

## DOCUMENT RESUME

ED 460 304

CG 028 950

AUTHOR Kirby, Judy; Asato, Cathy  
TITLE The Power of Prevention: Invest in It. Crime Prevention Month Action Kit, October 1998.  
INSTITUTION National Crime Prevention Council, Washington, DC.  
SPONS AGENCY Department of Justice, Washington, DC. Bureau of Justice Assistance.  
PUB DATE 1998-07-00  
NOTE 114p.; Also sponsored by ADT Security Services, Inc. (a Tyco International Ltd. company), a corporate partner of the National Crime Prevention Council.  
CONTRACT 97-DD-BX-K003  
AVAILABLE FROM National Crime Prevention Council, Fulfillment Center, 1700 K St., NW, 2nd Floor, Washington, DC 20006-3817. Tel: 800-627-2911 (Toll Free); Web site: <http://www.weprevent.org>.  
PUB TYPE Guides - Non-Classroom (055)  
EDRS PRICE MF01/PC05 Plus Postage.  
DESCRIPTORS \*Community Programs; \*Crime Prevention; Elementary Secondary Education; Prevention; Schools; Violence; Youth Programs  
IDENTIFIERS McGruff; Neighborhood Watches

## ABSTRACT

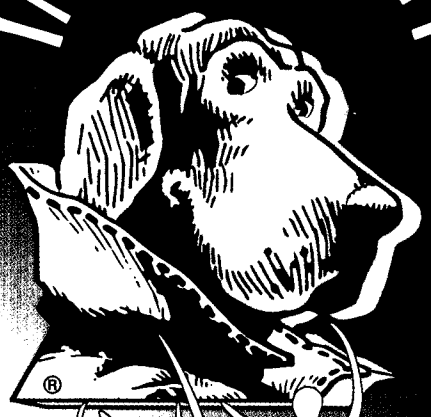
This kit from the Crime Prevention Coalition of America provides information about crime prevention, the history of crime prevention month, and materials for use in creating and hosting crime prevention programs and events. Contents include (1) "The Results of Investing in Crime Prevention"; (2) "Sample Press Release"; (3) "A Proclamation for Crime Prevention Month 1998"; (4) "The Beginning of Something Bigger," which discusses planning larger initiatives that start with crime prevention month events; (5) "Making a Presentation"; (6) "Publicizing Your Crime Prevention Month Event"; (7) "Celebrate Crime Prevention Month," a planning timeline in a checklist format; (8) "Asking for Stuff," which provides information about getting donations; (9) Web Resources"; (10) "Calendar of Special Observances" for October 1998 through August 1999; (11) "Selected Resources from NCPC" (National Crime Prevention Council); (12) "Products from A to Z," which lists phone numbers for "McGruff" and other licensed products for crime prevention; (13) "Crime Prevention Coalition of America." Short articles include tips and ideas, resources, and projects that groups can conduct to call attention to crime prevention. The kit also contains a selection of camera-ready materials, both in color, and in black and white, with suggestions for their use to help promote prevention awareness of crime, drugs, and violence. (EMK)

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.

INVEST IN IT CG



# THE

# POWER

# OF PREVENTION

**BJA** Bureau of Justice Assistance  
Office of Justice Programs • U.S. Department of Justice

This publication was made possible through Cooperative Funding Agreement No. 97-DD-BX-K003 from the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice. Opinions are those of the National Crime Prevention Council or cited sources and do not necessarily reflect U.S. Department of Justice policy or positions. The Bureau of Justice Assistance is a component of the Office of Justice Programs, which also includes the Bureau of Justice Statistics, the National Institute of Justice, the Office of Juvenile Justice and Delinquency Prevention, and the Office for Victims of Crime.

TAKE A BITE OUT OF  
**CRIME**

The National Crime Prevention Council is a private, nonprofit tax-exempt [501(c)(3)] organization whose principal mission is to enable people to prevent crime and build safer, more caring communities. NCPC publishes books, kits of camera-ready program materials, posters, and informational and policy reports on a variety of crime prevention and community-building subjects. NCPC offers training, technical assistance, a national focus for crime prevention and acts as secretariat for the Crime Prevention Coalition of America, 117 national, federal, and state organizations committed to preventing crime. It also operates demonstration programs and takes a major leadership role in comprehensive community crime prevention strategies and youth crime prevention. NCPC manages the McGruff "Take A Bite Out Of Crime®" public service advertising campaign, which is substantially funded by the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice as part of the National Citizens' Crime Prevention Campaign. Proceeds from the sale of materials, which are funded by public and private sources, are used to support the continued work of the National Citizens' Crime Prevention Campaign.

A TYCO INTERNATIONAL LTD COMPANY

Distribution was made possible in part by a generous grant from ADT Security Services, Inc. (a Tyco International Ltd. Company), a corporate partner of the National Crime Prevention Council.

**Acknowledgments:**

Principal Writers: Judy Kirby, Cathy Asato  
Cover design: Erick F. Scott  
Text design: Harlowe Typography, Inc.  
Printer: Presstar Printing

A special thanks to John A. Calhoun, NCPC's executive director, and Robert H. Brown, Jr., chief, and Sasha Cohen, program assistant, Crime Prevention Branch, Bureau of Justice Assistance, for their expertise and continued support.

**Other key NCPC staff:**

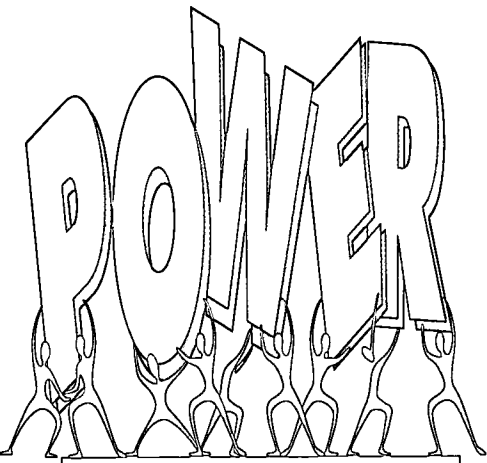
Crime Prevention Coalition advisory group: Jeri Boisvert, Minnesota Office of Drug Policy and Violence Prevention; Cindy Brown, Oklahoma Department of Public Safety; Karen Evans, Oregon Board on Public Safety Standards and Training; Lisa Gran Hartshorn, Iowa Crime Prevention Association; Scott Minier, Indiana Crime Prevention Coalition; Antony Queen, North Carolina Department of Crime Control and Public Safety; Patricia Sill, Maryland Community Crime Prevention Institute; Michael Stack, American Society for Industrial Security; and Beverly Watts Davis, San Antonio Fighting Back.

Copyright © 1998 National Crime Prevention Council

All rights reserved, except that this booklet and the accompanying single-sheet materials may be reproduced in whole or in part with proper attribution so long as the reproductions are for nonprofit use and not for sale or resale.

Printed in the United States of America  
July 1998

National Crime Prevention Council  
1700 K Street, NW, Second Floor  
Washington, DC 20006-3817  
202-466-6272  
[www.weprevent.org](http://www.weprevent.org)



# The History of Crime Prevention Month

Communities across the country celebrate Crime Prevention Month in many ways—from holding bicycle rodeos for children to block parties; from exhibiting crime prevention materials at local malls to having Halloween parties featuring McGruff; from starting mentoring programs in local schools to beginning after-school programs for youth. They've made prevention a community priority. You can, too. Crime prevention has the power to change the way we live.

In 1984, the Crime Prevention Coalition of America designated October as Crime Prevention Month. Surveys and analyses of other commemorative months showed that October was the best time to celebrate Crime Prevention Month. Among the reasons were:

- It is a good time for law enforcement officers to offer special programs for schools, at the beginning of the academic year but after students and teachers have gotten into a routine.
- Halloween is a special time for personal safety messages.
- Fire Prevention Week is held in October, a good safety tie-in.
- A month, rather than a week, gives people time to plan and carry out a range of activities and to partner with other local and national events.

For more than a decade, NCPC has produced this free kit each year to help law enforcement and community groups celebrate Crime Prevention Month. In 1997, more than 50,000 of these kits were distributed. Feedback surveys consistently show that police, sheriffs, schools, businesses, Neighborhood Watch groups, and others disseminate an average of 500 million copies of the kit's camera-ready materials each year.

## CONTENTS

The Results of Investing in Crime Prevention . . . . .	2
Sample Press Release . . . . .	3
A Proclamation for Crime Prevention Month 1998 . . . .	4
The Beginning of Something Bigger . . . . .	5
Making a Presentation . . . . .	6
Publicizing Your Crime Prevention Month Event . . . .	7
Planning a Crime Prevention Event? . . . . .	8
Celebrate Crime Prevention Month . . . . .	10
Asking for Stuff . . . . .	15
Web Resources . . . . .	17
Calender of Special Observances . . . . .	18
Selected Resources From NCPC . . . . .	20
Products from A to Z . . . . .	22
Crime Prevention Coalition of America . . . . .	24



# The Results of Investing in Crime Prevention

Crime is still a top concern of Americans.

- In 1996, U.S. residents age 12 or older experienced approximately 36.8 million crimes, according to the National Crime Victimization Survey. Three out of four were property crimes; 25 percent were crimes of violence.

And there are still more areas that Americans can work in to prevent crime.

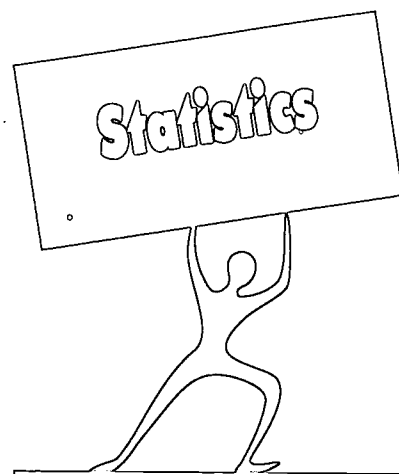
- Sixty percent of 6th to 12th grade youth spend two hours or more per school day at home without an adult. (Source: Search Institute, 1995)
- According to a 1995 Search Institute study, 65 percent of 7- to 14-year-olds reported that they would like to connect with an adult whom they can trust and who respects them.
- Twenty-seven percent of U.S. high school seniors surveyed reported they had never engaged in community affairs or volunteer work. (Source: America's Promise—Alliance for Youth, 1995)
- In a 1995 study by the Independent Sector, respondents in the household income group between \$20,000 and \$40,000 reported a decline in volunteering.

However, there are many hopeful signs.

- The nation's law enforcement agencies reported a four percent decrease in serious crime during the first six months of 1997. Violent crime decreased five percent and property crime fell four percent during the first half of 1997. (Source: *Uniform Crime Reports*, FBI)
- The juvenile arrest rate for violent crime in 1996 dropped nine percent from 1995 and 12 percent from 1994. (Source: Office of Juvenile Justice and Delinquency Prevention, 1997)
- In 1996 the Independent Sector reported that almost 60 percent of youth volunteered—a greater proportion than adults.

Law enforcement, community groups, businesses, members of the faith community, and residents—young and old—have banded together to fight crime in their communities.

- Columbia, SC—Collaboration between the city's community development agency and area church congregations helped eliminate over a dozen crack houses from one neighborhood and replaced them with affordable housing and a neighborhood grocery store.
- Monrovia, CA—Police, community organizations, and schools joined forces to establish an Anti-Truancy Program to combat school truancy and crime associated with youth not attending school. Over the past two years, daytime crime tumbled 49 percent and the school dropout rate plunged 54 percent.
- Wichita, KS—A problem-solving initiative by police, residents, business owners, and city inspectors resulted in tougher local ordinances to control prostitution and drug dealing in the South Central neighborhood. Participants in the award-winning project helped bring about a significant drop in crime. In addition, the group advocated successfully for additional youth recreation programs for the community.
- Baltimore, MD—In a high-crime neighborhood, the police opened an after-school center for area children. After the first year of operation, crime in that neighborhood had dropped 42 percent.



## R E S O U R C E S

### **Bureau of Justice Statistics (BJS) Clearinghouse**

Box 179, Annapolis Junction  
MD 20701-0179  
800-732-3277  
[www.ojp.usdoj.gov/bis](http://www.ojp.usdoj.gov/bis)

### **Center for Disease Control and Prevention**

4770 Buford Highway  
Atlanta, GA 30341-3724  
404-639-3311  
[www.cdc.gov](http://www.cdc.gov)

### **Federal Bureau of Investigation Criminal Justice Information Ser- vices Division**

(For URC data)  
U.S. Department of Justice  
Washington, DC 20535  
202-324-2614  
[www.fbi.gov/publish.htm](http://www.fbi.gov/publish.htm)

### **National Clearinghouse for Alco- hol and Drug Information (NCADI)**

PO Box 2345  
Rockville, MD 20852  
800-729-6686  
[www.health.org](http://www.health.org)

### **National Committee to Prevent Child Abuse**

332 S. Michigan Avenue  
Suite 1600  
Chicago, IL 60604  
312-663-3520  
[www.childabuse.org](http://www.childabuse.org)

### **Office of Juvenile Justice and Delinquency Prevention Juvenile Justice Clearinghouse**

Box 6000  
Rockville, MD 20857-6000  
800-638-8736  
[www.ncjrs.org/ojjhome.htm](http://www.ncjrs.org/ojjhome.htm)

# Sample Press Release

FOR IMMEDIATE RELEASE

Date \_\_\_\_\_

FOR FURTHER INFORMATION

Name, Phone Number \_\_\_\_\_

CELEBRATE THE POWER OF PREVENTION  
THIS OCTOBER



Invest in Prevention For Successes All Year Long

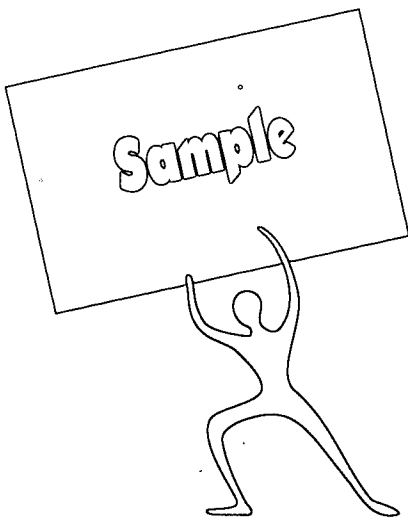
Governor/Mayor/Council President \_\_\_\_\_, today proclaimed October as Crime Prevention Month 1998 and challenged both citizens and government to invest in the power of prevention to drive crime from our neighborhoods and build a safer future. He/she also paid tribute to the individuals who have taken personal responsibility for their neighborhoods and to community organizations that work for the common good.

*The Power of Prevention: Invest In It*, the national theme for Crime Prevention Month 1998, reflects the fact that time, money, and other resources spent on prevention can generate tremendous benefits in reducing crime and making communities stronger, safer, and better places to live, work, and play. This marks the sixth consecutive year that crime has fallen in the United States. Our experience in (town or state), like that of other communities across the country, has proved that grassroots, collaborative action works to keep crime down. (Give examples)

The worst reaction we can have to crime, violence, or drugs is to recoil in fear and retreat into isolation. During Crime Prevention Month, government agencies, civic groups, schools, businesses, and youth organizations in (town or state) will showcase their accomplishments, reach out to educate and empower the public through educational campaigns, and explore new partnerships that build stronger communities where crime cannot survive.

The Crime Prevention Coalition of America (117 national, federal, and state organizations) designated October as Crime Prevention Month in 1984. The month-long celebration recognizes successful crime prevention and community building efforts on the local, state, and national levels to generate interest and enthusiasm for prevention efforts to continue to grow even stronger and become more widespread.





# A Proclamation for Crime Prevention Month 1998

**Whereas**, the vitality of our *(city/state)* depends on how safe we keep our homes, neighborhoods, schools, workplaces, and communities because crime and fear of crime diminish the quality of life for all;

**Whereas**, crime and fear of crime destroy our trust in others and in institutions, threatening the community's health and prosperity;

**Whereas**, people of all ages must be made aware of what they can do to prevent themselves, their families, neighbors, and co-workers from being harmed by violence, drugs, and other crime;

**Whereas**, the personal injury, financial loss, and community deterioration resulting from crime are intolerable and require investment from the whole community;

**Whereas**, crime prevention initiatives must include and go beyond self-protection and security to promote collaborative efforts to make neighborhoods safer for all ages and to develop positive educational and recreational opportunities for young people;

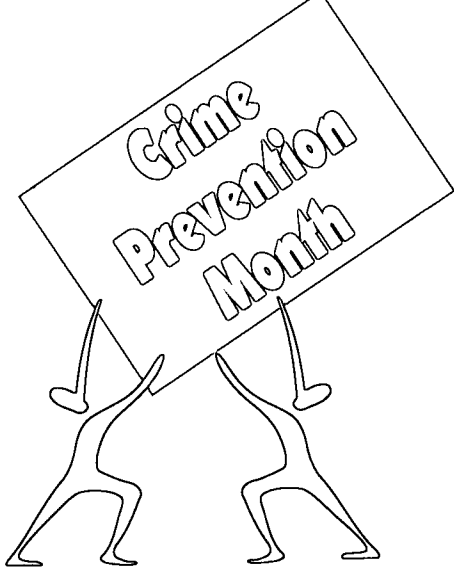
**Whereas**, adults must invest time, resources, and policy support in effective prevention and intervention strategies for youth, and teens must be engaged in driving crime from their communities;

**Whereas**, effective crime prevention programs excel because of partnerships among law enforcement, other government agencies, civic groups, schools, faith communities, businesses, and individuals as they help to nurture communal responsibility and instill pride;

**Now, Therefore**, I *(name of leader)*, *(title)*, do hereby proclaim October 1998 as Crime Prevention Month in *(name of area)* and urge all citizens, government agencies, public and private institutions, and businesses to invest in the power of prevention and work together for the common good.

**A**n official proclamation places the power of state and local government behind crime prevention. As both symbol and substance, the proclamation ceremony presents an excellent opportunity for a media event.

- Ask a top official (e.g., governor, mayor, city manager, council president) who has championed prevention as an important investment for current and future crime control to issue the proclamation.
- Schedule a press conference or photo opportunity for the last week in September to proclaim October as Crime Prevention Month. Arrange for an appearance by McGruff the Crime Dog.
- Contact the news media and emphasize how helpful your information is to families and neighborhoods as well as their responsibility to report good news about crime prevention as well as the bad news about violence. Share information about effective crime prevention practices. Work with the media on ways to honor people and programs that have made outstanding contributions to community safety.
- Use this sample proclamation as a model, but adapt it to reflect your state's or community's concerns.



# The Beginning of Something Bigger

- ✓ Find out what local organizations are doing to prevent crime. Groups that are already working against crime will welcome and help you.
- ✓ Recruit groups that care about the community to help. Is there an existing group that *ought to be* involved in preventing crime? A tenants' group, a fraternity or sorority, a community service club, a church, a business association, or other groups can be a base for action.
- ✓ If you can't find a ready-made group, start your own! You don't have to be the leader, but you could organize the first meeting.
- ✓ Set a date, time, and place for your first meeting. Draw up an agenda. Talk to neighbors about attending. Distribute fliers letting neighbors know the date, time, and location of the first meeting. Invite local agencies and organizations. Share the work of planning and running the meeting. And keep the discussion focused on action.
- ✓ Start with a simple, clear short-term goal and build. Don't plan to tackle every issue at once. Identify one or two issues that need immediate action and start there.
  - Borrow ideas from other neighborhoods or join with a neighborhood next to you. Get their help and advice.
  - Think creatively. Sometimes the most effective solution is the simplest. If you're trying to get rid of graffiti, why not just paint over it?
  - Sometimes the solution comes from the problem. If everyone is concerned about teens "hanging out," ask teens what they'd rather be doing.
- ✓ Use a variety of tactics to persuade people to join. Not everyone will join up—some people don't think they have anything to offer; some think they can't make a difference; some think it will take too much of their time.
  - Ask for the help people can give. Make the most of local talent.
  - Fight fear with facts, success, and numbers. Offer non-threatening ways to help.
  - Choose activities your group is comfortable with.
- ✓ Enlist the help of many partners.
  - Invite police to help solve problems.
  - Approach such other government agencies as recreation, transportation, health, and sanitation to help.
  - Partner with people in the local government who issue permits and enforce codes. Many of these regulations, when enforced, can stop crime.
  - Work with other groups that share your concern.
- ✓ Use your imagination when looking for resources. Remember, resources can be goods and services as well as money. Consider libraries, state and national organizations, and colleges and universities as possible sources of resources.
- ✓ Take time to enjoy your successes as a group. And say thanks to volunteers and others who've helped.

Some other resources available from NCPC: *Getting Together To Fight Crime\**; *Preventing Violence: Program Ideas and Examples*; *Helping Communities Mobilize Against Crime, Drugs, and Other Problems*; and *Barter, Bargain, and Borrow*. Call 800-NCPC-911 to order. \*(No charge)

**C** rime Prevention Month is an opportunity to get your community together to focus on crime prevention. It is also the perfect chance to begin planning larger crime prevention initiatives

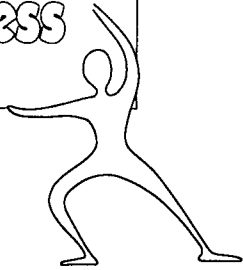
to carry out year round in your neighborhood or throughout the community. Here are some tips:





# Making a Presentation

## Tips for Success

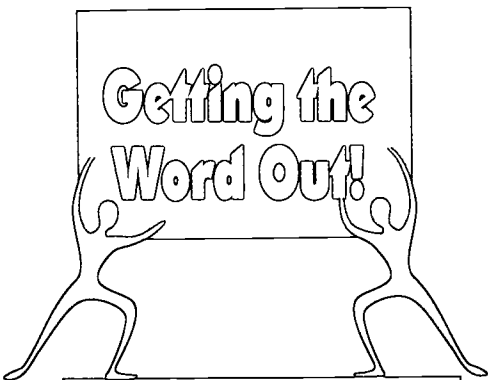


**W**hether you'll be presenting to your civic group about what it can do for Crime Prevention Month or giving a speech at a crime prevention rally, here are some tips to take some of the anxiety out of public speaking.



- Know your audience.
- Know your material and be clear about the message you want to leave with your audience.
- Rehearse your presentation. Present your information in a focused, concise way—adult attention wanders after about 12 minutes; children's attention spans are even shorter.
- Make sure the first five minutes of your presentation are interesting. Tell a story, ask questions to pique interest, or present dramatic local statistics. Hook the audience by explaining why this information is relevant to them.
- Use effective examples to strengthen your point and to drive home your meaning. Your example should be short and clear; it should not offend or confuse the audience.
- Reinforce your point. Make the same point several different ways; end the presentation with a review; and ask the audience to recall important points.
- Develop your own style. You can learn from watching others, but develop a style that makes you feel comfortable.
- Preview movies, video tapes, and other visual aids before you use them in your presentation. Cue them up before your presentation. Test the audio visual equipment before your audience arrives.
- Be familiar with the facilities and equipment you'll be using.
- Don't talk too fast. Vary the level and tone of your voice to help keep the audience's attention.
- Listen to and accept ideas from your audience.
- Praise people as they learn.
- Use examples and situations that your audience can identify with.
- Determine the needs of the group and focus on them in your presentation.
- Be creative in your presentation.
- Make your presentation fun.
- Ask for feedback and questions from the audience.
- Follow up with attendees by phone or mail.

# Publicizing Your Crime Prevention Month Event



## NEWS RELEASE

The news release presents your organization and its activities to the media editors and gives them a contact person for additional information. It should be clear, concise, and attention-getting. Remember the five Ws—who, what, when, where, and why. They should be immediately clear to any reader.

- Send releases to newspapers, television, and radio stations at least one week before each event in Crime Prevention Month. Follow up with a phone call a day or two before the event.
- Keep the release to one page, if possible, and never more than three pages.
- Write your release on a word processor. Use spell-check.
- Have someone who has never seen the release (or who is trained in proofreading) proofread it before releasing the news to the world.
- Use the standard format demonstrated in the Sample News Release in this booklet.
- Make high-quality photocopies. If you know people with desktop publishing skills, enlist their help.
- After the story appears, thank the newspaper with a letter to the editor.

## WORKING WITH THE MEDIA

1. Visit your local newspaper, radio station, and television station before sending out news releases or asking for coverage of Crime Prevention Month events—as much as three or four months early.

Make an appointment. Talk to the television and radio stations' producers in charge of public or community affairs and their news director. See the newspaper's city editor or features editor. In smaller communities, meet with managing editors or publishers.

Be brief. Leave one-page fact sheets about key programs, along with your business card.

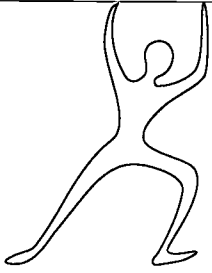
Ask about deadlines, the slowest news days, what stories might be of interest to various departments, and who to call in each department.

Find out procedures for alerting the media to after-hours and weekend stories.

