

Safer Communities

Brighter Futures

1618702



Crime Prevention Month October 1996

Celebrate Crime Prevention Month
With McGruff the Crime Dog® and His Nephew Scruff®



This publication was made possible through Cooperative Funding Agreement No. 95-DD-BX-K003 from the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice. Opinions are those of NCPC 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.



The National Crime Prevention Council is a private, nonprofit, tax-exempt 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, more than 135 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.



Distribution was made possible in part by a generous grant from ADT Security Systems, Inc., a corporate partner of the National Crime Prevention Council.

Acknowledgments:

Principal writers: Judy Kirby, Mary Jo Marvin
Cover design: Veronica J. Morrison
Photo: © Mike Yamashita/Woodfin Camp
Printer: Presstar Printing

Other key NCPC staff: Jacqueline Aker, Katie Basinski, Louis Dominguez, Jodie Fine, Caren Garfield, Mac Gray, LeAnn Logue, Honora Precourt, Margaret McDonnell, Jean O'Neil, Katrine Pendleton, Marty Pociask, John Rosiak, Christopher Scileppi, and Faye Warren.

Crime Prevention Coalition Advisory Group:
Kevin Barry, Crime Prevention Association of Connecticut;
Cindy Brown, Oklahoma Department of Public Safety; Betsy Cantrell, National Sheriffs' Association; Linda Gran-Hartshorn, Iowa Crime Prevention Association; Domingo Herraiz, Ohio Crime Prevention Association; Valerie Mariano, Hawaii Department of the Attorney General; Scott Minier, Indiana Crime Prevention Coalition; Don Perretz, Wisconsin Department of Justice; Teri Poppino, Crime Prevention Association of Oregon; Antony Queen, North Carolina Department of Crime Control and Public Safety; Nathaniel Robinson, Wisconsin Office of Justice Assistance; and David Rost, Missouri Department of Public Safety.

A special thanks to John A. Calhoun, NCPC's Executive Director; Director Nancy E. Gist, Bureau of Justice Assistance; Mary F. Santonastasso, Director, Discretionary Grants Program Division, BJA; Robert H. Brown, Jr., Chief Crime Prevention Branch, BJA; and Maria Amato, Program Specialist, BJA, for their expertise and continued support.

Copyright © 1996 National Crime Prevention Council

All rights reserved, except that these 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 1996

National Crime Prevention Council
1700 K Street, NW, Second Floor
Washington, DC 20006-3817
202-466-6272

Crime Prevention Month
Crime Prevention Month

**1996
October**

Sponsored by the Crime Prevention Coalition

**SAFER COMMUNITIES
BRIGHTER FUTURES**

TABLE OF CONTENTS

Crime Prevention Month '96 Celebrates Grassroots Partnerships **2**

Statistics Reveal the Realities of Crime **3**

Partnerships That Work **5**

Proclaim October as Crime Prevention Month **7**

Sample Press Release **8**

Engaging Youth in Crime Prevention **9**

The High-Tech World of Crime Prevention **10**

Planning a Crime Prevention Event? Use These Checklists **12**

Calendar of Observances **17**

"Take A Bite Out Of Crime®" With McGruff® and Scruff® Licensed Educational Products .. **20**

Selected Resources From NCPC **22**

The Crime Prevention Coalition **24**

Look for the more than 30 reproducible brochures, posters, and articles in the back pocket. Selected and designed to complement each section of the guide, they're invaluable tools to help spread your crime prevention messages.

October

CRIME PREVENTION MONTH '96 CELEBRATES GRASSROOTS PARTNERSHIPS

Crime Prevention Month, gives communities the opportunity to look at what's working for the common good and to honor individuals who take personal responsibility for their neighborhoods. It's also a time to celebrate and nurture collaborations, the essential element in mobilizing today's diverse communities to act.

This year's theme — Safer Communities, Brighter Futures— reflects the Crime Prevention Coalition's strong belief that grassroots action drives crime from our streets and brings back hope for a better future. It's not an idealistic or unrealistic view. For almost 16 years, the National Citizens' Crime Prevention Campaign and its most visible symbol, McGruff® the Crime Dog, have convinced individuals of all ages that they can prevent crime and build community. We point with

pride to schools, neighborhoods, and entire cities where crime has dropped as a result of comprehensive community action. The latest FBI and the National Crime Victimization Survey reports show decreases in almost all major types of crime. A new Harris poll reveals that 9 in 10 teens are willing to get involved in programs that can prevent crime.

But violent crime committed by juveniles and against juveniles rises steadily. "The demographics of this nation make quite clear that the number of young people in the age group of 14 to 17 will increase significantly over the next 20 years," warned Attorney General Janet Reno at the kick-off for Crime Prevention Month 1995.

"Unless we come together to prevent this violence, we are going to see a more violent nation," she concluded. A 1996 national poll conducted for

the Washington Post newspaper found that two in three Americans believe that most people can't be trusted, a drastic reversal from three decades ago and an attitude that poses significant barriers to community mobilization. The survey also found that being a victim of crime makes an individual even more distrustful of other people and erodes confidence in government's abilities to solve problems.

How can we deal with these divergent trends — progress today in reducing crime and reclaiming communities versus escalating youth violence and growing distrust? The challenge clearly stands before us. We must forge visionary partnerships for change — collaborations that prevent crime and attack its root causes, reach out to young people as resources not threats, and rebuild trust in fellow citizens and community institutions.



You can get motivated by thinking of something in your neighborhood that you are adamant about changing...something that you feel detracts from your quality of life...some persons who need a helping hand...The problem will not be solved nor will the need be met until you commit your time, talents, contacts and resources to create a neighborhood that you are proud to live in.

Marcia E. Hope, Director, Neighborhood Services Office, City of Orlando, Florida

STATISTICS REVEAL THE REALITIES OF CRIME

- Personal crimes generate \$105 billion annually in property and productivity losses and medical expenses. This amounts to an annual "crime tax" of roughly \$425 per man, woman, and child in the United States. (National Institute of Justice, 1996)
- Violent crime — aggravated assault, robbery, forcible rape, and murder — reported to law enforcement in 1995 declined 4 percent from the previous year, according to the FBI's Uniform Crime Reporting (UCR) program which tabulates crime reported to law enforcement agencies. Property crime — burglary, larceny/theft, vehicle theft, and arson — decreased 1 percent.
- The National Crime Victimization Survey (NCVS) shows a similar trend. Total violent and property crime victimizations fell almost 3 percent from 1993 to 1994. The NCVS counts crime whether or not reported to the police, via a recurring survey of U.S. households.
- The FBI's latest UCR statistics show that 13 percent of the crimes reported to police are violent crimes and 87 percent are property crimes.

- About 36 percent of all crimes and 42 percent of violent crimes were reported to the police. (NCVS, 1994)

Crime's Victims

- Between 1988 and 1992, juvenile arrests for violent crime increased 50 percent. Persons most likely to be victimized by juveniles were also young, between 12 and 19 years old. (NCVS and UCR)
- The young, blacks, males, and poor are more victimized by violent crime than their counterparts. (NCVS)
- There were 111 violent victimizations for every 1,000 teenagers and young adults in 1994 — more than twice the rate for men and women aged 25-49 and about 11 times higher than that for people age 50 or older. (NCVS)
- In 1994, 28 percent of all female murder victims were slain by their husbands or partners. (UCR)
- Each year, nearly one million individuals become victims of violent crime while working or on duty. (NCVS, 1994)

Families and Violence

- More than one-third of Americans have witnessed an incident of domestic violence. Nearly nine out of ten Americans say that women being beaten is a serious problem facing many families — and concern cuts across race, gender, and age lines. Four out of five believe something can be done to reduce domestic violence. (Family Violence Prevention Fund)
- Four in ten girls between the ages of 14 and 17 report that they or a friend their age has been physically abused by a boyfriend. (Children Now, a national advocacy organization)
- Reports of child abuse in 1995 exceeded 3.1 million. An estimated 1,215 children were killed last year as a result of child abuse and neglect; a vast majority involved children under five years old.
- Adult children are the most frequent abusers of the elderly in domestic settings. In 1994, 35 percent of the substantiated elder abuse cases involved their adult children as abusers. (National Center on Elder Abuse, 1994)

Young People and Violence

- Almost two-thirds of children 7 to 10 years old feared they might die young, while 42 percent of the 11- to 17-year-olds had that fear, found a poll conducted for Children Now.
- As many as one in six teens admits there are places where they never feel safe, such as walking to and from a friend's house or on public transportation. (Harris Poll, 1995)
- A survey reported by the American Medical Association showed that violence against children and young adults is not restricted to inner cities. In fact, the survey found a higher percentage of suburban boys reported being hit or punched at school in the previous year than boys in the inner city.
- Between 1985 and 1989, arrest rates increased by 18.9 percent for girls charged with murder and non-negligent manslaughter and 35.9 percent for aggravated assault. (Center for Women Policy Studies, 1995)
- Almost one-quarter of the people arrested for weapons offenses during 1993 were under age 18. More than 9 out of 10 were males. (Bureau of Justice Statistics, 1996)
- The number of juveniles murdered increased 82 percent between 1984 and 1994. The number of juveniles murdered with a firearm nearly tripled during this period. (Office of Juvenile Justice and Delinquency Prevention)

Drug Use

- A majority of police chiefs in the United States regard drug abuse as a major problem, believing that the problem is greater than it was five years ago and that it cannot be solved by law enforcement alone. (Police Foundation, 1996)
- The use of marijuana and cigarettes among junior and senior high school students increased significantly between 1994 and 1995, reports a survey by the Parents' Resource Institute for Drug Education (PRIDE).
- Ninety percent of 12th graders have friends who use alcohol; 63 percent know someone who has a drinking problem; and 26 percent have friends who use LSD, cocaine, or heroin. (Center on Addiction and Substance Abuse at Columbia University, New York, NY, 1995)

Resources for Statistics

American Medical Association
515 North State Street
Chicago, IL 60610
312-464-4430

Children Now
1212 Broadway, Suite 530
Oakland, CA 94612
800-CHILD-44

Criminal Justice Information Services Division
Federal Bureau of Investigation
U.S. Department of Justice
Washington, DC 20535
202-324-2614

Family Violence Prevention Fund
383 Rhode Island Street, Suite 304
San Francisco, CA 94103-5133
415-252-8900

National Committee to Prevent Child Abuse
332 S. Michigan Avenue, Suite 1600
Chicago, IL 60604
312-663-3520

Bureau of Justice Statistics Clearinghouse
Box 179
Annapolis Junction, MD 20701-0179
800-732-3277
Internet Home Page:
<http://www.ojp.usdoj.gov.bjs>

OJJDP's Juvenile Justice
Clearinghouse
Box 6000
Rockville, MD 20857
800-638-8736

Publications

Beyond Hope and Fear: Teens Speak Out on Crime and the Community
A survey conducted by Louis Harris and Associates
Teens, Crime, and the Community
c/o National Crime Prevention Council
1700 K Street, NW, Second Floor
Washington, DC 20006-3817
202-466-6272, ext. 161

Drugs and Crime Across America: Police Chiefs Speak Out
Police Foundation
1001 22nd Street, NW
Washington, DC 20037
202-833-1460
Publications

Keeping Score
Drug Strategies
2445 M Street, NW, Suite 480

"The Neutral Zone" Connects With High-Risk Youth

From 1988 to 1992, juvenile arrests in Mountlake Terrace, Washington — a small community north of Seattle — increased 63 percent. Violent crime by youth, especially gang violence, mushroomed. In response, Police Chief John Turner spearheaded development of the Neutral Zone to provide an alternative to the streets for gang members, wannabes, homeless teens, and other young people who fall through the cracks of traditional programs. Located in a school cafeteria and gym, the Neutral Zone is open only from 10 p.m. to 2 a.m. every Friday and Saturday night, but attracts 175 to 250 youth between ages 12 and 21 each night. Volunteers, many from the police department, provide most of the staffing.

Rules ensure safety for all who attend. A dress code prohibits articles of clothing that would indicate gang affiliations. A pat-down search upon entering keeps out weapons and illegal substances. Any fights result in charges and suspension from the program. The Neutral Zone provides a remarkable range of activities: recreation, food including a full-course dinner served at midnight, tutoring and GED preparation, drama and writing classes, and health-related presentations. The Neutral Zone offers a food and clothing bank and has arranged for reduced cost health care services. With help from AmeriCorps, it has expanded educational services and started a mentoring effort for younger at-risk children.

While the Neutral Zone's impact on reducing juvenile crime has not been formally evaluated, juvenile referrals to the police department's diversion program decreased between summer 1991 and summer 1992 when the program started. During a six-week period in summer 1994 when the Neutral Zone closed for remodeling, calls for service during the hours the Zone normally would have been open increased 72 percent.

Academies Strengthen Citizen-Police Bonds in Two Cities

In Narragansett, Rhode Island, Officer Denise Owens calls the department's citizen police academy "the greatest tool for helping the community understand what policing is all about." Detroit's Police Chief Isaiah McKinnon started an academy because he felt that one barrier to community policing was that people really "don't know what the police do." Nationwide, law enforcement agencies with citizen police academies report that these programs develop strong advocates as well as identify citizens who become resources for their departments. Many even have alumni associations which meet monthly.

Effective citizen police academies typically involve at least 24 hours of training, small classes (no more than 25), an applicant screening process, instructors that represent different ranks and perspectives, follow-up programs for graduates, an evaluation process, and a well-publicized graduation ceremony. Sessions explain the inner workings of the department, from dispatch priorities and probable cause rules to use-of-deadly force policies, patrol operations, and crime scene, juvenile, and drug investigations. Ride-alongs, mock crime scene investigations, and mock traffic stops help citizens better understand the police officer's job.

In Detroit, the crime prevention unit added a Business Owners Police Academy that expanded the curriculum to cover security guard hiring and licensing, proper alarm applications, false alarm reduction, and robbery prevention. The Narragansett Police have run an academy for youth between the ages of 16 to 18 and are planning a course for senior citizens. "The academy not only changes the community's perceptions of police, but broadens the perspectives of officers who teach or just drop in on a session," says Owens. "They learn more about their own department, and they see that citizens care."

Community "Sheriffing" in South Carolina

Using federal grants, the Spartanburg County (South Carolina) Sheriff's Office has launched an ambitious community policing initiative. The 14 officers who are called Resident Deputies were assigned to seven high-crime areas which accounted for 58 percent of the calls for service. Each team organized citizen coalitions and worked with these groups to conduct a needs assessment.

Six mini-stations were established in donated sites, ranging from a fire station and vacant store to a day care center and mobile home. Resident Deputies have collaborated with Retired Senior Volunteer Program volunteers to organize Golden Friends, a bi-weekly after-school program for grade schoolers identified by educators as needing extra attention and mentoring. Delivering meals on wheels, teaching in the D.A.R.E. program, and checking on the elderly are all part of the program's commitment to improve the overall quality of life in the neighborhood.

After an initial roundup of drug dealers, "Calls for services actually increased," says Lieutenant Tim Foster. "People who had been locked into their homes by fear began to tell us about things." Now crime is beginning to drop, and Foster believes it should decrease dramatically in the future. "But you can see the difference," he adds. "We had a high-profile cleanup of drug dealers in one mobile home park where kids never played outside because it was too dangerous." Subsequently, the landlord renovated one unit as a mini-station, which the Sheriff's Office used as the base for a night-time warrant operation that had neighbors coming out of their homes and clapping as known criminals were arrested. Now, children play outside and wave to patrol cars on their rounds. "It's going to take time, but I see an optimism and a renewed sense of power among people who felt helpless," says Foster.

Hardee's Says No to Workplace Violence

Hardee's Food Systems owns 1,200 Hardee's and Roy Rogers restaurants; another 3,000 are franchised. The company defines workplace violence broadly, as anything that involves violence against an employee or guest. Company policy prohibits violence, threats, harassment, discrimination, and substances in the workplace. Hardee's includes a policy statement on each check stub with a reward of up to \$1,000 for information leading to the arrest and conviction of those who commit crimes against employees, customers, or the company. Both hiring and promotion processes include screening for violent behavior through background checks. Hardee's gives employees educational materials about violence prevention and encourages them to share the information with their families.

E-mail and voice mail systems allow the company to communicate quickly with restaurants in a crisis. Two employees in each store have radio-frequency devices that can trigger the alarm from 200 feet away. Hardee's also uses closed circuit TV cameras that capture sound and pictures as well as "smart" safes which have time delays and alarm features and are placed right out front. Says Francis D'Addario, loss prevention director, "We have spent \$5 million to deal with workplace violence issues since 1991 and reduced the cost of crime-related injuries by \$2.1 million. We have cut the number of armed robberies by 74 percent and recovered \$1.9 million in losses. We can demonstrate that preventing workplace violence makes a more profitable company." D'Addario has produced an inexpensive manual and is developing an interactive training package for corporations.

