crime compared to 29.9 per thousand for adults. In 1984, 8.5% of all reported homicide victims were between 10 and 19 years old while during a period between 1973 and 1982, slightly over one-third of all rape victims were between the ages of 12 to 19.

With respect to thefts against youth, the 12 to 15 year old age group experiences 126 thefts per thousand and the 16 to 19 year old group, 119 thefts per thousand. In contrast, adults between the ages of 25 to 40 years old experience fewer than 100 thefts per thousand.

Because law enforcement and other related service delivery agencies have only recently begun to view youngsters as victims of crime, efforts which attempt to prevent their victimization has substantially lagged behind other crime prevention objectives. Although there are some notable exceptions, most crime prevention services are directed at adults. Unfortunately, youth related crime prevention programs in some communities are essentially non-existent, except for fingerprinting children. In other localities, a variety of worthwhile programs have been developed to bring law enforcement officers in contact with youth. More often than not, these efforts which are largely school based, are designed to promote a respect for authority, and other persons rights and property, and generally to discourage them from committing crime. Most often these types of programs are directed at the 12 and under age group.

Unfortunately, few crime prevention programs are directed at youngsters, and particularly teenagers, to make them aware of the threat of crime and how they can individually and collectively prevent it.

The purpose of this guide is to identify the various opportunities available in most communities for delivering crime prevention services to youth so that they will be better prepared to reduce their vulnerability to crime, while enhancing their involvement in prevention efforts which may benefit themselves as well as others.

The guide also serves to outline the benefits of programming with youth; the opportunities to utilize them as volunteers; program strategies; and national, state and local resources that are readily available at little or no cost.

## II. MARKETING CRIME PREVENTION SERVICES FOR YOUTH

The success of any prevention effort depends on the extent to which the target population understands and accepts the magnitude of the problem, as well as their desire and ability to take preventive action. Even traditional crime prevention programs such as neighborhood watch, operational identification, and security inspections of homes and businesses have proven to be less than successful in those instances when the public didn't perceive that crime was a threat. Nor have they been successful when the public didn't accept the benefits or understand what specific actions they should take to prevent crime.

Although law enforcement and other criminal justice agencies may consider crime prevention services for youth to be in the public's best interest, too often the public may not share the same interest due to their lack of awareness. In fact, much of the public's knowledge of crimes against youth is probably limited to missing children since that is the one aspect of the problem that has received the most attention by the national media. Although missing children and youth generated crimes are most assuredly critical concerns, so is the problem of crimes against youth in general. Therefore, to address this issue, and overcome the public's narrow perception of the problem, law enforcement agencies, and others with service delivery capabilities, must seek opportunities to increase the public's awareness of the problem so that they will avail themselves of the youth-related services law enforcement and others provide.

### Identifying Youth Related Crime Problems

In order to market or "sell" youth related crime prevention to the public it is first necessary to identify the nature and extent of problems associated with crimes against youth within the locality or region. The accurate identification of problems will enable the agency to deliver direct services to the geographical area and youth population most affected.

The following represents several ways to identify the nature and scope of crimes against youth.

## Analyzing Offense Reports

Probably the most useful instrument for determining the extent to which youth are victimized is the offense, or incident report, which is completed each time a major crime is reported to a law enforcement agency. A review of offense reports will normally yield the number of youth victims, types of crimes committed against them and the time, day of week, month, and location of the offense. Depending on the thoroughness of the report, often times the specific circumstances surrounding the offense will also be revealed.

An analysis of offense, or incident reports, should serve to identify:

- Types of crimes against youths that are most prevalent.
- Time, day of week, and month when they are most likely to occur.
- The geographical areas of the locality where crimes against youth are reported.
- Victim characteristics such as age, sex and race.
- Circumstances of the offenses, including the victims activities at the time of the offense that may have provided an opportunity for the crime, type of weapon used, amount of property stolen, and the extent of injuries.

## Miscellaneous Reports

Many law enforcement agencies utilize a "catch all" report to record crimes which are not defined by the Federal Bureau of Investigation as Index, or major crimes. Like offense reports, miscellaneous reports yield a great deal of information, especially with respect to youth since many offenses against them may not be considered as a major crime by the investigating officer.

## Crime Reporting

When considering the extent of crimes against youth, it is important to remember that national victimization surveys reveal that only 50 to 75% of the number of actual offenses committed are reported to the police. A recent news release by the Department of Justice indicated that in some instances only about one-third of the actual crimes are reported.

Although the victimization surveys dealt with all age groups and were not specifically designed to predict the extent to which youth report crime, there is every reason to believe that as a population group, they may tend to report crime to a lesser degree than older victims. Therefore, when analyzing crimes against youth, consideration should be given to the fact that the number of incidents recorded could represent as few as one-third of the actual number which occurred.

### Youth Victimization Surveys

Since crime reporting by and for youth may not provide an accurate indication of the problem, it may be worthwhile to attempt victimization surveys. Surprisingly, such surveys can be undertaken without a great deal of difficulty. Although they may not be entirely accurate, a survey can provide considerable insight into the nature and degree of crimes against youth within a locality.

The following represents a few of the several ways to gather victimization data from youth.

### Presentations to Youth

When presenting crime prevention or related subjects to youth groups, request they complete a brief survey which will assist your agency in providing further services to youth. Of course, it is necessary to obtain the permission of the adult who is in charge of the group prior to conducting the survey. The survey will not only yield data, but will also stimulate the audience's interest and discussion. Prior to having the youngsters complete the survey, carefully explain each item to make certain they understand the questions and terms.

A typical survey may include the following questions:

- Age
  - Race
  - Sex
  - During the past year, were you the victim of,  
(include number of times)  
\_\_\_\_ Rape \_\_\_\_ other sexual assaults  
\_\_\_\_ Assaults with no injuries  
\_\_\_\_ Assaults requiring medical attention  
\_\_\_\_ Robbery, theft of property by force or threat of force  
\_\_\_\_ Larceny. Theft of property.  
\_\_\_\_ Auto Theft.  
\_\_\_\_ Vandalism, destruction of property.  
\_\_\_\_ Others that you may believe is a crime but is not  
included above. Please describe.
- 
-



By the type of crime for which you were a victim, please indicate the following:

Type	Time Committed	Day of Week	Month	Location (be specific) School/Home/St. Address
------	----------------	-------------	-------	--

\_\_\_\_\_  
\_\_\_\_\_

Amount of property stolen or destroyed: \$ \_\_\_\_\_

Please describe the circumstances surrounding the offense:

\_\_\_\_\_

The name of the street on which you live: \_\_\_\_\_

Name of School you attend: \_\_\_\_\_ Grade: \_\_\_\_\_

### School Conducted Surveys

Probably the best place to conduct a victimization survey is in the school system. Obviously, it is necessary to meet with school officials to explain why it is important to obtain victimization data on youthful victims. Since a survey conducted through the schools will require their full cooperation it will be necessary to detail specific responsibilities, i.e., who will supply the forms, how they will be distributed and collected and the precise use that will be made of the data.

Because individual classroom teachers may be distributing the surveys it is essential that they be provided with a detailed explanation of the survey, including a definition of terms.

It is suggested that surveys within the schools be limited to grades six and above. The survey questions outlined in the preceding section can also be used in the schools.

### Oral Surveys

If written surveys are impractical, it is possible to obtain limited data by asking audiences to respond to the previously mentioned questions by raising their hand. For those who indicate they were a victim, ask them to recount the offenses for the rest of the class. While they are describing their victimization, take notes on times, circumstances, etc.

As noted, the older the audience, the more reliable the data is likely to be. Surveys for very young children should be avoided since it may be difficult for them to determine actual victimization.

## Determining the Extent Of The Public's Awareness

Just as it is important to understand the scope of crimes against youth, it is also necessary to understand the extent to which the public is aware of the problem. This information, coupled with that which is revealed by crime data, will aid in determining the types and level of services needed. Several methods for gauging the public's awareness and interest in crimes against youth include:

### Local News Media

Analyze selected newspapers, radio and television news coverage to determine the extent to which they cover stories dealing with crimes against youth, or those where youth assist others to prevent crime.