2. As early as possible, give the media a schedule of the events you plan for October. As new activities are added, send a revised schedule. This "Crime Prevention Month Alert!" should briefly describe the event, when and where it will take place, who will take part, and the audience.
3. Provide story ideas—good human interest stories a reporter could follow up on. For example:
  - Teens who write and perform drug abuse prevention raps or plays for younger children.
  - Effective conflict management programs in schools that had once been plagued by violence
  - How a Neighborhood Watch group or citizen patrol drove drug dealers from its streets and made them safe again for children.
4. Suggest a special program: a radio or cable television talk show to debut in October that focuses on crime, drugs, and violence in the community and how they affect children; a video spotlighting the community's local heroes—people who have helped make children's and teens' lives safer and better or a weekly crime and drug prevention column in the newspaper

Other resources available from NCPC: *Ink & Airtime* and *Partner With the Media To Build Safer Communities*. Call 800-NCPC-911 to order.

## Use This Checklist



**G**ood planning is essential to an event's success. This comprehensive checklist can be adapted to any type of event—a crime prevention fair, a Neighborhood Watch meeting, or a bicycle rodeo. How far in advance you need to start working depends on the project's complexity. Even though committees will do most of the work, there should be a chairperson who oversees the entire process. Don't forget that local businesses can possibly donate or lend a majority of the items you will need. *Good luck!*



# Planning a Crime Prevention Event?

## 20 TO 16 WEEKS AHEAD

- Decide who is going to oversee (chair) the event.
- Recruit core volunteer working group.
- Invite law enforcement, fire, and rescue personnel to help with safety and security.
- Bring everyone together and decide the following:
  - What do you want to happen at your event?
  - When do you want to have your event? Are there any other events that will conflict? Do you have a rain date?
  - What are key event components, and what resources are needed for each?
  - Where are you going to hold your event? Consider seating, parking, accessibility for people with disabilities, and access to public transportation.
  - How long is your event going to last? Given needed resources, how much money do you need? How can you get things donated?
  - Whom do you want to attend? How many people can you accommodate?
  - Are you going to need any permits?
  - Who is going to be on what committee? Committees usually include such groups as Awards and Prizes, Entertainment and Publicity, Exhibits and Information, Food and Decorations, and Invitations and Hospitality. Establish membership and appoint chairs with the time, energy, and commitment to do the work.

## 16 TO 12 WEEKS AHEAD

- The Exhibits and Information Committee should send out letters of invitation to groups they would like to have as exhibitors. Include the purpose, date, time, place, how it's going to benefit the exhibitors, and sign-up requirements. Indicate whether electricity and tables will be provided.

## 12 TO 8 WEEKS AHEAD

### Committee Checklists

#### Chair and/or Honorary Co-Chair

- Recruit an honorary chair to help publicize and draw people to your event. Local celebrities or TV and radio station personalities are good choices.
- Meet with committee heads regularly, offer help when needed, and monitor progress with tasks.
- Identify potential partners and local celebrities with help from the honorary chair.

#### Invitations and Hospitality

- Decide whether you are going to use fliers, signs, or other notices; work with the Publicity Committee. Post fliers 4 to 6 weeks before the event.
- Invite local celebrities.
- Estimate how many people will be attending and tell the Food Committee.
- Ensure you have adequate parking, handicapped access, restrooms, and a secure place for coats (don't forget hangers).
- Have on hand a first aid kit, fire extinguisher, a cellular phone (or access to a phone), and emergency phone numbers.
- Make name tags and site maps for all workers and exhibitors.

- ❑ Let the Decorations Committee know how many tables are needed for registration.
- ❑ Recruit volunteer greeters and runners for last-minute needs. Designate greeters to accompany celebrity guests.

#### **Awards and Prizes**

- ❑ Decide criteria for awards and recruit judges. Arrange for the Honorary Co-Chair or other community leader to present the awards.
- ❑ Ask businesses to donate awards and door prizes or select and order McGruff Licensed Products (see page 22 or contact the National Crime Prevention Council).

#### **Entertainment and Publicity**

- ❑ Draw up detailed draft plans for activities and entertainment. Arrange for stage, sound, and audio visual equipment as required.
- ❑ Reproduce educational "take one" brochures and bookmarks.
- ❑ Develop a media contacts list. Call radio and television stations and newspapers to introduce yourself and the event.
- ❑ Prepare a press release to send out one week before the event. Put together an information kit for the media that includes a press release, fliers, bookmarks and brochures, list of sponsors, and participating celebrities.
- ❑ Recruit a volunteer photographer to take pictures at the event.
- ❑ Be available on the day of the event to meet and greet press representatives and answer questions.

#### **Exhibits and Information Checklist**

- ❑ Follow up on invitations to exhibitors and verify who

will come. Send confirmation letters.

- ❑ Estimate the total number of exhibitors and determine space/table requirements. Be sure to include a display for "take one" brochures and product give-aways! Let the Decorations Committee know how many tables and chairs you will need and work with them on a layout.
- ❑ Recruit volunteers to help exhibitors set up, load, and unload materials.

#### **Food and Decorations**

- ❑ Decide what decorations you will have and where they go.
- ❑ Map where exhibits, food, entertainment, registration, etc. will be set up. Pay attention to the location of electrical outlets.
- ❑ Make promotional signs, directional signs, and posters.
- ❑ Decide if you are going to serve refreshments. If you don't want to provide refreshments, you could invite local restaurants to sell food. Make sure you at least provide water.
- ❑ Arrange for all required tables, chairs, napkins, cups, plates, and utensils for food, hospitality, exhibitors, and awards.
- ❑ Recruit volunteers for pre-event set-up and post-event clean up.

#### **1 WEEK AHEAD**

- ❑ Send press release out to radio, television, and print media. Call key press contacts to confirm coverage.
- ❑ Purchase non-perishable food and utensils, etc.
- ❑ Confirm all deliveries and pick ups.

#### **1 DAY AHEAD**

- ❑ Pick up orders and arrange deliveries as appropriate.

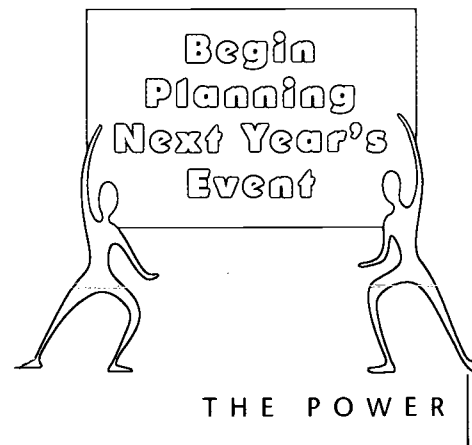
- ❑ Test audio visual and sound equipment.
- ❑ Set up tables and decorate if possible.
- ❑ Make sure that workers and attendees will be safe—check for hazards.
- ❑ Purchase all perishable food items and/or ensure that all food is prepared.
- ❑ Do a final review to make sure all checklist items are completed.

#### **THE BIG DAY!**

- ❑ Install or complete decorations.
- ❑ Set up tables, stage, and audio-visual equipment.
- ❑ Ensure that first aid kit, fire extinguishers, phone, and emergency phone numbers are readily accessible, but out of the way.
- ❑ Ensure that volunteer greeters, helpers, and runners are on site, briefed, and ready to go.
- ❑ Assemble all materials for activities.
- ❑ Relax and have a great event!
- ❑ Don't forget to thank all donors, workers, partners, and celebrities at the event.

#### **AFTER THE EVENT**

- ❑ Clean up afterward and return all borrowed equipment in good condition.
- ❑ Send thank-you notes to all who worked so hard to make it a success.
- ❑ Make notes for next year's event. Jot down suggestions of things to do differently and things that went well.





### McGruff Can Liven Up Any Crime Prevention Month Event

Follow these simple steps to arrange for a visit by McGruff. Remember—McGruff can only appear at crime prevention-related events.

- Call the crime prevention officer at your local law enforcement agency. Ask if the agency has a costume or knows of another nearby agency that does. Explain the purpose, date, time, and location of your event.

- Does the agency have a McGruff costume?

**Yes**—Give the crime prevention officer plenty of advance notice—McGruff appearances revolve around the officer's schedule and a conflict may prevent McGruff from appearing at your event.

**No**—Contact Robotronics, 801-489-4466 or 800-762-6876 or Signs and Shapes, 402-331-3181 with the zip code of the location of your crime prevention event. They can tell you the nearest law enforcement agency with the costume.

- If you can't locate a McGruff costume, ask a business to buy a costume and donate it to your local law enforcement agency. It's a great way for businesses to show their support for crime prevention. Call Robotronics or Signs and Shapes for prices.

# Celebrate Crime Prevention Month

**Making Homes Safer From Crime**  
Surveying neighborhood homes to spot security problems or weaknesses represents a good way to get community residents thinking about crime prevention. Crime Prevention Month presents an opportune time to ask your neighbors whether their homes are secure or likely burglary targets.

Some communities got help from local law enforcement with their home security programs. In Lima, Ohio, St. Rita's Hospital sponsors a Neighborhood Nursing Program in the Riverside North community. Together with officers from the community policing substation they have visited more than 900 homes since 1996, assessing security needs of the homes and health care needs of the residents. A Cub Scout Pack in southeastern Missouri, with support from the State Highway Patrol, developed home safety checklists to assess neighborhood homes for smoke alarms, sufficient locks and lighting, and clear walkways.

Many police departments provide residential security surveys to the public for free. Insurance companies may be another good resource to provide tips on what to look for in a survey and on making recommendations for improving home security. Ask insurers whether they offer incentives for policy holders who have their home security needs assessed. Neighborhood Watch groups, school groups, other community organizations, and local businesses can partner with law enforcement to conduct home surveys and motivate residents to have their homes inspected. If you don't have the resources to go into homes, distribute the Home Security Survey or Safety Checklist for Apartments

(see reproducible section of this kit) to residents so that they can assess their own security needs. Include a local crime prevention phone number for follow-up questions.

Although surveyors examine doors, frames, locks, windows, lighting, landscaping, fencing, and alarm systems and make recommendations for improving home security, ultimately it's up to individuals to make necessary adjustments and repairs. Community groups should urge residents to invest in these small measures to make not only their homes, but the entire neighborhood, safer from crime.

### Help Your Community Invest in Youth With a 24-Hour Relay Challenge®

Across the country, community members are looking for ways to reduce crime, build stronger communities, and involve youth in meaningful activities. They're also looking for ways to raise funds to provide positive, crime-free, drug-free opportunities for their youth. Adults and teens in San Luis Obispo, CA, (and over 100 other communities across the United States) have one answer to these challenges. They are getting ready to run their seventh annual 24-Hour Relay Challenge at San Luis Obispo High School. In 1997, each person on each of 62 10-member teams took turns running or walking a mile around the high school track. This continued for 24 hours and raised \$30,000 for youth-focused activities in the community! Abington, PA, raised more than \$25,000 for youth crime prevention-related efforts in its third annual 24-Hour Relay Challenge, and Amarillo, TX, raised \$10,000 in its very first Challenge in April 1998.

Participants remain at the Challenge event during the entire relay—they eat together, play together, run (or walk) as a team, and learn together around the clock. And all of this takes place in a safe location. In fact, many participants at several relays observed that it is the first time they have felt safe out in their community. “It [the relay] models healthy living and demonstrates what a community can do when it works together in an organized, collaborative way,” says Allen Settle, Mayor of San Luis Obispo, who helped cook and serve dinner to hundreds of youth and adults participating in last year’s event.

At its simplest, the relay is just that—a relay race. At its heart, the relay brings together adults and youth from all sectors of the community in an event that has them working side-by-side for months, learning about each other and the community while they raise funds for a shared goal.

In the first stage they plan the event down to its last detail—from contacting members of the community for donations to planning the many events that will be carried out during the 24-hour race period. This planning process is comprehensive—law enforcement, social services, school officials, youth, business leaders, parks and recreation officials, civic groups, and other key members of the community come together. The six-month planning process not only culminates in the event, it lays the foundation for continuing collaboration on other important community projects.

Stage two is the event. Youth and adults from varied backgrounds form teams of 10 people; only teams can sign up. Each team member walks or runs a mile, then passes the baton to a teammate in a cycle that repeats

for 24 hours. For one complete day, 30 or more teams live, work, and play together—without violence, tobacco, alcohol, and other drugs. Strangers become friends and friendships deepen. Hundreds of community volunteers provide support with an array of food, activities and entertainment, and health and safety services.

The last stage is the reinvestment. Each community takes its earnings (on average \$20,000 to \$30,000) and its learnings (sharpened skills, strengthened relationships, and increased hope) and reinvests them in locally determined programs and activities that support the positive development of young people, programs and activities that help reduce youth crime.

Promoting all kinds of crime prevention efforts can be a feature of the 24-hour event. Set up crime prevention information booths or invite McGruff to distribute materials (or even to take a lap around the track!). Take advantage of this opportunity to pass out Halloween (or litter) bags with safety tips (McGruff Speciality Products Office, 518-842-4388). Ask your local police department to set up a fingerprinting booth (Boerner, Inc. can provide McGruff fingerprinting kits at low cost, 612-473-7322 or 800-288-3344). Ask local businesses to demonstrate home security systems or display well-designed locks for windows and doors. Distribute static-cling window decals to remind people to lock their doors both at home and in the car (Island Printing, 708-416-3103 or 800-647-2966). Invite drama groups from local schools to perform anti-drug skits and role-plays. Provide opportunities for participants to beautify the event grounds by picking up trash and planting shrubs and gardens. Collaborate with other nonprofit groups in your community to commemorate Domestic Violence Awareness Month or National Red

Ribbon Week, both of which take place during October.

Community Matters, a nonprofit group in Santa Rosa, CA, created this event and has worked with participating communities to help them make it a success. This nonprofit group provides information packets and presents workshops at a variety of conferences on the event and what’s involved in organizing it. A video and other support materials are also available. A two-day, on-site training (provided on a cost-recovery basis) builds commitment to the program, identifies roles and responsibilities, and lays out time lines. Training also includes a comprehensive, detailed planning manual with a master calendar, task descriptions, sample brochures, forms, logos, equipment lists and procedures; and ongoing technical assistance throughout the entire planning, implementation, and re-investment cycle.

Contact Rick Phillips, Community Matters, at PO Box 14816, Santa Rosa, CA 95402, 707-823-6159 (phone), 707-823-3373 (fax) for more information or visit the Web site at [www.commmatters.org](http://www.commmatters.org).

#### **Cleaning Up Is a First Step in Prevention**

In Hartford, CT, the business community partnered with city and civic organizations to form Hartford Proud & Beautiful, a nonprofit community enhancement organization. Since 1995, the group has supported street clean-ups, graffiti removal, recycling education, and beautification projects throughout downtown and several other neighborhoods.

Graffiti is viewed by many as symbolizing urban decay or the presence of gangs or “tagger” crews. It generates fear of crime and of neighborhood instability. Public agencies try to respond in a timely manner, but they can always use help. This Crime Prevention Month, consider organizing a graffiti clean-up in your neighborhood or community.

Before you remove graffiti, notify the police department so they can photograph it. Graffiti is a form of communication among gangs so it is important for the police to decipher it before it's erased. This helps build cases against these vandals. Clean-up often has to be done again and again, but patience and persistence pay off. If an area you have cleaned up becomes covered in graffiti again, remove it as quickly as possible. The goal is to deny the vandal the chance to display his work. You can either remove graffiti or paint over it. Many groups choose to paint over rather than remove it because of the hazardous nature of paint removers and solvents.

To get the supplies you need you can ask local paint stores to donate the paint remover, paint, and other supplies or ask local businesses, churches, and civic groups to chip in funds or materials. Include teens in your clean-up; teens who are involved in clean-up are less likely to become involved in acts of vandalism. Ask local merchants to donate small gifts to give to your volunteers or purchase inexpensive giveaways from a McGruff licensee (see list on page 22). To add excitement to your clean-up arrange for McGruff to appear and distribute copies of some of the materials found in the reproducible section of this kit, such as the brochure on graffiti prevention.

#### Get the Community Involved in Neighborhood Watch

Neighborhood Watch has long been an effective mechanism for reducing crime and fear of crime in many of our neighborhoods. Watch programs have also helped to clean up communities, build community pride and cohesiveness, and foster good relationships between police and residents. Why not consider starting a Neighborhood Watch program in your area this year? If you're involved in Neighborhood Watch in your community, con-

sider holding a special event, such as a block party, to commemorate Crime Prevention Month.

The most successful watch groups reach out to everyone in the community, including residents, businesses, schools, churches, and police. In Burlington, North Carolina, the police department helps 2,000 residents actively participate in Neighborhood Watch groups. Last year more than 20 neighborhoods hosted National Night Out celebrations. In West Jordan, Utah, a city of 65,000, three-fourths of residential neighborhoods have Neighborhood Watch programs. Law enforcement, businesses, and residents have improved relations with each other through this community effort that not only addresses crime and safety issues, but also presents such recreational opportunities as softball games and neighborhood parties.

A small, dedicated group of concerned citizens, an individual, a community organization, or a law enforcement agency can start a Neighborhood Watch program. It is essential to work with law enforcement to ascertain and address local crime issues, as well as to get training in such matters as home security and crime reporting. To keep a Watch program vital: hold regular meetings; communicate with members through fliers or newsletters; form citizen patrols; hold special events such as seminars on current issues, park and playground clean-ups, softball games, block parties, or holiday celebrations. Look for the Neighborhood Watch brochure and checklist in this kit's back pocket for more tips. Externally expand your efforts to include after-school programs for kids, an escort service for the elderly in your neighborhood, or child care services for working parents. Neighborhood Watch signs can be purchased from Walter Cribbins, 206-441-5650 or 800-992-1915. The National Association of Town Watch, 610-649-7055, and

**C** rime Prevention Month is the perfect opportunity to start these and other programs in your school, neighborhood, or community.

Check the reproducible section of this kit for materials to complement your activities.



the National Sheriffs' Association, 703-836-7827, are additional sources of information on creating and sustaining Neighborhood Watch groups.

#### Invest in Crime Prevention at Schools

"Students who ride bikes to Sandman Consolidated School in Cape May, NJ, no longer worry that their bikes will be stolen from school grounds. Last school year, the student council partnered with the local police department to have a daily surveillance of the school grounds and to register all bikes at the police station. If a bike is stolen, police can be on the lookout for it. Parents have made many positive comments about the program, says principal Marilyn Kobik. Best of all, no bikes were stolen!"

*Student News Today,*

National Association of  
Elementary School Principals

Many activities can take place at schools during Crime Prevention Month—from simple to complex. One idea is for student groups, such as school crime watch groups, to partner with police and local businesses to hold a safety fair. The fair can include booths with crime prevention information, a fingerprinting program, and bicycle registration and engraving. Consider holding a bicycle rodeo at the fair. And don't forget to include information at your fair on how to surf the Net safely. Ask a local computer store to set up a booth where the latest sites for children can be explored. Post safety rules and distribute reminder book markers and brochures. And don't forget the parents at the fair—have a station that demonstrates the latest in blocking software.

Other ideas and partners to include in the fair: invite a local

bicycle, skateboard, or in-line skating group to give a demonstration. Ask law enforcement to serve as trainers and teachers or run a bicycle registration program. Involve youth in setting up the obstacle course for the rodeo, publicizing the event at local schools and sporting events, and manning information booths. Ask parents to donate engravers and help children engrave their bicycles with a parents' driver's license number. Check out the reproducible section of this kit for brochures on street smarts for kids, starting a school crime watch, safer schools, and other crime prevention material to distribute.

A more complex idea is to look at implementing some long-term crime prevention programs. Teens, Crime, and the Community combines a curriculum with student action projects to teach youth about crime, its causes, and how to prevent themselves from becoming its victim. Youth as Resources asks youth to identify needs in their school or community and to design and carry out projects that address those needs. Other programs, such as mentoring, peer counseling, student courts, graffiti patrols, and conflict resolution, involve youth in working together to prevent crime. Call NCPC at 202-466-6272 to get information on these programs.

**Take Crime Prevention to Work**  
The Colorado Department of Public Safety decided to make its Crime Prevention Month celebration a family affair. Employees were invited to bring their children to work on a designated day at the end of October. Each division—the Colorado State Patrol, the Division of Criminal Justice, and the Division of Fire Safety—set up displays and staffed booths. The University of Colorado Police Department made sure that McGruff was present throughout the day to meet and greet parents and children. Over

200 parents, children, and employees participated in the event.

Crime Prevention Month can be celebrated in offices and businesses throughout the country. Businesses suffer many losses because of crimes ranging from shoplifting, burglary, credit card fraud, and robbery to alcohol and drug abuse. Workplace violence is a major concern to some employees, and employee theft is a major source of losses to most businesses. Decide what issues affect your workplace and look for partners to help spread crime prevention information.

The Chamber of Commerce exists in thousands of communities and can help start a Business Watch, offer crime prevention information to area businesses, or organize seminars on hot topics, like bad checks or credit card fraud. Merchants can join together to address a problem that directly affects their business operations. Some examples include poor street lighting, loitering, prostitution, or litter. A business or merchants' association could provide employment for youth, support community improvements, or fund a manual on business security.

Increased partnerships among business groups, private security, and police can enhance everyone's efforts to protect commercial areas. Business groups can find effective partners in community and neighborhood associations. Both groups have a strong stake in thriving residential and commercial areas. These community and neighborhood groups are often well versed in strategies for securing such physical improvements as street lighting or road repairs. In partnership with business, they can also reach out to help solve problems that affect the entire community's well-being.

Invite a crime prevention officer—police, sheriff's office or state police—to your workplace to speak to employees about personal safety, crime prevention in the



workplace, and preventing alcohol and drug abuse on the job. Ask a local printer whose services you use to donate paper or printing services to reproduce some of the brochures in this kit to hand out to employees of a group of businesses.

**Stronger Families Make Healthier, Safer Communities**  
Throughout the State of North Carolina, a prevention and intervention program called Smart Start focuses on providing proper and affordable care for children under age six. It seeks to prepare all children to start school healthy and ready to succeed. Providing quality child care, health care, and education for children and parents are the program's key strategies. Smart Start bases its mission on research findings that early education is critical for the development of a child's social and emotional skills. Using both state and private funds, the program gives working families and poor families access to affordable, quality child care, as well as preventive health care, parenting education, better access to information, and transportation to care facilities for those in rural areas. This comprehensive measure initiated by the state's governor is carried out on the local level by partnerships of teachers, parents, health care givers, child care providers, businesses, churches, and others.

During Crime Prevention Month, think about ways to help families in your community get necessary educational and health resources. Help advertise the services available in your community (care facilities, service agencies, enrichment programs) and how families can get them. Teach first aid and CPR. Offer workshops on nutrition, prenatal care, and care of newborns. Encourage parents to read to their children and provide liter-

acy training for family members who can't read. Recruit health care givers to provide immunizations or vision, dental, hearing, and speech screenings at accessible locations. Contact your local public health agency, area hospitals and doctors' offices, nursing and physician associations for volunteers and supplies. Perhaps an area college can send students from its medical, public health, and/or education programs to help dispense care and information. And don't forget to provide families with crime prevention information on everything from Halloween safety to respecting diversity. Hooking families up with the services they need will strengthen the family unit, give families a sense of self-sufficiency, and connect them further with the community. And children that have positive adult role models and high self-esteem are less likely to engage in delinquent activity.

#### **Shopping for Crime Prevention Tips at the Local Mall**

During Crime Prevention Month, consider holding a crime prevention fair at your local mall. The location enables you to reach a wide variety of area residents—teens, seniors, moms, dads, children. Shoppers could use such practical information as protecting purses, wallets, and credit and ATM cards in the month preceding the holiday shopping season. As a tie-in with Halloween, provide safety tips for children and parents. In Des Moines, Iowa, a storefront in the Merle Hay Mall is home to the Iowa Crime Prevention Association. Executive Director Lisa Gran-Hartshorn opens the office and resource center to the public during mall hours to come in and browse, ask questions, and take home prevention information. The partners that own the mall donate the space to the Association.

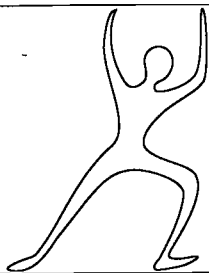
To plan a crime prevention fair, contact the mall's management and/or its marketing office. Ask

mall merchants to donate supplies and refreshments. Coordinate volunteers, including local law enforcement officers, to staff booths and provide prevention information. If your mall can't dedicate a day for you to hold a crime prevention fair, Gran-Hartshorn suggests tagging along with another event in the mall. For example, during a health fair, the Iowa association got permission to distribute crime prevention materials and it photographed and fingerprinted 400 kids in its resource center. Another popular event was making medical and identification cards for seniors. Gran-Hartshorn also recommends setting up displays in sections (for example, Neighborhood Watch, child safety, substance abuse prevention, violence prevention, Spanish language materials) so that people can identify what topics they want and go directly to that area.

As a give-back to the mall for use of the donated space, offer to make presentations to mall management and retailers about store security, check and credit card fraud, and shoplifting. Or consider making suggestions on how to keep shoppers and employees safe with proper lighting and other design features in parking lots, stairwells, and other common areas.