Parent Networks Promote Child Safety in Alaska

A joint venture by the Anchorage Mayor's Task Force on Crime and the Anchorage Council of PTAs seeks to involve parents directly in juvenile crime prevention. The idea behind Parent Networks is simple — to urge parents to get to know their children's friends and to talk to other parents about teens' behavior and activities. "We want parents to feel comfortable calling other parents to find out about a party they're hosting

for young people at their home, to discuss curfews, to check on the whereabouts of their child, or to remind other parents about family activities at school," says Malcolm Roberts, Special Assistant to Mayor Rick Mystrom.

At the beginning of the 1995-96 school year, Roberts created a brochure that explains the Parent Network and serves as a record, with spaces for names and telephone numbers, that parents can use to create their networks. Brochures were distributed at Back-to-School Nights and by Neighborhood Watch groups. To reach non-English-speaking families, the brochure is being translated into Spanish, Tagalog, Yupik Eskimo, Samoan, Tongan, Korean, Vietnamese, and Laotian. The original plan called for a pilot in two high schools, but the city's four other high schools, the junior highs, and some elementary schools joined the initiative. Community backing for the Parent Network comes from The Interfaith Council, the Anchorage School District, law enforcement, juvenile protection agencies, and the media.

"It's too soon to tell about the program's measurable impact," admits Roberts. "But community approval has been overwhelming." Teenagers first saw the Network as threatening, but many now realize how contacts among parents help ease adults' fears for their children. In today's world of working and single parents says Roberts, teens understand that "parents need friends, too."

Multagency, Neighborhood-Based Efforts Target Youth Crime

Strategic planning and community policing were well-entrenched principles in anti-crime efforts when Salt Lake City received one of six Comprehensive Communities Program (CCP) grants from the U.S. Department of Justice in 1995. The city's Police Department published its first five-year strategic plan in 1991. It gradually moved accountability and responsibility down to the neighborhood level through 11 Neighborhood Police Offices and a Mobile Neighborhood Watch whose members use their own vehicles and mobile phones to report suspicious and illegal activity to the police. In addition, neighborhood leaders responded to increased juvenile violence and gang-

related activity through graffiti removal, Neighborhood Watch, block organizations, service projects, clean-up activities, and youth programs.

When Salt Lake City joined the CCP program, the mayor built on this foundation by launching a planning process that involved more than 40 individuals from a broad range of agencies, residents, and leaders from the business, religious, non-profit, and ethnic communities. Five neighborhood-based, multiagency Community Action Teams (CAT) were created that include residents as members. Meeting weekly, the CATs identify problems or concerns and decide on the mix of strategies and resources needed to solve the problem. Targeting drug and gang houses, reducing prostitution, combating vandalism, case managing high-risk youth, and helping businesses are some of the tasks undertaken by CATs. In well-organized neighborhoods, crime has dropped 50 percent. Citywide gang activity has decreased by 30 percent in most categories.

With the CCP grant, the Police Department will add 14 more community policing officers, while the City Prosecutor will develop alternatives to prosecution and expand neighborhood mediation services. CCP funds will help support a truancy center and develop school-based alternative dispute resolution programs. Additional probation staff will allow the juvenile court to intervene earlier with at-risk juveniles and better coordinate services for and information about offenders. The Boys & Girls Clubs will provide Youth Family Specialists to the CATs, work on job placement and mentoring projects, and collaborate with probation officers on alternatives to incarceration. While many issues addressed by multiagency teams are very specific, Mayor Cirradini notes that the collaborative process of working with citizen input has helped identify the underlying causes of crime.

Resources

The Manager's Violence Survival Guide by Francis James D'Addario. Order (\$15.00 for a single copy, \$12.00 each for 50 or more copies) from Crime Prevention Associates, Chapel Hill, NC 27514, 919-942-7276.

Public Recreation in High Risk Environments: Programs That Work (\$19.50) and *Beyond "Fun*

PROCLAIM OCTOBER AS CRIME PREVENTION MONTH!

A proclamation symbolizes a commitment to crime prevention by state and local government and presents an excellent opportunity for a media event.

- Ask a top official (e.g., governor, mayor, city manager, council president) who has expressed concern about the impact of crime on the community to issue the proclamation.
- Schedule a press conference or photo opportunity for the last week in September to proclaim October as Crime Prevention Month. Gather examples of crime prevention's effectiveness to share with the media.
- Contact the news media and stress their opportunity to report good news about prevention as well as the bad news about violence.
- Use this sample proclamation as a model, but adapt it to address local issues.

A PROCLAMATION FOR CRIME PREVENTION MONTH 1996

Whereas, the vitality of our (city/state) depends on how safe we keep our homes, neighborhoods, workplaces, and communities;

Whereas, crime and fear diminish our trust in others and in our 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 drugs, violence, and other crimes;

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

Whereas, effective crime prevention programs excel because of partnerships among law enforcement, other government agencies, civic groups, schools, businesses, and individuals as they help to rebuild a sense of communal responsibility and shared pride;

Whereas, crime prevention initiatives are more than self-protection and security, but must promote community partnerships, healthy neighborhoods, and positive alternatives to youth delinquency and drug use and engage youth to improve communities;

Now, Therefore, I (name of leader), (title), do hereby proclaim October 1996 as Crime Prevention Month in (name of area) and urge all citizens, government agencies, public and private institutions, and businesses to increase their participation in our community's prevention efforts and thereby build more productive communities and improved quality of life for all.

Sample Press Release

For Immediate Release

(Date)

For Further Information

(Name, Phone Number)

CRIME PREVENTION MONTH

CELEBRATES PARTNERSHIPS

Mayor/Governor/Council President _____ today proclaimed October as Crime Prevention Month, an opportunity to look at what's working in communities for the common good and to honor individuals who take personal responsibility for their neighborhoods.

Safer Communities, Brighter Futures, the 1996 theme for Crime Prevention Month, reflects the strong belief that grassroots action drives crime from our streets and brings back hope for a better future. Crime Prevention Month is a time to forge partnerships for change — neighborhood and community collaborations that prevent crime and attack its root causes, reach out to young people as resources against crime, and rebuild trust in fellow citizens and community institutions.

Prevention works! Recent reports from the FBI and the National Crime Victimization Survey show decreases in almost all major types of crime. This October, join efforts in _____ (name of community) to fight crime and make neighborhoods safer, better places to live and work.

Numerous activities will spotlight crime prevention efforts during October. These events will include: (list events and dates briefly).

ENGAGING YOUTH IN CRIME PREVENTION

A poll conducted by Louis Harris and Associates in fall 1995 revealed that:

■ many youth are fearful of crime and distressed about its impact on their lives, and

■ an astonishing 9 in 10 are willing to involve themselves in programs that can prevent crime. Three in four said they already did some type of volunteer work.

Youth are resources, and when treated as such, are catalysts for change in their schools and neighborhoods. This sampler highlights five programs that teach practical skills and give young people a stake in making better places to live.

Drug Abuse Resistance Education (D.A.R.E.)

D.A.R.E. includes lessons on drug, violence, and gang resistance skills for kindergarten through senior high school students. Classes are conducted by specially trained law enforcement officers and teachers. They address resisting peer pressure, making your own decisions, and learning to cope with problems in positive ways.

D.A.R.E. America
9800 La Cienega Boulevard, Suite 401
Inglewood, CA 90301
703-860-D.A.R.E.

Boys & Girls Clubs of America

Boys & Girls (B&G) Clubs of America is a nationwide network that serves 2.2 million school-age boys and girls. B&G Clubs provide a safe haven for children; values modeling from adult leaders; youth development activities; educational support; and a comprehensive violence prevention initiative. A third-party evaluation of B&G Clubs in public housing confirmed that the clubs had a significant impact

on reducing juvenile crime, drug activity, and the presence of crack cocaine.

Boys & Girls Clubs of America
1230 West Peachtree Street NW
Atlanta, GA 30309-3447
404-815-5751

Teens, Crime, and the Community

Teens, Crime, and the Community (TCC), a curriculum for middle through senior high schools, was launched by NCPC and the National Institute for Citizen Education in the Law in 1986. TCC's evaluations document its effectiveness in both urban and rural settings and in juvenile justice situations. The program helps young people reduce their risk of victimization, examines crime's impact on victims and communities, and involves students in preventive action projects.

Teens, Crime, and the Community
National Crime Prevention Council
1700 K Street, NW, Second floor
Washington, DC 20006-3817
202-466-6272

Youth as Resources

Youth as Resources (YAR) began in 1987 in Indiana and now operates in more than 30 communities nationwide. Local YAR boards provide small grants to youth groups. Youth submit proposals and, if funded, carry out projects they've designed to meet their communities' most urgent needs. YAR projects have included disaster relief in counties ravaged by floods, providing companionship for the sick or elderly and teaching peers about the dangers of alcohol and drug abuse. The model has worked for youth in detention centers and public housing as well as gifted students, teen activists, and average students.

The Center for Youth as Resources
1700 K Street, NW, Suite 801
Washington, DC 20006-3817
202-466-6272

Big Brothers/Big Sisters of America

Research highlights the importance of the consistent presence of a caring adult in helping prevent juvenile delinquency and increasing school success and relationship skills. Mentors work one-on-one with young people, providing tutoring, teaching job and life skills, and doing informal counseling. Big Brothers/Big Sisters (BBBS) is the oldest and best-known mentoring program in the United States. Volunteers commit to meeting with their Brother or Sister three times a month, four hours a meeting, for a year. A landmark evaluation found that mentoring decreased drug use, improved academic performance, and improved family and peer relationships.

Big Brothers/Big Sisters of America
230 North 13th Street
Philadelphia, PA 19107
215-665-7762

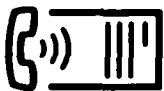
Resources

Delinquency Prevention Works: Program Summary. Office of Juvenile Justice and Delinquency Prevention, Office of Justice Programs, U.S. Department of Justice, 1995. Contact OJJDP's Juvenile Justice Clearinghouse, Box 6000, Rockville, MD 20857. 800-638-8736.

Preventing Crime & Promoting Responsibility: 50 Programs That Help Communities Help Their Youth. The President's Crime Prevention Council, 736 Jackson Place, NW, Washington, DC 20503. 202-395-5555. Single copies free while supplies last.

350 Tested Strategies to Prevent Crime: A Resource for Municipal Agencies and Community Groups. The National Crime Prevention Council, 1995. See page 23 for cost and ordering information.

An estimated 37 million Americans, or 17 percent of the population aged 16 and over, now have access to the Internet. The words fax, e-mail, home page, website, online, and cyberspace, obscure a decade ago, have become part of everyday language. Police departments, Neighborhood Watch groups, and civic organizations have devised innovative ways to use computers, faxes, voice mail, and electronic bulletin boards to relay vital information quickly and capture the public's attention. This Crime Prevention Month, explore the possibilities for expanding the reach of crime prevention electronically! Here are examples of three high-tech efforts to promote crime prevention and community partnerships.



Fax Network Fights Crime

The Minnesota Crime Alert Network lets law enforcement agencies throughout the state communicate easily and quickly with 1,500 schools, businesses, Neighborhood Watch groups, hospitals, news media, and other groups via fax. The Minnesota Department of Public Safety counts 80 jurisdictions as Crime Alert Network members. Groups who sign up to receive Alerts are divided into several categories. Any officer from a participating jurisdiction can go to a fax machine, choose the relevant categories, and send crime alerts to dozens or hundreds of recipients. For example, if a suspect is forging prescriptions at area drug stores, an alert can be faxed to pharmacies. In the case of hit and run accidents, an alert goes to body shops. If police know that an assailant was hurt during a sexual assault, they fax an alert to hospitals and emergency clinics. A survey sent

to 600 participants revealed a high level of satisfaction with the relevance of the information. Equally important, 75 percent said they took crime prevention measures after receiving the fax alerts. Participants also commented that the Crime Alert Network increased their awareness of police and confidence in law enforcement.

Police Bulletin Board Moves Beyond Crime Stats

Police Technician John Evans in Golden, Colorado, received a small federal grant (\$2,000) from the U.S. Department of Justice's Comprehensive Communities Program) to create an electronic bulletin board system (BBS) available to all residents of the city. Partnering with a volunteer in the police department, Dan Shea, Evans used his considerable computer skills to develop a sophisticated system that includes press releases, current crime information, and definitions of crime, and how to report them. The BBS goes beyond crime issues to provide phone numbers for city agencies, a community calendar, on-line lost property reporting, a senior resource guide, and municipal ordinances. The BBS also serves as an e-mail "post office" that residents can use to send messages to anyone in the police department. Future plans include an upgrade to make the BBS more user-friendly, on-line reporting of less serious crimes, bicycle registration, and animal registration. Access the BBS by calling 303-384-8193 (with modem). Contact John Evans at the Golden Police Department, 911 10th Street, Golden, CO 80401. 303-384-8039.

Police Dedicate Home Page to Citizen Needs

The Police Department in Sacramento, California, uses its home page on the World Wide Web to provide residents with practical information on crime and its prevention. Crime statistics with "clickable" maps, contacts for Neighborhood Watch groups, and an online system for reporting crime keep citizens informed and involved. The page also offers a personal crime-risk assessment test, crime prevention tips, and fraud prevention information. In the future, the police plan to provide basic prevention information in Spanish and Hmong and list all the department's community-based programs and services. The media and presentations to community groups help get the word out about the home page, which averages 45 "hits" daily. The address is: <http://www.quiknet.com/spd/>.



A Taste of What's On the Web

Justice Information Center

<http://www.ncjrs.org/homepage.htm>
A service of the National Criminal Justice Reference Service (NCJRS), offers data from clearinghouses supporting all bureaus of the U.S. Department of Justice, Office of Justice Programs: the National Institute of Justice, the Office of Juvenile Justice and Delinquency Prevention, the Bureau of Justice Statistics, the Office for Victims of Crime. Provides NCJRS catalog and information on conferences and grants. Supports the Office of National Drug Control Policy.

Pavnet Online

<http://www.usdoj.gov/pavnet.html>
A "virtual library" of information created to provide information about effective violence prevention initiatives. Representing data from seven different federal agencies: the Departments of Labor, Education, Agriculture, Housing and Urban Development, Justice, Health and Human Services, and Defense.

Prevlne

<http://www.health.org>
A service of the Center for Substance Abuse Prevention, U.S. Department of Health and Human Services. Offers information on new publications and campaigns from the National Clearinghouse for Alcohol and Drug Information (NCADI), resources and referrals "if someone you love has a substance abuse problem," and the latest research, surveys, and statistics on substance abuse research.

Family Violence Prevention Fund

<http://www.fvpf.org/fund>
Data, information, action alerts, and more on family violence.

National PTA

<http://www.pta.org>
Information on PTA's mission and programs, membership development ideas, calendar of events, video clips, convention information.

National Fraud Information Center

<http://www.fraud.org>
Daily alerts on new scams and helpful hints on how to avoid fraud. Report suspicious activity on the Internet and obtain help on how to complete transactions on the Internet safely and with confidence.

Note: The Internet is a constantly changing environment. Addresses are frequently updated, and Web sites come and go.



Safety in Cyberspace

When people connect their personal computers to telephone lines and go "online" they can enter three types of systems: commercial services such as America Online or CompuServe; bulletin boards operated by individuals, businesses, or organizations that usually focus on a common interest; and the Internet, a global network of computer networks. This information superhighway offers education, entertainment, the news and weather, shopping services, new ways for individuals to communicate, and more.

But the online world, like the real world, also carries risks. Anyone, child or adult, can encounter harassing, rude, or demeaning e-mail or bulletin board messages. Personal information provided online could risk the user's safety or that of family members. Probably the greatest risk for children and teens lies in exposure to inappropriate materials of a sexual or violent nature. Many online services, Internet providers, and computer software companies now offer blocking features for parents, as do some bulletin boards. Parental involvement and supervision, however, remain the best way to help children navigate the online world safely.

The National Center for Missing and Exploited Children offers a brochure, *Child Safety on the Information Superhighway*, that talks about benefits and risks, details guidelines for parents, and concludes with a child's rules for online safety. Call 800-THE LOST to obtain up to 50 free copies or download from NCMEC's home page at <http://www.missingkids.org>.

Preventing Fraud in Cyberspace

While only a small percentage of people shop online now, the numbers are expected to explode as more and more

people gain access to the Internet and systems are developed to protect credit card transactions. The National Consumers League, MasterCard International, and law enforcement authorities created the Internet Fraud Watch in 1996 to discourage online fraud early, before it gains a foothold in this emerging marketplace. This effort builds on a partnership launched in 1992 with the creation of the National Fraud Information Center and a public service advertising campaign to tell consumers how to spot, stop, and report telemarketing fraud.

The Internet Fraud Watch will take reports of online fraud from consumers via telephone and the Internet and transmit the data to law enforcement agencies, including the Federal Trade Commission and state attorneys general. Collecting and analyzing this data will provide the first snapshot of fraud on the Internet by examining what's happening, how often, and to whom. To contact the Internet Fraud Watch:

■ Send e-mail, to the Fraud Watch home page at <http://www.fraud.org>. Check out the home page for current fraud alerts.