Consideration should also be given to the frequency with which the local media features related public service announcements such as those produced by the Advertising Council For The National Crime Prevention Council.

### Community Programs

Another method for gauging the public's awareness and interest is to review the number of youth related programs and services requested by community groups and organizations. Obviously, a significant number of requests equates to an awareness and concern about the problem whereas few or no requests may represent either a lack of awareness about the problem, or the services your agency provides. Of course, absence of requests for services may also be indicative of the lack of a problem, which can readily be verified by crime data.

### School Based Programs

One of the best indicators of the public's awareness of crimes against youth is the number of requests received from schools. Of importance is the types of services requested and the grade level at which services are to be provided. If an agency receives a number of requests from lower grades, but the analysis of crime indicates that victimization is prevalent among high school age students, it is obvious that program services should be marketed at the population at risk, while continuing to deliver services to other grades on a request basis.

### Profiling Marketing Opportunities

After determining the prevalent crimes against youth and the areas where they are disproportionately reported, it is necessary to devise a marketing plan to make youth and their parents aware of the problems, and provide them with strategies that they can undertake individually and collectively to prevent crime.

In developing a marketing plan, it is essential that the various opportunities for reaching youth and in some instances, their parents, be catalogued. If the cataloging, or the profiling is done on a comprehensive scale, it can serve as a valuable aid in general crime prevention programs and others that require that specific populations be reached.

The following represents the marketing opportunities in most localities and serves as an outline for cataloging the necessary profiling information.

## Radio

### List of Stations

Name, telephone number and contact person.

### Arbitron Rating

Arbitron ratings identify the stations share of the local audience by age of listener and other factors such as day of week, time of day, etc. Rating books may be available in the public library or a copy may be examined at a radio station.

### Foremat

Most often the station foremat is an indicator of the type of listener. Typical foremats include rock, beautiful music, country, adult contemporary, religious and news/talk.

### Public Affairs

Some stations are more inclined to include local programming than others. Therefore, it is necessary to determine the extent of programming dedicated to public service announcements, interviews, talk shows, and locally produced news programs.

## Television

### List of Stations

List should include name of station, address, telephone number, and the contact person, normally the public affairs director.

### Nielson Ratings

The Nielson Rating identifies the share of the viewing audience by age, time of day, etc.

### Types of Station

The type of station will often determine the amount of time they will spend on local programs. Types of stations include network affiliates, public broadcasting, and local independents. Consideration should be given to their history of programming interviews, features and public service announcements. Consideration may also be given to community programming on cable stations. However, the size and age groups of the viewing audience is a major consideration.

## Newspaper

### List of Newspapers

List should include name, address and telephone numbers of relevant editors and beat reporters.

### Type of Newspaper

Determine if the newspaper is local or regional daily, local or regional weekly or if it is predominantly an advertising piece, such as a shopper's throwaway. The type of newspaper will determine how much space they have for local coverage and will dictate the deadline for submission of material.

### Circulation

The number of subscribers by geographical area will serve to identify the number of households that potentially can be reached by news stories, features, etc. In addition, some newspapers provide copies to the schools to use in certain classrooms.

## Magazines

### List of Magazines

The list of local magazines will obviously be limited. However, some of the metropolitan magazines will print articles and include P.S.A.'s. Of course, consideration must be given to their circulation and the types of readers they attract. Rarely are local or regional magazines published for the youthful consumer.

## Service and Civic Organizations

### List of Organizations

Compile a list of the major service and civic organizations in the jurisdiction and include the name, address, and telephone number of a contact person. This information is available through the Cooperative Extension Office, Chamber of Commerce, or the telephone book.

### Type of Organization

Identifying the type or purpose of the organization is of the utmost importance. Some deal with very specific issues, while others address almost any issue that impacts on the quality of life in the jurisdiction. The types of organizations normally include social, community, or business

### Membership

To the extent possible, obtain types of members, age, sex, marital status, as well as the geographical area they represent. This information may be difficult to obtain, however, some generalities can be made based on your familiarity with the organization.

## Schools

### List of Schools

Schools should be listed by name, address, telephone number and principal. Also, include the grades they serve, number of students and number of classrooms. Private schools should also be listed in the inventory as well as day-care and pre-schools.

## Businesses

### List of Major Businesses

In compiling a list of major employers, include the name, address, telephone number and contact person, normally the public relations director. In so doing, determine if they have a policy of providing training sessions to their employees at the worksite and if they have an in-house newsletter that could be utilized to educate employees about youth crime prevention or other related topics.

### Government

Other government agencies may also be engaged in providing related services to youth. To enhance coordination, a list of such agencies should be compiled, including pertinent information as well as a description of the services they offer.

## III. IMPLEMENTATION STRATEGIES

After the problem has been identified, the area of greatest concentration targeted, and the marketing opportunities catalogued, it now is possible to implement programs and services which are directed at reducing youth victimization.

Obviously, the extent to which agencies and organizations implement prevention services for youth depends upon the scope of the problem, staff and program resources. Citizen apathy can be considered an excuse for not implementing services after all marketing strategies have been tried and failed to produce interest and request for assistance. Often, even the best intended programs suffer because of their inability to reach the audience they were designed to serve.

The following are marketing strategies that are appropriate to law enforcement agencies and others who have determined the need to provide crime prevention services to youngsters.

### Public Service Announcements

Public service announcements (PSA) can serve to inform the audience about crime prevention for youngsters as well as have them share your interest in the subject so that they will support and assist efforts to prevent youth victimization.

## Radio

For the most part PSA's for radio are 10, 20, 30 and 60 second spots. Prior to submitting a PSA, it is advisable to contact the stations to determine their preference with respect to the length of the spot. Many stations will ask for varying length of ads so they will have the flexibility of when to use them. As a rule of thumb, a 60 second spot contains approximately 150 words; 30 second, 75 words; 20 seconds, 50 words, and a 10 second spot, 20 words.

Producing a PSA for radio can be as simple as sending them a prepared statement which the announcer can read. Some stations, however, prefer a tape, accompanied by a script. If a tape is produced it is essential that it be radio quality.

To enhance the chances that the PSA will be aired, the public service director of the station should be contacted so that the purpose of the spot and its importance can be explained; to outline the desired results; and to read or play the tape or script and ask for suggestions.

If the spot is aired, a letter should be written to the station manager expressing your appreciation and to detail any benefits that resulted.

## Television

The technical requirements for television station public service announcements are more difficult than for radio. Unless you are able to obtain assistance from the television station, a local university or advertising agency, it is not advisable to attempt PSA's for television.

If your agency has the capability for such productions, there are two types of PSA's that can be considered. The first is the simplest and requires a slide of what is to be depicted on the screen. The actual message is a 10, 20, 30 or 60 second tape recording. The second type is more difficult to produce and involves a video tape which depicts the message.

Rather than attempting a self-produced spot, it is recommended that you contact a local television station to determine if they have the McGruff and TAKE A BITE OUT OF CRIME ads. If they have them, explain the significance of the campaign and encourage them to play the spots. If they don't have them, contact the National Crime Prevention Council or the Virginia Department of Criminal Justice Services.

Since the National Crime Prevention Council, through the Advertising Council, sends PSA's to all television stations, it is likely that the station has them available. Furthermore, the theme for one set of the PSA's is the prevention of crime against small children and another is directed toward teenagers.

### Newspapers

There are no hard and fast rules for producing public service announcements for newspapers. In fact, some charge for the space that is used, while others will use your ads at no charge if the editors believe it is important.

Newspapers, like radio and television, are besieged with requests from well-meaning organizations to feature their announcements. Therefore, it is extremely important that everything that is submitted be well produced and that those making the decision to "run" your ad understand its importance.