## Looking for Funding?



### PUBLICATIONS

The following publications provide funding sources. For a complete listing and additional information, visit the Partnerships Against Violence Website at: [www.pavnet.org](http://www.pavnet.org)

#### **Children's Voice**

This newsletter is published nine times yearly and describes appropriations of children's programs and projects funded by grants. It also reviews policy development in the area of children's issues. To order, contact:

Child Welfare League of America  
440 First Street, NW, Suite 310  
Washington, DC 20001-2085  
Phone: 202-638-2952  
Fax: 202-638-4004

#### **Corporate Giving Watch**

Get this monthly newsletter on corporate philanthropy and funding opportunities, program changes, and direct giving programs. The newsletter provides profiles of major corporate foundations. To order, contact:

The Taft Group  
835 Penobscot Building, 10th Fl.  
Detroit, MI 48226-4094  
Toll Free: 800-877-8238

#### **National Guide to Funding for Children, Youth and Families**

This annual guide provides information on foundations and corporate direct giving programs that award grants to programs for children, youth and families. The guide lists recently awarded grants, contains several indexes to expedite the search for grants, and includes a bibliography of sources for additional information. To order, contact:

Foundation Center  
79 Fifth Avenue  
New York, NY 10003  
Toll Free: 800-0424-9836

# Asking for Stuff

## The Case Against Money

When solicited for money and before analyzing the merits of a proposal, potential benefactors make a number of decisions. Questions that instantly run through their minds include:

- Can I afford the amount requested?
- Do I want to give away that amount?
- Is the amount requested in line with the scope of the work?

The primary focus of each of these questions is money. The purpose, goal or task, if considered at all, becomes a secondary issue. And a "no" response to just one of these questions usually ends the discussion. So stop thinking about the money. Instead, think about what kinds of "stuff" your organization needs.

## The Stuff Process

Asking individuals or corporations for stuff is far easier than asking for funding. Try this three-step process:

1. List individuals and organizations that might be able to assist you.
2. Gain access to them.
3. Discover their "excess capacities."

## Gaining Access: Uncovering Essential Individuals and Organizations

You need to find and contact people who have a vested interest in your organization. Local newspapers almost always carry community interest sections replete with organization names; contacts and phone numbers; and upcoming meeting dates, times, and locations. Other excellent resources are groups such as Rotary Clubs, chambers of commerce, and civic groups.

Once you have compiled a list of individuals and organizations, call them. Most organized groups hold weekly or monthly meetings where guest speakers address members for about 15 minutes. Volunteer to speak at an upcoming meeting.

Though they may not be aware of it, virtually every individual, corporation, and public or private group has excess capacities—things such as space, equipment, supplies, and idle time. It is remarkable how many public and private institutions have rooms or even whole buildings that aren't being used. The same is true of equipment.

Short-term goals can often be met by "borrowing" facilities or equipment rather than renting or making outright purchases. Even when there are long-term needs, a community organization may be willing to purchase and maintain ownership of property or equipment while making it available for your use.

If you need meeting space but the rental fee isn't in your budget, call your local library or community college. Both institutions routinely make their facilities available to community groups for training sessions and seminars, and even assist with advertising and registration. They provide audio visual aids, have adequate parking and bathrooms, and are equipped with just about everything needed to host a successful event. Usually, these benefits are provided at no charge.

### Donations: Equipment and Supplies

Have you ever driven past a home and seen items sitting at the curb awaiting garbage pickup and said to yourself, "Look at all that great stuff!" The same principle can be applied to corporations. Unless you tell them, they won't know that the furniture or equipment they consider obsolete suits your needs just fine.

A number of organizations, by mandate or corporate charter, or because of good corporate citizenship, distribute informational literature on topics such as driving and pedestrian safety, frauds and schemes, burglary and robbery prevention, preparations for natural disasters and so on. The brochures are high-quality, informative, and cover virtually every topic imaginable and are often distributed to other organizations free of charge.

### In-Kind Services

Other untapped resources are high schools and colleges. An increasing number of learning institutions are making community service a requirement for graduation. Schools often scramble to find opportunities for young people. It's an excellent way for your organization to help students gain experience while you gain extra personnel.

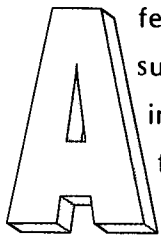
There are many novel programs where community members offer a service in exchange for some action or activity on the part of others—in Contra Costa County, CA, a group of psychologists offered three hours of free therapy to anyone who turned in a handgun. There are no limits to ingenuity.

### Research and Training Costs

Major organizations conduct mandatory training. Fire departments, utility companies, police departments, airports, hospitals, and the Army Reserve all conduct large scale, multiagency drills. There is no finer training available in crisis management, communications, prioritization, systems and procedures, or team work than drills. Let these organizations know you want to participate or observe.

This article was reprinted with permission from The Community Policing Consortium. The article originally appeared in the Winter 1998 edition of **Community Links** and was authored by Captain Robert Moore, Suffolk County Police Department.

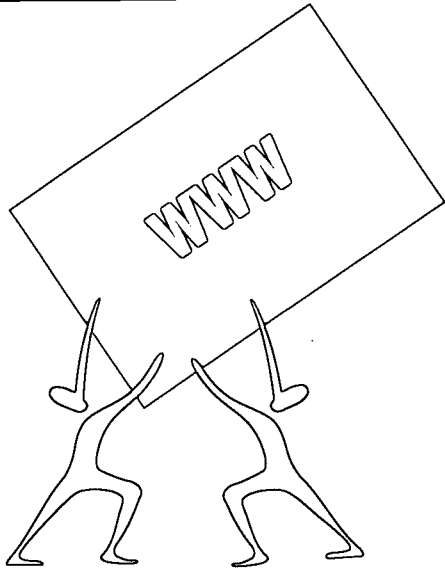
### Conclusion



A few final suggestions include the following:

- ❑ Focus your thinking on what you need or what you intend to accomplish.
- ❑ Be specific. Even when stuff is not immediately available, potential benefactors will remember you when it is.
- ❑ Benefactors will take your calls and even call you when they know money is not likely to come up in the conversation.





The World Wide Web is a great source of crime prevention resources and contacts. Below are some outstanding sites in the field of personal safety, crime prevention, and community building.

Grab your mouse and point your browser to. . .

#### **www.weprevent.org**

The official home of the National Citizens' Crime Prevention Campaign offers quick access to crime prevention tips and ideas for the general public. A great place to start!

#### **www.ncpc.org**

The NCPC On-Line Resource Center offers scores of crime prevention tips and strategies, training and events calendars, and other useful tools for those serious about crime prevention.

#### **www.crimepreventcoalition.org**

This site provides information on what Crime Prevention Coalition of America members are doing to prevent crime, gives a history of the coalition, and links visitors to member sites.

#### **Studies and Statistics!**

#### **www.ncjrs.org**

The Justice Information Center is a repository for the collective knowledge of the U.S. Department of Justice. Find the latest studies, publications, and numbers through this handy gateway!

# Web Resources

#### **www.fbi.gov**

The FBI's Uniform Crime Reports are one of the best sources of information on crime trends every year. Look for a prominent link from the top of their site to the UCR.

#### **www.crime.org**

The Crime Statistics Website, maintained privately by Regina Schekall, offers grounding in finding and reading statistics, links to valuable sources of crime statistics, and a unique statistics generation tool, which pulls information based on user-defined parameters.

#### **www.childrensdefense.org**

The Children's Defense Fund site includes current statistics on the health and well-being of children in America and outlines programs benefiting children such as Head Start, Safe Start, and others.

#### **www.health.org**

Prevline (Prevention Online) is maintained by the National Clearinghouse for Alcohol and Drug Information (NCADI), a comprehensive source of information on drug abuse and related issues. It provides a conference calendar.

#### **Get Involved!**

#### **www.servenet.org**

SERVEnet, posted by Youth Service America, provides a service opportunities database, message boards, news groups, resources and links, headlines, and even free e-mail for those who register.

#### **www.handsnet.org**

HandsNet provides a forum for human service organizations to exchange info and resources, offers daily news (additional features available to members who log on with a password).

#### **www.idealists.org**

The ideaLIST database profiles thousands of nonprofit organizations world-wide, includes events and publications listings as well as project profiles. A terrific networking tool!

#### **Protect yourself from fraud and cybercrime!**

#### **www.cyberangels.org**

CyberAngels—the Guardian Angels set their sights on the virtual community. This extensive site with comprehensive information and tips on protecting oneself from Internet crime; contains numerous useful links.

#### **www.fraud.org**

National Fraud Information Center's Internet Fraud Watch provides info on protecting yourself from frauds, schemes, and scams of all shapes and sizes.

#### **www.privacyrights.org**

The Privacy Rights Clearinghouse maintains this site, packed with tips on protecting your privacy and avoiding identity theft, social security number fraud, and other misuse of personal information.

#### **Keep in touch with the field!**

#### **www.jointogether.org**

JoinTogether Online provides a forum for information exchange and resource sharing for communities working to reduce substance abuse and gun violence.

#### **www.communitypolicing.org**

The Community Policing Consortium maintains this site with information on community policing, training, related organizations, sources of more information, bulletin board, and chat room.

#### **www.pavnet.org**

Partnerships Against Violence offers a searchable database drawing on the work of seven federal agencies and dozens of national nonprofits for violence prevention information. It includes a collection of good links, a conference calendar and a gopher site.

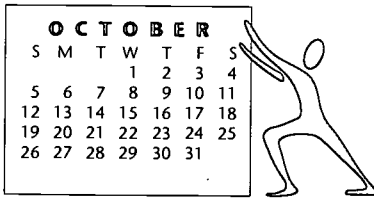
#### **Find Funds!**

#### **www.foundationcenter.org**

The Foundation Center guides grant seekers through the funding jungle. Offers guidelines, links to resources and databanks, tips for success. A great place to start!

**Visit licensees' web sites! See page 23.**

# Calendar of Special Observances



## Crime Prevention Month

Sponsored by the Crime Prevention Coalition of America, this annual celebration of community spirit and partnerships challenges people to take individual and collective action to prevent crime and build communities.

National Crime Prevention Council  
1700 K Street, NW, Second Floor  
Washington, DC 20006-3817  
202-466-6272  
Fax 202-296-1356  
www.weprevent.org

## Domestic Violence Awareness Month

Provides a domestic violence awareness month packet to members on how to raise public awareness. General information on domestic violence available at no cost.

National Coalition Against Domestic Violence  
PO Box 18749  
Denver, CO 80218-0749  
303-839-1852  
Fax 303-831-9251  
www.webmerchants.com/ncadv/default.htm

## National Fire Prevention Week, Sunday, October 4-Saturday, October 10, 1998

Seeks to increase public awareness of the dangers of fire and protection strategies. This year's theme, "Fire Drills: The Great Escape!," stresses the need for families to plan and practice fire drills at home.

National Fire Protection Association  
1 Battery March Park  
Quincy, MA 02269  
617-770-3000, ext. 7270  
Fax 617-770-0200  
www.nfpa.org

## America's Safe Schools Week, Sunday, October 18-Saturday, October 24, 1998

Recognizes and honors exemplary programs and individuals at the school, district, state, and national levels that are effectively preventing crime, improving discipline, increasing attendance, and suppressing drug traffic and abuse.

National School Safety Center  
4165 Thousand Oaks Boulevard  
Suite 290  
Westlake Village, CA 91362  
805-373-9977  
Fax 805-373-9277  
www.nssc1.org

## National Red Ribbon Week, Thursday, October 23-Friday, October 31, 1998 (October 23- 31 every year until 2000)

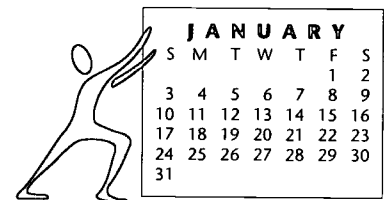
Celebrates healthy, drug-free lifestyles by asking people to wear and display red ribbons to show support for drug-free youth and willingness to take a stand against drugs in their communities.

National Family Partnership  
9320 SW Barbur Boulevard  
Suite 340  
Portland, OR 97219  
800-282-7035  
503-768-9659  
Fax 503-244-5506  
cybercity.piedmont.net/NFP/main/main.htm/

## Make a Difference Day, Saturday, October 24, 1998

A national day of volunteering sponsored by USA WEEKEND magazine in partnership with the Points of Light Foundation. Ten projects judged to be outstanding receive \$2,000 charitable donations, recognition in USA WEEKEND, and in Washington, DC, during National Volunteer Week. An additional 50 honorable-mention projects are awarded \$2,000 donations from Paul Newman and Newman's Own, Inc. and are spotlighted in the magazine.

USA WEEKEND/Difference  
1000 Wilson Boulevard  
Arlington, VA 22229-0012  
703-276-6445  
Hotline 1-800-416-3824  
(In Washington, DC, call 202-223-9186, ext. 183)  
www.usaweekend.com



## Crime Stoppers Month

Emphasizes disseminating information to the public on felony crimes. Local programs sponsor anonymous reporting systems that offer rewards, raised through community efforts, for tips that help police solve crimes.

Crime Stoppers International, Inc.  
PO Box 30413  
Albuquerque, NM 87190-0413  
800-245-0009  
Fax 800-245-0009  
www.c-s-i.org



**Child Abuse Prevention Month**  
Focuses attention on child abuse and neglect and their prevention, emphasizing community collaboration as the key to success in preventing child maltreatment.

National Committee to Prevent Child Abuse  
332 South Michigan Avenue  
Suite 1600  
Chicago, IL 60604  
312-663-3520  
Fax 312-939-8962  
www.childabuse.org

**Alcohol-Free Weekend, Friday, April 3-Sunday, April 5, 1999**

"I'm Free for the Weekend" offers adults one way to emphasize positive behavior rather than dwell on the negative consequences of alcohol consumption, which is the third leading cause of preventable death in the nation. Sponsoring organizations urge adults to sign a commitment to be alcohol free for the weekend.

National Council on Alcoholism and Drug Dependence, Inc.  
12 West 21 Street  
New York, NY 10010  
212-206-6770  
Fax 212-645-1690  
www.ncadd.org

**National Volunteer Week, Sunday, April 18-Saturday, April 24, 1999**

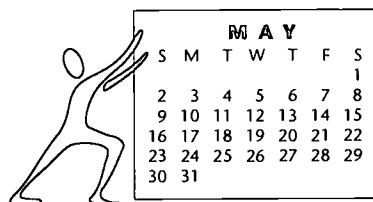
Offers local and national organizations the opportunity to recognize and celebrate the good work of their volunteers, as well as recruit additional volunteers.

Points of Light Foundation  
1737 H Street, NW  
Washington, DC 20006  
202-223-9186  
Fax 202-223-9256  
www.PointsofLight.org

**National Youth Service Day, Tuesday, April 20, 1999 (third Tuesday of April every year)**

Honors young people's accomplishments in their communities and encourages continued involvement. Focuses on public education and government recognition of youth service.

Youth Service America  
1101 15th Street, NW  
Suite 200  
Washington, DC 20005  
202-296-2992, ext. 34  
Fax 202-296-4030  
www.servenet.org



**National Missing Children's Day, Tuesday, May 25, 1999 (May 25th every year)**

Family and friends of missing children join forces annually to raise public awareness about the need for increased child protection.

National Center for Missing and Exploited Children  
2101 Wilson Boulevard  
Suite 500  
Arlington, VA 22201  
800-843-5678  
703-235-3900  
Fax 703-235-4067  
www.missingkids.org

**National SAFE KIDS Week Saturday, May 8-Sunday, May 16, 1999 (Second week of May every year)x**

Raises public awareness about the importance of preventing unintentional childhood injuries (traffic, biking and motor vehicle incidents, fires, drowning, choking, and poisonings). In collaboration with the National SAFE KIDS Campaign, more than 180 state and local coalitions

sponsor National SAFE KIDS Week activities in their communities.

National SAFE KIDS Campaign  
111 Michigan Avenue, NW  
Washington, DC 20010  
202-884-5000  
Fax 301-662-0600  
www.safekids.org



**National Night Out, August 3, 1999 (First Tuesday in August every year)**

Seeks to heighten violence and drug prevention awareness, and generate support and participation in local anti-crime efforts. Has evolved into a year-long program to strengthen neighborhood spirit. Registered areas receive a free organizational kit filled with how-to material including camera-ready artwork, event suggestions, and guidelines.

National Association of Town Watch  
PO Box 303  
Wynnewood, PA 19096  
800-648-3688  
610-649-7055  
Fax 610-649-5456  
www.nationaltownwatch.org

# Selected Resources From NCPC

## MOBILIZING COMMUNITIES

### ***How Communities Can Bring Up Youth Free From Fear and Violence***

Examines the cost of violence to the community, describes victims and perpetrators, looks at causes, and outlines potential of community partnerships to break the cycle of violence. 1995. 70 pages. Item M45, \$11.95.

### ***Designing Safer Communities: A Crime Prevention Through Environmental Design Handbook***

A guide to the principles and application of strategies related to crime prevention through environmental design (CPTED), this document presents a framework for developing policies and partnerships that address situational crime prevention. It reviews the experiences of several states and localities that have successfully incorporated CPTED as part of a strategic approach to public safety. 81 pages, spiral-bound. 1997. Item M62, \$21.95.

### ***New Ways of Working With Local Laws To Reduce Crime***

Local legislation and regulation are among the most powerful means of instilling and anchoring prevention in communities. This book identifies specific legislation—sanctions, structure, financial resources—that work to cut crime and support prevention. It addresses strategies ranging from standards for building and public demeanor to youth development regimes for jurisdictions. 72 pages, paperbound. 1996. Item Lawl, \$14.95.

### ***Taking a Stand Against Violence, Drugs, and Other Crime***

Offers more than 40 reproducible masters for public education on subjects ranging from personal safety to business crime prevention, from child pro-

tection to prevention advice for the disabled. This comprehensive kit comes in a three-ring binder and includes a reproducible Neighborhood Watch mini-kit, ten reports on timely issues, and a resource guide. Updated 1997. Item M30B, \$49.95.

### ***Helping Communities Mobilize Against Crime, Drugs, and Other Problems***

Treasure-trove of lessons learned around the country about success in spurring communities to action. Style, approach, and operations are touched on in this compact guide. 28 pages, paperbound. 1992. Item M32A, \$5.95.

## PROTECTING CHILDREN

### ***Talking With Youth About Prevention: A Teaching Guide for Law Enforcement and Others***

Extremely popular, hands-on guide for anyone working with youth in crime and drug prevention. Covers topics for ages 5 through 18. Each section contains background information, activities, sample materials, and resources. Includes prevention of vandalism, substance abuse, gangs, date rape, personal assault, hate violence, theft, and more. Flexible format for making hundreds of "just right" presentations to kids and teens. Updated 1997. 186 pages. Item M29A, \$29.95.

### ***Keeping Kids Safe: A Kit for Caring Communities***

This comprehensive kit for teachers, law enforcement officers, youth organization leaders, and other community members contains a variety of materials for children pre-K through 5th grade. Background papers, interactive activities, worksheets, and posters cover such topics as bullies; guns and other weapons; alcohol, tobacco, and other drugs; conflict management; personal safety at and away from home and

much more. Includes cassette tape and songbook. 1997. Item K12, \$69.95.

### ***McGruff's Elementary Drug Prevention Activity Book***

Camera-ready masters for 34 different activities; for youngsters from kindergarten to fourth grade; tips for effective parent-child communication on drug prevention; signs of drug use; resources for further information. Used by thousands of schools. 64 pages, paperbound, all reproducible. 1992. Item K8, \$19.95.

## POSTERS

### ***ABCs of Safety***

Brightly colored, entertaining poster helps young children learn the alphabet as well as ABCs of safety and good health. A great opportunity to teach kids and generate discussions about living a safe, healthy life. Item P47, \$5.95, 22" x 30". Item P44, \$12.95, 39" x 59".

### ***Bicycle Safety***

Colorful poster featuring McGruff the Crime Dog and his nephew Scruff that teaches kids the rules of bike safety, including the use of proper hand signals. Also included are suggestions on creative ways to use the poster with children. Item P45, \$5.95, 22" x 30".

### ***Kids of All Kinds***

This poster shows kids of all kinds doing all kinds of things to stay drug free. 22" x 30". Item P46, \$5.95.

## INVOLVING TEENS

### ***Everybody Loves To Trash Teenagers, Right?***

This colorful pamphlet for teens encourages them to get involved in programs that prevent crime. Includes examples of programs that teens across the country are involved in; explains the steps to designing a project; provides resources for additional help; and includes an 11" x 17" poster. Individual copies are avail-

able free by calling 1-800-722-TEENS. 1997. Bulk copies available in sets of 25, Item M51, \$25.00 per set.

**Charting Success: A Workbook for Developing Crime Prevention and Other Community Service Projects**  
Updated in 1995, this booklet explores crime's impact on youth; presents sample project; explains project development with step-by-step worksheets; and presents program ideas. 52 pages. Item M11B, \$7.95.

#### INVOLVING ADULTS

**Securing the Future for Safer Youth and Communities /Asegurando el futuro para los jóvenes y las comunidades**

This booklet explains how and why adults should commit time, resources, and support to keeping youth crime free and helping them become active, involved adults. Includes numerous examples of proven prevention and intervention programs as well as handy checklists for individual and community action. Bulk copies available in sets of 25. English version, Item M52, \$37.50 for set of 25. 1997. Spanish/English version, Item M53, \$50.00. 1997.

**Working With Older Americans**

Addresses two important needs—how to convey prevention information effectively to this growing audience and how to benefit from the experience and expertise of older persons in organizing and operating local prevention efforts. 12-page booklet. 1990. Item R8B, \$5.95.

#### DEVELOPING PROGRAMS

**Ink & Airtime: Working Effectively With the Media**

Soup-to-nuts basic guide for setting up local press relations, from how to write and present a news release to ideas for active partnerships with media. Frames approaches to coverage in a community context. Includes forms for developing press contact list, profiling media outlets, developing catchy story leads. Explains use of news conferences, special events, handling of "bad news." A must for groups that want to

tell their story! 124 pages, paperbound. 1987. Item M5B, \$14.95.

**Partner With the Media To Build Safer Communities**

Offers information and resources to enlist the media as a partner in crime prevention. Presents suggestions for an individual or group in reaching out to the media, tips on getting prevention-oriented public service announcements on air and in print, and an overview of ways to achieve sustained media coverage for prevention activities. Three-ring binder. 1995. Item K20, \$19.95.

**Finding Federal Funds (and Other Resources) To Prevent Crime**

Summarizes strategies that state-level groups have found effective in securing funds for prevention programs and elevating prevention on the policy agenda. Includes valuable checklists to evaluate efforts that promote prevention on the policy and program levels and a list of agency contacts for state-level inquiries on federal funding sources. 44 page, paperbound. 1997. Item R12A, \$12.95.

#### REACHING THE SPANISH SPEAKING

**Scruff vence el peligro de las calles**

Colorful comic/activity book introduces McGruff's nephew, Scruff, and his adventures. Shows kids positive ways to deal with conflicts, bullies, and other troubling situations. Individual copies free by writing McGruff, en Español, Chicago, Illinois 60652.

**Spanish and English Brochure Masters**

Eight very popular brochures—on Neighborhood Watch, home security, street sense for adults and children, kids alone at home, and domestic violence prevention—identically produced in English and Spanish. Item B55, \$9.95.

#### ATTRACTING ATTENTION

**ABC (mini-posters)**

ABC mini-posters with crime prevention tips for young children on the back. Available only in classrooms sets of 30. 8½" x 11". Item SS10, \$6.95.

#### Bookmarks

Urges teens to become active partners in their communities' safety. Text reads, "Everybody loves to trash teenagers, right? Maybe they don't realize that we do care. That we can make a difference. Get involved in Crime Prevention. Tutor. Mentor. Volunteer. And help make your community safer and better for everyone. Together, we can prove them wrong by doing something right." 2" x 6". Item M54, \$25.00 for 100 bookmarks.

**Helping Kids Protect Themselves: A Booklet for Children and Adults**

Provides educational worksheets and information on areas of concern in protecting children; reinforcing good safety habits, bicycle safety, bullies, drugs, guns and other weapons, and home security. Messages to parents are followed by activities for children ages four to 11. 1996. Item HK1, \$33.00 for set of 30.

**McGruff Mask**

McGruff, America's favorite crime fighter, gives children safety tips on the back of this colorful, fun mask. 1998. Item M57, \$15.00 for a set of 30.

**McGruff's Surprise Party**

This colorful comic book teaches kids how to say "no" to drugs. 1997. Item SURPRISE 1, \$24.00 for set of 30.

**Scruff Mask**

McGruff's nephew, Scruff, supplies children with ideas for activities they can engage in to help keep them safe. Item M56, \$15.00 for set of 30.

These items and others can be purchased by calling 800-NCPC-911.





Crime Prevention Month is an ideal time to start, reinforce, or expand your crime prevention program with educational licensed products featuring McGruff and Scruff. Thousands of law enforcement agencies, schools, businesses and community organizations use McGruff licensed educational products, you can too!

Please welcome our two newest licensees, Mango Teddy Bear Company and Ellison Educational Equipment Company. Mango has introduced the McGruff backpack and Ellison produces the McGruff, Scruff, and Take A Bite Out Of Crime die cuts for classroom bulletin boards (sold only to schools, day care centers, hospitals, nursing homes, and other educational/care facilities). We've introduced many new products featuring McGruff and Scruff including bean bag dolls from Walter Cribbins, key chains and lapel pins from Stoffel Seals and fuzzy stickers from CMC/Personal Expressions.