■ Call 800-876-7060, 9:00 a.m. to 5:30 p.m. EST, Monday through Friday, or e-mail messages to NFIC@internetmci.com.

Suggested Reading

"Law Enforcement and the Information Highway" by Sal Perri in *The Compiler*, Illinois Criminal Justice Information Authority, Fall 1995-Winter 1996. Find *The Compiler* at <http://www/icjia.state.il.us> or contact ICJIA, 120 S. Riverside Plaza, 10th floor, Chicago, IL 60606-3997, 312-793-8550. Contact Sal Perri through ICJIA or e-mail to 73244.2726@compuserve.com.

"Justice on the Net: The National Institute of Justice Promotes Internet Services" by G. Martin Lively and Judy A. Reardon, National Institute of Justice Research in Action (NCJ-158838), March 1996. Call the National Criminal Justice Reference Service at 800-627-6872 for a copy.

PLANNING A CRIME PREVENTION EVENT? USE THESE CHECKLISTS

One Checklist Does It All!

Good planning is essential to an event's success. This comprehensive checklist can be adapted to any type of event — a McGruff birthday party, 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 will oversee the entire process. Don't forget that local businesses can donate a majority of the items you will need. Use these planning weeks as approximate guidelines. The sooner you start the better.

Good luck!

16 to 20 Weeks Ahead

- Decide who is going to oversee (chair) the event.
- Recruit volunteers.
- 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?
- * Where are you going to hold your event? Consider seating, parking, accessibility for people with disabilities, and transportation.
- * How much money do you need? How can you get things donated?
- * Whom do you want to attend? How many people can you accommodate?

- * How long is your event going to last?
- * 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.

12 to 16 Weeks Ahead

- The Exhibitors 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.

8 to 12 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 & Hospitality

- Decide whether you are going to use flyers, signs, or other notices; work with the Publicity Committee. Post flyers 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 greeter and runners for last-minute needs. Designate greeter to accompany celebrity guests.

Awards & Prizes

- Decide criteria for awards and recruit judges. Arrange for the Honorary Co-Chair or other community leader to present the awards.
- Select and order McGruff Licensed Products (see pages 20 and 21 or contact the National Crime Prevention Council) or ask businesses to donate awards and door prizes.

Entertainment & Publicity

- Plan 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, flyers, bookmarks and brochures, list of sponsors and participating celebrities.
- Recruit a volunteer photographer to take pictures at event.
- Be available on the day of the event to meet and greet press representatives and answer questions.

Exhibits & Information

- 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 giveaways! 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 & 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.

- 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.
- 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 greeter, 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 after and return all borrowed equipment and supplies.
- 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.
- Meet with your committee chairpersons for a post-event evaluation.

PLAN A 5K FUN RUN, WALK-A-THON OR BIKE-A-THON

You Will Need

Prior permission, permits, and barricades to block streets.

For the entrants: race numbers, race applications, prizes, entry packets, maps.

For race officials: clipboards, clocks, megaphone, pencils, electronic stopwatch, time sheets for finish.

During the race: van or truck for transporting volunteers, walkie-talkies, ambulance, law enforcement personnel for traffic and crowd control.

For the course: banners; water, sports drinks, and orange slices; first aid kits; ice; large beverage containers (one or two per aid station); mileage markers; paper cups; and law enforcement officers and paramedics stationed along route.

To Add Excitement

Serve post-race fruit, juice, and bagels. Perhaps local vendors could donate snacks and drinks.

Have a local music group perform. Or play McGruff and Scruff ® cassettes over the intercom.

Have a photographer take pictures of entrants crossing the finish line.

Distribute McGruff T-shirts and shoelaces to participants.

Distribute crime prevention brochures and bookmarks to all participants.

Raffle off prizes (include McGruff licensed products and gift certificates from local merchants, including sporting goods stores).

Ask your local radio station to set up a remote broadcast, live from the race site.

Donate proceeds to crime prevention efforts, a local Boys & Girls Club, women's shelter, homeless shelter, or other group.

Certify your course so that runners' times are ranked nationally (Call TAC Stats, 7745 SW 138th Terrace, Miami, FL, 33158 for information).

Have McGruff help lead the warm-up exercises and award prizes.

Invite local celebrities.

Set up crime prevention skits along the run's route.

Partners

Law enforcement officers for traffic and crowd control.

Businesses for everything from printing flyers to donating drinks, food, and give-aways.

Sporting goods stores and other merchants for give-aways and prizes.

Doctors, nurses, paramedics or others trained in first aid.

Running club to provide officials including timekeepers.

The media to advertise your race, to provide coverage, to supply celebrities.

PLAN A NEIGHBORHOOD WATCH MEETING

You Will Need

Flyers to publicize the meeting.

An agenda to keep things moving and on track.

A place to meet — resident's house, community center, school, library.

Neighborhood Watch signs (check with police or sheriff's department).

A crime prevention officer to help train members.

A map with space for names, addresses, and phone numbers of all households.

Brochures or hand-outs on starting and maintaining a Neighborhood Watch.

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.

Link with an existing organization, such as a citizens' association, community development office, tenants' association, or housing authority.

Establish a telephone network to get out information quickly.

Gather facts about crime in your neighborhood. Check police reports, victimization surveys, and residents' perceptions about crime. Often residents' opinions are not supported by facts, and

accurate information can reduce fear of crime.

Link crime prevention to activities promoted by other groups: child protection, anti-vandalism projects, community service, arson prevention, recreation activities for young people, neighborhood beautification.

Arrange for McGruff to make a special appearance.

Partners

The police or sheriff's office's endorsement is critical to a Watch group's credibility. These agencies are the major sources of information on local crime patterns, home security, crime prevention education, and crime reporting.

Ask local businesses and organizations to help pay for flyers and a newsletter, provide meeting places, and distribute crime prevention information. Ask a local electronics store to donate walkie-talkies. Make them part of the Watch if you can.

Libraries can provide research materials, videos, computers, and meeting space.

Media can aid Neighborhood Watches by publicizing recruitment drives and successes in crime prevention.

Look to parent groups and labor unions for advice on organizing and recruiting volunteers.

PLAN A BICYCLE RODEO

A bicycle rodeo typically includes a test of skills and safety checks for bicycles. About 40,000 bike-car accidents occur each year, and an average of 1,000 bicyclists die each year in accidents. About 95 percent of all injury-producing bike accidents and 18 percent of all cyclist deaths, happen when a cyclist runs into something (like a pothole, a post, a pedestrian, or another bike) or just falls. That's why it is important to teach such skills like "rock dodging," straight line riding, and balance.

You Will Need

For the course: Traffic cones to create obstacles; masking tape or rope to mark the course.

For the participants: safety films; first aid kits; assorted bike tools; tire pumps; numbered hang tags to put on participants' bikes.

To Add Excitement

Invite a local bicycle, skateboard, or in-line skate group to give a demonstration.

Serve or sell refreshments.

Have bicycle experts inspect children's bikes for mechanical problems and safety features.

Borrow an engraver and help children engrave their bicycles with a parents' driver's license number.

Ask local celebrities and groups to provide entertainment.

Set up a McGruff Bicycle Registration. For \$5.00, an individual can register a bicycle on the national Internet-based system. If a nonprofit group is running the registration, that group

can earn \$1.00 for every bike registered (For more information, call American Center for Bicycle Registration, 602-241-8547).

Work with law enforcement to conduct a fingerprinting program and hand out self-protection information (Boerner, Inc. provides fingerprinting kits at low cost. For more information, call 612-473-7322).

Set up displays on good and bad bike locks, helmets, and lights and reflectors.

Don't forget parents. Set up a station to teach parents bike safety, provide them with hand-outs to take home, and offer examples of exercises they can do with their kids at home.

Partners

A local bicycle club, bicycle shop owner, or crime prevention officer who is knowledgeable about bicycle safety to help plan your rodeo.

Neighborhood children can help design and lay out the obstacle course. Older children can make stop signs, traffic lights, or create obstacles such as ramps or turns.

Police officers can serve as trainers and teachers.

Local civic groups can supply volunteers and help advertise the event.

A CHECKLIST FOR A GRAFFITI CLEAN-UP

Graffiti is viewed by many as symbolizing urban decay or the presence of gangs or "tagger" crews. It generates fear of crime and neighborhood instability. Public agencies try to respond in a timely manner, but they can always use help. Before you remove graffiti, notify the police department so they can document it with photographs. 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 it over. Many groups choose to paint over rather than remove it because of the hazardous nature of paint removers and solvents.

You Will Need

For clean-up: Scrub brushes, sandpaper, paint scrappers, steel wool, plastic gloves, paint thinner or denatured alcohol, masks, safety goggles, and drop cloths.

For painting: Paint, paint brushes, paint rollers, drop cloths. Consider new graffiti-resistant products on the market that have a chemical makeup that makes it difficult for paint and ink to adhere to them.

To Add Excitement

Arrange for McGruff to appear and distribute anti-vandalism and other crime prevention material.

Provide refreshments to workers or hold a neighborhood block party after the clean-up.

Ask a local movie theater to donate free passes to the clean-up volunteers.

Award McGruff painters caps to volunteers.

Partners

Neighborhood Watch and civic groups can provide volunteers.

Local businesses can donate the paint removal and painting supplies.

Teens who help clean up graffiti will be less likely to become involved in acts of vandalism.

Local merchants can provide gifts to reward volunteers.

State or county agencies may have special requirements regarding the color of paint used if the clean-up is on state or county buildings, walls, or property.

A CHECKLIST FOR CITIZEN PATROLS

Citizen patrols are volunteers who walk an area to report incidents and problems to the police and provide a visible presence that deters criminal activity. They have no policing powers, carry no weapons, are nonconfrontational, and always coordinate with law enforcement. Citizen patrols can cover a neighborhood, an apartment lobby or complex, a business district, or a park; some use bicycles, in-line skates, and cars to cover larger areas. They contact the police dis-

patcher through two-way radios or cellular phones donated by a local business. Cameras or video equipment may be used to record suspicious activity. Many are based in a Neighborhood Watch group or work closely with one.

Make sure your citizen patrols:

Undergo training by law enforcement and have their support.

Work in teams.

Wear identifying clothing — t-shirts, caps, vests, jackets.

Never carry weapons of any kind such as a blackjack, mace, baseball bat, knives.

Always carry a pad and pencil, and a flashlight if it is dark.

Are courteous and helpful to residents of the area being patrolled.

Keep logs and file reports.

Remember, citizen patrols can take on extra duties, such as escort services, crowd and traffic control at community events, identifying neighborhood nuisance concerns, identifying graffiti sites, checking on homebound residents, identifying and reporting abandoned vehicles.

October

Crime Prevention Month

Sponsored by the Crime Prevention Coalition, this annual celebration of community spirit and partnerships challenges people to take individual and collective action to prevent crime and build communities that nurture and protect young people. Offers free guide.

National Crime Prevention Council

1700 K Street, NW, Second Floor
Washington, DC 20006-3817
202-466-6272
Fax 202-296-1356

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

**National Fire Prevention Week
October 6 — October 12, 1996**

The NFPA seeks to increase public awareness of the dangers of fire and the ways we can protect ourselves from it. The theme, "Let's Hear It For Fire Safety: Test Your Detectors!", reinforces the impor-

tance of having working smoke detectors.

National Fire Protection Association

1 Battery March Park
Quincy, MA 02269
617-770-3000, ext. 7270
Fax 617-770-0700

**Turn Off the Violence Day
October 10, 1996**

The Turn Off the Violence coalition asks children, teens, and adults to turn off violent television programs, not listen to violent music, not go to violent movies, and not rent violent videos. Instead, the day should be a unique opportunity for schools to teach conflict management skills, for families to share activities, for communities to translate rhetoric about violence prevention into events and programs, and for youth to tell government leaders how violence affects their daily lives.

Turn Off the Violence

PO Box 27558
Minneapolis, MN 55427
612-348-6539

**America's Safe Schools Week
October 20 — October 26, 1996**

The observance recognizes and honors exemplary programs and associates at the school, district, state, and national levels that are effectively preventing campus 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

**YWCA Week Without Violence
October 6 - October 12, 1996**

The YWCA Week Without Violence is a national education campaign designed to inspire alternatives to violence by demonstrating that we can all live without it. The campaign challenges people to imagine a world without violence and then, together, take the first steps to make this vision a reality. Each day of the YWCA Week Without Violence will focus on a different set of issues relating to violence. Contact your local YWCA or write to:

YWCA Week Without Violence
726 Broadway, 5th Floor
New York, NY 10003-9595

**National Red Ribbon Week
October 23 — October 31, 1996 (October 23-31 every year until 2000)**

Join National Family Partnership (NFP) in celebrating healthy, drug free lifestyles. Wear and display red ribbons to show your support for drug free youth and your willingness to take a stand against drugs in your community. For more information or to order an NFP catalog, please contact:

National Family Partnership
11159-B South Towne Square
St. Louis, MO 63123
314-845-1933
Fax 314-845-2117

Make a Difference Day October 26, 1996

A national day of volunteering sponsored by USA WEEKEND magazine in partnership with the Points of Light Foundation. Ten projects done that day and judged to be outstanding receive \$2,000 charitable donations, national 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
Fax 703-276-5518
Hotline 1-800-416-3824
(In Washington, DC, call 202-223-9186, ext. 183)

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 productive tips that help police solve crimes.

**Crime Stoppers
International, Inc.**
PO Box 30413
Albuquerque, NM 87190
800-245-0009
Fax 800-245-0009

March

National PTA Alcohol and Other Drug Awareness Week March 2 — March 8, 1997 (first week of March every year)

This week creates an additional opportunity for the PTA to emphasize the urgent need for parents to take proactive measures in educating themselves about facts and preventive and intervention strategies to recognize, understand, and combat drug and alcohol abuse among youth. The PTA's mission is to support and speak on behalf of youth, assist parents in developing parental skills, and encourage public and parental involvement in the nation's public school systems.

The National PTA
330 North Wabash Avenue
Suite 2100
Chicago, IL 60611-3690
312-670-6782
Fax 312-670-6783

April

Child Abuse Prevention Month

National, state, and local organizations participate in activities to draw attention to 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

Alcohol-Free Weekend April 4 — April 6, 1997

"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 around the country can involve communities by urging 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

National Volunteer Week April 13 — April 19, 1997

The Points of Light Foundation sponsors this week for local and national organizations to recognize and celebrate the good work of their volunteers. It's also an opportunity to publicize the benefits of engaging volunteers and recruit additional volunteers.

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

National Youth Service Day April 23, 1997

This is a celebration to honor what young people have accomplished in their communities and to encourage continued active involvement. The focus is on public education and an effort to make the government recognize youth participation and accomplishments.

Youth Service America
1101 15th Street, NW
Suite 200
Washington, DC 20005
202-296-2992
Fax 202-296-4030

National Crime Victim Rights Week — To be announced

Commemorated since 1981, this special week was created to remember victims of crime and raise awareness of crime victimization. Victim service providers around the country host activities throughout this week.

**National Organization for
Victim Assistance**
1757 Park Road, NW
Washington, DC 20010
202-232-6682
Fax 202-462-2255

MAY

National Missing Children's Day May 25, 1997 (May 25th every year)

Spearheaded by the National Center for Missing and Exploited Children (NCMEC), family and friends of missing children join

forces annually to raise public awareness about the need for increased child protection. NCMEC disseminates pictures of missing children to the public through advertisements and media involvement and provides training for law enforcement officers in child abduction cases.

**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

National SAFE KIDS Week May 3 - May 11, 1997 (Second week of May every year)

This national safety initiative is designed to raise public awareness about the importance of preventing unintentional childhood injuries (traffic, biking and motor vehicle incidents, fires, drowning, choking, and poisonings) which are the leading killer of children ages 14 and under. In collaboration with the National SAFE KIDS Campaign, more than 180 state and local coalitions will sponsor National SAFE KIDS Week activities in their communities.

National SAFE KIDS Campaign
111 Michigan Avenue, NW
Washington, DC 20010
202-884-4993
Fax 301-650-8038

AUGUST

National Night Out First Tuesday in August every year

Seeks to heighten violence and drug prevention awareness, and generate support and participation in local anti-crime efforts. NNO also strengthens neighborhood spirit and police-community relations and sends a message to criminals that communities are organized and fighting back. It has become a year-long program to strengthen neighborhood spirit. Contact National Association of Town Watch now for registration information. Registered areas received 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

**Check with police departments,
libraries, civic clubs, schools,
chamber of commerce, recre-
ation departments, religious
organizations, and local govern-
ment for information on local
and other national observances.**

Crime Prevention Month is an ideal time to enrich your crime prevention program with licensed educational products featuring McGruff and his nephew Scruff. These products are in demand because they work! McGruff and Scruff break through advertising clutter — 99 percent of American children recognize McGruff the Crime Dog and trust his advice.