One strategy for convincing newspapers to feature ads promoting the prevention of crimes against youth may be the relationship between the subject matter and newspaper carrier safety and security, which is of primary concern to newspapers.

Unless there is a specific idea that the agency wants to convey, it is suggested that ad copy from the National Crime Prevention Council be used which is copy ready and features McGruff and TAKE A BITE OUT OF CRIME.

### News Releases

News releases may be used to invite the media to cover an important event that has been planned, to address a specific issue concerning crime prevention for youths, or to provide additional or supplemental information to a story already being covered by the media.

With respect to form, the news release should be typed, double spaced on the agency's letterhead. It should contain the name and number of the contact person, and the date it should be released. It should obviously be released in sufficient time to allow the media to schedule coverage. To the extent possible, the first sentence should address who, what, when, where and why. It is considered the lead and as such should be quotable and serve to convince the media to cover the story.

News releases for the broadcast media should be conversational style, short, and to the point, while releases to print the media should be written in the form of a news story.

In localities that have few media opportunities, it is appropriate to call the news department and ask them to cover a story, or to provide additional information that they can use to localize a national or state-wide story.

#### Feature Articles/Programs

The primary purpose of feature articles or programs is that they offer the opportunity to provide indepth information on youth crime prevention to the viewer or reader. It can also serve to highlight a significant issue that perhaps addresses the data obtained through crime analysis which may indicate that youth in the locality are disproportionately victimized.

#### Print Media

The ability to convince a newspaper to run a feature article on crime prevention for youth depends on whether the reporter or editor feels that it has reader appeal. Obviously, it is much easier when you are familiar with the newspaper staff.

In order to receive favorable consideration, it is necessary that you determine a specific topic you would like featured, attempt to relate the feature to a national or local news story; and contact the reporter or editor and suggest the topic. The importance of the topic should be stressed and in so doing, suggest the information that should be presented. It is also necessary to provide statistical data or other information which makes the feature compelling.

#### Broadcast Media

After determining the topic, prepare a brief outline of the program and call the station's public affairs director or manager, and request an appointment. Be certain to take sufficient support material and be prepared to answer all questions concerning the topic.

During the meeting, present your ideas to the public affairs director in a clear and concise manner and be prepared to detail the activities or support your agency or organization can provide.

After the meeting, send a letter summarizing what was agreed upon. Be certain to maintain close contact with the appropriate staff while the feature is being planned.

#### Oral Presentations to Groups and Organizations

Presentations to groups and organizations represent one of the best opportunities to reach targeted audiences. Normally, such presentations provide sufficient time to discuss problems and solutions in detail.



In order to have the greatest programmatic impact, you should refer to the crimes against youth problems that have been identified through analysis and relate them to the organizations that have been catalogued previously. For example, if the analysis of crime revealed that newspaper carriers are being victimized by robbery, etc., contact the circulation departments of the local papers and ask them to hold a meeting of the carriers so that you can provide prevention information.

After the targeted groups and organizations have been identified, contact the appropriate member and explain that your agency would appreciate the opportunity to present a program on crime prevention for youth. If necessary, follow up the initial contact with a letter detailing the presentation your agency is capable of making.

Oral presentations should be divided into three phases, introduction of the presentation, the main body and conclusions. The introduction should serve to capture the attention of the audience and motivate them. During the main body of the presentation, the speaker should discuss the scope of the problem, outline current activities and detail what needs to be done. The conclusion should serve to summarize the key points in the main body and to reiterate what the audience can do.

### Schools

Because schools have a "captive" audience of youth between 8:00 a.m. and 4:00 p.m., they afford the greatest opportunity for reaching the population at risk.

One of the greatest advantages of targeting a school, is that the program can focus on any specific age group from four years old to eighteen or nineteen years old.

Although many crime prevention programs routinely make presentations in schools, most often it is at the request of individual teachers. Hence, it is likely that presentations are directed at age groups that may not represent the greatest risk. Therefore, rather than waiting for requests for programs, contact the appropriate school principal, explain the nature of the problem, and ask if a class presentation can be arranged.

Since it is likely that you may present essentially the same information or theme to several different grade levels, it is important that you use terms that your audience will understand. For instance, a high school student may understand the meaning of specific crimes such as burglary, larceny, etc., while a third grader may not have any understanding of such terms.

Accordingly, visual aids that may be used in a presentation to fifth graders would hardly be appropriate to students in high school

Although questions and comments by the audience should always be sought, you should insist that they be restricted to the end of the presentation. This is especially true when making presentations to very young children who are more than willing to share their experiences whether they are related to the topic or not. Presenters should be mindful that the reason they are making the presentation is because they have important information to impart. Little gets accomplished when half of the class time is spent discussing specific concerns of students that may have no bearing on the rest of the class.

#### IV. PROGRAM OPPORTUNITIES

As indicated by the previous section, there are many opportunities within any community to provide crime prevention services for youth, including schools, media, community groups and businesses.

Although the primary purpose of providing services to youngsters is to make them aware of the threat of crime and to furnish them with information which explains how they can prevent it, you should not overlook youth as program resources or volunteers. Furthermore, services such as presentations on how to prevent crime offers an occasion to stress the importance of avoiding situations in which they may be tempted to commit an illegal act, without appearing to be preaching to them. Accordingly, it also offers the chance to discuss the problems associated with substance abuse, including the laws applicable to their age group.

The following represents a partial list of program opportunities in school, community groups, etc. Some are highly structured while others are presented as program ideas that obviously require further development to meet the needs of specific programs.

#### Schools

##### TIPS Program

TIPS is an acronym for Teaching Individual Postive Solutions and Teaching Individual's Protective Strategies. It is a state-wide program housed within the Charlottesville-Albemarle School System. The purpose of TIPS is to teach youngsters in Grades K through 8 how to prevent crime, to respect other's rights and property and conflict resolution, among other lessons. Unlike similar programs, the TIPS curriculum is taught by classroom teachers who integrates the TIPS material and exercises into standard lesson plans.

### DARE Program

Dare is an acronym for Drug Abuse Resistance Education and is a relatively new program in Virginia. It is promoted by the Virginia Department of State Police. The primary purpose of DARE is to teach youngsters about the negative effects of drug abuse. Lessons provide students with ways to say no to offers to partake of drugs or engage in other illegal or dangerous activities. DARE is directed at the 5th and 6th grade level and is taught by a law enforcement officer who spends 45 minutes in a classroom per week for seventeen weeks.

### Officer Friendly

Officer Friendly is a Sears Foundation sponsored program which is offered to Grades K through 4. Although much of the Officer Friendly curriculum is prevention oriented, its primary purpose is to foster a child's respect for law enforcement officers and other authority figures. The Officer Friendly program calls for a uniformed officer to visit a classroom on three different occasions to present material to the students.

There are a number of other programs directed at the same grade level that replicate the lessons of Officer Friendly.

### School Resource Officer

A number of law enforcement agencies assign officers to one or more schools to serve as school resource officers. Most of these programs are at the middle/junior and high school level. Among other tasks, the SRO serves as a resource to school staff for law and related subjects, presents related topics to individual classrooms, attends school events, and is available to students who wish to share information or discuss problems.

### Law Related Education

In an effort to familiarize middle and high schools with applicable laws and the criminal justice system, government or social studies departments offer law related education presentations to compliment the standard curriculum. In many instances, law related education is taught by members of the local bar association. In some cases, they are taught by representatives of each component of the criminal justice system or the school resource officer.

### Hugs and Kisses Program

Hugs and Kisses and similar programs, are appropriate for the lower grade level and are generally presented at school assemblies. Such programs attempt to make the youngster aware of sexual abuse and encourage them to report certain physical contacts to their parents or other authority figures.

### Puppets and Robots

Several departments in Virginia use puppets as a way to deliver a variety of safety related messages to students at the lower grade levels. Many of the puppet shows are equipped with pre-recorded tapes; relieving the officers of preparing and delivering a presentation. It is necessary that the officers be present to operate the puppets and make opening remarks and answer questions at the end of the show.