# Products From A to Z

McGRUFF PRODUCTS	LICENSEE NAME	NUMBER
Apparel including T-shirts, baseball caps, sweatshirts, and more	Tee's Plus	860-445-7355 or 800-782-8337
Balloons and bumper stickers	Walter Cribbins	206-441-5650 or 800-992-1915
Bean Bag dolls	Walter Cribbins	206-441-5650 or 800-992-1915
Bicycle Safety kit	Boerner Inc.	612-473-7322 or 800-288-3344
<b>Calendars</b>	JJI Sales Promotion	614-622-4422
Cassette tapes and song books		
McGruff and Scruff and the Crime Dogs cassette tapes	RODOG	850-434-0500 or 800-915-4653
McGruff Cares for You cassette tapes	Take Five Productions	609-227-6858
CD ROM programs	AIMS Media	818-773-4300 or 800-367-2467
Coloring/activity books	McGruff Specialty Products Office	518-842-4388
Crime prevention brochures	McGruff Specialty Products Office	518-842-4388
<b>Decals for crime prevention vehicles</b>	First Colony Label	800- 51-DECAL
	Island Printing	708-416-3103 or 800-647-2966
Die cut shapes for bulletin boards at schools and other centers	Ellison Educational Equipment	714-724-0555
Drug education slide guide	McGruff Specialty Products Office	518-842-4388
Educational videos	AIMS Media	818-773-4300
Emergency Beacon light bulb	Response Technology	703-255-3224 or 800-449-6537
<b>Fingerprinting kit</b>	Boerner, Inc.	612-473-7322 or 800-288-3344
Fuzzy McGruff and Scruff stickers	CMC/Personal Expressions	800-722-2776
<b>Gang prevention static cling decals and posters</b>	Island Printing	708-416-3103 or 800-647-2966
Grafeeties—bumper stickers for sneakers	Grafeeties Inc.	303-291-1011
<b>Halloween bags and alternatives to candy</b>	McGruff Specialty Products Office	518-842-4388
Halloween Safety kit	Boerner, Inc.	612-473-7322 or 800-288-3344
<b>Identification Kit</b>	Boerner, Inc.	612-473-7322 or 800-288-3344
<b>Key chains, badges, and shields</b>	Stoffel Seals	914-353-3800 or 800-344-4772
<b>Lapel pins</b>	Precision Arts	800-328-4088
	Stoffel Seals	914-353-3800 or 800-344-4772
	Valley Casting	612-545-6414
<b>Magnets</b>	CMC/Personal Expressions	800-722-2776
<i>McGruff and Me</i> personalized book	Hefty Publishing	850-934-1599 or 800-732-3009
McGruff backpacks	Mango Teddy Bear Co.	907-243-2979
McGruff costume	Robotronics	801-489-4466 or 800-762-6876
	Signs and Shapes	402-331-3181
McGruff animated costume	Robotronics	801-489-2266 or 800-762-6876

New items are shown in color.



Prepare for the spring with the NEW McGruff Safety Kit on Wheels. This 8-page kit contains crime prevention and safety information for cyclists, skateboarders, and in-line skaters as well as FREE reflective stickers for safety. It includes definitions for skating slang and skateboard lingo, tips on making sure kids know how to get the right equipment, rules of the road for all types of cycling activities, and a word search game.

The Emergency Beacon lightbulb turns an ordinary light into a flashing signal for help...simply flick the switch on-off-on (quickly) to activate the flashing beacon. A great way to alert neighbors, police, and rescue personnel that something is wrong. Perfect for children at home alone, the elderly, people living alone, or anyone who may need to summon help.

Visit our licensees' web sites:  
Boerner Inc.

[www.mcgruff-safe-kids.com](http://www.mcgruff-safe-kids.com)

Walter Cribbins

[www.cribbins.com](http://www.cribbins.com)

Grafeeties

[www.grafeeties.com](http://www.grafeeties.com)

Hefty Publishing

[www.hefty.com](http://www.hefty.com)

RODOG

[www.crimedog.com](http://www.crimedog.com)

Response Technology

[www.emergencybeacon.com](http://www.emergencybeacon.com)

For a complete package of sales brochures, call 202-466-6272, extension 205. Mention the 1998 Crime Prevention Month Guide and receive a FREE product sample. McGruff and Scruff licensed educational products are purchased directly from our licensees, not from the National Crime Prevention Council. A portion of the purchase price goes to help fund our public service advertising campaign.

McGRUFF PRODUCTS	LICENSEE NAME	NUMBER
McGruff exhibit for special events	Exposystems	301-587-3907
Neighborhood Watch signs	Walter Cribbins	206-441-5650 or 800-992-1915
Newsletter, the <i>McGruffletter</i>	JAM Communications	212-941-6080
Official autographed picture of McGruff	McGruff Specialty Products Office	518-842-4388
Paper weights	Brodin Studios	612-588-5194 or 800-274-5194
Promotional items including pens, pencils, mugs, stickers, etc.	Walter Cribbins	206-441-5650 or 800-992-1915
	Grafeeties and Co.	303-291-1011
	Jll Sales Promotion	614-622-4422
	Personal Expressions	800-722-2776
	McGruff Specialty Products Office	518-842-4388
Puppets		
Plastic hand puppets	McGruff Specialty Products Office Walter Cribbins	518-842-4388 206-441-5650 or 800-992-1915
McGruff classroom puppet	Robotronics	801-489-4466 or 800-762-6876
Quantity discounts available from ALL Licensees		
Recognition awards	Brodin Studios	612-588-5194 or 800-274-5194
Reflective apparel and accessories	GSSC	612-858-5000 or 800-284-2158
	Printmark Industries	717- 455-7000
Robot	Robotronics	801-489-4466 or 800-762-6876
Rubber stamps	Peg's Stationers	814-237-6539
Safe Wheels kits	Boerner Inc.	612-473-7322 or 800-288-3344
Scruff sticker book	Hefty Publishing	850-934-1599 or 800-732-3009
Telephone calling cards	PhonLynx	215-638-3500
Temporary tattoos	Grafeeties Inc.	303-291-1011
Umbrellas	Walter Cribbins	206-441-5650 or 800-992-1915
Videos	AIMS Media	818-773-4300 or 800-367-2467
Vinyl decals for law enforcement vehicles	First Colony Label Island Printing	800-51-DECAL 708-416-3103 or 800-647-2966
	Walter Cribbins	206-441-5650 or 800-992-1915
Watches and water bottles	Walter Cribbins	206-441-5650 or 800-992-1915
	Jll Sales Promotion	614-622-4422
Whistles	McGruff Specialty Products Office Walter Cribbins	518-842-4388 206-441-5650 or 800-992-1915
Year-round crime prevention messages in calendar format	Jll Sales Promotion	614-622-4422
Zydeco music on cassette tape with McGruff safety tips	RODOG	850-434-0500 or 800-915-4653

New items are shown in color.

# Crime Prevention Coalition of America

## State Members

Arkansas Crime Information Center  
California Attorney General's Office  
California Crime Prevention Officers Association  
California Governor's Office of Criminal Justice Planning  
Colorado Crime Prevention Association  
Crime Prevention Association of Connecticut  
Florida Bureau of Criminal Justice Programs  
Florida Crime Prevention Association  
Georgia Crime Prevention Association  
Georgia Department of Community Affairs  
Hawaii Department of the Attorney General  
Idaho Crime Prevention Association  
Idaho Department of Law Enforcement  
Illinois Attorney General's Office  
Illinois Crime Prevention Association  
Indiana Crime Prevention Coalition  
Iowa Crime Prevention Association  
Iowa Department of Public Safety  
Kansas Bureau of Investigation  
Kentucky Crime Prevention Coalition  
Maryland Crime Prevention Association  
Maryland Community Crime Prevention Institute  
Massachusetts Criminal Justice Training Council  
Crime Prevention Association of Michigan  
Minnesota Crime Prevention Association  
Minnesota Office of Drug Policy and Violence Prevention  
Mississippi Crime Prevention Association  
Mississippi Division of Public Safety Planning  
Missouri Crime Prevention Association  
Missouri Department of Public Safety  
Nebraska Crime Prevention Association  
Nevada Office of the Attorney General  
New Jersey Crime Prevention Officers' Association, Inc.  
New Jersey Department of Law and Public Safety  
New Mexico Crime Prevention Association  
New York Division of Criminal Justice Services

New York State Crime Prevention Coalition  
North Carolina Crime Prevention Officers' Association  
North Carolina Department of Crime Control and Public Safety  
North Dakota Office of the Attorney General  
Ohio Crime Prevention Association  
Ohio Governor's Office of Criminal Justice Services  
Oklahoma Department of Public Safety  
Crime Prevention Association of Oregon  
Oregon Board on Public Safety Standards and Training  
Crime Prevention Association of Western Pennsylvania  
Pennsylvania Commission on Crime and Delinquency  
Pennsylvania Crime Prevention Officers Association  
Rhode Island Crime Prevention Association  
Texas Crime Prevention Association  
Texas Governor's Office  
Utah Council for Crime Prevention  
Vermont State Police  
Virginia Crime Prevention Association  
Virginia Department of Criminal Justice Services  
Washington Crime Prevention Association  
Washington State Attorney General's Office  
West Virginia Criminal Justice and Highway Safety Office  
Wisconsin Crime Prevention Practitioners Association, Inc.  
Wisconsin Office of Justice Assistance

## National Agencies

The Advertising Council, Inc.  
American Association of Retired Persons  
American Crime Prevention Association  
American Probation and Parole Association  
American Society for Industrial Security  
Boy Scouts of America  
Boys & Girls Clubs of America  
Community Anti-Drug Coalitions of America  
General Federation of Women's Clubs  
Girl Scouts of the USA  
Institute of Criminal Justice Studies  
International Association of Campus Law Enforcement Administrators  
International Association of Chiefs of Police  
International Association of Directors of Enforcement Standards and Training

International City/County Management Association  
International Society of Crime Prevention Practitioners  
International Union of Police Associations  
National Association of Attorneys General  
National Association of Broadcasters  
National Association of Counties  
National Association of Elementary School Principals  
National Association of Police Athletic Leagues  
National Association of Town Watch  
National Council of La Raza  
National Council on Crime and Delinquency  
National Crime Prevention Council  
National Crime Prevention Institute  
National Criminal Justice Association  
National District Attorneys Association  
National Exchange Club  
National Family Partnership  
National 4-H Council  
National Governors' Association  
National League of Cities  
National Network for Youth  
National Organization of Black Law Enforcement Executives  
National Organization for Victim Assistance  
National Recreation and Park Association  
National Sheriffs' Association  
National Urban League, Inc.  
National Victim Center  
Police Executive Research Forum  
U.S. Conference of Mayors

## Federal Agencies

Drug Enforcement Administration  
Federal Bureau of Investigation  
General Services Administration  
U.S. Department of Air Force  
U.S. Department of Army  
U.S. Department of Justice Office of Justice Programs  
Bureau of Justice Assistance  
Bureau of Justice Statistics  
National Institute of Justice  
Office of Juvenile Justice and Delinquency Prevention  
Office for Victims of Crime  
U.S. Department of Navy  
U.S. Marine Corps  
U.S. Postal Inspection Service

a time limit for children to trick-or-treat. Together, map out a safe route so you know where they'll be. Remind them not to take short cuts through backyards, alleys, or playing fields.

- Remind kids not to enter a strange house or car.
- Try to get kids to trick-or-treat while it is still light out. If it is dark, make sure a couple of people are carrying flashlights that work.

### Pranks That Can Be a Little Tricky

Halloween is notoriously a night of pranks—toilet papering a house or filling mailboxes with shaving cream are not unusual. Try to get a handle on your children's plans before they go out. Explain to them that while you want them to have a good time, some tricks could hurt other children or vandalize property. Emphasize that you disapprove of vandalism.

### Eating the Treats

- Kids need to know not to eat their treats until they get home. One way to keep trick-or-treaters from digging in while they're still out is to feed them a meal or substantial snack beforehand.
- Check out all treats at home in a well-lit place.

- What to eat? Only unopened candies and other treats that are in original wrappers. Don't forget to inspect fruit and homemade goodies for anything suspicious. By all means, remind kids not to eat everything at once or they'll be feeling pretty ghoulish for awhile.



TAKE A BITE OUT OF  
**CRIME®**

Crime Prevention Tips From  
National Crime Prevention Council  
1700 K Street, NW, Second Floor  
Washington, DC 20006-3817  
[www.weprevent.org](http://www.weprevent.org)

and

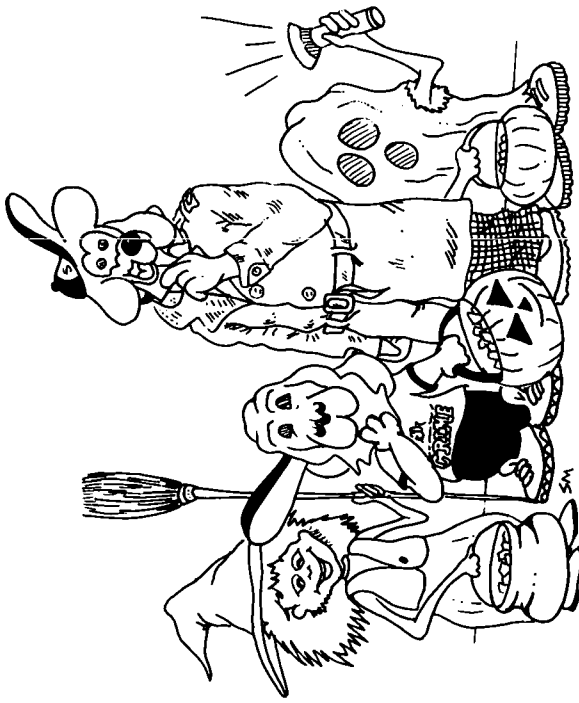
**BJA**

The National Citizens' Crime Prevention Campaign, sponsored by the Crime Prevention Coalition of America, is substantially funded by the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice.

**ADT**

Distribution made possible in part by a grant from  
ADT Security Services, Inc.  
A **tyco** INTERNATIONAL LTD. COMPANY

# Playing it Safe on Halloween Pointers for Parents



National Crime  
Prevention Council

## “Unhaunting” Your House and Neighborhood

- Welcome trick-or-treaters at home by turning on your exterior lights.
- Remove objects from your yard that might present a hazard to visitors.
- Ask your Neighborhood Watch or citizens’ group to patrol the community.
- Involve students from a local college or university to be “witch’s helpers.” These students help trick-or-treaters cross busy streets and watch out for ghoulish behavior.
- Drive slowly all evening—you never know what creature may suddenly cross your path.
- Report any suspicious or criminal activity to your local police or sheriff’s department.

**H**alloween may be a fun holiday for kids, but for parents, trick-or-treat time can be a little troublesome. Concerns about children’s safety—whether they are out in the neighborhood or back at home with bountiful bags of goodies—can cast a spell on the evening’s festivity. But not to worry! Following a few safety tips will ensure that Halloween will be a “howling” good time for all.

- Keep costumes short to prevent trips, falls, and other bumps in the night.
- Encourage kids to wear comfortable shoes.
- Try make-up instead of a mask. Masks can be hot and uncomfortable and, more importantly, they can obstruct a child’s vision—a dangerous thing when kids are crossing streets and going up and down steps.
- Make sure kids wear light colors or put reflective tape on their costumes.

### Dressed Up and Dangerous?

Halloween blood and gore are harmless stuff for the most part. But sometimes dressing up as a superhero, a scary monster, or a slimy alien from outer space—coupled with the excitement of Halloween—brings out aggressive behavior. Even fake knives, swords, and guns and other costume accessories can accidentally hurt people. If these objects are part of a child’s costume, make sure they are made from cardboard or other flexible materials. Better yet, challenge kids to create costumes that don’t need “weapons” to be scary and fun.

### Consider This

Parents and kids can avoid trick-or-treating troubles entirely by organizing a Halloween costume party with treats, games, contests, music, scary stories, and much more. Make your Halloween party the place to be! Schools, fire stations, libraries, even malls in many communities organize “haunted houses” and other festivities for families.

## Making Safe Costumes

- Check that costumes are flame-retardant so the little ones aren’t in danger near candlelit jack-o-lanterns and other fire hazards.

## Preparing Ghosts and Goblins for Their Tricks and Treats

- Make sure older kids go out with friends. Younger children should be accompanied by an adult. If you live in a rural area offer all kids a ride in the car.

reduce stress by allowing ample time for your trip and creating a relaxing environment in your car.

- Driving is a cooperative activity. If you're aggressive, you may find other drivers trying to slow you down or get in your way.
- If you witness aggressive driving, stay out of the way and contact authorities when you can. Consider carrying a cellular phone in your car to contact police in the event of an encounter with an aggressive driver.

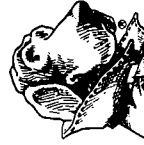
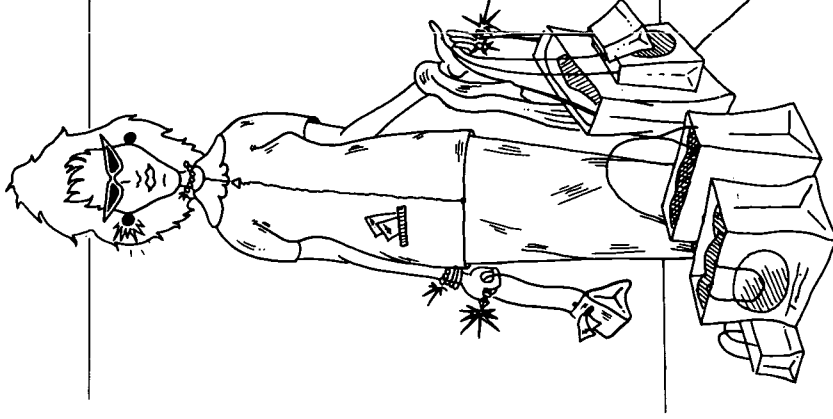
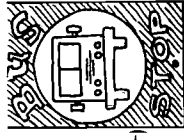
### **On Buses and Subways**

- Use well-lighted, busy stops.
- Stay alert! Don't doze or daydream.
- If someone harasses you, don't be embarrassed. Loudly say, "Leave me alone!" If that doesn't work, hit the emergency device.
- Watch who gets off with you. If you feel uneasy, walk directly to a place where there are other people.

### **If Someone Tries To Rob You or Take Your Car**

- Don't resist. Give up your property; don't give up your life.
- Report the crime to the police. Try to describe the attacker accurately. Your actions can help prevent others from being victims.

# **Street Sense: It's Common Sense**



**TAKE A BITE OUT OF  
CRIME®**

Crime Prevention Tips From  
National Crime Prevention Council  
1700 K Street, NW, Second Floor  
Washington, DC 20006-3817  
[www.weprevent.org](http://www.weprevent.org)

and

**BJA**

**ADT**  
A **tjco** INTERNATIONAL LTD. COMPANY

The National Citizens' Crime Prevention Campaign, sponsored by the Crime Prevention Coalition of America, is substantially funded by the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice.

Distribution made possible in part by a grant from  
ADT Security Services, Inc.  
A **tjco** INTERNATIONAL LTD. COMPANY

*National Crime  
Prevention Council*

## Public Street Sense

- Wherever you are—on the street, in an office building or shopping mall, driving, waiting for a bus or subway—stay alert and tuned in to your surroundings.
- Send the message that you're calm, confident, and know where you're going.
- Trust your instincts. If something or someone makes you uneasy, avoid the person or place—or leave.
- Know the neighborhoods where you live and work. Check out the locations of police and fire stations, public telephones, hospitals, restaurants, or stores that are open early and late.

- Don't wear shoes or clothing that restrict your movements.
- Have your car or house key in hand before you reach the door.
- If you think someone is following you, switch direction or cross the street. Walk toward an open store, restaurant, or lighted house. If you're scared, yell for help.
- Have to work late? Make sure there are others in the building, and ask someone—a colleague or security guard—to walk or drive you to your car or transit stop.

## On Wheels

- Keep your car in good running condition. Make sure there's enough gas to get where you're going and back.
- Always roll up the windows and lock car doors when you drive and when you park, even if you're coming right back. Check inside and outside the car before getting in.
- Avoid parking in isolated areas. Be especially alert in lots and underground parking garages. Note the location of exits or emergency phones.
- If you think someone is following you, don't head home. Drive to the nearest police or fire station, gas station, or other open business to get help.
- Don't pick up hitchhikers. Don't hitchhike. Period.
- Leave enough space to pull around the vehicle in front of you when you're stopped

## Road Rage

- People are losing their lives on the highway every day because of "road rage." A majority of drivers get angry when someone cuts them off or tailgates them. About 70 percent of drivers get angry at slow drivers. Violent incidents on the roads recorded by police have increased 51 percent over five years.
- Don't allow someone to draw you into a test of wills on the highway. If someone is tailgating you, pull into the slow lane and let them pass. Don't tailgate others or cut them off in traffic. Don't drive in the passing lane.
- Don't take traffic problems personally.
- Avoid eye contact with an aggressive driver.
- Don't make obscene gestures. Use your horn sparingly, as a warning, not an outburst.

## On Foot—Day and Night

- Stick to well-lighted, well-traveled streets. Avoid shortcuts through wooded areas, parking lots, or alleys.
- Don't flash large amounts of cash or other tempting targets like expensive jewelry or clothing.
- Carry a purse close to your body, not dangling by the straps. Put a wallet in an inside coat or front pants pocket, not a back pocket.
- Try to use automated teller machines in the daytime. Have your card in hand and don't approach the machine if you're uneasy about people nearby. Use drive up ATMs or ones located inside stores.

## PROTECTING YOUR CHILD AGAINST SEXUAL ABUSE

- ✓ Let your child know that he or she can tell you anything, and that you'll be supportive.
- ✓ Teach your child that no one — not even a teacher or a close relative — has the right to touch him or her in a way that feels uncomfortable, and that it's okay to say no, get away, and tell a trusted adult.
- ✓ Don't force kids to kiss or hug or sit on a grown-up's lap if they don't want to. This gives them control and teaches them that they have the right to refuse.
- ✓ Always know where your child is and who he or she is with.
- ✓ Tell your child to stay away from strangers who hang around playgrounds, public restrooms, and schools.
- ✓ Be alert for changes in your child's behavior that could signal sexual abuse such as sudden secretiveness, withdrawal from activities, refusal to go to school, unexplained hostility toward a favorite babysitter or relative, or increased anxiety. Some physical signs of abuse include bedwetting, loss of appetite, venereal disease, nightmares, and complaints of pain or irritation around the genitals.
- ✓ If your child has been sexually abused, report it to the police or a child protection agency immediately.

*If your child is a victim of any crime, from stolen lunch money to sexual abuse, don't blame him or her. Listen and offer sympathy.*

## TAKE A STAND!

- ✓ Work with schools and recreation centers to offer study time, activities, tutoring, and recreation before and after school.
- ✓ Start a school callback program. When a student—elementary, middle or high school age—doesn't arrive as scheduled, volunteers at the school call the parents to make sure the absence is excused.
- ✓ Volunteer to help with a McGruff House\* or other block parent program. If you can't offer your home as a haven for children in emergencies, you can help in other ways—telephoning, fundraising, or public relations.

\* A McGruff House is a reliable source of help for children in emergency or frightening situations. Volunteers must meet specific standards, including a law enforcement records check. Programs are established locally as a partnership among law enforcement, schools, and community organizations. For information call 801-486-8768.

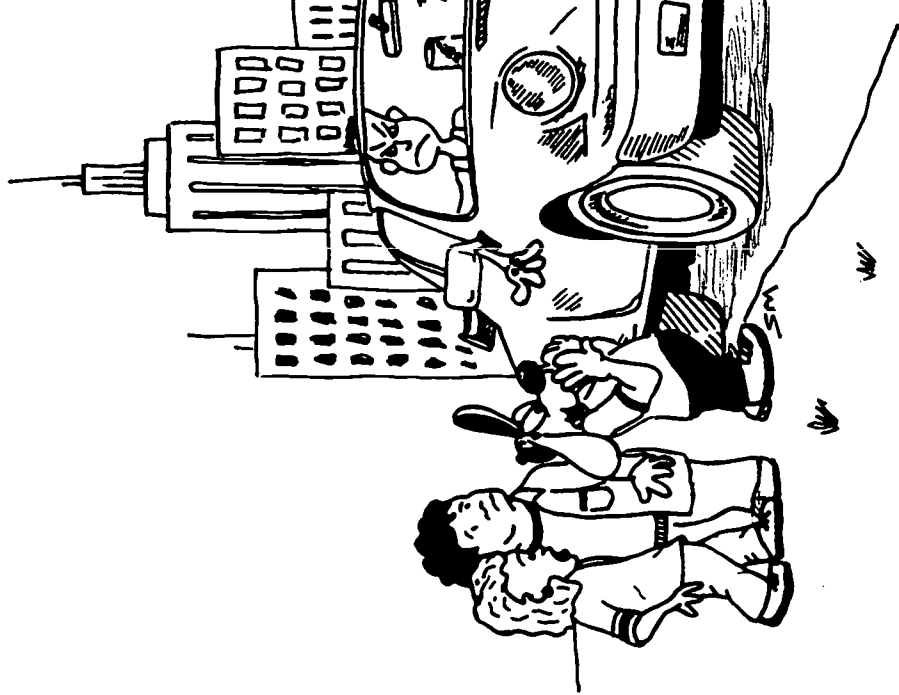


Crime Prevention Tips from  
National Crime Prevention Council  
1700 K Street, NW, Second Floor  
Washington, DC 20006-3817  
and

The National Citizens' Crime Prevention Campaign, sponsored by the Crime Prevention Coalition of America, is substantially funded by the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice.