New and improved McGruff the Crime Dog costumes. The McGruff costume can dramatically increase the effectiveness of your crime prevention effort. The new costume features improved visibility and ventilation through a newly designed McGruff "head," a special cool-vest, and comfortable pants with adjustable hems. Standing 9 feet tall, the inflatable McGruff creates a sensation wherever he appears.

***Scruff in a Summer Camp Adventure* sticker book.** McGruff's nephew, Scruff, and a special child find adventure in this wonderfully written and illustrated personalized sticker book. The book is filled with tips on how to avoid peer pressure to drink beer, smoke cigarettes, and try other drugs. By adding personalized stickers throughout the book, the child becomes the star of the story.

McGruffletter. This newsletter can be tailored to address any crime prevention theme (home, children, travel, safety, etc.) you choose. It is a great tool for communicating information throughout a company, a neighborhood, a club, or other group. The last page is dedicated to the sponsoring group's message and logo.

Educational Videos and CD ROM. Used in schools across the country, McGruff and Scruff inspire children to take an active role in crime prevention and self-protection. Individual videos address gangs, drugs, vandalism, bicycle safety, Halloween safety, child abuse, stranger danger, and gun safety. A new CD ROM on stranger danger has recently been introduced.

McGruff Safe Kids Identification Kit. An interactive booklet filled with practical safety information for parents to review with their children. The 10-page booklet contains a story, emergency tips, emergency phone number tear-off card, a game, and an easy-to-use fingerprint identification kit complete with non-toxic ink.

McGruff Bicycle Registration Program. For a \$5.00 fee, individuals can register bicycles on the Internet-based system. When a stolen bicycle is recovered, the law enforcement agency can use the system to locate the owner anywhere in the country.

LOOK FOR McGRUFF AND SCRUFF PRODUCTS HERE

Apparel: T-shirts, sweatshirts, and shorts

Wearhouse
301-937-4843, Fax 301-937-2916

Bicycle registration program

BikeStar
602-241-8547, Fax 602-241-8571

Books: *McGruff and Me* per- sonalized book and *Scruff in a Summer Camp Adventure* sticker book

Hefty Publishing Company
904-934-1599, Fax 904-934-8903

Cassette tapes

Creative Productions
("McGruff and Scruff and the Crime
Dogs" cassette)
904-435-0977, Fax 904-435-4880

Take Five Productions
("McGruff Cares for You" cassettes)
609-227-6858, Fax 609-227-5040

CD ROM

Aims Media
800-367-2467, Fax 818-341-6700

Coloring books

McGruff Specialty Products Office
518-842-4388, Fax 800-995-5121

Decals for crime prevention vehicles

First Colony Label
800-51-DECAL, Fax 804-566-8636

Educational videos

AIMS Media
800-367-2467, Fax 818-341-6700

Emergency Beacon

Response Technology
703-255-3224, Fax 703-255-5352

Gang prevention and other static cling decals

Island Printing
708-416-3103, Fax 800-562-3000

Halloween trick-or-treat bags

McGruff Specialty Products Office
518-842-4388, Fax 800-995-5121

Key chains, badges, and shields

Stoffel Seals
914-353-3800, Fax 914-353-3876

Lapel pins

Adco
800-695-8260, Fax 612-545-7353

Precision Arts
800-328-4088, Fax 612-938-6238

McGruff and Scruff dolls

McGruff Specialty Products Office
518-842-4388, Fax 800-995-5121

McGruff costume, McGruff Robot

Robotronics
801-489-4466, Fax 801-489-8241

McGruff Safe Kids Identification Kits

Boerner, Inc.
612-473-7322, Fax 612-473-7123

McGruff "WalkAround" inflat- able costume

Signs and Shapes International
402-331-3181, Fax 402-331-2729

McGruff exhibit for special events

Exposystems
301-587-3907, Fax 301-587-7849

McGruff stamps

Peg's Stationers
814-237-6539

Newsletter: *The McGruffletter*

JAM Communications
212-941-6080, Fax 212-966-0712

Promotional items — key chains, pens, stickers, whistles, book jackets, balloons, etc.

JII Sales Promotion
614-622-4422, Fax 614-622-5868

McGruff Specialty Products Office
518-842-4388, Fax 800-995-5121

Walter Cribbins
800-992-1915, Fax 206-441-5655

Reflective apparel and acces- sories

Printmark Industries
717-455-7000, Fax 717-454-2523

Workplace Safety Program

g. Neil Companies
305-846-8899, Fax 305-846-0777

This is a partial listing of licensees and special partners who offer educational products and programs featuring McGruff and his nephew, Scruff. For a complete package of sales brochures, contact NCPC (Attention: Licensing), 1700 K Street, NW, Second Floor, Washington, DC 20006-3817 or call (202) 466-6272, ext. 205. Many printed messages and products are offered in Spanish. Quantity discounts are available, and special promotions occur throughout the year.

Royalties from licensed products help fund the National Citizens' Crime Prevention Campaign's public service advertising.

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. 70 pages. Item M45, \$11.95.

Lengthening the Stride: Employing Peace Officers From Newly Arrived Ethnic Groups

Lays out ways police departments can hire and retain members of ethnic minorities. Addresses opportunities, benefits, issues, challenges, and innovative solutions, especially with newcomer groups. 50 pages. Item M46, \$14.95.

Reducing Gun Violence: What Communities Can Do

Presents more than two dozen gun violence reduction strategies that communities around the country have undertaken. Profiles efforts in three major metropolitan areas; includes a resource list and follow-up contacts. 42 pages. Item M60, \$9.95.

Taking a Stand Against Crime and Drugs

Offers more than 40 reproducible masters for public education on subjects ranging from personal safety to business crime prevention, from child protection 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. Item M30B, \$39.95.

Protecting Children

Being Healthy and Safe With McGruff and Scruff: Activity Book for Preschool, Head Start, and Other Child Care Programs

Colorful activity book for pre-school and Head Start children and their teachers, parents, and other caregivers. Reproducible activities help prepare children to deal with issues of self-esteem; problem solving; health and safety awareness; and crime, drug, and violence prevention. 72 pages. Item K25, \$24.95.



Cops Helping Kids: Teaching Preschoolers Violence Prevention and Safety

Comprehensive advice for law enforcement officers who work with young children. Covers issues from personal safety to drug prevention, from fending off bullies to preventing gun violence. 64 pages. Item K 30, \$19.95.

Helping Kids Handle Conflict: A Guide for Those Teaching Children

This extremely popular book helps teach children how to cope with bullies, conflicts involving guns and other weapons, media-influenced conflict, and general conflict situations. 104 pages. Item M37, \$24.95.

More Adventures With Scruff

Comic activity book offers information and skills to help young people handle potentially dangerous situations involving guns, bullies, alcohol, and other drugs. Free individual copies by writing Scruff-McGruff, Chicago, IL 60652, bulk orders available at cost by calling 202-466-6272, ext. 156.

Talking With Youth About Prevention: A Teaching Guide for Law Enforcement and Other

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. 476 pages. Item M29, \$29.95.

When a Child Reports a Crime: Encouraging Children To Report Crime and Responding Appropriately When They Do

Emphasizes and examines the critical first contact with a child victims or witness; describes developmental differences that dictate how to handle reports from children. Examines reporting obligations, how to encourage reporting and reduce the potential for revenge and revictimization. 84 pages. Item M27, \$14.95.

Posters

Bad News

Poster reminds kids that alcohol, tobacco, and other drugs are not good for their minds or bodies. 22" x 30". Item P39. \$5.95.

Find a Gun? Here's What To Do

Colorful poster featuring McGruff and his nephew Scruff shows kids how to "stop, don't touch, get away, and tell a grown-up" if they encounter anything they think might be a real gun. 30" x 22". Item P38, \$5.95.

Problem Solving Without Fights

Colorful poster shows Scruff thinking of four different ways to deal with a threat from another child — talking it out, walking away, sticking with friends, or telling a grown-up. 30" x 22". Item P40, \$5.95.

Involving Teens

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 projects and program ideas. 52 pages, \$7.95.

Reach and Teach Your Peers!

This handbook is designed to help teens become peer educators. Explains how to research and design a presentation, and provides hints on delivery. 23 pages. Item M61, \$5.95.

Involving Adults

Tools To Involve Parents in Gang Prevention

Helps communities deal with emerging gang problems; shows how to enlist parents and involve children in anti-gang strategies and positive community activities. Item M31, \$24.95.



Are You Safe? A National Test on Crime Prevention

45 minute TV-quality video includes crime scenarios, multiple choice questions for audience response, action reminders, discussions by panel of experts. Item V4A, \$39.95.

Developing Programs

Preventing Violence Against Women: Not Just a Women's Issue

Examines the extent, patterns, and impact of violent crimes against women and offers advice for individuals in prevention and victim services. Address self-protection and self-defense, sexual assault/rape, acquaintance rape, domestic violence, workplace violence, and teen dating aggression. 100 pages. Item M28, \$16.95.

350 Tested Strategies To Prevent Crime: A Resource for Municipal Agencies and Community Groups

Comprehensive reference work on successful municipal and community strategies to prevent crime. Contains 350 strategies that local governments,

civic groups, and community members can draw upon to prevent or reduce crime. Issues covered include violence prevention, community mobilization, drug prevention, safety of children and youth, safe public place, bias crime, and much more. 400 pages. Item M50, \$39.95.

Reaching the Spanish Speaking

El Libro De McGruff/McGruff's Activity Book

Stimulating activities in English and Spanish help children learn drug and crime prevention skills in fun ways. 96 pages. Item K9, \$22.95.

Scruff Vence el peligro de las calles (Scruff Beats the Scary Streets)

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

Very popular brochures — on Neighborhood Watch, home security, street sense for adults and children, kids alone at home, and domestic violence prevention — translated into Spanish. Item B55, \$9.95.

Proceeds from the sale of materials, which are funded by public and private sources, are used to produce more materials and to help support the full range of NCPC's work, including the National Citizens' Crime Prevention Campaign.

THE CRIME PREVENTION COALITION

State Members

Alabama Crime Prevention Network
Arizona Crime Prevention Association
Arizona Department of Public Safety
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
Kansas Crime Prevention Association
Northern Kentucky Prevention Information Network
Maine Crime Prevention Association
Maryland Crime Prevention Association
Maryland Community Crime Prevention Institute
Massachusetts Crime Prevention Officers Association
Massachusetts Criminal Justice Training Council
Crime Prevention Association of Michigan
Minnesota Crime Prevention Practitioners, Inc.
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 Commission
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
South Carolina Department of Public Safety
South Dakota Police Chiefs 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 Department of Justice
Wisconsin Office of Justice Assistance

National Agencies

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

International Association for Healthcare Security and Safety
International City/County Management Association
International Society of Crime Prevention Practitioners
International Union of Police Associations
National Association for the Advancement of Colored People
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 of Runaway and Youth Services
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
Service Corps of Retired Executives Association
U.S. Conference of Mayors

Federal Agencies

Department of Defense
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

Copyright © 1996 Hefly Publishing Company
 A Sponsored Give-A-Book Program

Get Involved...
 GIVE-A-BOOK!

Call Today!
 Hefly Publishing Company
 (904) 934-1599

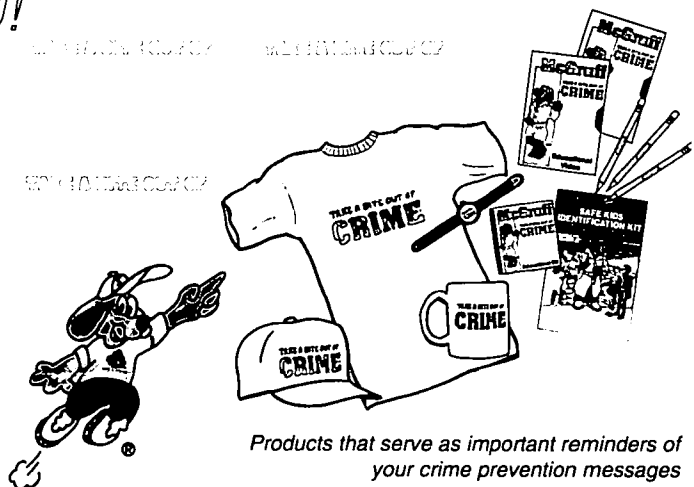
Our patented process cleverly blends your child's name and additional information directly into the pages!

Personalized McGruff & Scruff Books
 For Each And Every Child In Your Community!
 Hefly Publishing's Give-A-Book program provides personalized educational reading materials free of charge to school children through corporate sponsorship.

FREE!
 * books funded by sponsors

TAKE A BITE OUT OF
CRIME

...IT'S UP TO YOU!



Products that serve as important reminders of your crime prevention messages

McGruff & Scruff Personalized Books • Emergency Beacon Trick or Treat Candy Bags • McGruff & Scruff Plush Dolls
 Official McGruff Costume • Educational Videos & CD Rom
 Coloring Books • Specialty Items • **AND MUCH MORE!**
 Royalties from licensed products help fund the National Citizens' Crime Prevention Campaign's public service advertising.

MAKE YOUR McGRUFF® EVENT SPECIAL WITH THESE GREAT ITEMS!

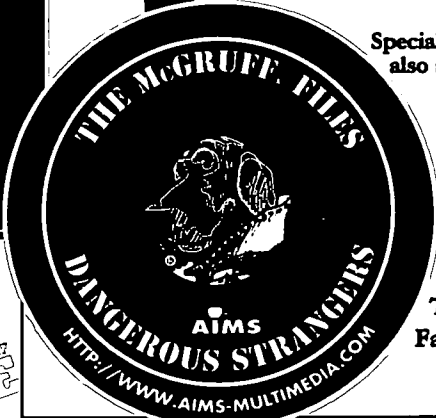


**NEW From
AIMS MULTIMEDIA**

**The McGruff® Files
Dangerous Strangers
CD-ROM**

- Exciting Activities
- Fully Interactive
- Full Motion Video

Special CD Price \$39.95
also available on video



Tel: 800-367-2467
Fax: 818-341-6700

AIMS MEDIA
Tel: 818-773-4300 or 800-367-2467
Fax: 818-341-6700

FREE Catalog!

McGruff® crime prevention brochures, coloring books, posters, stickers, pencils, and much more!



Call today for your FREE copy.

- 9-1-1
- Drunk Driving
- Bike Safety
- Sexual Assault
- Drug Abuse
- Vehicle Theft
- Child Safety
- Domestic Violence
- Gangs
- Workplace Safety
- and much more!



To Promote Crime Prevention in America

McGruFF SPECIALTY PRODUCTS OFFICE
Tel: 518-842-4388
Fax: 518-842-8317

Flash a Light, Save a Life!

introducing
EMERGENCY BEACON!

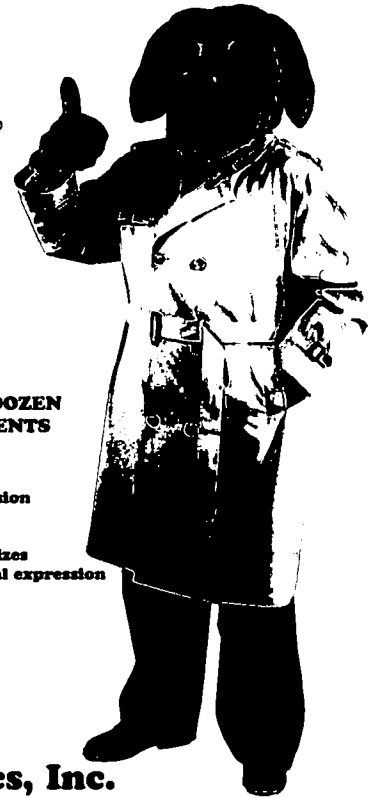
- Flashing Light Signals for Help
- Simple to Use
- Pinpoints Your Location
- Ideal Fundraiser

For More Information Call

1-800-449-6537

RESPONSE TECHNOLOGY
Tel: 703-255-8224 or 800-449-6537
Fax: 703-255-5852

NEW McGruff. Costume



MORE THAN TWO DOZEN MAJOR IMPROVEMENTS INCLUDING:

- Improved range of vision
- Improved ventilation
- Special cooling vest
- Adjustable clothing sizes
- More interactive facial expression

Exclusively From
Robotronics, Inc.

ROBOTRONICS
Tel: 801-489-4466
Fax: 801-489-8241

WOW! Look at the cool stuff from **McGruff® & Scruff!**

The Advertising Council, Inc., is the nation's premier public service communications group, marshaling the talents of award-winning advertisers on a volunteer basis to encourage local action throughout the nation on important social issues. For the National Citizens' Crime Prevention Campaign, Saatchi & Saatchi Advertising provides help with general market research; Vidal, Reynardus & Moya Advertising provides Spanish-language advertising.

Publication Funded by
Bureau of Justice Assistance
Office of Justice Programs • U.S. Department of Justice

The Bureau of Justice Assistance, U.S. Department of Justice is the

lead sponsor for the National Citizens' Crime Prevention Campaign and a major partner in the campaign.