Because the puppet show requires a stage, curtains, etc., it is often necessary to present the show at an assembly.

Some departments have made effective use of robots as learning aids, even though they can be quite expensive, ranging in cost from \$2,500 to \$15,000. Depending on the cost, they include features such as pre-recorded tapes, remote control, video recording, talk back features, etc. Many are relatively light weight which allows them to be taken from classroom to classroom.

### Crime Prevention Presentations

Many law enforcement agencies routinely respond to requests by schools, primarily individual teachers, to present a one time topic to compliment lesson plans being presented to students. These one time topics can range from drug awareness for high school students to stranger-danger for lower grades. Unfortunately, it probably doesn't occur to most teachers to invite a law enforcement officer into the classroom because they don't know the service exists. Therefore, it is necessary to inform schools that your agency can provide various prevention services. To avoid a number of unrelated requests for presentations, you can choose the crime problem that should be addressed and contact schools to seek their permission to allow you to make presentations to classes.

In addition to the structured programs presented above, there are a number of one time presentations and projects that can be considered.

### Babysitting Safety

Unfortunately, many babysitters are ill prepared to assume the responsibilities for caring for a younger child, or the client's home for several hours. For instance, while babysitters may know the name of the family for which they are sitting, they rarely know the name and address of the street. Therefore, valuable time could be wasted obtaining that information should an emergency require the sitter to call the police, fire or rescue squad. In some instances, babysitters have not been instructed in how to make an emergency call, or what to say when answering the client's phone.

Even though both boys and girls babysit, it is still predominantly done by females. Hence, physical education classes, which are normally segregated by sex, offer an excellent opportunity to educate a number of potential babysitters in the mechanics of enhancing the safety of themselves, those for whom they are sitting, and their property.

#### Newspaper Carrier Safety

If the safety of newspaper carriers is a concern, contact the schools to see if they are interested in a program for students in that age group. Although girls carry newspapers, it is normally done by boys. Therefore, a boys physical education class provides an ideal setting to talk about carrier safety in general terms so that all of the students can gain from the experience. One way to make topics general, but specific to a certain audience, is to use anecdotes which relate to the target group.

#### Crime Prevention Poster-Calendar Contest

An ideal program for the lower grade levels is a poster contest in which twelve winners are selected. After determining the twelve finalists, ask a community business, or businesses to sponsor the printing of a calendar which would include a picture of each of the twelve posters. The program has a number of benefits: it serves as crime prevention education for the youngsters; it gets school, community and business leaders involved in a crime prevention program by being judges; it heightens the awareness of the sponsoring business and it reinforces the need to prevent crime by the recipients of the calendars.

#### Shoplifting and Retail Crime Prevention

Many of the high school students in Distributive Education classes work part-time in retail stores. Presentations to Distributive Education students offer an excellent chance to educate a captive audience on how they can help prevent shoplifting and other crimes at retail stores where they are employed, as well as to provide them with the proper procedure in the event they are robbed.

#### Sexual Assault Prevention

Sexual assault prevention presentations are appropriate for male and female audiences in a senior high school. Presentations to such groups should stress the methods of preventing rape as well as an explanation of what constitutes the crime. In addition to discussions on prevention, presentations should address the problem of date rapes which may occur even though there is no intention to commit a crime.

### Vandalism Prevention

Although vandalism is a Part II Offense and is grossly under reported, it can be a significant problem for many schools and communities. Although you may wish to schedule anti-vandalism presentations in lower grades to discourage them from committing acts of vandalism you may find that it is more productive to work with middle and high school student groups who visit lower grades to exert positive influences.

### Student Awareness

Most high schools, colleges and some middle or junior high schools publish newspapers that are widely read by students. They offer an excellent vehicle to reach a number of students on a one-time basis, or through a series featuring crime prevention information on various subjects. Although a one-time article on crime prevention is a starting point, the ideal is the development of a series that addresses prevention, information on crime, the law with respect to youth related crimes, and information on substance abuse.

Of course, it is first necessary to contact the faculty advisor and student editor to explain the need for the tips or series, and to detail how they can help. In many instances, members of the newspaper staff will write the copy if they are furnished appropriate information. The National Crime Prevention Council has copy-ready material related to teen crime prevention that is ideally suited for publication in school newspapers.

### Students as Program Volunteers

#### School Sponsored Clubs

School sponsored clubs, like community organizations, are often looking for projects which they can promote. Because of the diversity of such clubs, agencies are limited only by their imagination with respect to the types of projects that might be proposed. Typical club or extra curriculum organizations in most high schools, and in some middle or junior high schools include:

#### 4 H Clubs

Future Farmers of America  
Modern Foreign Language  
Science Club  
Drama Club  
Yearbook  
Newspaper  
Library  
Student Council  
Future Business Leaders  
of America

#### Key Club

Junior Civitan  
Junior Achievement  
Distributive Education  
Health Club  
Varsity Club  
Students Against Drunk Driving  
Future Homemakers of America  
Future Teachers of America  
and Others

Although each of the clubs offers the chance to educate members on how they can prevent victimization, they also provide the opportunity to act as an organization to assist others to prevent crime. Some examples of projects with which various clubs can help include:

- 4-H Clubs and Future Farmers of America may be willing to assist farmers mark their farm equipment with a unique numbering system to aid in its return if stolen. Some 4-H Clubs in Virginia have adopted a comprehensive crime prevention project.
- High School Drama Clubs can be used to conduct plays for elementary schools on crime prevention subjects such as vandalism, sexual molestation, stranger-danger, etc.
- Members of the Varsity Club could be used to talk with middle school students about substance abuse.
- Members of Visual Aid Clubs can assist with programs that require the use of visual aids.
- Key Clubs, Junior Civitan and others can be utilized to pass out crime prevention materials in the community or at shopping centers on weekends.
- Shop Classes, Clubs or Trade Schools can assist with the designs and construction of displays, signs, etc. They may be willing to help communities install Neighborhood Watch signs or install locks, etc.
- Art Clubs or Classes may help design brochures and other handout material.

### Community

Many crime prevention programs have been very successful because they involve community groups and organizations in individual and collective efforts to prevent crime. Although most community groups are comprised of adults, many can readily adapt to youth related issues. Other groups, although supervised by adults, exist to provide services to youngsters.

Some of the opportunities in the community to promote the prevention of crimes against youth and to obtain program resources include the following.

### Scouts - Boys/Girls

Just about every community has a scout program for boys and girls. Scouts meet on a regular basis which affords the chance to schedule an appropriate presentation.

Scouts can also be used as program resources, often with no incentive other than to earn a merit badge or to provide a community service. Programs which may be appropriate to scouts include:

- Teaching them how to conduct a security inspection of their parents home.
- Earn money as a troop to purchase electric engravers which are then shared by each scout to mark their families property.
- Hand out crime prevention literature in a neighborhood or in a shopping center.
- Fix up blocks that have been victimized by vandalism and graffiti.

### Cub Scouts

Because of the age of cub scouts the emphasis should be on individual efforts to prevent crimes against themselves and their families.

### Explorer Post

Many Virginia law enforcement agencies have implemented exemplary law enforcement explorer programs. Since explorers are older, they can be used in a variety of ways to support crime prevention activities. For instance, they can be utilized in certain crowd control situations; to fingerprint younger children, to give presentations to youth groups, to hand out literature, conduct bicycle safety clinics for younger audiences, to staff displays, and provide administrative support such as data collection, filing, record keeping, etc.

### Boys/Girls Clubs

Unlike scout programs, Boys and Girls Clubs are not that prevalent in Virginia. However, where they exist, they afford an opportunity to work with a specific group of youngsters over an extended period as many such clubs are interested in providing youth with practical lessons that will improve the quality of their life. Therefore, it may be possible to schedule weekly presentations on how to prevent crime, being at home alone, safety on the paper route, and many other topics.

Boy and Girl Clubs are also interested in community service projects and may be inclined to help clean up neighborhoods, pass out information, etc.