**BJA**

Distribution made possible in part by a grant from  
**ADT** Security Services, Inc.  
A **tyco** INTERNATIONAL LTD. COMPANY





## WOULD YOUR CHILD KNOW WHAT TO DO IF --

- ✓ He got lost at a shopping mall?
- ✓ A nice-looking, friendly stranger offered her a ride home after school?
- ✓ A friend dared him to drink some beer or smoke a joint?
- ✓ The babysitter or a neighbor wanted to play a secret game?

A great thing about kids is their natural trust in people, especially in adults. It's sometimes hard for parents to teach children to balance this trust with caution. But kids today need to know common-sense rules that can help keep them safe — and build the self-confidence they need to handle emergencies.

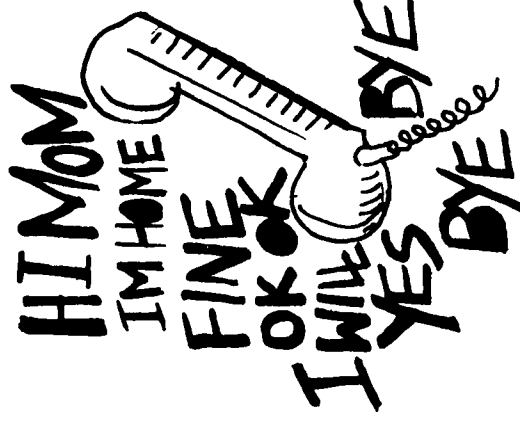
### START WITH THE BASICS

- ✓ Make sure your children know their full name, address (city and state), and phone number with area code.
- ✓ Be sure kids know to call 9-1-1 or "0" in emergencies and how to use a public phone. Practice making emergency calls with a make-believe phone.
- ✓ Tell them never to accept rides or gifts from someone they and you don't know well.
- ✓ Teach children to go to a store clerk, security guard, or police officer for help if lost in a mall or store or on the street.
- ✓ Set a good example with your own actions — lock doors and windows and see who's there before opening the door.

- ✓ Take time to listen carefully to your children's fears and feelings about people or places that scare them or make them feel uneasy. Tell them to trust their instincts.

### AT SCHOOL AND PLAY

- ✓ Encourage your children to walk and play with friends, not alone. Tell them to avoid places that could be dangerous — vacant buildings, alleys, playgrounds or parks with broken equipment and litter.



- ✓ Teach children to settle arguments with words, not fists, and to walk away when others are arguing. Remind them that taunting and teasing can hurt friends and make enemies.
- ✓ Make sure your children are taking the safest routes to and from school, stores, and friends' houses. Walk the routes together and point out places they could go for help.

- ✓ Encourage kids to be alert in the neighborhood, and tell an adult — you, a teacher, a neighbor, a police officer — about anything they see that doesn't seem quite right.
- ✓ Check out the school's policies on absent children — are parents called when a child is absent?
- ✓ Check out daycare and after-school programs — look at certifications, staff qualifications, rules on parent permission for field trips, reputation in the community, parent participation, and policies on parent visits.
- ✓ Check babysitter references.

### AT HOME ALONE

- ✓ Leave a phone number where you can be reached. Post it by the phone, along with numbers for a neighbor and emergency services — police and fire departments, paramedics, and the poison control center.
- ✓ Have your child check in with you or a neighbor when he or she gets home. Agree on rules for having friends over and going to a friend's house when no adult is home.
- ✓ Make sure your child knows how to use the window and door locks.
- ✓ Tell your child not to let anyone into the home without your permission, and never to let a caller at the door or on the phone know there's no adult home. Kids can always say their parents are busy and take a message.
- ✓ Work out an escape plan in case of fire or other emergencies. Rehearse with your children.

- Special events. These are crucial to keep the program going and growing. Host talks or seminars that focus on current issues such as "hate" or bias motivated violence, crime in schools, teenage alcohol and other drug abuse, or domestic violence. Adopt a park or school playground and paint over graffiti. Sponsor a block party, holiday dinner, or volleyball or softball game which will provide neighbors a chance to get to know each other.
- Addressing other aspects of community safety. For instance, start a block parent program to help children in emergency situations.

**What are my responsibilities as a Watch Member?**

- Be alert!
- Know your neighbors and watch out for each other.
- Report suspicious activities and crimes to the police or sheriffs' department.
- Learn how you can make yourself and your community safer.

**What kind of activities should I be on the lookout for as a Watch Member?**

- Someone screaming or shouting for help.
- Someone looking in windows of houses and parked cars.
- Property being taken out of houses where no one is at home or from closed businesses.

- Cars, vans, or trucks moving slowly with no apparent destination or without lights.
- Anyone being forced into a vehicle. A stranger sitting in a car or stopping to talk to a child.
- Report these incidents to the police or sheriffs' department. Talk about concerns and problems with your neighbors.

**How should I report these incidents.**

- Call 9-1-1 or your local emergency number.
- Give your name and address.
- Explain what happened.
- Briefly describe the suspect: sex and race, age, height, weight, hair color, clothing, distinctive characteristics such as beard mustache, scars, or accent.
- Describe the vehicle if one was involved: color, make, model, year, license plate, and special features such as stickers.



Crime Prevention Tips from  
**National Crime Prevention Council**  
 1700 K Street, NW, Second Floor  
 Washington, DC 20006-3817  
 and



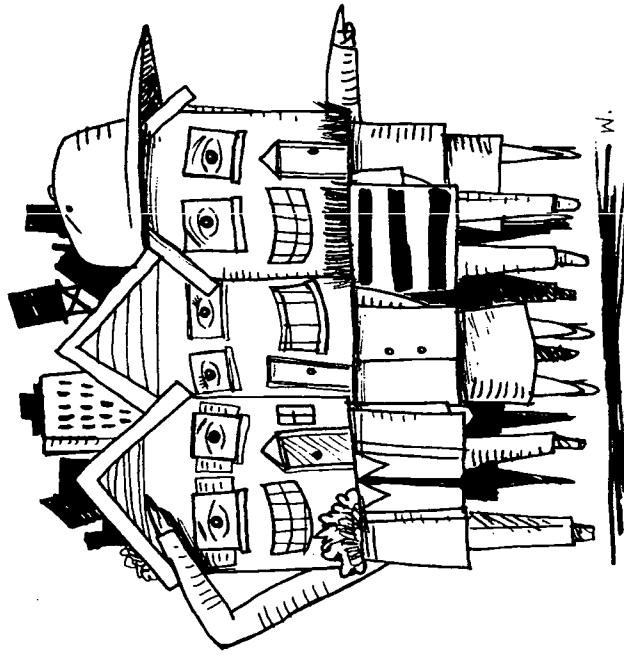
The National Citizens' Crime Prevention Campaign, sponsored by the Crime Prevention Coalition of America, is substantially funded by the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice.



Distribution made possible in part by a grant from ADT Security Services, Inc. A Tyco International Ltd. Company

# TAKE A STAND AGAINST CRIME

## Join a Neighborhood Watch



## **A Neighborhood Watch Primer**

Neighborhood Watch, Block Watch, Town Watch, Building Watch, Crime Watch — whatever the name, it's one of the most effective and least costly ways to prevent crime and reduce fear. Neighborhood Watch fights the isolation that crime both creates and feeds upon. It forges bonds among area residents, helps reduce burglaries and robberies, and improves relations between police and the communities they serve.

### **Why Neighborhood Watch?**

- It works. Throughout the country, dramatic decreases in burglary and related offenses are reported by law enforcement professionals in communities with active Watch programs.
- Today's transient society produces communities that are less personal. Many families have two working parents and children involved in many activities that keep them away from home. An empty house in a neighborhood where none of the neighbors know the owner is a prime target for burglary.
- Neighborhood Watch also helps build pride and serves as a springboard for efforts that address other community concerns such as recreation for youth, child care, and affordable housing.

### **How does a Neighborhood Watch start?**

A motivated individual, a few concerned residents, a community organization, or a law enforcement agency can spearhead the efforts to establish a Watch. Together they:

- Organize a small planning committee of neighbors to discuss needs, the level of interest, and possible community problems.
- Contact the local police or sheriffs' department, or local crime prevention organization, for help in training members in home security and reporting skills and for information on local crime patterns.
- Hold an initial meeting to gauge neighbors interest; establish the purpose of the program; and begin to identify issues that need to be addressed.
- Select a coordinator.
- Ask for block captain volunteers who are responsible for relaying information to members.
- Recruit members, keeping up-to-date information on new residents and making special efforts to involve the elderly, working parents, and young people.
- Work with local government or law enforcement to put up Neighborhood Watch signs; usually after at least 50 percent of all households are enrolled.

### **Who can be involved?**

Any community resident can join — young and old, single and married, renter and homeowner. Even the busiest of people can belong to a Neighborhood Watch — they too can keep an eye out for neighbors as they come and go.

### **I live in an apartment building. Can I start a Neighborhood Watch?**

Yes, Watch Groups can be formed around any geographical unit: a

block, apartment building, townhouse complex, park, business area, public housing complex, office building, or marina.

### **What does a Neighborhood Watch do?**

- A Neighborhood Watch is neighbors helping neighbors. They are extra eyes and ears for reporting crime and helping neighbors.
- Members meet their neighbors, learn how to make their homes more secure, watch out for each other and the neighborhood, and report activities that raise their suspicions to the police or sheriffs' office.
- Mark valuable property with an identifying number (Operation I.D.) to discourage theft and help law enforcement agencies identify and return stolen property.

### **What are the major components of a Watch Program**

- Meetings. These should be set up on a regular basis such as bi-monthly, monthly, or six times a year.
- Citizens' or community patrol. A citizens' patrol is made up of volunteers who walk or drive through the community and alert police to crime and questionable activities. Not all neighborhood watches need a citizens' patrol.
- Communications. These can be as simple as a weekly flier posted on community announcement boards to a monthly newsletter that updates neighbors on the progress of the program to a neighborhood electronic bulletin board.

## WHAT YOU CAN DO IN THE COMMUNITY

- Make sure that access to the Internet at your children's school is monitored by adults.
- Know your children's friends and their parents. If your child's friend has Internet access at home, talk to the parents about the rules they have established. Find out if the children are monitored while they are online.
- Make sure that your child's school has an Acceptable Use Policy (AUP). This policy should include a list of acceptable and unacceptable activities or resources, information on "netiquette" (etiquette on the Internet), consequences for violations, and a place for you and your child to sign. Your family can design its own AUP for the home computer.
- If your child receives threatening e-mails or pornographic material, save the offensive material and contact that user's Internet service provider and your local law enforcement agency.

■ If you come across sites that are inappropriate for children when you are surfing the Net, send the addresses to online services that offer parental control features or to sites advertising protection software to add to their list to be reviewed for inclusion or exclusion. Even if you don't subscribe to the service or own the protection software, you can help protect other children.



# Cybersafety for Kids Online: A Parents' Guide



Crime Prevention Tips from  
National Crime Prevention Council  
1700 K Street, NW, Second Floor  
Washington, DC 20006-3817

and

**BJA**

The National Citizens Crime Prevention Campaign, sponsored by the Crime Prevention Coalition of America, is substantially funded by the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice.

**ADT**

Distribution made possible in part by a grant from  
ADT Security Services, Inc.  
A tyco INTERNATIONAL LTD. COMPANY

**T**he Internet has opened up a world of information for anyone with a computer and a connection! Your children will learn about computers. But just as you wouldn't send children near a busy road without some safety rules, you shouldn't send them on to the information superhighway without rules of the road. Too many dangers from pedobiles to con artists can reach children (and adults) through the Internet.



## GETTING STARTED

- Explain that although a person may be alone in a room using the computer, once logged on to the Internet, he or she is no longer alone. People skilled in using the Internet can find out who you are and where you are. They can even tap into information in your computer.
- Set aside time to explore the Internet together. If your child has some computer experience, let him or her take the lead. Visit areas of the World Wide Web that have special sites for children.

## CONTROLLING ACCESS

- The best tool a child has for screening material found on the Internet is his or her brain. Teach children about exploitation, pornography, hate literature, excessive violence, and other issues that concern you, so they know how to respond when they see this material.
- Chose a commercial online service that offers parental control features. These features can block contact that is not clearly marked as appropriate for children; chat rooms, bulletin boards, news groups, and discussion groups; or access to the Internet entirely.
- Purchase blocking software and

design your own safety system. Different packages can block sites by name, search for unacceptable words and block access to sites containing those words, block entire categories of material, and prevent children from giving out personal information.

- Monitor your children when they're online and monitor the time they spend online. If a child becomes uneasy or defensive when you walk into the room or when you linger, this could be a sign that he or she is up to something unusual or even forbidden.

## TELL YOUR CHILDREN...

- To always let you know immediately if they find something scary or threatening on the Internet.
- Never to give out their name, address, telephone number, password, school name, parent's name, or any other personal information.
- Never to agree to meet face to face with someone they've met online.
- Never to respond to messages that have bad words or seem scary or just weird.
- Never to enter an area that charges for services without asking you first.
- Never send a picture of themselves to anyone without your permission.

to remove funds from your account, make unauthorized debit purchases, or run up your long distance phone bill.

### Protect Your Privacy and the Privacy of Others

- Be aware of others waiting behind you. Position yourself in front of the ATM keyboard or phone to prevent anyone from observing your PIN. Be courteous while waiting at an ATM or pay phone by keeping a polite distance from the person ahead of you. Allow the current user to finish before approaching the machine or phone.

### Protect Your ATM Cards

- An ATM card should be treated as though it were cash. Avoid providing card and account information to anyone over the telephone.
- When making a cash withdrawal at an ATM, immediately remove the cash as soon as the machine releases it. Put the cash in your pocket and wait until you are in a secure location before counting it. Never use an ATM in an isolated area or where people are loitering.
- Be sure to take your receipt to record transactions and match them against monthly statements. Dishonest people can use your receipt to get your account number. Never leave the receipt at the site.

### Protect Your Credit Cards

- Only give your credit card account number to make a purchase or reservation you have initiated. And never give this information over a cellular phone.
- Never give your credit card to someone else to use on your behalf.
- Watch your credit card after giving it to store clerks to protect against extra imprints being made.
- Destroy any carbons. Do not discard into the trash can at the purchase counter. Keep charge slips in a safe place.
- Protect your purse or wallet, especially when traveling or in crowded situations.
- Save all receipts, and compare them to your monthly statement. Report any discrepancies immediately!
- Keep a master list in a secure place at home with all account numbers and phone numbers for reporting stolen or lost cards.

### Lost or Stolen Cards

- Always report lost or stolen cards to the issuing company immediately. This limits any unauthorized use of your card and permits the company to begin the process of issuing a new card.

Crime can be random. But there are steps that limit your chances of becoming a victim. Being aware of the threat of crime—and alert to what you can do to prevent it—will go a long way toward making your electronic transactions safe and private.



TAKE A BITE OUT OF  
**CRIME**

Crime Prevention Tips From  
National Crime Prevention Council  
1700 K Street, NW, Second Floor  
Washington, DC 20006-3817  
[www.weprevent.org](http://www.weprevent.org)

and

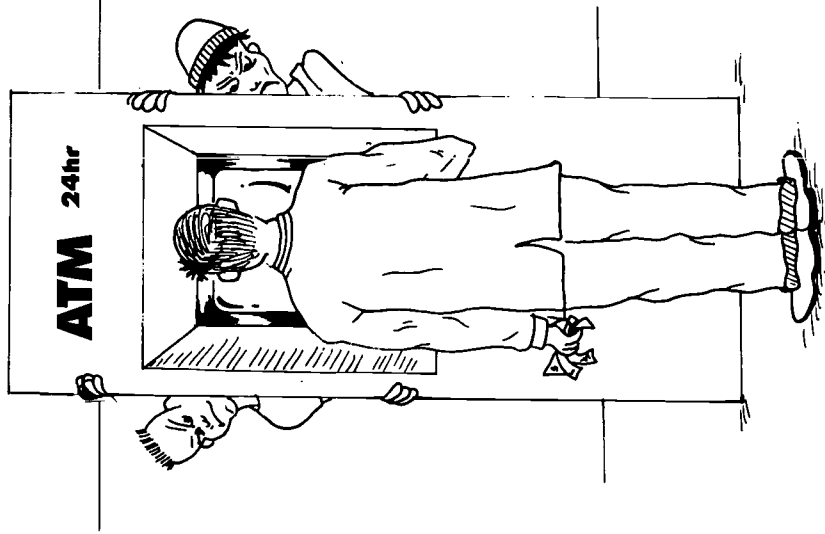
**BJA**

The National Citizens' Crime Prevention Campaign, sponsored by the Crime Prevention Coalition of America, is substantially funded by the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice.

**ADT**

Distribution made possible in part by a grant from  
ADT Security Services, Inc.  
A **tjco** INTERNATIONAL LTD. COMPANY

# Protecting Your Privacy Keeping an Eye on Your Private Information



National Crime  
Prevention Council

## A Word on Passwords

Whether you are on the Internet or an online banking program, you are often required to use a password. The worst passwords to use are the ones that come to mind first—name, spouse's name, maiden name, pets, children's name, even street addresses, etc. The best passwords mix numbers with upper and lowercase letters. A password that is not found in the dictionary is even better. There are programs that will try every word in the dictionary in an effort to crack your security.

*Don't be a "Joe"—someone who uses their name as their password.*

The weakest link in a security system is the human element. The fewer people who have access to your codes and passwords the better. Avoid breaks in your security by

- Changing your password regularly.
- Memorizing your password. If you have several, set up a system for remembering them. If you do write down the password, keep it at home or hidden at work. Don't write your password on a post-it note and stick it on your monitor or hard drive.
- Setting up a special account or setting aside a different computer at work for temporary help and other unauthorized users.
- If you have the option of letting your computer or a Web site remember a password for you, don't use it. Anyone who uses your machine will have automatic access to information that is password protected.

*Don't send confidential, financial, or personal information on your e-mail system.*

## Shopping in Cyberspace

Ordering merchandise from the Internet is the trend of the future. You can prevent problems before they occur by

- Doing business with companies you know and trust. If you haven't heard of the company before, research

it or ask for a paper catalog before you decide to order electronically. Check with your state consumer protection agency on whether the company is licensed or registered. Fraudulent companies can appear and disappear very quickly in cyberspace.

- Understanding the offer. Look carefully at the products or services the company is offering. Be sure you know what is being sold, the quality being specified, the total price, the delivery date, the return and cancellation policy, and all the terms of any guarantee.
- Using a secure browser that will encrypt or scramble purchase information. If there is no encryption software, consider calling the company's 800 number, faxing your order, or paying with a check.
- Never giving a bank account or credit card number or other personal information to anyone you don't know or haven't checked out. And don't provide information that isn't necessary to make a purchase. Even with partial information, con artists can make unauthorized charges or take money from your account. If you have an even choice between using your credit card and mailing cash, check, or money order, use a credit card. You can always dispute fraudulent credit card charges but you can't get cash back.

*Spam—unsolicited e-mail.*

*Report it to your online or Internet service provider.*

## Using ATMs, Long Distance Phone Services, and Credit Cards

### Protect Your Personal Identification Number (PIN)

- The PIN is one method used by banks and phone companies to protect your account from unauthorized access. A PIN is a confidential code issued to the cardholder to permit access to that account. Your PIN should be memorized, secured and not given to anyone, not even family members or bank employees. The fewer people who have access to your PIN, the better.
- Never write your PIN on ATM or long distance calling cards. Don't write your PIN on a piece of paper and place it in your wallet. If your wallet and card are lost or stolen, someone will have everything they

**E**-mail, the Internet, automated teller machines (ATM), computer banking, long distance carriers, even credit cards make our lives more efficient. However, as our lives become more integrated with technology, keeping our private information confidential becomes more difficult. Electronic transactions can leave you vulnerable to fraud and other crimes. Following a few simple tips can help keep your code from being cracked.

## TAKE ACTION IN THE COMMUNITY

- Be sure you know where and how to report potentially violent situations or concerns about conditions in the neighborhood that could lead to violence. Ask your police department for help in identifying what to report, when, to whom, and how.
- Consider organizing an event that lets people turn in weapons, or even objects that might be mistaken for real weapons, in exchange for books, coupons from local merchants, toys, or simply the satisfaction of making the community safer.
- Support schools and youth clubs in their efforts to keep guns, knives, and other weapons from menacing the everyday lives of children and teens. Encourage children to report any weapons they know about in or near school to school staff or the police.
- Look around to see what happens to young people after school hours. Are there supervised programs for younger children? Opportunities for teens and preteens to work with children, get or give help with homework, tackle neighborhood problems, or learn art, music, sports, or computer skills? In many areas, after-school programs are located in schools themselves and called Safe Havens or Beacon Schools.
- Start a discussion of neighborhood views on weapons in the home, children playing with toy weapons, children and violent

entertainment, and how arguments should be settled. A PTA meeting, an informal social gathering, or a Neighborhood Watch meeting could provide the opportunity.

- Learn your state and local laws on firearms. Insist that these laws be enforced vigorously but fairly. Support police, prosecutors, judges, and other local officials who enforce laws designed to prevent gun violence.

### For More Information

Center to Prevent Handgun Violence

1225 Eye Street, NW, Suite 1100  
Washington, DC 20005  
202-289-7319

National School Safety Center

4165 Thousand Oaks Boulevard, Suite 290  
Westlake Village, CA 91362  
805-373-9977



Crime Prevention Tips from

National Crime Prevention Council

1700 K Street, NW, Second Floor  
Washington, DC 20006-3817

and

**BJA**

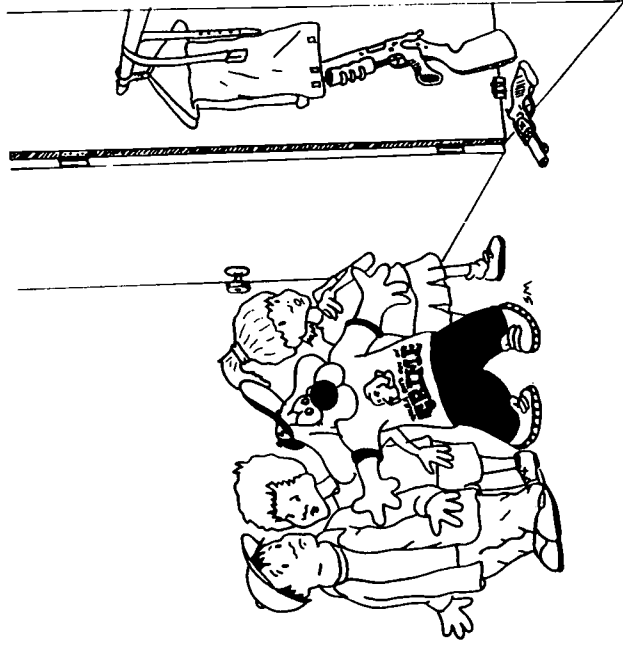
The National Citizens' Crime Prevention Campaign, sponsored by the Crime Prevention Coalition of America, is substantially funded by the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice.

**ADT**

Distribution made possible in part by a grant from ADT Security Services, Inc. A tyco INTERNATIONAL LTD. COMPANY

# IT'S TIME to STOP the VIOLENCE

## Let's Start with Weapons







Beware of individuals claiming to represent companies, consumer organizations, or government agencies that offer to recover lost money from fraudulent telemarketers for a fee.

- If you're suspicious, check it out with the police, the Better Business Bureau, or your local consumer protection office. Call the National Consumers League Fraud Information Center at 800-876-7060.

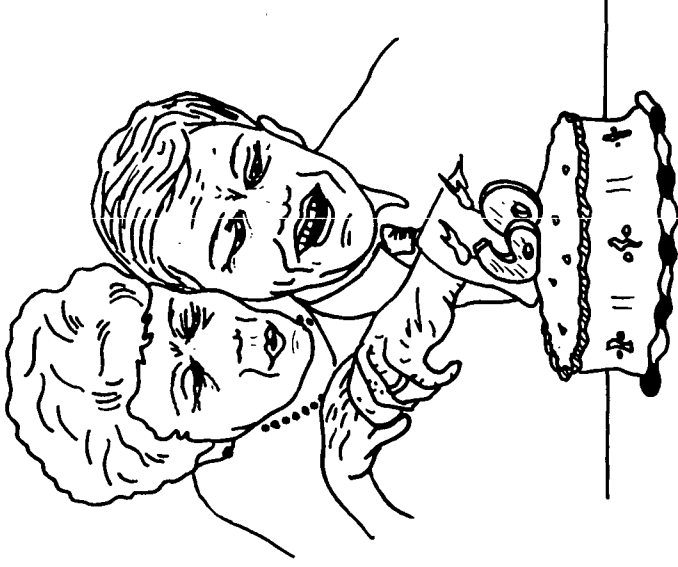
## GET INVOLVED IN THE COMMUNITY

- Report any crime or suspicious activities to law enforcement.
- Join a Neighborhood Watch to look out for each other and help the police.
- Work to change conditions that hurt your neighborhood. Volunteer as a citizen patroller, tutor for children, office aide in the police or fire department, mentor for teens, escort for individuals with disabilities.