The National Crime Prevention Council, a private nonprofit organization, manages the day-to-day work of the Crime Prevention Coalition and the National Citizens' Crime Prevention Campaign, including the McGruff the Dog®, his nephew Scruff® (child focused) and the Take A Bite Out Of Crime® slogan.

This publication was funded under Cooperative Agreement #BX-K003 between the National Crime Prevention Council and the Bureau of Justice Assistance, U.S. Department of Justice.



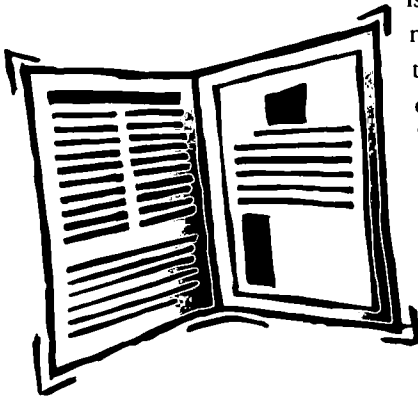
MAKING PUBLIC SERVICE ADS WORK FOR YOU

TIPS ON GETTING
McGRUFF AND SCRUFF
PUBLIC SERVICE
ADVERTISEMENTS ON
THE AIR AND IN PRINT IN
YOUR COMMUNITY.

What Is a PSA?

Public service advertisements (PSAs) are educational messages designed to focus public attention on such serious

issues as crime prevention. In most cases, ad agencies volunteer their creative talent to develop these advertisements. The mass communications media — radio, television (including cable TV), newspapers, magazines, and out-of-home — donate their airtime and print space to convey the messages.

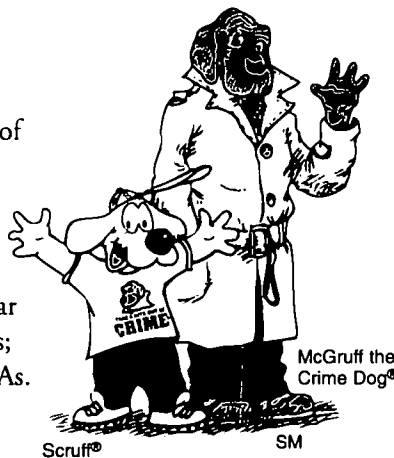


The National Citizens' Crime Prevention Campaign

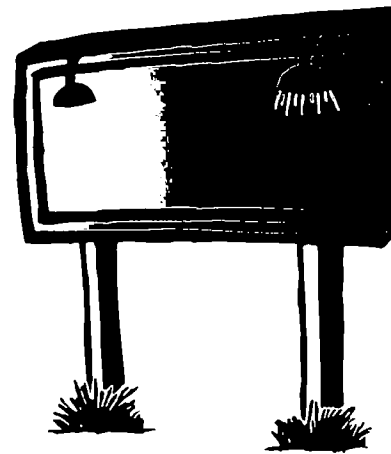
Since 1980, McGruff the Crime Dog® has been the symbol for a nationwide effort to help Americans learn how to "Take A Bite Out Of Crime" by making both themselves and their communities safer and better. Public service announcements are a visible part of this campaign. They have helped educate millions of adults and children, have changed attitudes and behaviors, and helped enlist hundreds of thousands of people in prevention activities. This brochure is designed to help you benefit from this award-winning national campaign.

Your Role in the Campaign

Although crime prevention involves all levels of government, it must be implemented at the local level. By working with the media in your community, you help educate everyone — children, teens, and adults — and build support for prevention initiatives. PSAs are far more effective with local support and linkages; local programs benefit from the impact of PSAs.



Media organizations in your area may receive 5 national public service advertisements a week on important issues, all competing for public service advertisers' attention and placement. Meanwhile, even individuals and groups are asking newspapers and radio stations to help promote an array of local and regional causes.



McGruff and Scruff lend their credibility to local prevention efforts and provide a well-known symbol and message. These top quality messages are carefully researched and developed by Saatchi & Saatchi Advertising or Vidal, Reynard & Moya Advertising, the national volunteer ad agencies for the campaign. They are then distributed by The Advertising Council. Their quality and your support go hand in hand for success.

How Can I Support the PSAs?

Your primary goal is to show local media that your messages address an urgent local problem with useful information — and that you back up the messages with action programs.

- ✓ Contact the media managers — television, newspaper, and magazine — responsible for PSAs and tell them that the McGruff and Scruff are distributed by The Advertising Council, Inc. It's important to your community. Don't forget advertising and outdoor posting companies, too! PSAs are available for these media, too!
- ✓ It's best to visit the TV or radio station, the weekly newspapers, and the transit and posting companies that handle out-of-home advertising. It

Partner With the Media – Builds Safer Communities

Partnering with the media is essential to crime prevention success. The media offer direct, immediate access to you in your community. If you establish lasting partnerships with newspapers, magazines, television and radio stations, cable TV, outdoor advertising companies, and other media outlets, they can help you spread the word that prevention works — and it pays off in safer communities.

Partnering With the Media To Build Safer Communities: Action Kit, funded in large part by the Bureau of Crime Prevention Assistance, U.S. Department of Justice, has been developed by the National Crime Prevention Council and the Advertising Council, Inc. It provides you with in-depth information, resources, and answers you need to enlist the media effectively as a partner.

WHAT IT SHOWS:

WHAT you can do to work with the media on getting important messages about prevention — and what citizens are doing in your community — to their audiences.

WHAT other practitioners are doing to build media partnerships for crime prevention.

HOW you can get local media organizations to use McGruff and Scruff public service advertisements (PSAs) to galvanize citizen action in your area.

The comprehensive, step-by-step action kit includes:
• Sample press materials
• Media checklists
• Instructions on how to work with the media
• Background information on the McGruff and Scruff crime prevention campaigns
• Success stories
• Campaign results, and more!

It's all packaged in a high-quality, three-ring binder.

Who Makes the Decisions About Using PSAs? It Depends...

- If you're approaching a radio or television station in a medium or large media market, it's the public service director, public affairs director, or community relations manager.
- In smaller broadcast companies, the station manager or the news or advertising director might make the decisions.

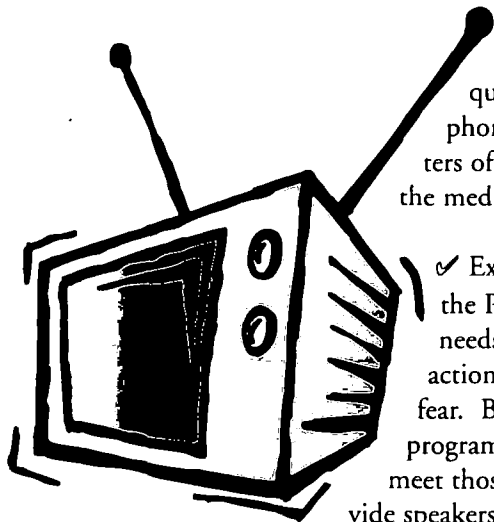
At newspapers and magazines, you should approach the editor, the publisher, or the advertising director.

- If your target is a billboard or transit advertising (buses, subways) company, senior management of the posting company make the key decisions.

These individuals act as gatekeepers and determine which PSAs will be given time or space, as well as when and where they will appear.

Keeping Current

Crime prevention PSAs are available in English and Spanish, for adults and children. New materials are released on an ongoing basis. For an update on the current McGruff and Scruff public service advertising campaigns and opportunities to localize the PSAs at the state level and in major media markets contact the National Crime Prevention Council, 1700 K Street, NW, Second Floor, Washington, DC 20006-3817. 202-466-6272, ext.121. E-mail: Aker@mail.ncpc.org. Fax 202-296-1356.

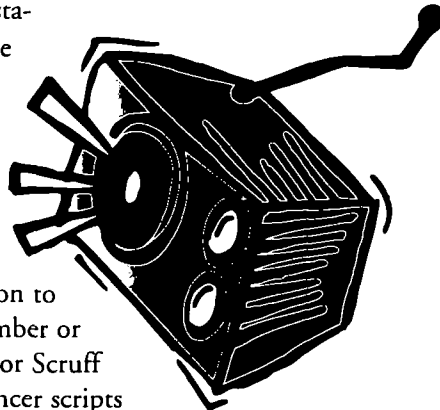


quite valuable to make phone calls and write letters of support encouraging the media to use the ads.

✓ Explain local needs, how the PSAs address those needs, and how citizen action can reduce crime and fear. Be ready to describe programs that are working to meet those needs. Offer to provide speakers, educational materials, or help with special events. By personally delivering the TV, radio, and print ads to the media, you help to increase PSA exposure and awareness of your prevention work.

Convince the media decision-makers that people in your community are outraged by the increasing amounts of violence that intrude into their lives and their children's lives. Cite specific examples of citizen action. Show how the National Citizens' Crime Prevention Campaign — with proper media support — can serve as a catalyst for even more action.

✓ Don't overlook radio stations with their diverse audiences — commuters in cars, teenagers, children at home alone after school, and the retired. It's easy and inexpensive for a station to add a local phone number or address to a McGruff or Scruff radio ad. Live announcer scripts are available as well.



Meet the challenge!

Order *Partnering With the Media To Build Communities* today!

Send _____ copy(ies) Item K20, @\$19.95 plus 10% shipping and handling (15% outside U.S.) to:

(New York State residents add 7% sales tax, and Washington, DC, 5.75% tax to full order subtotal).

NAME _____

TITLE _____

ORGANIZATION _____

ADDRESS _____

CITY _____

STATE _____

ZIP(+4) _____

DAYTIME PHONE _____

____ CHECK ENCLOSED

____ PURCHASE ORDER

____ CREDIT CARD charge the following credit card

Check one: ____ MasterCard ____ Visa

Exp. Date ____/____

Credit Card Number _____

Please print cardholder's name _____

Signature of cardholder required _____

Call 1-800-NCPC-911 to order!

Or order by fax 1-518-843-6857

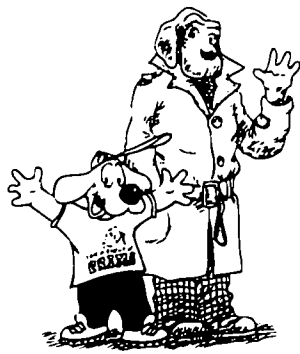
Please make your check or purchase order payable to:

National Crime Prevention Council

Mail to: National Crime Prevention Council Fulfillment

PO Box 1, 100 Church Street

Amsterdam, NY 12101



Scruff® McGruff® the Crime Dog

SAFER COMMUNITIES BRIGHTER FUTURES

Please take a moment to answer these questions. Then fold this card, tape it, and mail it with a 32¢ stamp. Your comments will help us prepare for Crime Prevention Month 1997!

Name _____
 Organization _____
 Address _____
 City _____ State _____ ZIP (+4) _____
 Daytime Phone _____ Fax _____

- Community Size: Under 25,000 25,000-100,000 100,000-200,000 Over 200,000
- Please indicate the kind of group that is using this booklet: Law Enforcement School
 Community Group Business Library Other (please specify) _____

■ Are you going to have a 1996 Crime Prevention Month proclamation? Yes No

■ How helpful are these features of the booklet?	Slightly Helpful			Extremely Helpful	
Statistics Reveal the Realities of Crime	1	2	3	4	5
Partnerships That Work	1	2	3	4	5
Proclaim October as Crime Prevention Month	1	2	3	4	5
Sample Press Release	1	2	3	4	5
Engaging Youth in Crime Prevention	1	2	3	4	5
The High-Tech World of Crime Prevention	1	2	3	4	5
Planning a Crime Prevention Event? Use these Checklists	1	2	3	4	5
Planning a 5K Fun Run	1	2	3	4	5
Plan a Neighborhood Watch Meeting	1	2	3	4	5
Plan a Bicycle Rodeo	1	2	3	4	5
A Checklist for a Graffiti Cleanup	1	2	3	4	5
A Checklist for a Citizen Patrol	1	2	3	4	5
Calendar of Special Observances	1	2	3	4	5
McGruff Educational Products	1	2	3	4	5
Selected Resources From NCPC	1	2	3	4	5
Making Public Service Ads Work for You (color brochure)	1	2	3	4	5

■ Which camera-ready materials do you think you will use?		Expect to Use?		Expected # of Copies
Brochures		Yes	No	
	Tips for Safe and Happy Holidays	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Street Sense: It's Common Sense	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Take a Stand Against Crime: Join a Neighborhood Watch	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Halloween Safety: Pointers for Parents	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Making Peace: Tips on Managing Conflict	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Home Security: Invest In It Now	<input type="checkbox"/>	<input type="checkbox"/>	_____
	At Home Alone: A Parent's Guide	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Domestic Violence: The Hidden Crime	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Talking With Your Kids About Drugs	<input type="checkbox"/>	<input type="checkbox"/>	_____
	It's Time To Stop the Violence...Start With Weapons	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Use Common Sense To Spot a Con	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Media Violence Invading Your Home? Turn It Off!	<input type="checkbox"/>	<input type="checkbox"/>	_____

		Yes	No	# of Copies
Brochures	Take Crime Prevention to Work	<input type="checkbox"/>	<input type="checkbox"/>	_____
	What's a Parent To Do About Gangs?	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Baby-Sitter's Guide to Being Safe	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Teen Alert! We Need You. Will You Help Out?	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Alcohol Is Number One	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Don't Make It Easy for a Thief To Steal Your Wheels	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Safer Seniors	<input type="checkbox"/>	<input type="checkbox"/>	_____
Articles/ Drop-Ins	Checklist for Violence Prevention	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Don't Let Your Family Go Down the Tube	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Inhalants	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Marijuana	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Back to School — A Checklist for Kids	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Back to School — A Checklist for Parents	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Live in an Apartment?	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Vandalism Isn't Funny. It's a Crime.	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Protect Yourself From Telemarketing Fraud	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Put a Lock on Your Company's Information	<input type="checkbox"/>	<input type="checkbox"/>	_____

Fold card here

Activity Sheets	If You Find a Gun	<input type="checkbox"/>	<input type="checkbox"/>	_____
	McGruff the Crime Dog's What If Game	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Dangerous Things	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Scruff Maze	<input type="checkbox"/>	<input type="checkbox"/>	_____

Poster Guess What Johnny's Bringing for Show and Tell Today? _____

■ Are there other crime prevention materials you would like? _____

■ Would you be willing to give us a brief report on what you did for Crime Prevention Month 1996?

Yes, please send me a form. No, thanks.



Fold card here

Please
Place 32¢
Stamp
Here

Attn: Crime Prevention Month 1996
 National Crime Prevention Council
 1700 K Street, NW, Second Floor
 Washington, DC 20006-3817

IF A STRANGER COMES TO THE DOOR, BEWARE

Criminals sometimes pose as couriers delivering gifts. And it's not uncommon for people to try to take advantage of others' generosity during the holidays by going door-to-door for charitable donations when there's no charity involved. Ask for identification, and find out how the funds will be used. If you aren't satisfied, don't give. Help a charitable organization you know and like instead.

Last but not least, don't let holiday stress get the best of your holiday spirit. Make time to get together with family, friends, and neighbors. And think about reaching out in the spirit of the season and helping someone who's less fortunate or lonely.

Do your part to make the holidays a safe and happy time for everybody—except criminals.

TAKE A HOLIDAY INVENTORY

The holidays are a good time to update — or create — your home inventory. Take photos or make videos of items, and list descriptions and serial numbers. If your home is burglarized, having a detailed inventory can help identify stolen items and make insurance claims easier to file. Make sure things like TVs, VCRs, stereo equipment, cameras, camcorders, sports equipment, jewelry, silver, computers, home office equipment, and power tools are on the list. Remember to check it twice!



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 is
substantially funded by the Bureau of Justice
Assistance, U.S. Department of Justice.

ADT
Security
Systems

Distribution made possible in part by a grant from
ADT Security Systems

HOLIDAY SAFETY



TIPS
FOR
SAFE AND HAPPY
HOLIDAYS

This holiday season, don't let the spirit of giving lull you into giving burglars, muggers, and pickpockets a better chance to do their dirty work. Crooks love the holidays as much as everyone else, but chiefly because it's an opportune time for crime.

Homes jam-packed with glittering gifts. Stores, malls and downtown streets teeming with unsuspecting shoppers. People rushing around, stressed out and careless, looking for last-minute gifts, trying to get everything done. It's enough to make a crook giddy with holiday joy.

Here are some tips on how to celebrate safely this holiday season:

IF YOU'RE TRAVELING

- Get an automatic timer for your lights.
- Ask a neighbor to watch your home, shovel snow, and park in the driveway from time to time.
- Don't forget to have mail and newspaper delivery stopped. If it piles up, it's a sure sign you're gone.