### Church Groups

Most churches, regardless of size, have formalized programs for youth. The advantage of working with many such groups is that they often represent a specific community. Therefore, if there are crime problems plaguing a specific neighborhood the opportunity exists to reach a number of potential victims.

In addition to presenting crime prevention lectures to youth groups, it is sometimes possible to use them as program resources since many churches require some type of stewardship for such groups. In some instances, groups are often willing to engage in a number of projects such as escorting senior citizens, checking on the elderly or home-bound persons in their neighborhood, passing out literature door to door, etc.

### Parent Teacher Associations

Since the purpose of PTA is to support school activities, they offer an excellent chance to promote crime prevention for youth, especially since most monthly meetings are well attended, primarily at the elementary school level. In addition to working with individual PTAs, it is also possible to develop a jurisdiction wide program through the county or city organization.

This approach would be particularly advantageous if the agency was seeking funds to purchase program materials that would be used in more than one school.

In addition to one time presentations, the possibility exists for long term projects. Some examples include:

- Soliciting volunteers to fingerprint children before and after school.
- The development of safe homes where youngsters can go in case of emergencies.
- Purchase of crime prevention coloring books for appropriate grade levels.
- Adoption and funding of TIPS programs.

### Service and Civic Organizations

Each locality has an abundance of service and civic organizations that are willing to help if they can relate to the problem that is identified. Because some organizations exist to address a very specific and narrow problem, it will be difficult to get them involved. Therefore,

emphasis should be given to organizations with broad goals that will allow the local chapters or affiliates to address youth related issues. Some of these groups include:

Federation of Women's Clubs	Kiwanis
Jaycees	Rotary
Civitan	Extension Homemakers
Civic Associations	American Legion
Bar Association	Chamber of Commerce
Retail Merchants Association	Farm Bureau Committees
Loyal Order of Moose	NAACP
Realtor Association	American Association of University Women
League of Women Voters	Masons and Others
Knights of Columbus	

Many of the above groups have a long history of involvement in youth related activities. For instance, a number of bar associations, through law related education courses or acting independent of any formalized effort, provide lectures to students on law related issues. The American Legion sponsors a National Baseball Program for youngsters 16 through 18 years old, while the Virginia Jaycees recently initiated a substance abuse education program for youth. There are countless other examples of programs sponsored by the above organizations as well as an untold number by groups not mentioned.

#### Business and Industry

For the most part, business and industry has been overlooked as a vehicle for educating a large segment of the public on the need to prevent crime even though many larger businesses have well qualified security personnel quite capable of providing such services.

In addition to resources that can be obtained from businesses, many of the larger companies are willing to allow crime prevention officials to give seminars to their employees if asked to do so. Likewise, company bulletin boards are often available for crime prevention messages as is the employee newsletter for crime prevention articles. One of the advantages of working with business and industry is that larger companies have public relation staffs that can help with posters, articles, etc.

Obviously, one of the strongest rationale for business involvement in providing youth related crime prevention services to employees is the increased productivity since the working parent may not be as concerned about the safety of their children if they have briefed them on ways they can prevent crime. This is especially true for the working parent from the time school is out in the afternoon until the parent returns home from work.

### Neighborhood Watch

If neighborhood watch programs are organized properly, they represent one of the best ways to promote the prevention of crimes for youth, both directly and through parents and other concerned participants.

Since neighborhood watch groups have already expressed a concern about crime, it is not necessary to spend time developing their interest, therefore, attention can be directed at planning and implementing crime prevention services which enhance the safety and security of youngsters.

Some of the youth related services that can be provided through neighborhood watch programs include:

- A number of neighborhood watch groups have developed a safe house/Block Mother program whereby at least one house per block is designated as a safe house for youngsters and others in emergency situations. Under most circumstances, the safe house is designated by a decal on the window. One of the determining factors in choosing a safe house is whether the female resident is at home most of the time.
- Child fingerprinting and identification
- Babysitter safety
- Substance abuse awareness for children and adults
- Bicycle safety clinics
- First Aid courses for youth and adults

The opportunity also exists to do long term projects. Some examples include; youth patrols under adult supervision, assign youngsters to check on the elderly or shut-ins, clean up vacant lots, and streets, and remove graffiti, etc.

## V. PROGRAM RESOURCES

Many jurisdictions which elect to initiate crime prevention services for youths will need some assistance with respect to planning and implementation. Others will also require program resources which may not be readily available.

The following resource list, which is far from being exhaustive, will serve to identify some of the agencies and organizations that can be expected to provide assistance. Also included in this section is a list of free or low cost program resources which have been compiled by the Virginia Department of Criminal Justice Services.

### Virginia Crime Prevention Association

The Virginia Crime Prevention Association is the major crime prevention interest group in Virginia and has a membership representing law enforcement, criminal justice planning, security, business and industry, education, as well as service and civic organizations. Because of its diverse membership, it can provide a variety of services upon request, including on-site assistance and training related to the delivery of crime prevention services to youth. For further information or assistance contact: Harold A. Wright, Executive Director, P. O. Box 6942, Richmond, VA 23230, or by phone at (804) 747-9193.

### Department of Criminal Justice Services

The Department of Criminal Justice Services is the state agency responsible for promoting and developing crime prevention programs state-wide. The Department can either provide direct assistance or serve as a referral to other local, state and national organizations. The Department, through its Crime Prevention Center, publishes a Crime Prevention Resource Directory which contains a listing of all local and state programs and a description of the programs they provide. DCJS also has limited supplies of resource material. Inquiries about program assistance or resource material should be directed to Patrick D. Harris, Department of Criminal Justice Services, 805 East Broad Street, Richmond, VA 23219 or by phone at (804) 786-4000.

### National Crime Prevention Council

The National Crime Prevention Council serves as staff for The National Citizens Crime Prevention Coalition and its McGruff, TAKE A BITE OUT OF CRIME campaign. The Council has a variety of program resources that can be obtained at little cost, including kits containing camera ready material on youth crime prevention and other subjects. The NCPC, through the Advertising Council, makes available public service announcements for the print and broadcast media. Under certain circumstances, the Council will

make technical assistance available to localities willing to initiate or improve services. For further information or assistance, contact The National Crime Prevention Council, The Woodward Building, 733 15th Street, N.W., Washington, D.C. 20005; or by phone at (202) 393-7141.

#### Virginia Institute For Law And Citizenship Studies

The Institute for Law and Citizenship Studies is housed at the Virginia Commonwealth University For Continuing Education. It's mission is to educate Virginia students on their legal rights and responsibilities. To further this goal, the Institute develops staff training programs, develops curriculum, serves as a law related education materials clearinghouse, conducts workshops and leadership conferences and the development of a resource network. For further information, contact Joseph E. O'Brien, Director, Virginia Institute for Law and Citizenship Studies, 1015 West Main Street, Richmond, VA 23294-0001, or by phone at (804) 257-1322.

#### Virginia Coalition For School Based Delinquency Prevention

The Coalition consists of state agencies, universities, and local public and private programs. The Coalition can provide expertise in school based prevention programs, resource linking, information on pre-packaged programs, and assistance with school liaison programs. Many of the Coalition services are free. To obtain more information, contact Mr. Ron Collier, Department of Criminal Justice Services, 805 E. Broad Street, Richmond, VA 23219, or by phone at (804) .86-4000.

#### TIPS

The TIPS program is responsible for teaching youngsters about crime prevention and good citizenship in Grades K through 8. The TIPS staff has developed curriculum material which allows the classroom teacher to integrate the TIPS educational subject matter into the normal curriculum. The classroom materials are available at little cost. In addition, the TIPS staff will provide assistance to localities wishing to implement the program. For more information contact Loreli Damron, Jefferson Annex - Fourth Floor, S.W., Charlottesville, VA 22901, or by phone at (804) 293-5179.