■ Does your community have a Triad program? It's sponsored on a national level by the American Association of Retired Persons, (AARP) the International Association of Chiefs of Police, and the National Sheriffs' Association (NSA). Triad promotes partnerships between senior citizens and the law enforcement community, both to prevent crime against the elderly and to help law enforcement benefit from the talents of older people. If you're interested, contact your chief of police, sheriff, or AARP chapter or call Triad at NSA, 703-836-7827.



Crime Prevention Tips from  
**National Crime Prevention Council**  
 1700 K Street, NW, Second Floor  
 Washington, DC 20006-3817  
 and



# SAFER SENIORS

**BJA**  
 The National Citizens' Crime Prevention Campaign, sponsored by the Crime Prevention Coalition of America, is substantially funded by the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice.



Distribution made possible in part by a grant from  
**ADT Security Services, Inc.**  
 A **tjco** INTERNATIONAL, LTD. COMPANY



**A**s people grow older, their chances of being victims of crime decrease dramatically. But a lifetime of experience coupled with the physical problems associated with aging often make older Americans fearful. Though they're on the lookout constantly for physical attack and burglary, they're not as alert to frauds and con games — in reality the greatest crime threat to seniors' well-being and trust.

**Want to conquer fear and prevent crime? Take these common-sense precautions.**

## BE ALERT WHEN OUT AND ABOUT

- Go with friends or family, not alone.
- Carry your purse close to your body, not dangling by the straps. Put a wallet in an inside coat or front pants pocket.
- Don't carry credit cards you don't need or large amounts of cash.
- Use direct deposit for Social Security and other regular checks.
- Whether you're a passenger or driver, keep car doors locked. Be particularly alert in parking lots and garages. Park near an entrance.
- Sit close to the driver or near the exit while riding the bus, train, or subway.
- If someone or something makes you uneasy, trust your instincts and leave.

## MAKE YOUR HOME SAFE AND SECURE

- Install good locks on doors and windows. Use them! Don't hide keys in mailboxes and planters or under doormats. Instead, leave an extra set of keys with a neighbor or friend.

- Ask for photo identification from service or delivery people before letting them in. If you are the least bit worried, call the company to verify.
- Be sure your street address number is large, clear of obstruction, and well-lighted so police and other emergency personnel can find your home quickly.
- Consider a home alarm system that provides emergency monitoring for burglary, fire, and medical emergencies.

## WATCH OUT FOR CON ARTISTS

- Don't fall for anything that sounds too good to be true — a free vacation, sweepstakes prizes, cures for cancer and arthritis, a low-risk, high-yield investment scheme.
- Never give your credit card, phone card, Social Security, or bank account number to anyone over the phone. It's illegal for telemarketers to ask for these numbers to verify a prize or gift.
- Don't let anyone rush you into signing anything — an insurance policy, a sales agreement, a contract. Read it carefully and have someone you trust check it over.



## Running and Walking in the Evening or Early Morning

OK, so you missed the opportunity to exercise during the light of day, but you still want to get in a quick three miles before turning in for the night or before the sun rises. The best advice when exercising while it's still dark is to get off the streets and head to the security of a well-lit outdoor track or consider running on an indoor track or tread mill. If you are a walker, consider laps around an indoor shopping mall. If these options are not available consider these tips before heading out:

- Make sure people can see you: Think about where you are going and how well lighted it may or may not be. Going out at dusk or at night is dangerous without some type of reflective device on your clothing. Many athletic shoes have reflective qualities built in, but also consider a vest complete with reflective tape.
- Watch the road: Wet or even patchy spots of ice may not be seen until it's too late. The slick spots can lay in waiting and are considerably harder to see in the dark.
- Keep alert. Dawn and dusk offer convenient shadows for muggers and other crooks.

## Away From Home

Many people have taken up running and walking so that they will be able to exercise when they are traveling. Remember just because you are away from home doesn't mean you can let your guard down when you exercise. Before you venture out

- Check with the hotel staff or concierge to find safe routes for exercise. If there is not an acceptable place to exercise outdoors, see if the hotel can arrange for you to go to a health club or gym.
- Become familiar with your exercise course before you start. Get a map and study it.
- Remember the street address of the hotel. Carry a card with your hotel address along with your personal ID.
- Leave your room key with the front desk.
- Follow your usual safety rules.



TAKE A BITE OUT OF  
**CRIME**

Crime Prevention Tips From  
National Crime Prevention Council  
1700 K Street, NW, Second Floor  
Washington, DC 20006-3817  
[www.weprevent.org](http://www.weprevent.org)

and

**BJA**

The National Citizens' Crime Prevention Campaign, sponsored by the Crime Prevention Coalition of America, is substantially funded by the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice.

**ADT**

Distribution made possible in part by a grant from  
ADT Security Services, Inc.  
A **tyco** INTERNATIONAL LTD. COMPANY

# Get In Stride and Stay Safe Safety Tips for Runners and Walkers



National Crime  
Prevention Council

## Before You Leave

- Plan your outing. Always tell someone where you are going and when you will return. Tell friends and family of your favorite exercise routes.
- Know where telephones are located along the course.
- Wear an identification tag or carry a driver's license. If you don't have a place to carry your ID, write your name, phone number, and blood type on the inside of your athletic shoe. Include any medical information.
- Don't wear jewelry or carry cash.
- Wear reflective material.

**R**unning and walking continue to be extremely popular sports. Each year more and more people take up running and walking because it is a quick, inexpensive way to stay fit. If you travel often, running or walking is an excellent way to maintain your exercise regimen. Also, many community centers and neighborhood and senior groups are starting walking clubs, consider joining one, it's a great way to meet new people. Here are few pointers to stay safe as you hit the road.

## On the Road

- Tell a family member or friend where you are going and the time you expect to be back.
- Stay alert at all times. The more aware you are, the less vulnerable you are.
- Run or walk with a partner and/or a dog.
- Don't wear headsets. If you wear them you won't hear an approaching car or attacker. Listen to your surroundings.
- Consider carrying a cellular phone.
- Exercise in familiar areas. Know which businesses or stores are open.
- Vary your route.
- Avoid unpopulated areas, deserted streets, and overgrown trails. Especially avoid poorly lighted areas at night.
- Run clear of parked cars or bushes.
- Ignore verbal harassment. Use discretion in

acknowledging strangers. Look directly at others and be observant, but keep your distance and keep moving.

- Run against traffic so you can observe approaching automobiles.
- Trust your intuition about a person or an area. React based on that intuition and avoid areas you feel unsure about.
- Be careful if anyone in a car asks you for directions—if you answer, keep at least a full arm's length from the car.
- If you think you are being followed, change direction and head for open stores, theaters, or a lighted house.
- Have your door key ready before you reach your home.
- Call police immediately if something happens to you or someone else, or you notice anyone out of the ordinary. It is also a good idea to check with police about any criminal activity in the area you plan to run.

### Stay Alert

Sometimes runners and walkers get lulled into a "zone" where they are so focused on their exercise they lose track of what's going on around them. This state can make runners and walkers more vulnerable to attacks. Walk and run with confidence and purpose. If you get bored running without music, practice identifying characteristics of strangers and memorizing license tags to keep you from "zoning out."

## TAKE A STAND!

- ✓ Examine your own alcohol and drug consumption habits. Are they hurting you, your family, or your co-workers? If you have a problem, get help.
- ✓ Help establish a policy against drug use in your workplace, with firm consequences for violations. Include management training, employee education, and, if appropriate, drug testing.
- ✓ If your company has an employee assistance program (EAP), make sure people know about it. If no EAP exists to direct people to treatment services, help develop one.
- ✓ Work with the security office, union, or employee association to set up an anonymous hotline for reporting drug trafficking on the job.

## FOR INFORMATION

American Council on Alcoholism  
Helpline  
800-527-5344

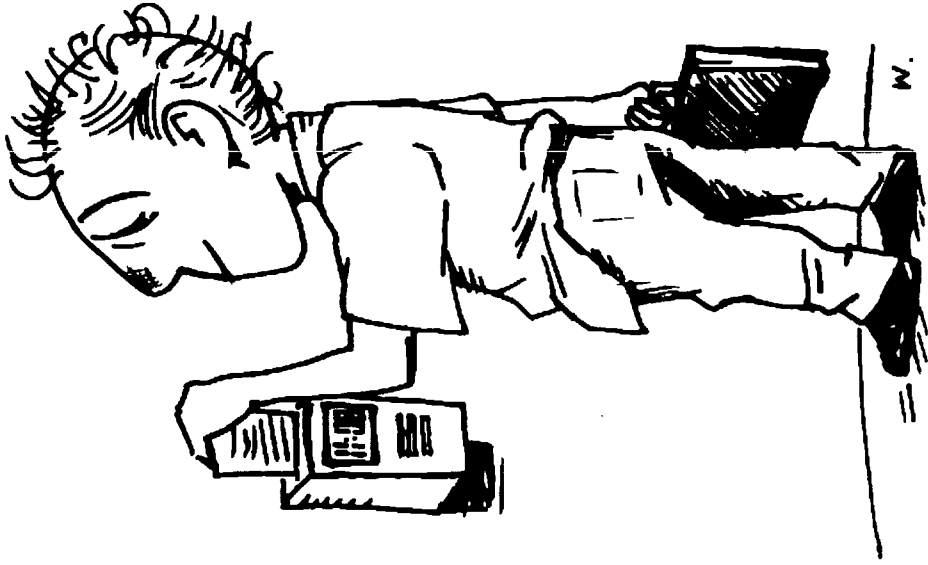
Center for Substance Abuse Prevention  
Drug-Free Workplace Helpline  
800-WORKPLACE

Center for Substance Abuse Prevention  
Treatment Hotline  
800-662-HELP

Cocaine Anonymous  
800-347-8998

National Council on Alcoholism and Drug  
Dependence Helpline  
800-NCA-CALL

# ON THE JOB Alcohol and Drug Abusers Hurt Everyone



Crime Prevention Tips from  
National Crime Prevention Council  
1700 K Street, NW, Second Floor  
Washington, DC 20006-3817  
and

**BJA**  
The National Citizens' Crime Prevention Campaign, sponsored  
by the Crime Prevention Coalition of America, is substantially  
funded by the Bureau of Justice Assistance, Office of Justice  
Programs, U.S. Department of Justice.

**ADT**  
Distribution made possible in part by a grant from  
ADT Security Services, Inc.  
A tyco INTERNATIONAL LTD. COMPANY

- ✓ Miss more work days.
- ✓ Are more likely to injure themselves or someone else.
- ✓ File more worker's compensation claims.

Employers can't absorb all these costs — they're passed on to employees through higher insurance premiums and reduced salaries or benefit packages, and to consumers through higher-priced products.

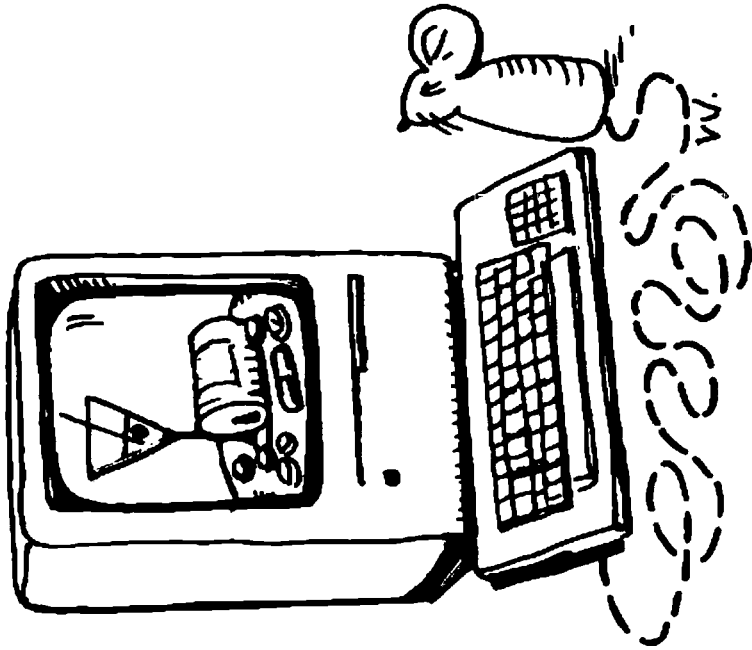
Hidden costs are high — stress to others who continually fill in for absent or tardy co-workers, damage to equipment, drains on supervisory times, damage to the company's public image.

### **DON'T TURN YOUR BACK ON SOMEONE IN TROUBLE**

Don't enable a troubled employee to continue using alcohol or other drugs by ignoring the problem, lying or covering up, doing his or her job, or lending money.

Signs of abuse include:

- ✓ Frequent tardiness or absenteeism.
- ✓ Abrupt changes in mood or attitude.
- ✓ Frequent complaints of not feeling well.
- ✓ Poor relationships with co-workers.
- ✓ Uncharacteristic errors in judgment, poor concentration.
- ✓ Unusual flare-ups of temper.
- ✓ Deterioration of personal appearance and hygiene.



There's a very good chance that someone where you work abuses alcohol or other drugs.

### **SO WHAT DOES THIS MEAN?**

It's a problem that affects everyone. Workers who abuse alcohol and drugs —

- ✓ Are far less productive.

- ✓ Repeated or unusual accidents.
- ✓ Deteriorating job performance.
- ✓ Borrowing money from co-workers or frequently requesting advances on paychecks.
- ✓ Using a company credit card for personal business.

### **TREATMENT IS GOOD BUSINESS**

- ✓ Treatment can be successful in helping people with even the most serious addiction problems.
- ✓ After treatment, recovering addicts are less likely to be involved in crime and more likely to be employed.
- ✓ Helping people stay off drugs lightens everyone's tax burden by reducing expenses for drug-related law enforcement and health services.
- ✓ Replacing employees is very expensive. Some estimates are more than \$7,000 for a salaried worker, more than \$10,000 for a mid-level employee, and more than \$40,000 for a senior executive.

(Adapted from *How Drug Abuse Takes Profit Out of Business*, published by the U.S. Department of Health and Human Services, National Institute on Drug Abuse.)





**W***hen you go to work, don't leave your crime prevention sense at home. Almost any crime that can happen at home or in your neighborhood, can happen in the workplace. But common-sense prevention skills can help make life "at work" safer for all.*

## HELP PREVENT OFFICE THEFT AND OTHER CRIMES

- Keep your purse, wallet, keys, or other valuable items with you at all times or locked in a drawer or closet.
- Check the identity of any strangers who are in your office — ask whom they are visiting and if you can help them find that person. If this makes you uncomfortable, inform security or management about your suspicions.
- Always let someone know where you'll be — whether it's coming in late, working late, going to the photocopier or mail room, going out to lunch or a meeting.
- If you bring personal items to work, such as a coffee pot, a radio, or a calculator, mark them with your name or initials and an identification number.
- Report any broken or flickering lights, dimly lit corridors, doors that don't lock properly, or broken windows. Don't wait for someone else to do it.
- Be discreet. Don't advertise your social life or vacation plans and those of your coworkers to people visiting or calling your place of work.

## TAKE A LOOK AT COMMON TROUBLE SPOTS

- Reception area — Is the receptionist equipped with a panic button for emergencies, a camera with a monitor at another employee's desk, and a lock on the front door that can be controlled?
- Stairwells and out-of-the-way corridors — Don't use the stairs alone. Talk to the building manager about improving poorly lit corridors and stairways.
- Elevators — Don't get into elevators with people who look out of place or behave in a strange or threatening manner. If you find yourself in an elevator with someone who makes you nervous, get off as soon as possible.
- Restrooms — Attackers can hide in stalls and corners. Make sure restrooms are locked and only employees have keys. Be extra cautious when using restrooms that are isolated or poorly lit.
- After hours — Don't work late alone. Create a buddy system for walking to parking lots or public transportation or ask security to escort you.
- Parking lots or garages — Choose a well-lit, well-guarded parking garage. Always lock your car and roll the windows up all the way. If you notice any strangers hanging around the parking lot, notify security or the police. When you approach your car, have the key ready. Check the floor and front and back seats before getting in. Lock your car as soon as you get in — before you buckle your seat belt.

- Make sure they can recognize trouble signs and identify potentially violent students.
  - Encourage students to talk about worries, questions, and fears about what's going on in their schools, homes, and neighborhoods. Listen carefully to what they say.
  - If a student makes a threat of violence, take him or her seriously. Address the problem immediately and act to prevent a potential conflict.
  - When something violent and frightening happens at school or in the neighborhood, take time to talk about it. Discuss the consequences and get students to think about what other choices besides violence might have been available. Get help from trained counselors if necessary.
  - Work with students, parents, law enforcement, local governments, and community-based groups to develop wider-scope crime prevention efforts.
- ### Community Partners
- Law enforcement can report on the type of crimes in the surrounding community and suggest ways to make schools safer.
  - Have police or organized groups of adults patrol routes students take to and from school.
  - Community-based groups, church organizations, and other service groups can provide counseling, extended learning programs, before- and after-school activities, and other community crime prevention programs.
  - State and local governments can develop model school safety plans and provide funding for schools to implement the programs.
  - Local businesses can provide apprenticeship programs, participate in adopt-a-

- school programs, or serve as mentors to area students.
- Colleges and universities can offer conflict management courses to teachers or assist school officials in implementing violence prevention curricula.

### RESOURCES

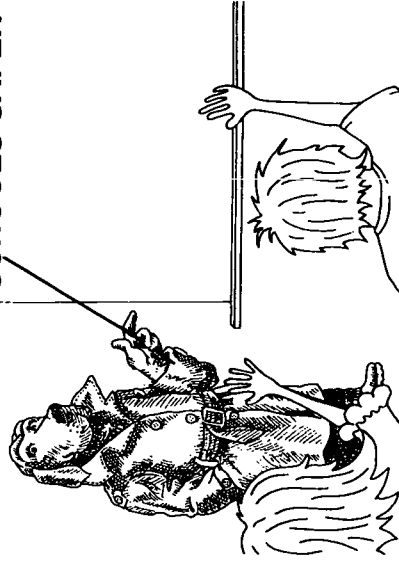
**National Association of Elementary School Principals**  
1615 Duke Street  
Alexandria, VA 22314-3483  
703-684-3345  
www.naesp.org

**National School Boards Association**  
1680 Duke Street  
Alexandria, VA 22314  
703-838-6722  
www.nsba.org

**National School Safety Center**  
4165 Thousand Oaks Boulevard, Suite 290  
Westlake Village, CA 91362  
805-373-9977  
www.nsscl.org

# Working Together To Create Safer Schools

HOW CAN WE MAKE SCHOOLS SAFER ?



TAKE A BITE OUT OF  
**CRIME**

Crime Prevention Tips From  
National Crime Prevention Council  
1700 K Street, NW, Second Floor  
Washington, DC 20006-3817  
www.weprevent.org

and

**BJA**

The National Citizens' Crime Prevention Campaign, sponsored by the Crime Prevention Coalition of America, is substantially funded by the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice.

**ADT**

Distribution made possible in part by a grant from  
ADT Security Services, Inc.  
A **tyco** INTERNATIONAL LTD. COMPANY

*National Crime  
Prevention Council*

Creating a safe place where children can learn and grow depends on a partnership among students, parents, teachers, and other community institutions to prevent school violence:

- Find out how crime threatens schools in your community.
- Take actions to protect children.
- Promote nonviolent ways to manage conflict.

*How do these ideas translate into action? Here are some practical suggestions for young people, parents, school staff, and others in the community.*

## Students

- Settle arguments with words, not fists or weapons. Learn how if you don't know how.
- Don't carry guns, knives, or other weapons to school.
- Report crimes or suspicious activities to the police, school authorities, or parents.
- Tell a school official immediately if you see another student with a gun, knife, or other weapon.
- Tell a teacher, parent, or trusted adult if you're worried about a bully or threats or violence by another student.
- Learn safe routes for traveling to and from school and stick to them. Know good places to seek help.
- Don't use alcohol or other drugs, and stay away from places and people associated with them.
- Get involved in your school's anti-violence activities—have poster contests against violence, hold anti-drug rallies, volunteer to counsel peers. If there's no program at your school, help start one.

When crime, drugs, and violence spill over from the streets into the schools, providing a safe learning environment becomes increasingly difficult. More students carry weapons for protection. Gunfights replace fistfights. Many students must travel through gang turf or groups of drug dealers. Violence becomes an acceptable way to settle conflicts.

When this happens, children cannot learn and teachers cannot teach.

## Parents

- Sharpen your parenting skills. Emphasize and build on your children's strengths.
- Teach your children how to reduce their risks of becoming crime victims.
- Know where your kids are, what they are doing, and whom they are with at all times. Set clear rules in advance about acceptable activities.
- Ask your children about what goes on during the school day. Listen to what they say and take their concerns and worries seriously.
- Help your children learn nonviolent ways to handle frustration, anger, and conflict.
- Do not allow your child to carry guns, knives, or other weapons.
- Become involved in your child's school activities—PTA, field trips, and helping out in class or the lunch room.
- Work with other parents in your neighborhood to start a McGruff House\* or other block parent programs.

## School Staff

- Evaluate your school's safety objectively. Set targets for improvement. Be honest about crime problems and work toward bettering the situation.
- Develop consistent disciplinary policies, good security procedures, and response plans for emergencies.
- Train school personnel in conflict resolution, problem solving, drug prevention, crisis intervention, cultural sensitivity, classroom management, and counseling skills.

\* A McGruff House is a reliable source of help for children in emergency or frightening situations. For information call 801-486-8768.

## Communicating Is Key to Success

Communication is critical to a school crime watch program. Students report crime because it is a serious issue—not to get someone they don't like into trouble. Not reporting can place a student in a threatening situation. It is a school crime watch's responsibility to keep all reports confidential. If students start finding out about who reported on whom, people won't continue to participate in the program. Students reporting must know that they will be anonymous.

## Helping Out Builds Momentum for the Program

A school crime watch goes beyond just watching out for its fellow classmates. Activities such as drug- and alcohol-free parties, date rape/rape awareness days, newspaper columns in the school or local paper, and crime and drug abuse prevention tips announced on the P.A. system are ways to build interest in your program. Longer term projects that promote student well-being include conflict resolution projects, cross-age teaching and mentoring, vandalism prevention, even bus safety.

## Examining the Results

Do school crime watch programs work?

Yes!

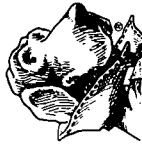
Crime dropped 45 percent at one high school in Florida within a year of initiating a school crime watch!

76

Active school crime watch programs have been able to reduce violence, guns, drug use, and many other crime-related activities in schools across the country. The schools with active watches are happier, safer places.

### Resources

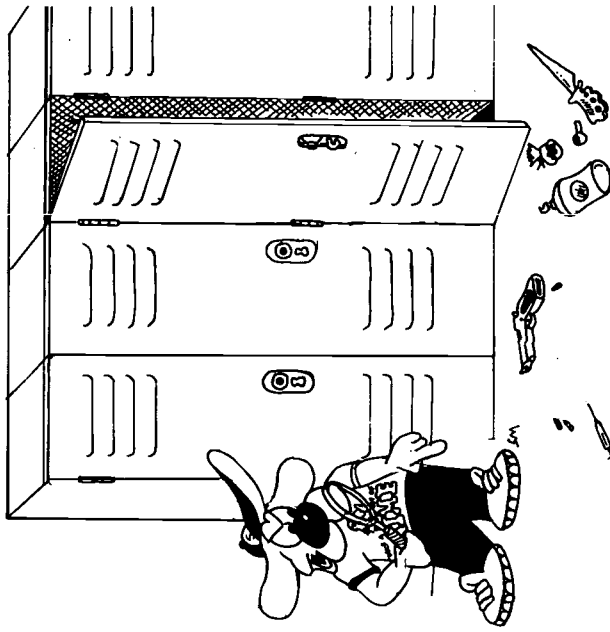
**Youth Crime Watch of America**  
9300 South Dadeland Boulevard, Suite 100  
Miami, FL 33156  
305-670-2409 (phone)  
305-670-3805 (fax)  
[www.ycwa.org](http://www.ycwa.org)



**TAKE A BITE OUT OF  
CRIME®**

Crime Prevention Tips From  
National Crime Prevention Council  
1700 K Street, NW, Second Floor  
Washington, DC 20006-3817  
[www.weprevent.org](http://www.weprevent.org)

and



*National Crime  
Prevention Council*

The National Citizens' Crime Prevention Campaign, sponsored by the Crime Prevention Coalition of America, is substantially funded by the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice.

**BJA**

**ADT**  
A **tyco** INTERNATIONAL LTD. COMPANY

Distribution made possible in part by a grant from  
ADT Security Services, Inc.

77

## What Is a School Crime Watch?

Based on the Neighborhood Watch concept, a school crime watch encourages students to watch out and help out each other to make the entire school a safer and more enjoyable place. It's a student-led effort that helps youth take a share of responsibility for their school community. Students learn how to keep themselves from becoming victims of crime and how to report suspicious activities. In some cases there's an organized patrol that helps ensure the school's public areas are watched appropriately. The attractiveness of a school crime watch program is that a school of any size, in any type of community—rural, suburban, inner-city—can adopt its principles at minimum cost!