IF YOU'RE OUT FOR THE EVENING

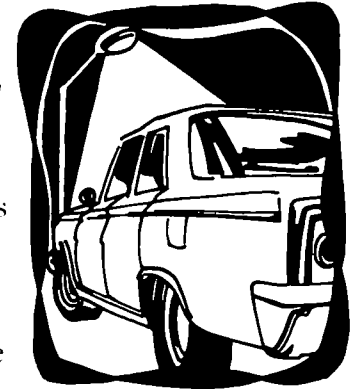
- Turn on lights and a radio or TV so it looks like someone's home.
- Be extra cautious about locking doors and windows when you leave, even if it's just for a few minutes.



- Don't display gifts where they can be seen from outside.

IF YOU'RE SHOPPING

- Stay alert and be aware of what's going on around you.
- Park in a well-lighted space, and be sure to lock the car, close the windows, and hide shopping bags and gifts in the trunk.
- Avoid carrying large amounts of cash; pay with a check or credit card whenever possible.
- Deter pickpockets and purse-snatchers. Don't overburden yourself with packages. Be extra careful with purses and wallets. Carry a purse close to your body, not dangling by the straps. Put a wallet in an inside coat or front pants pocket.
- Shopping with kids? Teach them to go to a store clerk or security guard if you get separated.



- 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.



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

- 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.

TAKE A STAND!

- Make your neighborhood and workplace safer by reporting broken street lights, cleaning up parks and vacant lots, and lobbying local government for better lighting in public places.
- Join a Neighborhood, Apartment, or Office Watch to look out for each other and help the police.
- Help out a friend or co-worker who's been a victim of crime. Cook a meal, babysit, find the number for victim services or a crisis hotline. Listen, sympathize, and don't blame.
- Look at the root causes. Work for better drug treatment services, crime and drug abuse prevention education, and job and recreational opportunities for young people in your community.



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 is substantially funded by the Bureau of Justice Assistance, U.S. Department of Justice.

ADT

**Security
Systems**

Distribution made possible in part by a grant from
ADT Security Systems

STREET SENSE



IT'S
 COMMON SENSE

TEST YOUR "STREET SMARTS" IQ

Do you:

- Jog or walk by yourself early in the morning or late at night when the streets are quiet and deserted?
- Stuff your purse with cash, keys, credit cards, checkbook — and then leave it wide open on a counter, a desk, the floor? Put your wallet in a jacket, which you then hang up or throw over a chair?
- Let your mind wander — thinking about your job, or all the things you have to do — when walking or driving?
- Think it's a waste of time to lock your car when you'll be back in a few minutes?

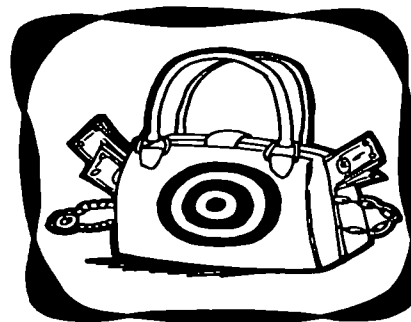
If you answered "yes" to any question, you need to change a few habits. Even if you answered "no" and made a perfect score, read on. Spend a few minutes now to prevent trouble later.

BASIC 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 leave.
- Know the neighborhoods where you live and work. Check out the locations of police and fire stations, public telephones, hospitals, and restaurants, or stores that are open late.

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.



ON WHEELS

- 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.
- 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 you to your car or transit stop.

- 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, even if you're coming right back. Check inside and out before getting in.
- Avoid parking in isolated areas. Be especially alert in lots and underground parking garages.

HOW TO REPORT

- Give your name and address.
- Briefly describe the event — what happened, when, where, and who was involved.
- 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, dents, or decals.

STAYING ALIVE

It's an unfortunate fact that when a neighborhood crime crisis goes away, so does enthusiasm for Neighborhood Watch. Work to keep your Watch group a vital force for community well-being.

- Organize regular meetings that focus on current issues such as drug abuse, "hate" or bias-motivated violence, crime in schools, child care before and after school, recreational activities for young people, and victim services.
- Organize community patrols to walk around streets or apartment complexes and alert police to crime and suspicious activities and identify problems needing attention. People in cars with cellular phones or CB radios can patrol.
- Adopt a park or school playground. Pick up litter, repair broken equipment, paint over graffiti.

- Work with local building code officials to require dead bolt locks, smoke alarms, and other safety devices in new and existing homes and commercial buildings.
- Work with parent groups and schools to start a McGruff House* or other block parent program (to help children in emergency situations.)
- Publish a newsletter that gives prevention tips and local crime news, recognizes residents of all ages who have "made a difference," and highlights community events.
- Don't forget social events that give neighbors a chance to know each other — a block party, potluck dinner, volleyball or softball game, picnic.

* A McGruff House is a reliable source of help for children in emergency or frightening situations. For information call 801-486-8691



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 is
substantially funded by the Bureau of Justice
Assistance, U.S. Department of Justice.

ADT

**Security
Systems**

Distribution made possible in part by a grant from
ADT Security Systems

TAKE A STAND AGAINST CRIME



JOIN A NEIGHBORHOOD WATCH

Neighborhood Watch, Block Watch, Town 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.

THE ABC'S OF NEIGHBORHOOD WATCH

- Any community resident can join — young and old, single and married, renter and home owner.
- A few concerned residents, a community organization, or a law enforcement agency can spearhead the effort to organize a Watch.
- Members 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 sheriff's office.
- You can form a Watch group around any geographical unit: a block, apartment, park, business area, public housing complex, office, marina.
- Watch groups are not vigilantes. They are extra eyes and ears for reporting crime and helping neighbors. Neighborhood Watch helps build pride and serves as a springboard for efforts that address community concerns such as recreation for youth, child care, and affordable housing.

GETTING ORGANIZED

When a group decides to form a Neighborhood Watch, it:

- Contacts the police or sheriff's department or local crime prevention organization for help in training members in home security and reporting skills and for information on local crime patterns.
- Selects a coordinator and block captains who are responsible for organizing meetings and relaying information to members.



- Recruits members, keeping up-to-date on new residents and making special efforts to involve the elderly, working parents, and young people.
- Works with local government or law enforcement to put up Neighborhood Watch signs, usually after at least 50 percent of all households are enrolled.

NEIGHBORS LOOK FOR...

- Someone screaming or shouting for help.
- Someone looking into windows and parked cars.
- Unusual noises.
- Property being taken out of houses where no one is at home or 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.
- Abandoned cars.

Report these incidents to the police or sheriff's department. Talk about the problem with your neighbors.

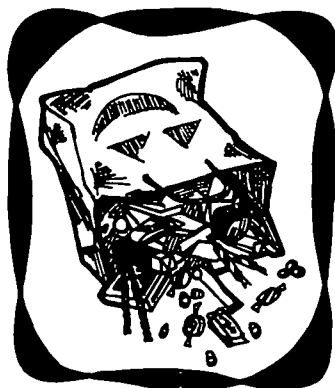
TREATS

■ 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 a snack beforehand.

■ Check out all treats at home in a well-lighted 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!



Halloween can be a lot of fun for parents and kids alike—if everybody remembers the tricks and the treats of playing it safe.

DRESSED UP AND DANGEROUS?

Halloween blood and gore are harmless stuff for the most part. But sometimes dressing up as a superhero, a swash-bucking pirate, or an alien from outer space — coupled with the excitement of Halloween — brings out aggressive behavior. Even fake knives, swords, guns, and other costume accessories can 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.



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 is substantially funded by the Bureau of Justice Assistance, U.S. Department of Justice.



**Security
Systems**

Distribution made possible in part by a grant from
ADT Security Systems

HALLOWEEN SAFETY



POINTERS
FOR
PARENTS



Halloween may be a fun holiday for kids, but for parents, trick-or-treat time can be a little tricky. Concerns about children's safety — whether they are out in the neighborhood or back home with bags of booty — can darken the day more quickly than a black cat. But not to worry! To make Halloween a treat for all, follow these safety tips:



MAKE SURE YOUR KIDS DRESS UP SAFELY

- Check that the costumes are flame-retardant so the little ones aren't in danger near burning jack-o-lanterns and other fire hazards.
- Keep costumes short to prevent trips, falls, and other bumps in the night.
- 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.
- Trick-or-treaters always should be in groups so they aren't a tempting target for real-life goblins. Parents should accompany young children.



MAKE TRICK-OR-TREATING TROUBLE FREE

- Make sure older kids trick-or-treat with friends. Together, map out a safe route so parents know where they'll be. Tell them to stop only at familiar homes where the outside lights are on.
- Try to get your kids to trick-or-treat while it's still light out. If it's dark, make sure someone has a flashlight and pick well-lighted streets.
- Make sure kids know not to enter strange houses or strangers' cars.

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 fighters, libraries, or civic groups in many communities organize "haunted houses" and other Halloween festivities for families.

Try arbitration. In arbitration, a neutral party acts as a judge. Disputing parties agree on an arbitrator who then hears evidence from all sides, asks questions, and hands down a decision. Usually, the arbitrator's decision is final. Some arbitration programs use a panel of arbitrators who make decisions by majority vote.

Try an ombudsman. An ombudsman is hired by and works within an institution. The ombudsman's job is to investigate complaints from the public against the institution, make recommendations, and try to resolve problems. He or she has no enforcement power, but must use reason and persuasion to convince management that certain policies or practices should be changed. Newspapers, television and radio stations, government agencies, health care systems, and educational systems often use ombudsmen.

TIPS FOR MAKING PEACE

- Choose a convenient time.
- Plan ahead.
- Talk directly.
- Don't blame or name-call.
- Give information.
- Listen.
- Show that you are listening.
- Talk it through.
- Work on a solution.
- Follow through.

WHERE TO FIND HELP

- Schools, colleges, universities.
- Local or state consumer protection offices.
- Community or neighborhood dispute resolution centers.
- Local government — district attorney, small claims court, family services.
- Better Business Bureau.
- Private organizations listed in the telephone directory's Yellow Pages under arbitration or mediation services.
- Law school legal clinics.



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 is
substantially funded by the Bureau of Justice
Assistance, U.S. Department of Justice.

ADT

Distribution made possible in part by a grant from
ADT Security Systems

**Security
Systems**

MAKING PEACE



TIPS ON MANAGING CONFLICT

Irritated? Frustrated? Angry?

Ready To Explode?

You're not alone. Whether it's an argument with a friend, aggravation because a driver cuts in front of you, or a disagreement about the best way to do a job — conflict is part of everyday life. Conflict produces stress, hurts friendships, and can cause injury and death.

We can't always avoid conflict, but we can learn to manage it without violence.

That way, we use conflict to improve our lives and to learn from past mistakes.

WHAT SKILLS ARE NEEDED TO MANAGE PERSONAL CONFLICT?

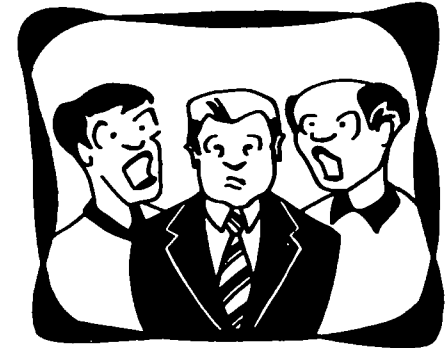
- *Understanding your own feelings about conflict.* This means recognizing your “triggers,” words or actions that immediately provoke an emotional response, like anger. It could be a facial expression, a tone of voice, a pointing finger, a certain phrase. Once you know your “triggers,” you can better control your emotions.
- *Active listening.* Go beyond hearing just words; try to understand what the other person is saying. Listen carefully, instead of thinking about what you're going to say next. Active listening requires concentration and body language that says you are paying attention.
- *Generating options for resolving a conflict.* Many people can think of only two ways to manage conflict — fighting or avoiding the problem. Get the facts straight, brainstorm all ideas that might help resolve the argument, and discuss the pros, cons, and consequences.

MOVING AWAY FROM CONFRONTATION AND TOWARD AGREEMENT

- Look at your response to conflict. If your style isn't working — you're left with raging emotions that lead to more problems — try to change.
- State your needs and define the problem. Talk about the issues without insulting or blaming the other person. Don't state your

position; that's simply your solution to the problem. Take a hard look at what is said (position) with what is really meant (needs).

- Together, discuss various ways of meeting needs or solving the problem. Be flexible and open-minded.
- Decide who will be responsible for specific actions after reaching agreement on a plan.



IF YOU CAN'T WORK IT OUT...GET HELP

Try mediation. Courts, schools, and businesses are turning more and more to mediation to help resolve disputes. Mediators do not make decisions for people — they help people make their own decisions.

In mediation sessions, a neutral third person (or persons) helps the parties in conflict resolve their problem. Mediators should be detached and unbiased. They may be professionals or volunteers who have undergone intensive training. Mediators do not dictate a settlement; they encourage dialog, provide guidance, and help the parties define areas of agreement and disagreement. A mediation session is confidential.

- 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.

THERE'S MORE YOU CAN DO

- 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

BJA

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

ADT

Distribution made possible in part by a grant from
ADT Security Systems

**Security
 Systems**

HOME SECURITY



**INVEST
 IN
 IT NOW**

If 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.

Many 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 grates.
- 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.



- How to escape in case of fire.
- To not go into an empty house or apartment if things don't look right — a broken window, ripped screen, or opened door.
- To let you know about anything that frightens them or makes them feel uncomfortable.

TAKE A STAND

- Work with schools, religious institutions, libraries, recreational and community centers, and local youth organizations to create programs that give children ages 10 and older a place to go and something to do after school — a “homework haven,” with sports, crafts, classes and tutoring. Don't forget that kids of this age can also get involved in their communities. Help them design and carry out an improvement project!
- Ask your workplace to sponsor a Survival Skills class for employees' children. You can kick it off with a parent breakfast or lunch.
- Ask your community to develop a homework hotline latchkey kids can call for help or just to talk.
- Join or start a McGruff House* or other block parent program in your community to offer children help in emergencies or frightening situations.

* A McGruff House is a reliable source of help for children in emergency or frightening situations. For information call 801-486-8691



Keep These Important Numbers Near the Phone!

Mom's or dad's work _____

Neighbor _____

Family friend who lives or works nearby _____

School _____

Police _____

Fire department _____

Poison control center _____

Paramedics _____

Emergency help 9-1-1 or Operator



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



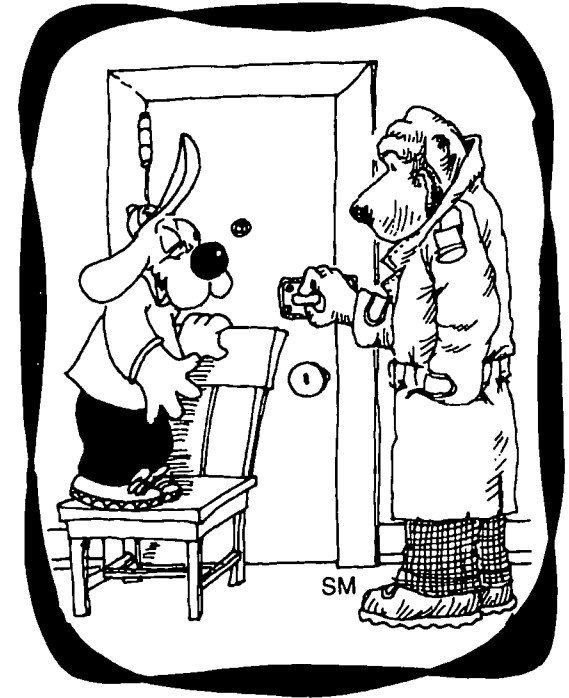
The National Citizens' Crime Prevention Campaign, sponsored by the Crime Prevention Coalition is substantially funded by the Bureau of Justice Assistance, U.S. Department of Justice.



Security Systems

Distribution made possible in part by a grant from
ADT Security Systems

AT HOME ALONE



A PARENT'S GUIDE

Your ten-year-old comes home from school at 3:00, but you don't get home from work until 5:00. He's at home alone for those two hours every weekday. What does he do until you arrive?

Most likely, he gets a snack or talks on the phone. Maybe he watches TV. But since you're not there, you worry.

Just like the majority of American parents who work and have to leave their children on their own after school every day, you are anxious about your child's safety.

But by following the safeguards listed below, you can help ease some of this worry and take measures that will protect your kids even when you're not around.

WHAT YOU CAN DO

- Make sure your children are old enough and mature enough to care for themselves.
- Teach them basic safety rules.
- Know the three "W's": Where your kids are, What they're doing, and Who they're with.

Don't forget to check on state law about the age at which children can be left at home alone.

ARE THEY READY? CAN YOUR CHILDREN—

- Be trusted to go straight home after school?
- Easily use the telephone, locks, and kitchen appliances?
- Follow rules and instructions well?
- Handle unexpected situations without panicking?
- Stay alone without being afraid?



A WORD ABOUT CURIOSITY...

Are there things you don't want your children to get into? Take the time to talk to them about the deadly consequences of guns, medicines, power tools, drugs, alcohol, cleaning products, and inhalants. Make sure you keep these items in a secure place out of sight and locked up, if possible.