#### Virginia Cooperative Extension Services

Virginia Cooperative Extension Services, Community Resource Development, is responsible for promoting crime prevention within the 4-H Club organizations. CRD can assist localities develop crime prevention programs in 4-H Clubs. For more information, contact Mr. Michael Chandler, Extension Specialist, 233 Smyth Hall, Virginia Tech, Blacksburg, VA .4061 or call (703) 961-6921.

#### Virginia Department of State Police

The State Police promotes the DARE project in localities that are interested in implementing the program. The Department can provide written material about the program or visit with local school and police officials to outline what is required. Based on the availability of grant funds, the State Police will provide

training to officers who will teach the DARE curriculum. For further information, contact Wayne Garrett, Bureau of Criminal Investigation, Department of State Police, Post Office Box 27472, Richmond, VA 23261, or call (804) 323-2000.

**APPENDIX**

CRIME PREVENTION PROGRAM RESOURCES

VIRGINIA CRIME PREVENTION CENTER

DEPARTMENT OF CRIMINAL JUSTICE SERVICES  
805 E. BROAD STREET  
RICHMOND, VA 23219  
(804) 786-8467  
CONTACT: PATRICK HARRIS

BOOKLETS:

"SECURITY SURVEY GUIDE" (3 COPIES)      "LAW ENFORCEMENT CRIME PREVENTION GUIDE" (3 COPIES)  
"OPERATION IDENTIFICATION GUIDE" (3 COPIES)      "MODEL NEIGHBORHOOD WATCH PROGRAM GUIDE" (3 COPIES)

NEWSLETTER:

"CRIME PREVENTION UPDATE" (DISTRIBUTED BI-MONTHLY)

DIRECTORY:

VIRGINIA CRIME PREVENTION RESOURCE DIRECTORY - 1984 (1 COPY)

REPORT:

"AN ASSESSMENT OF CRIME PREVENTION IN VIRGINIA" - 1984 (1 COPY)  
"REPORT TO THE GENERAL ASSEMBLY ON THE STATUS OF NEIGHBORHOOD WATCH IN VIRGINIA" - 1983 (1 COPY)

NATIONAL CRIME PREVENTION COUNCIL - McGRUFF CAMPAIGN

805 15TH STREET, N. W.  
WASHINGTON, D.C. 20005  
(202) 393-7141  
CONTACT: FAYE WARREN

PUBLIC AWARENESS MATERIAL:

"McGRUFF" NATIONAL CITIZENS' CRIME PREVENTION CAMPAIGN POSTERS, BILLBOARDS, NEWSPAPER ADS, RADIO/TELEVISION PUBLIC SERVICE ADS, ETC. (FEES MAY APPLY FOR SOME ITEMS)

NEWSLETTER:

"CATALYST" (DISTRIBUTED MONTHLY)

INSURANCE INFORMATION INSTITUTE

110 WILLIAM STREET  
NEW YORK, NY 10038  
(212) 669-9218  
CONTACT: WARREN LEVY

BROCHURES:

"HOME SECURITY BASICS" (REASONABLE QUANTITIES)  
"HOW TO BURGLAR-PROOF YOUR BUSINESS" (REASONABLE QUANTITIES)  
"HOW TO KEEP YOUR FAMILY BURGLAR UNHAPPY" (REASONABLE QUANTITIES)

BOOK:

A SAFE PLACE TO LIVE (1 COPY)



## U. S. SMALL BUSINESS ADMINISTRATION

(ALL AREAS EXCEPT NORTHERN VIRGINIA)  
RICHMOND DISTRICT OFFICE  
400 N. 8<sup>TH</sup> STREET  
RICHMOND, VA 23240  
(804) 771-2765

(NORTHERN VIRGINIA AREA)  
WASHINGTON DISTRICT OFFICE  
1030 15TH STREET, N. W.  
WASHINGTON, DC 20011  
(202) 653-6963

### BOOKLETS: (REASONABLE QUANTITIES)

"PREVENTING RETAIL THEFT" MA 3.004  
"PREVENTING EMPLOYEE PILFERAGE" MA 5.005  
"REDUCING SHOPLIFTING LOSSES" MA 3.006

"PREVENTING BURGLARY AND ROBBERY LOSS" MA 3.007  
"OUTWITTING BAD CHECK WRITERS" MA 3.008  
"PREVENTING EMBEZZLEMENT" MA 3.009

## NATIONAL CRIMINAL JUSTICE REFERENCE SERVICE

Box 6000  
Rockville, MD 20850  
(800) 851-3420 TOLL FREE  
(301) 251-5242 FOR NORTHERN VIRGINIA  
CONTACT: LEONARD SIPES

### BROCHURES:

"GOT A MINUTE? YOU CAN STOP A CRIME" (500 COPIES - ONE TIME ONLY)

SINGLE COPIES OF THE FOLLOWING McGRUFF BOOKLETS AVAILABLE (ONE TIME ONLY):

"HOW TO CRIMEPROOF YOUR HOME"  
"HOW TO BE STREETWISE AND SAFE"  
"HOW TO PROTECT YOURSELF AGAINST SEXUAL ASSAULT"  
"SENIOR CITIZENS AGAINST CRIME"  
"GOT A MINUTE? YOU CAN STOP A CRIME"  
"HOW NOT TO GET CONNED"  
"ARSON - HOW NOT TO GET BURNED"

"HOW TO CRIMEPROOF YOUR BUSINESS"  
"HOW TO PROTECT YOUR NEIGHBORHOOD"  
"GOT A MINUTE?" SPANISH VERSION  
"HOW TO PREVENT RURAL CRIME"  
"HOW YOUR ORGANIZATION CAN TAKE ACTION AGAINST TIME"  
"HOW TO PROTECT CHILDREN"  
"YOUTH AND CRIME PREVENTION - YOUTH CAN MAKE A DIFFERENCE"

### NEWSLETTER:

NIJ REPORTS - BIMONTHLY; AVAILABLE TO ANYONE AT NO COST

SINGLE FREE COPIES OF DOCUMENTS IN THE FOLLOWING SUBJECT AREAS ARE AVAILABLE:

0 CRIME PREVENTION PROGRAMS  
0 NATIONAL EVALUATION PROGRAMS  
0 McGRUFF SURVEYS  
0 CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN  
0 GENERAL CRIME PREVENTION  
0 SCHOOL CRIME  
0 CRIME STATISTICS  
0 EVALUATION

0 VOLUNTEERS  
0 ARSON  
0 MASS TRANSIT  
0 RETAIL CRIME  
0 CRIME AND THE ELDERLY  
0 PUBLIC HOUSING  
0 SECURITY

OTHER SERVICES AVAILABLE ARE:  
(FEES MAY APPLY IN SOME CASES)

0 COMPUTER SEARCH OF 80,000+ DOCUMENT DATA BASE  
0 DOCUMENTS FOR PURCHASE  
0 SOURCES FOR TRAINING FILMS AND VIDEOTAPES

0 MICROFICHE COPIES OF DOCUMENTS  
0 REFERRALS TO OTHER INFORMATION SOURCES  
0 CONFERENCE PLANNING ASSISTANCE

DEPARTMENT OF THE TREASURY

DIRECT DEPOSIT PROGRAM  
TREASURY ANNEX NO. 1, ROOM 226  
MADISON PLACE & PENNSYLVANIA AVENUE, N.W.  
WASHINGTON, D.C. 20226  
(202) 535-6322  
CONTACT: DOROTHY D. FORD

BROCHURE:

"DIRECT DEPOSIT" (UNLIMITED QUANTITIES)

FLYER:

"DIRECT DEPOSIT FIGHTS CRIME" - DESCRIPTION OF FREE MATERIALS (5 COPIES)

POSTERS:

"McGRUFF DIRECT DEPOSIT POSTER" (REASONABLE QUANTITIES)

MEDIA KITS:

NEWSPAPER ARTICLES, ADVERTISEMENTS, PROGRAM OVERVIEW, AND QUESTIONS AND ANSWERS (1 COPY)

RADIO-- 10-, 30-, 60-SECOND PUBLIC SERVICE ANNOUNCEMENTS (1 COPY)