## Starting a School Crime Watch

A group of dedicated teens willing to work together to bring the entire student body into a “crime watch” way of life can start a school crime watch program by

- researching what crime problems (vandalism, assault, theft, etc.) are most common at the school and what prevention strategies could prove effective;
- working with the school authorities including the principal and the person in charge of security to get their support for the program;
- establishing an advisory board made up of students and adults;

- talking to your local crime prevention officer about starting the program, and
- setting up a central group of individuals in charge of the crime watch—sometimes called the core group (This group must be made up of students from all kinds of groups, so that no group will feel excluded.);
- deciding how you will launch the program. An exciting way to kickoff the program is through an all-school assembly or rally. This will help build support and generate interest;
- advertising your first school crime watch meeting through fliers, posters, morning public address announcements, even e-mail;
- holding your first meeting to discuss the make up of the crime watch, the issues that need to be addressed, and the need for a school patrol. If you choose to have a school patrol your committee will need to identify sites to monitor;
- telling the adult community that your school is starting a school crime watch;
- planning your calendar of crime watch events.

### What is a Student Patrol?

One powerful component of a school crime watch can be a student patrol. This moves the program from an information and teaching mode into action. Patrol activities include monitoring the halls and parking lots between classes and during lunch. This action can reduce the number of crime-related incidents in the patrolled areas.

Don't bully your children yourself, physically or verbally. Use nonphysical, consistently enforced discipline measures as opposed to ridiculing, yelling, or ignoring your children when they misbehave.

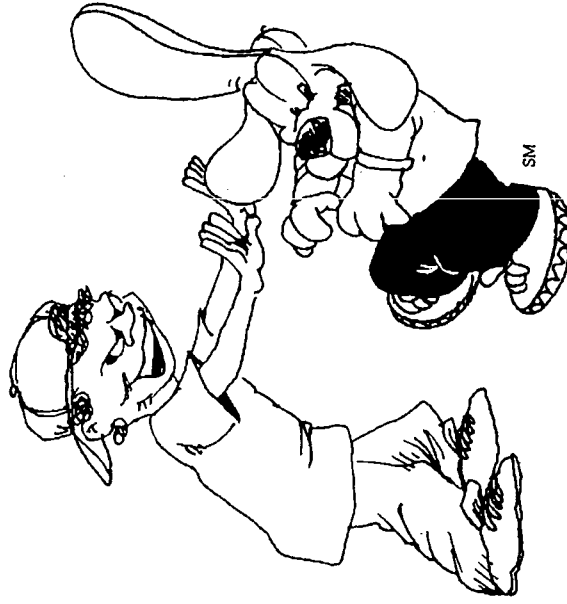
- Help children learn the social skills he or she needs to make friends. A confident, resourceful child who has friends is less likely to be bullied or to bully others.
- Praise children's kindness toward others. Let children know that kindness is valued.
- Teach children ways to resolve arguments without violent words or actions.
- Teach children self-protection skills—how to walk confidently, stay alert to what's going on around them, and to stand up for themselves verbally.
- Provide opportunities for children to talk about bullying, perhaps when watching TV together, reading aloud, playing a game, or going to the park or a movie.
- Recognize that bullies may be acting out feelings of insecurity, anger, or loneliness. If your child is a bully, help get to the root of the problem. Seek out specific strategies you can use at home from a teacher, school counselor, or child psychologist.



**TAKE A BITE OUT OF  
CRIME**

Crime Prevention Tips from  
National Crime Prevention Council  
1700 K Street, NW, Second Floor  
Washington, DC 20006-3817  
[www.weprevent.org](http://www.weprevent.org)

and



The National Citizens' Crime Prevention Campaign, sponsored by the Crime Prevention Coalition of America, is substantially funded by the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice.

**BJA**

Distribution made possible in part by a grant from  
**ADT** Security Services, Inc.  
A **tyco** INTERNATIONAL LTD. COMPANY

**ADT**

*National Crime  
Prevention Council*

## A Word About the Victim

Although anyone can be the target of bullying behavior, the victim is often singled out because of his or her psychological traits more than his or her physical traits. A typical victim is likely to be shy, sensitive, and perhaps anxious or insecure. Some children are picked on for physical reasons such as being overweight or physically small, having a disability, or belonging to a different race or religious faith.

**B**ullying behavior may seem rather insignificant compared to kids bringing guns to school and getting involved with drugs. Bullying is often dismissed as part of growing up. But it's actually an early form of aggressive, violent behavior. Statistics show that one in four children who bully will have a criminal record before the age of 30.

Bullies often cause serious problems that schools, families, and neighbors ignore. Teasing at bus stops, taking another child's lunch money, insults and threats, kicking or shoving—it's all fair game to a bully. Fears and anxieties about bullies can cause some children to avoid school, carry a weapon for protection, or even commit more violent activity.

- are willing to use and abuse other people to get what they want
- feel pain inside, perhaps because of their own shortcomings
- find it difficult to see things from someone else's perspective

## What You Can Do

- Listen to children. Encourage children to talk about school, social events, other kids in class, the walk or ride to and from school so you can identify any problems they may be having.
- Take children's complaints of bullying seriously. Probing a seemingly minor complaint may uncover more severe grievances. Children are often afraid or ashamed to tell anyone that they have been bullied, so listen to their complaints.
- Watch for symptoms that children may be bullying victims, such as withdrawal, a drop in grades, torn clothes, or needing extra money or supplies.
- Tell the school or organization immediately if you think that your children are being bullied. Alerted caregivers can carefully monitor your children's actions and take steps to ensure your children's safety.
- Work with other parents to ensure that the children in your neighborhood are supervised closely on their way to and from school.

## A Word About the Bully

Some bullies are outgoing, aggressive, active, and expressive. They get their way by brute force or openly harassing someone. This type of bully rejects rules and regulations and needs to rebel to achieve a feeling of superiority and security. Other bullies are more reserved and manipulative and may not want to be recognized as harassers or tormentors. They try to control by smooth-talking, saying the "right" thing at the "right" time, and lying. This type of bully gets his or her power discreetly through cunning, manipulation, and deception.

As different as these two types may seem, all bullies have some characteristics in common. They:

- are concerned with their own pleasure
- want power over others





## You Can Protect Yourself!

- Never give a caller your credit card, phone card, Social Security number, or bank account number over the phone. It's illegal for telemarketers to ask for these numbers to verify a prize or gift.
- Beware of 900 numbers. Remember, if you call a 900 number to claim a "prize," you end up paying for the call. Make sure you understand all the charges before making the call.
- Take your time and shop around. Don't let an aggressive con artist pressure you into making a decision. Demand information in writing by mail. Get a second opinion. Ask your family, friends, and neighbors what they think about certain offers.
- Remember, you have the right, the ability, and the power to say no! If the caller on the other end of the phone makes you wary, be assertive and end the conversation. Cons know that the longer they keep you on the phone, the higher their chances of success. They often prey on the trusting, polite nature of many people or on their excitement over getting a supposed prize or bargain. By saying no and hanging up the phone, you can prevent a crime from taking place.

## Be a Wise Consumer

- Don't buy health products or treatments that include a promise for a quick and dramatic cure, testimonials, imprecise and

nonmedical language, appeals to emotion instead of reason, or a single product that cures many ills.

- Look closely at offers that come in the mail. Con artists often use official-looking forms and language and bold graphics to lure victims. If you receive items in the mail that you didn't order, you are under no obligation to pay for them. You are free to throw them out, return them, or keep them.
- Beware of cheap home repair work that would otherwise be expensive. The con artist may just do part of the work, use shoddy materials and untrained workers, or simply take your deposit and never return. Never pay with cash. Never accept offers from drive-up workers who "just happen" to be in the neighborhood. If they're reliable, they'll come back after you check them out.

## Some Typical Cons Targeted Against Older People

Many cons choose to victimize older people. They devise complex offers that confuse their targets and eventually persuade them to take up these offers.

- Don't let this happen to you.
- The phone rings and the caller tells you that you've won a new car! In order to claim the prize you need to mail a check to cover taxes and delivery of the car. Weeks later, the phone rings again. You learn that the original prize company has gone out of business. But the caller tells you not to

It's not always easy to spot con artists. They're smart, extremely persuasive, and aggressive. They invade your home through the telephone, computer, and the mail, advertise in well-known newspapers and magazines, and come to your door. They're well-mannered, friendly and helpful—at first.

Most people think they're too smart to fall for a scam. But con artists rob all kinds of people—from investment counselors and doctors to teenagers and senior citizens—of billions of dollars every year. Cons, scams, and frauds disproportionately victimize seniors with false promises of miracle cures, financial security, and luxury prizes.

One easy rule to remember . . . if it sounds too good to be true, it probably is.

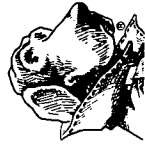
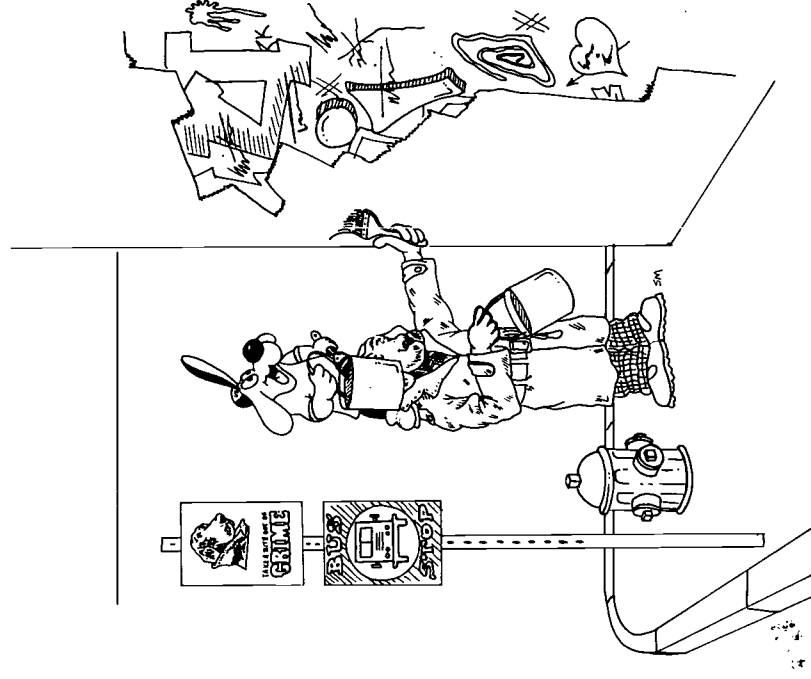
provide counseling for gang-involved youth and their parents.

- Ask local radio stations to broadcast anti-graffiti public service announcements.
- Work together to provide positive activities for youth in your community.
- Start a Neighborhood Watch group in your community. Start patrolling the neighborhood for incidents of vandalism and expand your group to encompass activities that improve quality of life for residents.

### Enlist the Help of Partners

- Law enforcement are important partners in the fight against graffiti. They can help you set up hotlines to report vandalism; they can document the damage and arrest the vandals. They often help set up programs to get graffiti removed for people who can't afford the supplies or don't have access to the labor.
- To get the supplies you need you can ask local paint stores to donate paint remover, paint, and other supplies.
- Include teens in your clean-up. Teens who are involved in clean-up are less likely to become involved in vandalism.
- Ask local merchants to donate refreshments and even small gifts to give to your volunteers.
- Distribute crime prevention and antigraffiti materials at your clean-up.

# Graffiti— Often the First Sign of Trouble



TAKE A BITE OUT OF  
**CRIME**

Crime Prevention Tips From  
National Crime Prevention Council  
1700 K Street, NW, Second Floor  
Washington, DC 20006-3817  
[www.weprevent.org](http://www.weprevent.org)  
and

The National Citizens' Crime Prevention Campaign, sponsored by the Crime Prevention Coalition of America, is substantially funded by the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice.



Distribution made possible in part by a grant from  
ADT Security Services, Inc.  
A tyco INTERNATIONAL LTD. COMPANY

National Crime  
Prevention Council

Many youth gangs use graffiti to mark territory, send messages, and intimidate rival gangs and community residents. But graffiti is not just the work of gang members. “Taggers” are young people who are not necessarily gang affiliated but still engage in graffiti vandalism. They are seeking recognition from their peers for their daring. Only 10 percent of graffiti is thought to be gang-related; the remaining 90 percent is done by taggers. Most graffiti vandals are between the ages of 14 and 17, but some are younger. They often tote backpacks in which they carry the tools of their trade—spray paint, paint sticks, etching equipment, and the like.

Whether done by gang members or taggers, the presence of graffiti in a neighborhood can increase residents’ fears about their safety and even reduce property values. Its presence can also signify to criminals that residents don’t care about their neighborhood. It costs communities thousands of dollars in removal and clean-up.

## What You Can Do

- Report all graffiti vandalism to law enforcement. Before you remove graffiti, notify the police department so they can document it with photographs. This helps build cases against these vandals. Most taggers sign their work in the same way and often target the same area.
- Clean-up often has to be done again and again, but patience and persistence pay off. If an area you have cleaned up becomes covered in graffiti again, remove it as quickly as possible. The goal is to deny the vandal the chance to display his work. Successful programs remove graffiti within 24 hours.
- If the graffiti is on your property, remove it immediately. If it is on county or state property, law enforcement should be able to help you contact the owners. Your community may even have a graffiti hotline to report vandals. If not, help get one started.
- Landscaping is an attractive, natural deterrent to graffiti activity. If an area is continually hit by graffiti, consider planting the area in a way that discourages access.

## What the Community Can Do

- Check out local antigraffiti ordinances that can hold youth, and sometimes their parents, legally accountable for damage and for possession of graffiti implements such

as spray paint. If your community doesn’t have an ordinance, help get one on the books.

- Notify property owners of ordinances that require them to keep their property graffiti-free.
- Coat walls with special paint products and surfaces that do not allow spray paints to stick or make them easier to clean up.
- Contact merchants and request that they not sell items that endorse or glorify graffiti, such as t-shirts, posters, or other items that feature graffiti in their design.
- Ask local hardware stores not to sell spray paint to minors. Request that they place spray paint and paint markers in areas where they can be monitored by employees.
- Ask utility/power companies to remove graffiti from their property and equipment. Request transportation companies such as bus, metro, and train services to do the same.
- Organize a community clean-up. This can be a great community-building activity. Have a block party afterward to celebrate and spend time getting to know one another.

The most effective anti-graffiti initiatives go beyond clean-up.

- Help start a school-based curriculum on gang prevention in local schools. Help teachers incorporate vandalism prevention messages in English, civics, math, and other classes.

to notice or ask about differences. By leaving to provide accurate information, adults leave children vulnerable to absorbing the biases of society. Here are examples of ways to respond to children's question:

**“Why is that girl in a wheelchair?”**

**Inappropriate**

“Shh, it's not nice to ask.” (Admonishing)

“I'll tell you another time.” (Sidestepping)

**Appropriate**

“She is using a wheelchair because her legs are not strong enough to walk. The wheelchair helps her move around.”

**“Why is Jamal's skin so dark?”**

**Inappropriate**

“His skin color doesn't matter. We are all the same underneath.” This response denies the child's question, changing the subject to one of similarity when the child is asking about a difference.

**Appropriate**

“Jamal's skin is dark brown because his mom and dad have dark brown skin.” This is enough for 2- and 3-year-olds. For older children, you can add an explanation of melanin:

“Everyone has a special chemical called melanin. If you have a lot of melanin, your skin is darker. If you only have a little, your skin is lighter. How much melanin you have in your skin depends on how much your parents have in theirs.”

**“Why does Tran speak funny?”**

**Inappropriate**

“Tran can't help how she speaks. Let's not say anything about it.” This response implies

agreement with the child's comment that Tran's speech is unacceptable, while also telling the child to “not notice,” and be polite.

**Appropriate**

“Tran doesn't speak funny, she speaks differently from you. She speaks Vietnamese because that is what her mom and dad speak. You speak English like your mom and dad. It is okay to ask questions about what Tran is saying, but it is not okay to say that her speech sounds funny because that can hurt her feelings.”<sup>11</sup>

<sup>11</sup>“Teaching Young Children to Resist Bias: What Parents Can Do.” National Association for the Education of Young Children.



TAKE A BITE OUT OF  
**CRIME**

Crime Prevention Tips From  
National Crime Prevention Council  
1700 K Street, NW, Second Floor  
Washington, DC 20006-3817  
[www.weprevent.org](http://www.weprevent.org)

and

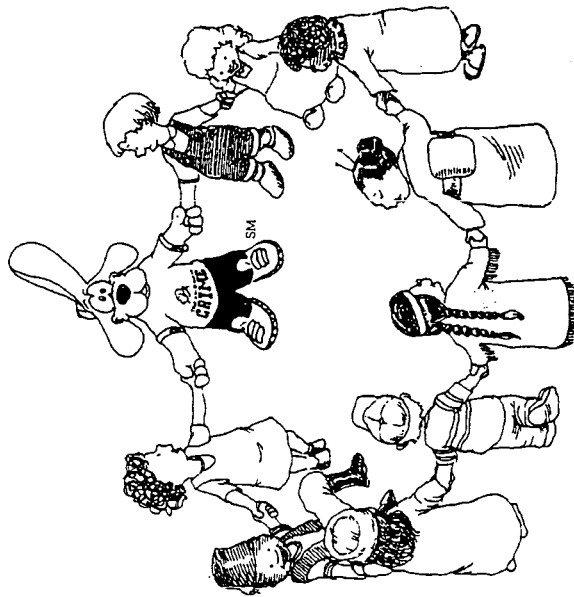
**BJA**

The National Citizens' Crime Prevention Campaign, sponsored by the Crime Prevention Coalition of America, is substantially funded by the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice.

**ADT**

Distribution made possible in part by a grant from ADT Security Services, Inc.  
A **tyco** INTERNATIONAL LTD. COMPANY

# Respecting Diversity A Parent's Guide To Approaching the Issue of Differences



National Crime  
Prevention Council

## Where Do Children Learn These Things?

What if parents never said a word to children about *differences*? Children of all colors, religions, nationalities, and abilities wouldn't see the differences and would play together in harmony . . . Right?

Not really. Children are bombarded with messages—some subtle, some not so subtle—from adults, peers, the media, and society in general. By the time children reach elementary school, they are aware of differences between people. Unfortunately, they receive a lot of false information about race, religion, culture, gender, and physical and mental challenges. Some have already developed prejudices against people who are different from them. These stereotypes will persist unless and until adults attempt to correct them.

By addressing the topic of respect for differences and providing accurate unbiased information, you can lay a foundation of tolerance and “unteach” negative messages.

## What You Can Do

- Bring into your home books, toys, tapes, records, or other things that reflect diverse cultures. Provide images of nontraditional gender roles, diverse racial and cultural backgrounds, and a range of family lifestyles.
- Show that you value diversity through your friendships and business relationships. What you do is as important as what you say.
- Make and enforce a firm rule that someone's differences are never an acceptable reason for teasing or rejecting.
- Provide opportunities for your child to interact with others who are racially or culturally different and with people who are

physically or mentally challenged. Look for opportunities at school, in the community, places of worship, or camps.

- Respectfully listen to and answer your child's questions about others. If you ignore questions, change the subject, sidestep, or scold your child for asking, your child will get the message that the subject is bad or inappropriate.
- Avoid gender stereotyping. Encourage your child's interests in all sorts of activities, whether they are traditionally male- or female-oriented.
- If you hear your child use a racial, ethnic, or religious slur, make it clear that those kind of comments are not acceptable.

### All in the Family?

Many times extended family members may not share your views on diversity. These family members may show their prejudices through inappropriate jokes or slang. If an incident occurs where a child is present, ask the offender to refrain from that kind of talk around the children. If a child asks why a family member can say those things and the child can not, tell them that it is not acceptable to make fun of people because of their differences.

## Responding to Common Questions Children Ask

Young children not only recognize differences, they also absorb values about which differences are positive and which are not. Your reaction to ideas that young children express will greatly affect their feelings and beliefs. Often, children's curiosity-based questions about differences go unanswered because adults react by teaching that it is im-

**H**ate- or bias-motivated crime is not a new phenomenon. It is a problem that many communities have tried to deal with throughout history. There has been a disturbing increase in the number of these crimes committed in America over the past decade. Graffiti, vandalism, and criminal threats are the most common forms of hate crimes. On a child's level, lesser forms include teasing, name calling, and racial slurs. Although adults often ignore these actions, they can have a profound and lasting impact on children.

Ask local law enforcement for a free home security survey.

## CONSIDER AN ALARM

Alarms can be a good investment, especially if you have many valuables in your home, or live in an isolated area or one with a history of break-ins.

- Check with several companies before you buy so you can decide what level of security fits your needs. Do business with an established company and check references before signing a contract.
- Learn how to use your system properly! Don't "cry wolf" by setting off false alarms. People will stop paying attention and you'll probably be fined.
- Some less expensive options...a sound-detecting socket that plugs into a light fixture and makes the light flash when it detects certain noises, motion sensing outdoor lights that turn on when someone approaches, or lights with photo cells that turn on when it's dark and off when it's light.

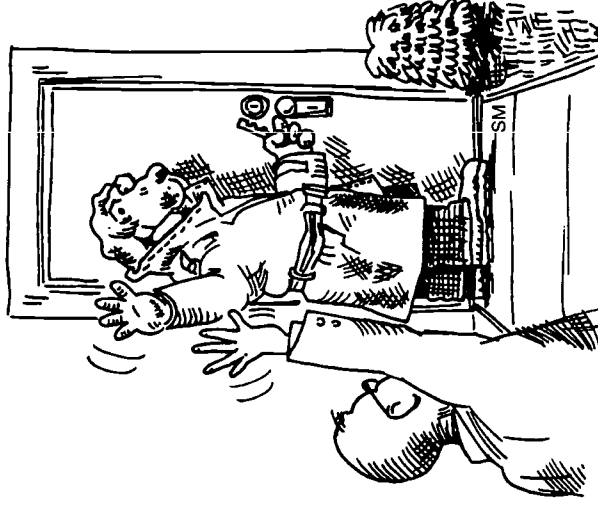
## BURGLARS DO MORE THAN STEAL

- Burglars can commit rapes, robberies, and assaults if they are surprised by someone coming home or pick a home that is occupied.
- If something looks questionable — a slit screen, a broken window or an open door — don't go in. Call the police from a neighbor's house or a public phone.
  - At night, if you think you hear someone breaking in, leave safely if you can, then call police. If you can't leave, lock yourself in a room with a phone and call police. If an intruder is in your room, pretend you are asleep.

- Guns are responsible for many accidental deaths in the home every year. Think carefully before buying a gun. If you do own one, learn how to store it and use it safely.

## TAKE A STAND!

- Join a Neighborhood Watch group. If one doesn't exist, you can start one with help from local law enforcement.
- Never leave a message on your answering machine that indicates you may be away from home. Rather than saying "I'm not at home right now," say "I'm not available right now."
- Work with neighbors and local government to organize community clean-ups. The cleaner your neighborhood, the less attractive it is to crime.



Crime Prevention Tips from

National Crime Prevention Council  
1700 K Street, NW, Second Floor  
Washington, DC 20006-3817

and

The National Citizens' Crime Prevention Campaign, sponsored by the Crime Prevention Coalition of America, is substantially funded by the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice.



Distribution made possible in part by a grant from  
ADT Security Services, Inc.  
A tyco INTERNATIONAL LTD. COMPANY



INVEST  
IN  
IT NOW

**I**f you were locked out of your house, would you still be able to get in? Maybe you keep an unlocked window in the back, or a hidden key in your mailbox or on top of a window ledge?

*You may think this is a good idea, but guess what? If you can break in, so can a burglar!*

*One out of ten homes will be burglarized this year. For a small amount of time and money you can make your home more secure and reduce your chances of being a victim.*

**M**any burglars will spend no longer than 60 seconds to try breaking into a home. Good locks — and good neighbors who watch out for each other — can be big deterrents to burglars.

## CHECK THE LOCKS

Did you know that in almost half of all completed residential burglaries, thieves simply breezed in through unlocked doors or crawled through unlocked windows?

- Make sure every external door has a sturdy, well-installed dead bolt lock. Key-in-the-knob locks alone are not enough.
- Sliding glass doors can offer easy access if they are not properly secured. You can secure them by installing commercially available locks or putting a broomstick or dowel in the inside track to jam the door. To prevent the door being lifted off the track, drill a hole through the sliding door frame and the fixed frame. Then insert a pin in the hole.
- Lock double-hung windows with key locks or “pin” windows by drilling a small hole into a 45° angle between the inner and outer frames, then insert a nail that can be removed. Secure basement windows with grilles or gates.
- Instead of hiding keys around the outside of your home, give an extra key to a neighbor you trust.
- When you move into a new house or apartment, rekey the locks.

## CHECK THE DOORS

A lock on a flimsy door is about as effective as locking your car door but leaving the window down.

- All outside doors should be metal or solid wood.
- If your doors don't fit tightly in their frames, install weather stripping around them.
- Install a peephole or wide-angle viewer in all entry doors so you can see who is outside

without opening the door. Door chains break easily and don't keep out intruders.

## CHECK THE OUTSIDE

Look at your house from the outside. Make sure you know the following tips:

- Thieves hate bright lights. Install outside lights and keep them on at night.
- Keep your yard clean. Prune back shrubbery so it doesn't hide doors or windows. Cut back tree limbs that a thief could use to climb to an upper-level window.
- Clearly display your house number so police and other emergency vehicles can find your home quickly.
- If you travel, create the illusion that you're at home by getting some timers that will turn lights on and off in different areas of your house throughout the evening. Lights burning 24 hours a day signal an empty house.
- Leave shades, blinds, and curtains in normal positions. And don't let your mail pile up! Call the post office to stop delivery or have a neighbor pick it up.
- Make a list of your valuables — VCRs, stereos, computers, jewelry. Take photos of the items, list their serial numbers and descriptions. Check with law enforcement about engraving your valuables through Operation Identification.