TEACH YOUR "HOME ALONE" CHILDREN

- To check in with you or a neighbor immediately after arriving home.
- How to call 9-1-1, or your area's emergency number, or call the operator.
- How to give directions to your home, in case of emergency.
- To never accept gifts or rides from people they don't know well.
- How to use the door and window locks, and the alarm system if you have one.
- To never let anyone into your home without asking your permission.
- To never let a caller at the door or on the phone know that they're alone. Teach them to say "Mom can't come to the phone (or door) right now."
- To carry a house key with them in a safe place (inside a shirt pocket or sock). Don't leave it under a mat or on a ledge outside the house.

- Leave, or have someone come and stay with you. Go to a battered women's shelter — call a crisis hotline in your community or a health center to locate a shelter. If you believe that you, and your children, are in danger — leave immediately.
- Get medical attention from your doctor or a hospital emergency room. Ask the staff to photograph your injuries and keep detailed records in case you decide to take legal action.
- Contact your family court for information about a civil protection order that does not involve criminal charges or penalties.

HAVE YOU HURT SOMEONE IN YOUR FAMILY?

- Accept the fact that your violent behavior will destroy your family. Be aware that you break the law when you physically hurt someone.
- Take responsibility for your actions and get help.
- When you feel tension building, get away. Work off the angry energy through a walk, a project, a sport.
- Call a domestic violence hotline or health center and ask about counseling and support groups for people who batter.

THE HIGH COSTS OF DOMESTIC VIOLENCE

- Men and women who follow their parents' example and use violence to solve conflicts are teaching the same destructive behavior to their children.
- Jobs can be lost or careers stalled because of injuries, arrests, or harassment.
- Violence may even result in death.

For More Information

Domestic Violence Hotline 800-799-SAFE

This new, nationwide toll-free hotline will provide immediate crisis intervention, counseling, and referrals to emergency shelters and services

National Resource Center on Domestic Violence
800-537-2238

Family Violence Prevention Fund
383 Rhode Island Street, Suite 304
San Francisco, CA 94103-5133
415-252-8900



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 is substantially funded by the Bureau of Justice Assistance, U.S. Department of Justice.



**Security
Systems**

Distribution made possible in part by a grant from
ADT Security Systems

DOMESTIC VIOLENCE



THE HIDDEN CRIME



As many as four million women in this country suffer some kind of violence at the hands of their husbands or boyfriends each year.

Very few will tell anyone — a friend, a relative, a neighbor, or the police.

Victims of domestic violence come from all walks of life, all cultures, all income groups, all ages, all religions. They share feelings of helplessness, isolation, guilt, fear, and shame.

ARE YOU ABUSED?

Does the Person You Love...

- "Track" all of your time?
- Constantly accuse you of being unfaithful?
- Discourage your relationships with family and friends?
- Prevent you from working or attending school?
- Criticize you for little things?
- Anger easily when drinking or using other drugs?
- Control all finances and force you to account in detail for what you spend?
- Humiliate you in front of others?
- Destroy personal property or sentimental items?
- Hit, punch, slap, kick, or bite you or the children?
- Use or threaten to use a weapon against you?
- Threaten to hurt you or the children?
- Force you to have sex against your will?

If you find yourself saying yes to any of these — it's time to get help.

DON'T IGNORE THE PROBLEM

- Talk to someone. Part of the abuser's power comes from secrecy. Victims are often ashamed to let anyone know about intimate family problems. Go to a friend or neighbor, or call a domestic violence hotline to talk to a counselor.
- Plan ahead and know what you will do if you are attacked again. If you decide to leave, choose a place to go; set aside some money. Put important papers together — marriage license, birth certificates, checkbooks — in a place where you can get them quickly.
- Learn to think independently. Try to plan for the future and set goals for yourself.

IF YOU ARE HURT, WHAT CAN YOU DO?

- There are no easy answers, but there are things you can do to protect yourself.
- Call the police or sheriff. Assault, even by family members, is a crime. The police often have information about shelters and other agencies that help victims of domestic violence.



- Physical deterioration — difficulty in concentration, loss of coordination, loss of weight, unhealthy appearance.
- Refuses to talk or be around family.

WHY DO PEOPLE USE DRUGS?

Young people say they turn to alcohol and other drugs for one or more of these reasons:

- To do what their friends are doing.
- To escape pain in their lives.
- To fit in.
- Boredom.
- For fun.
- Curiosity.
- To take risks.

- Volunteer at schools, youth centers, Boys & Girls Clubs, or other activities in your community.

For More Information

- State and local government drug use prevention, intervention, and treatment agencies.
- State and local mental health agencies.
- State and local law enforcement agencies.
- Private drug use treatment services listed in the telephone book Yellow Pages.
- *National Clearinghouse for Alcohol and Drug Information (NCADI)*
PO Box 2345
Rockville, MD 20847-2345
800-729-6686 • 301-468-2600
Fax: 301-468-6433

TALKING WITH YOUR KIDS



TAKE A STAND!

- Educate yourself about the facts surrounding alcohol and other drug use. You will lose credibility with your child if your information is not correct.
- Establish clear family rules against drug use and enforce them consistently.
- Develop your parenting skills through seminars, networking with other parents, reading, counseling, and support groups.
- Work with other parents to set community standards — you don't raise a child alone.



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 is substantially funded by the Bureau of Justice Assistance, U.S. Department of Justice.



Security Systems

Distribution made possible in part by a grant from
ADT Security Systems

ABOUT DRUGS

Don't put off talking to your children about alcohol and other drugs. As early as fourth grade, kids worry about pressures to try drugs. School programs alone aren't enough. Parents must become involved, but most parents aren't sure how to tell their children about drugs.

Open communication is one of the most effective tools you can use in helping your child avoid drug use. Talking freely and really listening shows children that they mean a great deal to you.

WHAT DO YOU SAY?

- Tell them that you love them and you want them to be healthy and happy.
- Say you do not find alcohol and other illegal drug use acceptable. Many parents never state this simple principle.
- Explain how this use hurts people. Physical harm — for example, AIDS, slowed growth, impaired coordination, accidents. Emotional harm — sense of not belonging, isolation, paranoia. Educational harm — difficulties remembering and paying attention.
- Discuss the legal issues. A conviction for a drug offense can lead to time in prison or cost someone a job, driver's license, or college loan.
- Talk about positive, drug-free alternatives, and how you can explore them together. Some ideas include sports, reading, movies, bike rides, hikes, camping, cooking, games, and concerts. Involve your kids' friends.



HOW DO YOU SAY IT?

- Calmly and openly — don't exaggerate. The facts speak for themselves.
- Face to face — exchange information and

try to understand each other's point of view. Be an active listener and let your child talk about fears and concerns. Don't interrupt and don't preach.

- Through "teachable moments" — in contrast to a formal lecture, use a variety of situations — television news, TV dramas, books, newspapers.
- Establish an ongoing conversation rather than giving a one-time speech.
- Remember that you set the example. Avoid contradictions between your words and your actions. And don't use illegal drugs, period!
- Be creative! You and your child might act out various situation in which one person tries to pressure another to take a drug. Figure out two or three ways to handle each situation and talk about which works best.
- Exchange ideas with other parents.

HOW CAN I TELL IF A CHILD IS USING DRUGS?

Identifying illegal drug use may help prevent further abuse. Possible signs include:

- Change in moods — more irritable, secretive, withdrawn, overly sensitive, inappropriately angry, euphoric.
- Less responsible — late coming home, late for school or class, dishonest.
- Changing friends or changing lifestyles — new interests, unexplained cash.

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, Room 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



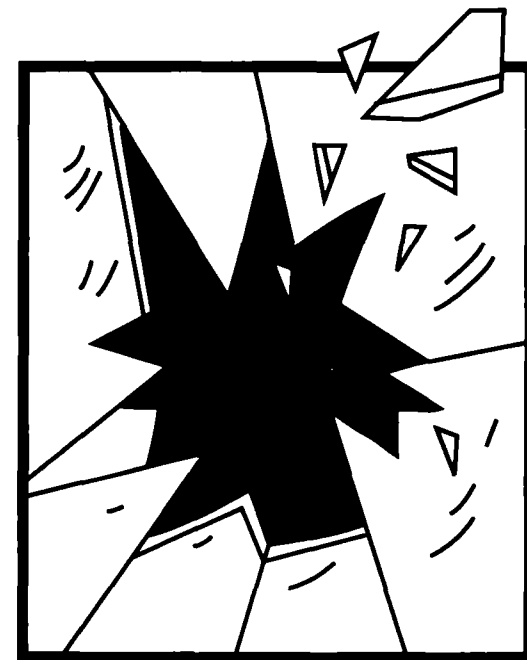
The National Citizens' Crime Prevention Campaign, sponsored by the Crime Prevention Coalition is substantially funded by the Bureau of Justice Assistance, U.S. Department of Justice.



Distribution made possible in part by a grant from
ADT Security Systems

IT'S TIME to STOP the VIOLENCE

Let's Start with Weapons



When we talk about violence, we can't ignore weapons. Nine out of ten murders involve a weapon — eight of ten involve a firearm. Most robberies involve the use of a weapon, most frequently a handgun.

One in seven teens has reported carrying weapon — like a bat, club, gun, or knife — at some time to protect themselves.

Weapons make violence more deadly and less personal. A gun in the home increases the likelihood of homicide three times and the likelihood of suicide five times.

REDUCE THE RISK

- Think long and hard about having weapons, especially firearms, in your home. Studies show that a firearm in the home is more than forty times as likely to hurt or kill a family member as to stop a crime.
- Look at other ways to protect yourself and your home. Invest in top-grade locks, jamming devices for doors and windows, a dog, or an alarm system. Start or join a Neighborhood Watch. Check with the police, the YMCA/YWCA, or the recreation department about a self-defense class.
- If you do choose to own firearms — handguns, rifles, or shotguns — make sure they are safely stored. That means unloaded, trigger-locked, and in a locked gun case or pistol box, with ammunition separately locked. Store keys out of reach of children, away from weapons and ammunition. Check frequently to make sure this storage remains secure.
- Obtain training from a certified instructor in firearms safety for everyone in the home. Make sure it's kept current.
- Teach your children what to do if they find a firearm or something that might be a weapon — Stop, Don't Touch, Get Away, and Tell a Trusted Adult.

STOP VIOLENCE

- Show children how to settle arguments or solve problems without using words or actions that hurt others. Set the example by the way you handle everyday conflicts in the family, at work, and in the neighborhood. Don't forget that common courtesies like "please," "thank you," and "excuse me" help ease tensions that can lead to violence.
- Discourage name-calling and teasing. These can easily get out of hand, moving all too quickly from "just words" to fists, knives, and even firearms. Teach children that bullying is wrong and take their fears about bullies seriously.
- Take a hard look at what you, your family, and your friends watch and listen to for entertainment — from action movies and cop shows to video games and music lyrics. How do the characters solve problems? Do they make firearms and other violence appear exciting, funny, or glamorous? Are the real-life consequences of violence for victims and families clear? Talk about what each of you liked and didn't like.
- Stick with friends and family who steer clear of violence and drugs. And encourage your children to do the same. Research shows use of alcohol and other drugs is closely linked with violence, including the use of guns and other weapons.



SOME CLASSIC CONS

Although con artists come up with new scams as times change, some classic scams never go out of style.

The Bank Examiner

Someone posing as a bank official or government agent asks for your help (in person or via the telephone) to catch a dishonest teller. You are to withdraw money from your account and turn it over to him or her so the serial numbers can be checked or the money marked. You do, and you never see your money again.

The Pigeon Drop

A couple of strangers tell you they've found a large sum of money or other valuables. They say they'll split their good fortune with you if everyone involved will put up some "good faith" money. You turn over your cash, and you never see your money or the strangers again.

The Pyramid Scheme

Someone offers you a chance to invest in an up-and-coming company with a guaranteed high return. The idea is that you invest and ask others to do the same. You get a share of each investment you recruit. They recruit others, and so on. When the pyramid collapses (either the pool of new investors dries up or the swindler is caught), everyone loses — except the person at the top.

IF SOMEONE RIPS YOU OFF

- Report con games to the police, your city or state consumer protection office, district attorney's office, or a consumer advocacy group.
- Also call the National Fraud Information Center at 800-876-7060, 9:00 a.m. to 5:30 p.m. EST. You can also send e-mail, 24 hours a day, seven days a week to the Fraud Watch home page on the World Wide Web at <http://www.fraud.org>. Check out the home page for current fraud alerts.
- Don't feel foolish or stupid. Reporting is vital. Very few frauds are reported, which leaves the con artists free to rob other people of their money — and their trust.



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 is
substantially funded by the Bureau of Justice
Assistance, U.S. Department of Justice.

ADT

Security
Systems

Distribution made possible in part by a grant from
ADT Security Systems

Use COMMON SENSE To Spot a CON



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

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 elderly widows — of billions of dollars every year.

But remember ... if it sounds too good to be true, it probably is.

YOU CAN PROTECT YOURSELF!

- Never give a caller your credit card, phone card, Social Security, 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. People who call 900 numbers to request instant credit often end up with a booklet on how to establish credit or a list of banks offering low-interest credit cards. Such calls can end up costing \$50 or more, but consumers rarely end up obtaining credit.
- Listen carefully to the name of a charity requesting money. Fraudulent charities often use names that sound like a reputable, well-known organization such as the American Cancer Association (instead of the American Cancer Society). Ask for a financial report before you donate; a reputable charity will always send you one.
- Investigate before you invest. Never make an investment with a stranger over the phone. Beware of promises that include the terms "get rich quick", or "a once in a lifetime opportunity."

BE A WISE CONSUMER

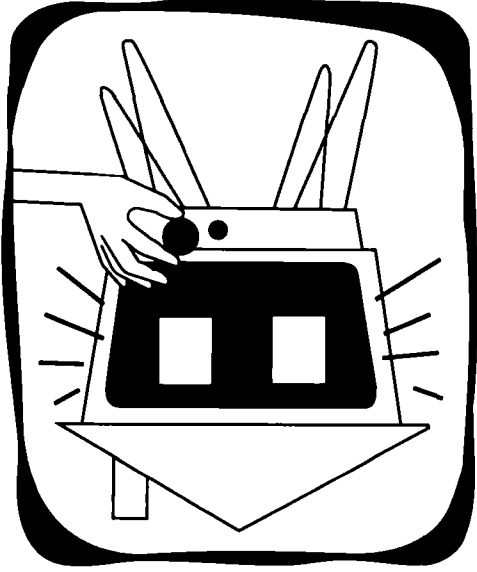
- Don't buy health products or treatments that include: a promise for a quick and dramatic cure, testimonials, imprecise and nonmedical language, appeals to emotion instead of reason, or a single product that cures many ills. Quackery can delay an ill person from getting timely treatment.
- Look closely at offers that come in the mail. Con artists often use official-looking forms 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 — throw them out, return them, or keep them.
- Be suspicious of ads that promise quick cash working from your home. After you've paid for the supplies or a how-to book to get started, you often find there's no market for the product and there's no way to get your money back.
- Beware of cheap home repair work that would otherwise be expensive, regardless of the reason given. The con artist may just do part of the work, use shoddy materials and untrained workers, or simply take your deposit and never return.
- Use common sense in dealing with auto repairs. One mechanic convinced a woman that she needed to have the winter air in her tires replaced with summer air! Get a written estimate, read it carefully, and never give the repair shop a blank check to "fix everything."



TAKE ACTION

- Turn off violent television, radio, and movies that you think send dangerous messages to children about violence and its victims. Tell radio and television stations and movie theaters about your decision through calls and letters. Also use calls and letters to thank the media when they show programming that portrays positive, non-violent ways of solving problems. Encourage the media to provide more family-related programming and show positive actions by people to improve the community.
- Contact your local school to see if it has a mediation or conflict resolution program. If not, help start one. You can get information, training, and materials from colleges, community or neighborhood dispute resolution centers, or national organizations that focus on dispute resolution.
- Make one night a month a family night. Why not go to dinner, go for a walk, take in a nonviolent movie, play board or card games? Play volleyball, ping pong, or a game of catch, go to the library, read aloud, or go through old family photos and slides? Ask everyone in the family for suggestions.

MEDIA VIOLENCE invading your **HOME?** Turn it off!



- Don't buy products whose advertisements glorify physical or verbal violence. Write the manufacturer to express your concern. Check product packages or call your local library for addresses.
- Work with a local church, business, or civic group to sponsor a violent toy turn-in drive. Ask a local business to donate gift certificates good for a nonviolent toy, a book, or sports equipment.



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 is
substantially funded by the Bureau of Justice
Assistance, U.S. Department of Justice.



ADT Security Systems
Distribution made possible in part by a grant from



For too many people, violence is an ordinary way to be entertained, settle arguments, or blow off steam.

Violence results when many different forces come together, and we know that exposure to violence in the media can be one of those forces. American children spend more time each week watching television than in any other activity except sleeping. But violence isn't limited to TV — it can be found in music, video games, newspapers, comic books, radio broadcasts, magazines, and movies.