TELEVISION-- 10-, 30-, 60-SECOND PUBLIC SERVICE ANNOUNCEMENTS - 16MM FILM (1 COPY)

AMERICAN ASSOCIATION OF RETIRED PERSONS

CRIME PREVENTION PROGRAM  
1901 K. STREET, N. W.  
WASHINGTON, D.C. 20049  
(202) 728-4363  
CONTACT: GEORGE SUNDERLAND OR LEE PEARSON

BROCHURES: (AVAILABLE IN REASONABLE QUANTITIES)

"HOW TO PROTECT YOUR HOME"  
"HOW TO PROTECT YOUR NEIGHBORHOOD"  
"HOW TO CONDUCT A SECURITY SURVEY"

"HOW TO PROTECT YOUR CAR"  
"HOW TO SPOT A CON ARTIST"

MEDIA MATERIAL:

60-FRAME, COPY-READY CRIME PREVENTION CARTOON SERIES (1 COPY)

MANUALS:

"CRIME PREVENTION GUIDE" (1 COPY)  
"SIMPLIFIED CRIME ANALYSIS" (1 COPY)  
"CRIME PREVENTION TRAINING GUIDELINES" (1 COPY)

\*\* SLIDE/TAPE PROGRAMS:

INCLUDES SLIDES, TAPE, SCRIPT AND BINDER - AVAILABLE FOR \$20 PER SET.

"BEATING THE BURGLAR" (80 SLIDES, 10 MINUTES)  
"NEIGHBORHOOD WATCH" (80 SLIDES, 10 MINUTES)  
"SELF PROTECTION" (100 SLIDES, 15 MINUTES)  
"WIPE OUT VANDALISM" (80 SLIDES, 10 MINUTES)  
"FRAUD AND OTHER CON GAMES" (113 SLIDES, 20 MINUTES)  
"CALL THE NEXT WITNESS" (72 SLIDES, 10 MINUTES)  
"CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN" (68 SLIDES, 10 MINUTES)  
"LADIES AND GENTLEMEN OF THE JURY" (68 SLIDES, 10 MINUTES)  
"CRIME PREVENTION: WHAT AND WHY?" (123 SLIDES, 10 MINUTES)  
"COUNTY CRIME: WHAT YOU CAN DO" (138 SLIDES, 15 MINUTES)  
"COUNTRY CRIME: WHAT COMMUNITIES CAN DO" (136 SLIDES, 18 MINUTES)

AME PARAGON ELECTRIC COMPANY, INC.

606 PARKWAY BOULEVARD  
TWO RIVERS, WI 54241  
(414) 793-1161  
CONTACT: RAY GUMMER

PUBLIC SERVICE SPOT AIDS: PRE-WITTEN RADIO PUBLIC SERVICE SCRIPTS

NEWSPAPER KIT: ARTICLES, ARTWORK AND INSTRUCTIONS FOR 8-PAGE CRIME PREVENTION INSERT (1 COPY)

SLIDE PROGRAM: "HOME SECURITY" - 14 MINUTES, 70 35MM SLIDES (FOR LOAN OR CAN BE PURCHASED FOR \$20)

**BROCHURES:**

"DON'T BE A VICTIM OF BURGLARS" (UNLIMITED QUANTITIES)

**CRIME PREVENTION KIT:**

250 "DON'T BE A VICTIM OF BURGLARS" BROCHURES, ONE COUNTER DISPLAY CARD AND CRIME PREVENTION RADIO SCRIPTS (1 KIT)

KWIKSET

516 E. SANTA ANA STREET  
ANAHEIM, CA 92803-4250  
(714) 535-8111  
CONTACT: WILLIAM TELL THOMAS

**BROCHURE:**

"HOW TO PROTECT YOUR HOME AND FAMILY AGAINST BURGLARY" (5,000 COPIES)

**LOCK DISPLAY:**

DEMONSTRATION KIT CONTAINING VARIOUS DOOR AND WINDOW LOCKS (TO REQUEST, WRITE LETTER USING DEPARTMENT LETTERHEAD STATIONERY)

CITADEL

CRIME PREVENTION DEPARTMENT  
177 TOSCA DRIVE  
STOUGHTON, MA 02072  
(617) 344-1352  
CONTACT: DIANE STRAZZILLA

**BROCHURE:**

"BIKE THEFT - A SIMPLE GUIDE TO PREVENTION" (1,000 COPIES)

SHELL ANSWER BOOKS

POST OFFICE BOX 61609  
HOUSTON, TX 77208  
(713) 241-6905  
CONTACT: EUGENIA D. CAPETILLO

**BROCHURES:**

"THE HOME SECURITY BOOK" (UNLIMITED QUANTITIES)  
"THE CAR CRIME PREVENTION BOOK" (UNLIMITED QUANTITIES)

## STATE FARM INSURANCE COMPANIES

PUBLIC RELATIONS DEPARTMENT  
BLOOMINGTON, IL 61701  
(309) 766-2311

### BROCHURES:

"DON'T LET PIRATES TAKE YOUR BOAT" (1,000 COPIES)  
"THE ADVENTURES OF SURELOCKED HOLMES" (300 COPIES)  
"MIND YOUR BUSINESS" (500 COPIES)  
"INVENTORY" (600 COPIES)  
"SAFE HOME GUIDE" (500 COPIES)

### CRIME PREVENTION KIT:

SAMPLES OF CRIME PREVENTION BROCHURES AND BACKGROUND ARTICLES ON CRIME PREVENTION (5 KITS)

### NEIGHBORHOOD WATCH KIT:

CONTAINS A DISCUSSION GUIDE, 250 BROCHURES, 120 WINDOW STICKERS AND ONE POSTER

### FREE-LOAN FILM:

"WATCH - WHEN ALL THE CITIZENS HELP" (16-MM COLOR FILM LOANED FREE FOR TEN DAYS)

## COMMERCIAL UNION INSURANCE COMPANIES

ONE BEACON STREET  
BOSTON, MA 02108  
(617) 725-6780  
CONTACT: SHARON COWIE

### BROCHURE:

"BRIGHT IDEAS ON HOW TO FOIL A THIEF" (REASONABLE QUANTITIES)

### TEACHING KIT:

PLAY A PART IN CRIME PREVENTION (REASONABLE QUANTITIES)  
CRIME PREVENTION TEACHING KIT No. 2 (REASONABLE QUANTITIES)

### BOOKS:

UNLOCKING AMERICA VOLUME I (REASONABLE QUANTITIES)  
UNLOCKING AMERICA VOLUME II (REASONABLE QUANTITIES)  
NEIGHBORHOOD WATCH PROGRAM MANUAL (REASONABLE QUANTITIES)

## NEIGHBORHOOD CRIME PREVENTION COORDINATING COMMITTEE

ONE ILLINOIS CENTER  
CHICAGO, IL 60601  
(312) 724-9057

BROCHURE: "ORGANIZE YOURSELF AND YOUR COMMUNITY TO FIGHT CRIME" (500 COPIES)

NEWSLETTER: CRIME PREVENTION TIMES (ONE FREE COPY)

## M. J. DIESCHER FILM AND MAILING SERVICES (FOR ALLSTATE INSURANCE)

618 ROSEDALE ROAD  
GLENVIEW, IL 60025  
(312) 724-9057

### ARSON PREVENTION KIT:

FREE LOAN KIT CONTAINS: SOUND/SLIDE PRESENTATION CAROUSEL, AUDIO TAPE, PROGRAM GUIDELINE FOR COMMUNITY ACTION, SPEAKER'S KIT SCRIPT, AND GENERAL PUBLIC FOLDER. KIT MUST BE INSURED FOR \$100 FOR RETURN MAILING.