# Home Security Checklist

Use this as a guide as you check your home for safety measures. Boxes marked “no” indicate areas where you could take action to improve your home’s security. These are just some of the steps you can take to decrease the likelihood that you or your home is targeted.

## Exterior Doors

Yes No

All doors are locked at night and every time we leave the house—even if it’s just for a few minutes.

Doors are solid hardwood or metal-clad.

Doors feature wide-angle peepholes at heights everyone can use.

If there are glass panels in or near our doors, they are reinforced in some way so that they cannot be shattered.

All entryways have a working, keyed entry lock and sturdy deadbolt lock installed into the frame of the door.

Spare keys are kept with a trusted neighbor, not under a doormat or planter, on a ledge, or in the mailbox.

## Garage and Sliding Door Security

The door leading from the attached garage to the house is solid wood or metal-clad and protected with a quality keyed door lock and deadbolt.

The overhead garage door has a lock so that we do not rely solely on the automatic door opener to provide security.

Garage doors are all locked when leaving the house.

The sliding glass door has a strong, working key locks.

A dowel or a pin to secure a glass door has been installed to prevent the door from being shoved aside or lifted off the track.

The sliding door is locked every night and each time we leave the house.

## Protecting Windows

Every window in the house has a working key lock or is securely pinned.

Windows are always locked, even when they are opened a few inches for ventilation.

## Outdoor Security

Shrubs and bushes are trimmed so there is no place for someone to hide.

There are no dark areas around our house, garage, or yard at night that would hide prowlers.

Every outside door has a bright, working light to illuminate visitors.

*continued on back*



- Floodlights are used appropriately to ensure effective illumination.
- Outdoor lights are on in the evening—whether someone is at home or not or a photocell or motion-sensitive lighting system has been installed.
- Our house number is clearly displayed so police and other emergency vehicles can find the house quickly.

### **Security When Away From Home**

Yes No

- At least two light timers have been set to turn the lights on and off in a logical sequence, when we are away from home for an extended time period.
- The motion detector or other alarm system (if we have one) has been activated when we leave home.
- Mail and newspaper deliveries have been stopped or arrangements for a neighbor/friend to pick them up have been made when we go away from home for a period of time.
- A neighbor has been asked to tend the yard and watch our home when we are away.

### **Outdoor Valuables and Personal Property**

Yes No

- Gate latches, garage doors, and shed doors are all locked with high-security, laminated padlocks.
- Gate latches, garage doors, and shed doors are locked after every use.
- Grills, lawn mowers, and other valuables are stored in a locked garage or shed, or if left out in the open, are hidden from view with a tarp and securely locked to a stationary point.
- Every bicycle is secured with a U-bar lock or quality padlock and chain.
- Bikes are always locked, even if we leave them for just a minute.
- Firearms are stored unloaded and locked in storage boxes and secured with trigger guard locks.
- Valuable items, such as television, stereos, and computers have been inscribed with identifying number approved by local police.
- Our home inventory is up-to-date and includes pictures. A complete copy is kept somewhere out of the house.

101

101



# A SAFETY CHECKLIST

## for Apartments

### ✓ Check Out Your Apartment

Does your —

- Entry door have a deadbolt lock and peephole?
- Sliding glass door have a wooden rod in the track so it can't be opened and pins in the overhead frame so it can't be lifted out?
- Landlord or building manager tightly control all keys?

For extra security, leave a radio playing or a light on while you are gone. Always tell neighbors and the building manager when you leave for a business trip or vacation.

### ✓ Check Out Your Building

- Is there some kind of control over who enters and leaves the building?
- Are walkways, entrances, parking areas, elevators, hallways, stairways, laundry rooms, and storage areas well-lighted, 24 hours a day?
- Are fire stairs locked from the stairwell side above the ground floor, so you can exit but no one can enter?
- Are mailboxes in a well-traveled, well-lighted area and do they have good locks?
- Are things well-maintained — are burnt-out lights fixed properly, shrubs trimmed, trash and snow removed?

### ✓ Check Out the Neighbors

- Get to know your neighbors. Join or organize an Apartment Watch group so neighbors can look out for and help each other.
- If you live in a large building or complex, think about a tenant patrol that watches for crime around the building, provides escort services for the elderly and handicapped, and monitors comings and goings in the lobby.
- Work with landlords to sponsor social events for tenants — a Sunday breakfast, a picnic, a Halloween party.
- Look beyond problems to root causes — does your building need a better playground, a social evening for teens, a tenant association, new landscaping, a basketball hoop? Work with the landlord for changes that make everyone proud of where they live.

# A Checklist For Starting a Neighborhood Watch Program

## You Will Need

- A person or group of people committed to starting a Neighborhood Watch.
- A planning committee to initiate the program.
- A list of what issues initially need to be addressed in your community.
- A means of communicating with the residents, e.g., e-mail, fliers, telephone trees.
- Publicity for the initial Neighborhood Watch meeting.
- A meeting agenda to keep things moving and on track.
- A place to meet — resident's house or apartment, community center, school, library.
- A crime prevention officer to discuss the crime issues in the neighborhood and to help train members.
- A map of the community with spaces for names, addresses, and phone numbers of all households.
- Brochures or other materials on topics of interest to the residents.
- A sign-up sheet for those interested in becoming block or building captains.
- Neighborhood Watch signs to be posted around the community. Some jurisdictions require a minimum number of participants before Neighborhood Watch signs can be posted.
- Facts about crime in your neighborhood. (These can be found in police reports, newspapers, and residents' perception about crime. Often residents' opinions are not supported by facts, and accurate information can reduce fear of crime.)

## To Add Excitement

- Mix business with pleasure — allow attendees time to socialize.
- Seek out neighborhood go-getters — civic leaders and elected officials — to be your advocates and mentors.
- Work with such existing organizations as citizens' association, tenants' association, or housing authorities.
- Provide speakers on topics of community interest.
- Link crime prevention into activities promoted by other groups: child protection, anti-vandalism projects, community service, arson prevention, recreation activities for young people.
- Start a neighborhood newsletter.
- Arrange for McGruff to make a surprise appearance at a meeting, rally, or other event.

## To Build Partnerships

- The police or sheriffs' office's endorsement is critical to a Watch group's credibility. These agencies are the major sources of information on local crime patterns, crime prevention education, and crime reporting.
- Local businesses and organizations can help provide fliers and a newsletter, offer meeting places, and distribute crime prevention information. Ask an electronics store to donate cellular phones.
- Libraries can provide research materials, videos, computers, and meeting space.
- Media can aid Neighborhood Watches by publicizing recruitment drives.
- Look to volunteer centers, parent groups, and labor unions for advice on recruiting volunteers.
- Teenagers are valuable resources. They can be an integral part of a citizens' patrol including biking and rollerblading to scout the neighborhood.
- Places of worship can provide meeting space and a good source of volunteers.

# Ten Things Kids Can Do

- Settle arguments with words, not fists or weapons. Don't stand around and form an audience when others are arguing. A group makes a good target for violence.

- Learn safe routes for walking in the neighborhood, and know good places to seek help. Trust feelings, and if there's a sense of danger, get away fast.

- Report any crimes or suspicious actions to the police, school authorities, and parents. Be willing to testify if needed.

- Don't open the door to anyone you don't know and trust.

- Never go anywhere with someone you don't know and trust.

- If someone tries to abuse you, say no, get away, and tell a trusted adult. Remember, it's not the victim's fault.

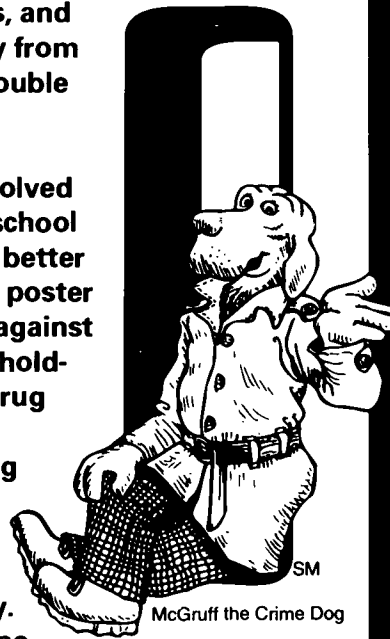
- Don't use alcohol or other drugs, and stay away from places and people associated with them.

- Stick with friends who are also against violence and drugs, and stay away from known trouble spots.

- Get involved to make school safer and better — having poster contests against violence, holding anti-drug rallies, counseling peers, settling disputes peacefully.

If there's no program, help start one!

- Help younger children learn to avoid being crime victims. Set a good example, and volunteer to help with community efforts to stop crime.



McGruff the Crime Dog

## To Stop Violence

# 10

## TEN THINGS YOU AND YOUR NEIGHBORS CAN DO

Work with public agencies and other organizations — neighborhood-based or community-wide — on solving common problems. Don't be shy about letting them know what your community needs.

Make sure that all the youth in the neighborhood have positive ways to spend their spare time, through organized recreation, tutoring programs, part-time work, and volunteer opportunities.

Set up a Neighborhood Watch or a community patrol, working with police. Make sure your streets and homes are well lighted.

Build a partnership with police, focused on solving problems instead of reacting to crises. Make it possible for neighbors to report suspicious activity or crimes without fear of retaliation.

Take advantage of "safety in numbers" to hold rallies, marches, and other group activities to show you're determined to drive out crime and drugs.

Clean up the neighborhood! Involve everyone — teens, children, senior citizens. Graffiti, litter, abandoned cars, and run-down buildings tell criminals that you don't care about where you live or each other. Call the city public works department and ask for help in cleaning up.

Ask local officials to use new ways to get criminals out of your building or neighborhood. These include enforcing anti-noise laws, housing codes, health and fire codes, anti-nuisance laws, and drug-free clauses in rental leases.

Form a Court Watch to help support victims and witnesses and to see that criminals get fairly punished.

Work with schools to establish drug-free, gun-free zones; work with recreation officials to do the same for parks.

Develop and share a phone list of local organizations that can provide counseling, job training, guidance, and other services that neighbors might need.

# TAKING BACK YOUR NEIGHBORHOOD

*If crime has a strong grip on a neighborhood, it's hard to take the first steps toward reclaiming your streets.*

*People are afraid that if they act, criminals will take revenge. You can counter this fear, and protect each other, by working closely with police and organizing group activities — there's safety in numbers. You may want to meet outside the neighborhood at first.*



## **Neighborhoods across the country have used these tactics to take a stand against drugs and violence**

- Ask police for help in forming a citizen patrol that walks the neighborhood, intimidating drug dealers by writing down license plate numbers and descriptions of suspected dealers. Videotape or photograph illegal activities. Pass information on to law enforcement. Wear a "uniform" — a brightly colored cap or special T-shirt.
- Use a bullhorn or loudspeaker to broadcast "Drug dealers on the block. Police are being notified."
- Demonstrate against landlords who rent property to drug dealers.
- Make public your dissatisfaction with businesses, including restaurants and bars, that ignore drug dealing. Do the same to stores that sell drug paraphernalia — such as marijuana pipes or rolling papers.
- Organize neighborhood clean-up campaigns to sweep litter and drug paraphernalia off the streets, clean off or paint over graffiti, plant flowers and trees, and repair broken equipment in playgrounds.
- Make young people part of your neighborhood improvement team. Find other creative, constructive activities for youth, especially teens.
- Put up large, colorful banners or signs that warn drug dealers that residents are watching for crime and reporting it to the police.
- March or organize a vigil to demonstrate the community's will to drive out drug dealers and other criminals.
- Make sure the newspapers and television cover this good news — show the world that neighbors and police care and are taking action!

*Use good judgment when faced with problems of illegal drug use or sales or other criminal activity in your neighborhood. Think about how you can report a drug problem without subjecting yourself to retaliation. It's important to report, but it's equally important to report safely.*

# DRUG-Free School ZONES

*Drug-free zones around schools offer communities one way to give students a place where they can play and talk without being threatened by drug dealers and drug users.*

*Federal law and many state and local laws increase penalties for drug-related activities in drug-free school zones.*

## **A Drug-Free School Zone Is More Than a Law and a Sign**

It is a law and a community-wide commitment to reduce drug use among young people.

Federal law and many state and local laws increase penalties for drug-related activities in drug-free school zones.

### **Six Steps To Take**

- 1** Build a drug-free school zone coalition that includes representatives from law enforcement, schools, parent groups, civic clubs, youth organizations, businesses, religious institutions, local government, drug treatment centers, other social service agencies, public housing authorities, and the courts.
- 2** Mobilize the community -- talk to key people, build partnerships, assess the community's drug problems.
- 3** Create a shared vision of a safe and drug-free environment for children. Set goals and design strategies to meet them.
- 4** Establish the drug-free school zone by researching laws and establishing formal partnership agreements with school administrators, city officials, and law enforcement. Name a coordinator, measure and map the zone, post signs (check with law enforcement and city officials regarding wording and placement), and publicize the project. Kick off with special school assemblies, a parents' organization meeting, a proclamation, and press conference.
- 5** Mobilize the community -- talk to key people, build partnerships, assess the community's drug problems.
- 6** Celebrate successes with award ceremonies, family events, posters, publicity, and T-shirts. Have young people plan and run a drug-free celebration.

*Don't stop at the school's boundaries! Expand your drug-free zone efforts to any area besieged by problems associated with drug and alcohol abuse.*

*Drug-free zones around schools offer communities one way to give students a place where they can play and talk without being threatened by drug dealers and drug users.*

#### **For Information**

The National Clearinghouse for Alcohol and Drug Information (NCADI)

800-729-6686

## Back to School

To help you stay safe and healthy this school year, McGruff the Crime Dog® says:

- Work out a safe route to school with your parents. Choose the quickest way with the fewest street crossings and use intersections with crossing guards. Stay away from parks, vacant lots, fields, and other places where there aren't many people around.
- Whenever possible walk to and from school with a friend, neighbor, brother, or sister. Don't go by yourself.
- Be sure you know your home phone number (including area code) and address, the numbers of your parents at work and of another trusted adult, and how to use 911 for emergencies.
- Never talk to strangers or accept rides or gifts from strangers. Remember, a stranger is anyone you or your parents don't know well and trust.
- If you bike or skate to school, wear a helmet. And don't forget to lock up your bike with a sturdy lock wherever you leave it.
- If you're home alone after school, check in with a parent or neighbor as soon as you walk in the door.
- Let parents and friends know if you stay late after school. Get permission first if you want to play with a friend instead of going home.

If you see anyone doing something that makes you uneasy or you think isn't right—a stranger hanging around the school playground, a bigger kid bullying younger children, vandalism or graffiti for example—tell your parents, a teacher, or another trusted adult. That helps McGruff **Take A Bite Out Of Crime®!**

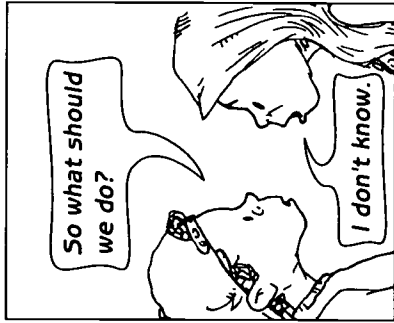
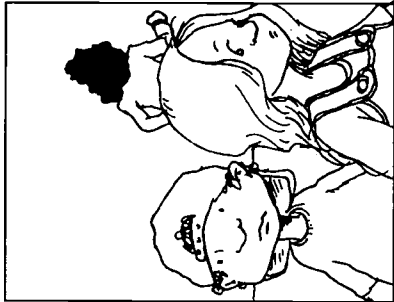
## Back To School—A Checklist for Parents

- Be sure your child knows his or her home phone number (including area code) and address, your work number, the number of another trusted adult, and how to use 911 for emergencies. Make sure your child has enough change to make a phone call or they carry a telephone calling card.
- Plan a walking route to school or the bus stop. Choose the most direct way with the fewest street crossing and use intersections with crossing guards. Test the route with your child. Tell him or her to stay away from parks, vacant lots, fields, and other places where there aren't many people around.
- Teach children—whether walking, biking, or riding the bus to school—to obey all traffic signals, signs, traffic officers, and safety patrols. Remind them to be extra careful in rainy, foggy, or snowy weather.
- Make sure they walk to and from school with others—a friend, neighbor, brother, sister.
- When car pooling, drop off and pick up children as close to school as possible. Don't leave until they have entered the school yard or building.
- Teach your child never to talk to strangers or accept rides or gifts from strangers. Remember, a stranger is anyone you or your children doesn't know well or doesn't trust.
- If your child is home alone for a few hours after school:
  - Set up rules for locking doors and windows, answering the door or telephone.
  - Talk about what activities your child can and can not do while home alone.
  - Make sure he or she checks in with you or a neighbor immediately after school.
  - Agree on rules for inviting friends over and for going to a friend's house when no adult is home.
- Take time to listen carefully to children's fears and feelings about people or places that scare them or make them feel uneasy. Tell them to trust their instincts. Take complaints about bullies and other concerns seriously.





# McGRUFF® 'TOONS



Make time to talk to kids about drugs. Don't just tell kids to say "no" to drugs. Give them something to say "yes" to. Encourage children to participate in positive, healthy activities, like sports, clubs, or community service.

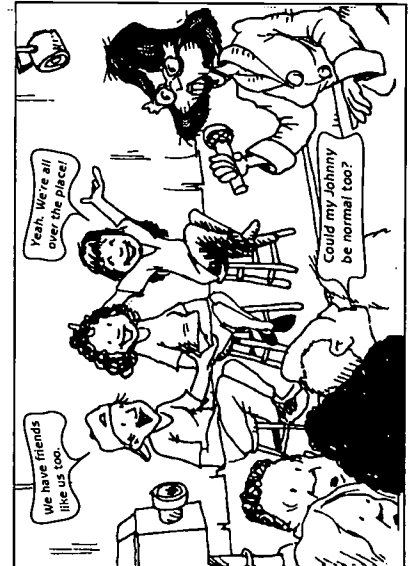
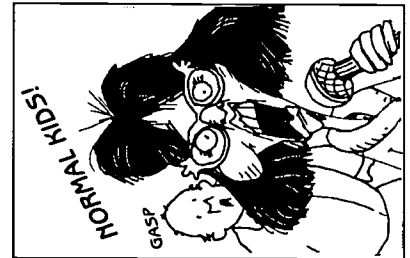
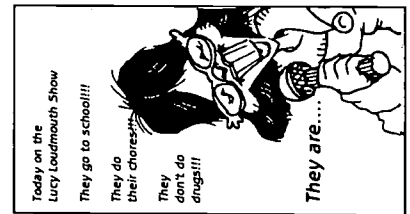
**TAKE A BITE OUT OF CRIME**

**BIA**  
Bureau of Alcohol, Tobacco & Firearms

© 1998 National Crime Prevention Council



# McGRUFF® 'TOONS



The news is good. Know that:

- 4 out of 5 kids don't use drugs.
- 7 out of 10 teens volunteer.

Let kids know that most kids do the right thing!

**TAKE A BITE OUT OF CRIME**

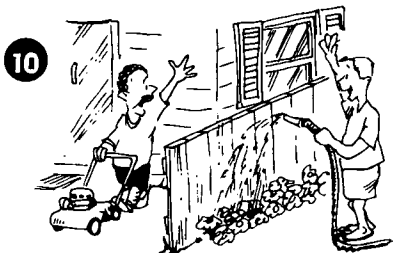
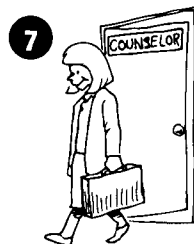
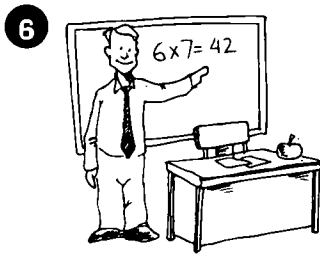
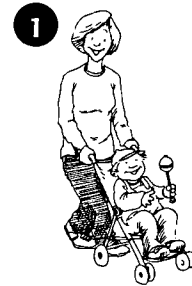
**BIA**  
Bureau of Alcohol, Tobacco & Firearms

© 1998 National Crime Prevention Council

# Community Helpers Word Scramble

Hey, kids! Can you identify these people in your community that you can turn to if you have a problem? Write the names of these people in the blanks. Then use the numbers under the words to decode the hidden message below.

1 \_\_\_\_\_ 2 \_\_\_\_\_  
 18 8 \_\_\_\_\_ 11 9  
 3 \_\_\_\_\_ 6  
 17  
 4 \_\_\_\_\_  
 16  
 5 \_\_\_\_\_ 6 \_\_\_\_\_  
 2 12 5  
 7 \_\_\_\_\_ 13  
 1  
 8 \_\_\_\_\_  
 3 15  
 9 \_\_\_\_\_ 10 \_\_\_\_\_  
 14 10  
 11 \_\_\_\_\_ 7 \_\_\_\_\_ 4 \_\_\_\_\_



\_\_\_\_\_ K \_\_\_\_\_  
 15 3 • 9 5  
 \_\_\_\_\_  
 13 11 12 2 14  
 \_\_\_\_\_  
 1 16 7 18 6



**Answers:** 1) Mother 2) Nurse 3) Police Officer 4) Principal 5) Doctor 6) Teacher 7) Counselor  
 8) Father 9) Sheriff 10) Neighbor 11) Firefighter

**Note to Adults:** This activity serves as an excellent discussion starter about community helpers. As a follow-up have the children identify three community helpers in their neighborhood that they could go to in an emergency.

# Scruff's Gun Safety Rules

DIRECTIONS: Fill in the letter of the alphabet that comes *after* each letter in the box for a message about gun safety.

<b>1</b>	R	S	N	O

<b>2</b>	C	N	M	'	S	S	N	T	B	G

<b>3</b>	F	D	S		V		X
				<b>A</b>		<b>A</b>	

<b>4</b>	S	D	K	K		F	Q	N	V	M	-	T	O
					<b>A</b>						-		

X	N	T	S	Q	T	R	S

# HOW TO USE

## These Materials in Your Community

This pocket contains a selection of camera-ready crime, drug, and violence prevention materials to help you promote crime prevention in October and throughout the year. These materials are designed to be printed or photocopied — that's why they're printed in high-resolution black type on coated paper. Most have space for local sponsors, phone numbers, and addresses.

Hand out the brochures at crime prevention presentations and community events. Ask schools, businesses, libraries, hospitals, and civic groups to distribute these educational materials as a community service. Place the shorter articles in newspapers and newsletters. Why not go a step further and create bookmarks, shopping bags, bumper stickers, and envelope stuffers?

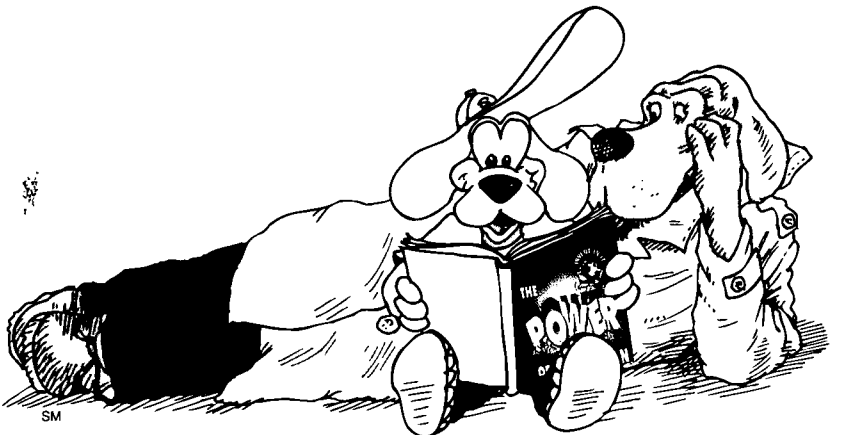
Although these materials are copyrighted to protect their integrity, you can produce as many copies as you like for free distribution so long as you do not change the text without written approval from the National Crime Prevention Council.

If you wish to change the text or have any questions about using McGruff® or Scruff®, contact the Quality Review Committee, NCPC, 1700 K Street, NW, Second Floor, Washington, DC 20006-3817. To obtain a useful reference, write to NCPC Fulfillment Center, PO Box 1, 100 Church Street, Amsterdam, NY 12010 for a free copy of the 1997 edition of *Guidelines for McGruff and Related Marks*.



**TAKE A BITE OUT OF  
CRIME®**

National Crime Prevention Council  
1700 K Street, NW, Second Floor  
Washington, DC 20006-3817





**U.S. Department of Education**  
Office of Educational Research and Improvement (OERI)  
National Library of Education (NLE)  
Educational Resources Information Center (ERIC)



## **NOTICE**

### **REPRODUCTION BASIS**



This document is covered by a signed "Reproduction Release (Blanket) form (on file within the ERIC system), encompassing all or classes of documents from its source organization and, therefore, does not require a "Specific Document" Release form.



This document is Federally-funded, or carries its own permission to reproduce, or is otherwise in the public domain and, therefore, may be reproduced by ERIC without a signed Reproduction Release form (either "Specific Document" or "Blanket").