KBL CORPORATION

95 FREEPORT STREET  
BOSTON, MA 02122  
(617) 265-4800  
CONTACT: MARGIE FOLEY

BROCHURE: "KRYPTONITE, THE TOUGHEST LOCK ON THE STREET" (UNLIMITED QUANTITIES)

BICYCLE LOCK DISPLAY: FREE - ONE KRYPTONITE BICYCLE LOCK, ONE LOCK DISPLAY STAND, 250 BROCHURES AND FOUR POSTER

MODERN TALKING PICTURE SERVICE

5000 NORTH STREET  
ST. PETERSBURG, FL 33709  
(813) 541-5763

FILM LOAN - FILMS AND VIDEO TAPES ON A VARIETY OF SUBJECTS ARE LOANED FOR TEN DAYS. BORROWER MUST PAY COST OF RETURN POSTAGE.

AETNA LIFE AND CASUALTY

151 FARMINGTON AVENUE  
HARTFORD, CT. 06156  
(203) 273-2843  
CONTACT: DOLORES HARPER

DOOR HANGER:

"WHILE YOU'RE TAKING IT EASY, DID YOU MAKE A BURGLAR'S JOB TOUGH" (200 COPIES)

BROCHURES:

"FIFTY WAYS TO FOIL A CAR THIEF" (200 COPIES)  
"PLAIN FACTS ABOUT STOLEN CARS" (50 COPIES)  
"FIGHTING BACK - ARSON" (50 COPIES)

BOOKLETS:

"A HOME SECURITY AUDIT" (1 COPY)  
"JUVENILE FIRESETTER" (1 COPY)  
"PREVENTING ARSON EPIDEMICS" (10 COPIES)  
"DETECTIVE ARSON" (1 COPY)  
"ORGANIZATION, STAFFING AND ADMINISTRATION OF AN ARSON INVESTIGATION UNIT" (1 COPY)

ALLSTATE INSURANCE COMPANY

ALLSTATE PLAZA  
ADVOCACY, F-5  
NORTHBROOK, IL 60062  
(312) 291-6801  
CONTACT: ALLEN GOLDHAMER

BROCHURES:

"BURGLARY - A CRIME THAT HITS HOME" (REASONABLE QUANTITIES)  
"YOUR HOUSEHOLD INVENTORY RECORD" (REASONABLE QUANTITIES)  
"WHY YOU SHOULD SEE RED OVER ARSON" (REASONABLE QUANTITIES)  
"DRINKING, DRIVING, DRUGS" (REASONABLE QUANTITIES)

VIDEOTAPES:

"BURGLARY - A CRIME THAT HITS HOME" (LOANED FOR UP TO ONE MONTH; MUST REQUEST ON AGENCY LETTERHEAD)

INSTITUTE OF MAKERS OF EXPLOSIVES

1575 EYE STREET, N.W.  
SUITE 550  
WASHINGTON, D.C. 20005  
(202) 789-0310  
CONTACT: FREDERICK P. SMITH, JR.

POSTERS:

- "BLASTING CAPS - DON'T TOUCH" (REASONABLE QUANTITIES)
- "BLASTING CAPS - LOCK 'EM UP" (REASONABLE QUANTITIES)

BOOKMARKS:

- "BLASTING CAPS - DON'T TOUCH" (REASONABLE QUANTITIES)

\*\* DISPLAY:

BLASTING CAP DUMMY DISPLAY BOARD (PRICE \$2.50)

AMERICAN BANKERS ASSOCIATION

1120 CONNECTICUT AVENUE, N.W.  
WASHINGTON, D.C. 20005  
(202) 467-4047  
CONTACT: ROBIN CRAIGHILL

BROCHURES:

- "DON'T BE SWINDLED" (1,000 COPIES)
- "ROBBERY WITHOUT A GUN" (1,000 COPIES)
- "FIRE SAFETY IN THE HOME" (1,000 COPIES)
- "REMODELING FRAUD" (1,000 COPIES)
- "PERSONAL SECURITY" (1,000 COPIES)
- "HOME SECURITY" (1,000 COPIES)

WESLOCK

13344 SOUTH MAIN STREET  
LOS ANGELES, CA 90061  
(213) 327-2770  
CONTACT: MARK BOTEFUR

BROCHURE:

- "HOW TO PROTECT YOUR HOME" (REASONABLE QUANTITIES)

MASTER LOCK COMPANY

260 NORTH 32ND STREET  
POST OFFICE BOX 10367  
MILWAUKEE, WI 53210  
(414) 444-2800  
CONTACT: DONNA SZPEK OR TONYA JONES

\*\* DISPLAYS:

- No. 333 LOCK DISPLAY--11-PIECE LOCK DISPLAY WITH DESCRIPTIVE CAPTION CARDS (COST - \$21)
- No. 50 BICYCLE LOCK DISPLAY (COST - \$5.50)
- No. 364 BURGLAR ALARM DISPLAY - 30" x 24" PANEL DISPLAY WITH CONTROL, DOOR/WINDOW SENSOR, SIREN AND PANIC BUTTON (COST - \$30)
- Nos. 2606, 2608 AND 342 - MOTION DETECTOR ALARM DISPLAY--DISPLAY PANEL, ULTRASONIC ALARM AND ONE PLUG-IN SATELLITE ALARM (COST - \$100)

**SCHLAGE LOCK COMPANY**

CRIME PREVENTION PROGRAM  
2401 BAYSHORE BOULEVARD  
SAN FRANCISCO, CA 94130

**BROCHURES.**

"CRIME IS ON THE RISE; DON'T INVITE TROUBLE" (REASONABLE QUANTITIES)  
"HOW TO BUY A LOCK" (REASONABLE QUANTITIES)

**\*\* DISPLAYS: (LOCKS MOUNTED IN MINATURE "DOOR" DISPLAYS)**

A53PD - KEY IN KNOB LOCK (COST \$17.50)  
B460 - SINGLE CYLINDER LOCK (COST \$14.00)  
B462 - DOUBLE CYLINDER LOCK (COST \$17.00)  
B560 - SINGLE CYLINDER LOCK (COST \$17.00)  
B562 - DOUBLE CYLINDER LOCK (COST \$20.00)  
H110 - KNOB/SINGLE CYLINDER COMBINATION (COST \$21.00)  
H153 - KNOB/DOUBLE CYLINDER COMBINATION (COST \$29.00)

**U. S. DEPARTMENT OF JUSTICE**

OFFICE OF JUSTICE PROGRAMS  
PUBLIC INFORMATION OFFICE  
633 INDIANA AVENUE, N. W.  
WASHINGTON, D.C. 20531  
(202) 724-7782

COLORING BOOK: "PLAY IT SAFE" (100 COPIES)

**THE SIGN CENTER, INC.**

3436 RAY STREET  
P. O. BOX 4097  
SAN DIEGO, CA 92104  
(619) 298-1102

DISPLAY: PLEXIGLASS MOUNTED DISPLAY WITH SEVERAL SIZES AND TYPES  
OF NEIGHBORHOOD WATCH SIGNS AND DECALS.

PIH/PB

## TABLE OF CONTENTS

	Page
I. INTRODUCTION	1
II. MARKETING CRIME PREVENTION SERVICES FOR YOUTH	2
Identifying Youth Related Crime Problems	2
Youth Victimization Surveys	4
Determining the Extent of The Public's Awareness	6
Profiling Marketing Opportunities	6
III. IMPLEMENTATION STRATEGIES	7
Public Service Announcements	9
News Releases	11
Feature Articles/Programs	12
Oral Presentations to Groups and Organizations	12
Schools	13
IV. PROGRAM OPPORTUNITIES	14
Schools	14
Students as Program Volunteers	18
Community	19
V. PROGRAM RESOURCES	24
Virginia Crime Prevention Association	24
Department of Criminal Justice Services	24
National Crime Prevention Council	24
Virginia Institute For Law and Citizenship Studies	25
Virginia Coalition For School Based Delinquency Prevention	25



	Page
TIPS	25
Virginia Cooperative Extension Services	25
Virginia Department of State Police	25

APPENDIX: Crime Prevention Resources  
Free or Low Cost Crime Prevention Resources