Exposing children to violence can make them less sensitive to the pain and suffering of others, more fearful of the world around them, and more willing to act aggressively. Fortunately, most media violence can be turned off.

LOOK AT WHAT YOU'RE WATCHING

Take a hard look at what you and your family watch on TV — “action” movies, talk shows, sitcoms, cop shows, and even news programs. Ask the same questions about movies, videotapes, comics, and computer and video games.

- What values are they teaching? Are the characters racist, sexist, or stereotypes?
- Do they make violence appear exciting or humorous or macho?
- Do they solve real-life problems without violence?
- Do the programs show how the victims of violence, their families, and their friends suffer?
- Do the programs teach skills or convey unique, valuable, interesting information?

TECHNOLOGY CAN HELP

Hi-tech tools can help parents monitor what their children are watching. The newest device being developed is the V-chip, which allows the TV to be programmed to block shows that are rated high in violence, sex, or other material not suited for young viewers. Many cable companies already offer parents the option of “locking out” channels they don't want their children to see. This is done through scrambling channels, (parents can access with a key), blocking out specific cable channels on request, or using programmable remote controls which can be overridden with a personal identification number.

However, nothing can take the place of parents when it comes to monitoring children's TV habits.

USE TV'S INCREDIBLE POTENTIAL TO EDUCATE

- Ask teachers what they will be covering in the upcoming school year. Look for TV specials and videos on the topics. Talk to teachers or school librarians about videos that enrich your child's studies in school.
- Use everyday viewing to tie into your children's school lessons. Ask them questions as they watch TV. Does today's news have something in common with what's being studied in history class? How is a television program different than a book on the same subject? How do television producers get their messages across compared to writers and artists?
- Use TV to encourage your children to read. Sometimes a child will get excited about something they viewed on TV. Follow up that excitement by taking them to the library to check out books on the same subject.
- If your child has a particular interest or hobby, tape shows that relate to it. A budding ballerina may enjoy watching a professional dance group perform or a child who collects and plays with dinosaurs may enjoy a movie on how dinosaurs became extinct.



WHAT ABOUT VIOLENCE IN THE WORKPLACE?

Violence in the workplace takes many forms, from raised voices and profanity or sexual harassment to robbery or homicide. While homicide in the workplace is rising, 75 percent of work-related homicides are committed by unknown assailants while committing a robbery or other crimes. Despite media hype, the attacker usually isn't a disgruntled co-worker. To assess a workplace's vulnerability to violence, ask yourself these questions.

- Is your office secure? Do you have easy-to-use phone systems with emergency buttons, sign-in policies for visitors, panic buttons, safe rooms, security guards, office access controls, good lighting, and safety training?
- Does your employer take care in hiring and firing? Before hiring, are employment gaps, history, references, and criminal and educational records thoroughly examined? Are termination procedures defined clearly with attention to advance notice, severance pay, and placement services?
- Could you recognize potentially violent employees? Signs of stress that could erupt into violence include: depression, frequent absences, talking in a louder-than-normal voice, being startled easily, increased irritability and impatience, and concentration and memory problems.

- Are you encouraged to report unusual or worrisome behavior? Is there a clear, written policy that spells out procedures in cases of violence and sanctions for violators? Make sure you know to whom you should report unusual behaviors.
- Do you work in a supportive, harmonious environment? Is there a culture of mutual respect? Does your employer provide an employee assistance program (EAP)?



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 is substantially funded by the Bureau of Justice Assistance, U.S. Department of Justice.

ADT
Security
Systems

Distribution made possible in part by a grant from
ADT Security Systems

TAKE CRIME PREVENTION to WORK



When 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 co-workers 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 lighted 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 lighted.
- 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-lighted, 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.



- Talk about your values and why you think gangs are dangerous. Discuss the violence, drug dealing, hatred of other groups for no reason, and the likelihood of being arrested and imprisoned. And don't forget to listen as well.

WHAT COMMUNITIES CAN DO TO KEEP GANGS OUT

- Develop positive alternatives — after-school, weekend, and summer activities where children and teens can learn, expand their world, and have fun.
- Encourage parents to talk to one another through school forums, social events, networks, parenting classes, and support groups.
- Cooperate with police and other agencies. Report suspicious activity, set up a Neighborhood Watch or citizen patrol, volunteer to clean up graffiti.
- Get organized and show gangs that your neighborhood has zero tolerance for their activities. Your community has many resources who can work together against gangs, including law enforcement, civic groups, religious congregations, schools, youth agencies, Boys & Girls Clubs, YM/YWCA, Girl Scouts and Boy Scouts, drug treatment services, and community centers.

For Information

Boys & Girls Clubs of America
1230 West Peachtree Street, NW
Atlanta, GA 30309
404-815-5700

National PTA
330 North Wabash, Suite 2100
Chicago, IL 60611-3690
312-670-6782

National Youth Gang Information Center
PO Box 12729
Tallahassee, FL 32317
904-385-0600



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 is substantially funded by the Bureau of Justice Assistance, U.S. Department of Justice.



**Security
Systems**

Distribution made possible in part by a grant from
ADT Security Systems

WHAT'S
a
PARENT
to
DO
about



Once found only in large cities, gangs have invaded communities of all sizes across the United States. Gangs bring fear and violence to neighborhoods, traffick in drugs, destroy property, and drive out businesses. Gangs draw young people away from school and home and into a life of violence.

LEARN ABOUT GANGS

- Gangs can be organized around race or ethnic group, money-making activities, or territory.
- Most gang members are male; they range in age from 8 to 22 years.
- Young people give various reasons for joining gangs. Among the most common:
 - to belong to a group, for protection, to earn money, for excitement, and to be with friends. For some, it's even a family tradition.
- Gangs signal their existence and solidarity through clothing and head coverings, a special vocabulary, tattoos, hand signs, and tagging their territory with graffiti.
- "Gangsta" rap paints a realistic picture of daily gang activity. The lyrics glorify violence, abuse of women, and disrespect for authority, especially the police. Its popularity among the young has helped spread the culture of gangs, cutting across class, economic, racial, and geographic lines.

SIGNS THAT YOUR CHILD MIGHT BE IN A GANG

- Changes in type of friends
- Changes in dress habits, such as wearing the same color combination all the time
- Gang symbols on books or clothing
- Tattoos
- Secretiveness about activities
- Extra cash from unknown sources
- Carrying a weapon
- Declining interest in school and family
- Being arrested or detained by the police

If you notice these patterns, get help. Contact the school counselor or the gang crimes unit of your police department.

MAKE SURE YOUR CHILD DOESN'T NEED A GANG

- Show your child love with lots of hugs and reassurances. Talk with and listen to your child.
- Supervise your children's activities. Help them get involved in athletics or other activities that interest them.
- Know about your child's friends and their friends' families.
- Put a high value on education and help your child to do his or her best in school. Do everything possible to prevent dropping out.



- Call your parents to let them know if your employer is going to be late coming home.
- Be sure you are escorted home. If your employer cannot walk or drive you home, or if he or she seems intoxicated, ask someone from your family to come for you. Never go home alone at night from a baby-sitting job.
- If your employers are unreliable — always late, often intoxicated, etc.— don't sit for them anymore.

SPECIAL TIPS FOR DAYTIME BABY-SITTERS

- If you have children out in the back yard, make sure the front door is locked...and vice versa.
- If you take the children for a walk or to the park, lock all doors and windows before you leave. Be sure to take the keys and some change with you.
- Never take the children to a deserted park or out alone after dark. Be wary of friendly strangers. If you feel uncomfortable in a situation, trust your instincts — take the children and leave.
- If anything seems unusual when you return to the home — like a broken window, a screen ripped, a door ajar — don't go in. Go to a neighbor's home or public phone and call the police. You don't need a coin to dial 911 or the operator.

A Mini-Checklist for Sitters

- Find out when the parents will return.
- Make sure you know where they are and the phone number.
- Write down the street address and phone number of where you are sitting.
- Have emergency phone numbers for police and fire near every phone.
- Include the number of a neighbor on your phone list.
- Ask parents about television, videos, video games, bedtime, play, and food rules for the children.



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 is substantially funded by the Bureau of Justice Assistance, U.S. Department of Justice.



Security Systems

Distribution made possible in part by a grant from **ADT Security Systems**



BABY-SITTER'S guide to **BEING SAFE**



Baby-sitting is a great way to earn money, help neighbors, and gain some job experience. But it's also a big responsibility to be in charge of someone else's children in an unfamiliar home, and it can be a bit scary.

Here are some guidelines to help you be a first-rate baby-sitter.

GETTING THE JOB DONE

- Baby-sit only for people you know or who have been referred by a friend. Answering newspaper ads is not as safe as agreeing to sit for a friend of the family.
- When someone asks you to baby-sit, find out what time the parents expect to be back and tell them how much you charge and whether you have a curfew. Discuss how you'll get there and back safely.
- Leave the name, address, and phone number of where you'll be sitting with your parents or a trusted friend. Tell them what time your employer expects to be home.

ON THE JOB

- Before the parents leave, have them write down the name, address, and phone number of where they will be. You should also have phone numbers for the local police/fire/ambulance services, the poison control center, a neighbor or relative, and the family doctor. Have the address of where you are sitting next to the phone.
- Be sure you know the locations of all phones in the home in case you need one quickly. If there is an emergency alarm system, learn how to use it.
- Know how to work the window and door locks in the house. Use them! Make sure the outside light is on.

- Ask about smoke alarms and fire extinguishers. If you are in an apartment, find out where the emergency exits are.
- Ask about the children's bedtimes, favorite toys and stories, and what they eat. Check on food allergies and medication. Find out what you are allowed to eat and drink.
- Be sure to clean up after the children and after yourself. Wash all dishes, cups, and utensils that you use, and put all toys back in the proper receptacles.
- Get permission and instructions on using the video cassette recorder, stereo, and other appliances.
- Don't tie up the phone talking to your friends. Your employers may want to check in or call about a change in plans.
- A friend should not come over to keep you company unless your employer agrees in advance that it's okay.

IN AN EMERGENCY

- If you suspect a fire, get the children and yourself out. Go to a neighbor's or public phone and call the fire department. Then call your employer.
- Stay calm. Children probably won't panic if you don't.

WHEN THE JOB'S DONE

- Tell your employer if anything unusual happened — a strange phone call, noises, a stranger at the door.



WHO CAN HELP YOU GET STARTED ?

Check out the helping organizations in your community — Boys & Girls Clubs of America, Boy Scouts of America, Girl Scouts of America, YWCA, YMCA, suicide hotlines, rape crisis centers, volunteer clearinghouses, local PTA chapters, battered women shelters, service clubs, or government services listed in the phone book.

Contact these national organizations for information and ideas:

Teens, Crime, and the Community Program
National Crime Prevention Council
1700 K Street, NW, Second Floor
Washington, DC 20006-3817
202-466-6272

TCC combines classroom lessons on crime, its consequences, and its prevention with teen-led projects in the community to address specific crime problems. Provides training, materials, technical support, and conference presentations.

Youth as Resources
National Crime Prevention Council
1700 K Street, NW, Eighth Floor
Washington, DC 20006-3817
202-466-6272

Developed on the premise that young people need not wait until they reach adulthood to participate in community life. Capitalizes on youths' creative energy, enthusiasm, and altruism by offering small grants for community service projects that are chosen, designed, and carried out by young people with adult support.

Youth Service America
1101 15th Street, NW, Suite 200
Washington, DC 20005
202-296-2992

Promotes opportunities for young people to be engaged in youth service programs. Sponsors an annual conference and National Youth Service Day.



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

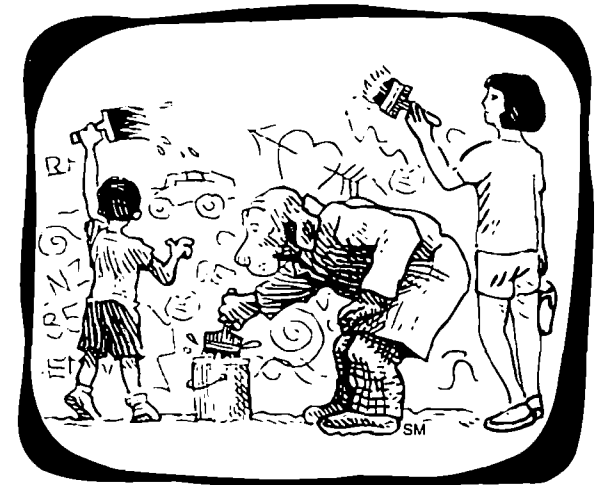


The National Citizens' Crime Prevention Campaign, sponsored by the Crime Prevention Coalition is substantially funded by the Bureau of Justice Assistance, U.S. Department of Justice.



Distribution made possible in part by a grant from
ADT Security Systems

TEEN ALERT! WE NEED YOU. Will You HELP OUT?



Tired of hearing about society's woes? Things won't change unless you lend a hand. Join young people across the country who are helping their schools and communities become safer, better places.

WHAT YOU CAN DO

- Reduce violence and other crime in schools by learning conflict management and mediation skills, starting a school watch modeled on the Neighborhood Watch idea, starting a student court that hears real cases and imposes real sentences, holding assemblies where teens can talk about their fears and hopes, starting a hotline where students can anonymously report anyone carrying weapons.
- Reduce substance abuse by talking to younger kids about practical ways to resist the pressures to try alcohol and drugs, producing radio public service announcements against drug abuse and getting permission to play them over the school's PA system, performing skits urging younger children to stay drug free, setting up a hotline which can address substance abuse, producing a video on the effects of drug abuse on users and their families and friends.
- Improve the neighborhood by joining a graffiti removal team, picking up trash and litter from a park, planting flowers and shrubs around your school, working with other groups to organize a community clean-up day, helping to renovate a playground, designing and publishing an environmental handbook.

- Help others by mentoring younger children, taking an elderly neighbor to the grocery store, supporting a friend who's been a victim of crime, volunteering to help out in after-school programs or daycare centers, setting up a warm line to help young students who are home alone after schools, tutoring classmates for whom English is a second language, building a nature trail for children with special needs, joining a group that builds or renovates housing for low-income or homeless families.

FOOD FOR THOUGHT

- Why not take part in a national event — Crime Prevention Month, National Youth Service Day, National Night Out, or Victim Rights Week, for example?
- Why not start a contest and give prizes for the best violence prevention essay, video, poster, or rap?
- Why not work to prevent violence and other crime in a new, different way? Try a school pride day, a rally against drugs and violence, an alcohol and drug-free prom or graduation party, an original play or puppet show for younger kids, a week when everyone in your class agrees to "turn off" violent entertainment — TV shows, videos, games, and movies?



TAKE ACTION

- Make a pledge with your friends that you will help each other avoid alcohol and other drugs.
- If someone you know has an alcohol or other drug problem, encourage them to get help.
- If you belong to any club or other youth group, suggest that its members organize an anti-drinking project.
- Make a presentation to your school's PTA meeting about how teachers and parents can help kids avoid drugs and alcohol.
- Ask for help if someone is pressuring you to try alcohol or other drugs. Talk to someone you trust.
- Organize alcohol-free post-prom and graduation parties.

For Information

National Clearinghouse for Alcohol and Drug Information (NCADI)
PO Box 2345
Rockville, MD 20852
800-SAY-NO-TO, 301-468-2600
800-662-HELP

This toll-free 24-hour hotline can tell you how and where to get help for alcohol and other drug problems.



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 is substantially funded by the Bureau of Justice Assistance, U.S. Department of Justice.



Security
Systems

Distribution made possible in part by a grant from
ADT Security Systems



ALCOHOL
is
NUMBER
ONE

Alcohol is the number one drug of choice for teenagers.

Alcohol-related car crashes are the number one killer of teenagers in the United States.

Alcohol is the number one drug problem in America.

If you think it can't happen to you, look around. Check your school's yearbooks for the last ten years. How many have been dedicated to a student who was killed in a drunk driving crash?

Ask your friends how many people they know who have had bad things happen to them when they were drinking.

You don't even have to be the one doing the drinking — most teenage passenger deaths are the result of alcohol-impaired teenage drivers.

HOW DOES ALCOHOL AFFECT YOU?

- You see double, speech slurs, you lose your sense of distance.
- Alcohol loosens inhibitions; you make bad judgments that can result in car crashes, unwanted pregnancy, sexually transmitted diseases, or rape.
- A significant proportion of violent crimes and vandalism among and by youth involve alcohol.
- Using alcohol can cost you your freedom. You can be grounded by parents, lose your driver's license, or even end up in jail.

BE AWARE OF ADVERTISING

Take a good look at how the alcohol industry is trying to convince people to use its products.

- Wine coolers are displayed in stores next to fruit drinks. Maybe they don't think you'll notice the difference between a fruit drink and one with alcohol.
- Different brands of beer and other alcoholic beverages are slipped into the movies you watch. They think if you see your favorite actor drinking it, you will too.
- The models on the beer commercials are always young, thin, and beautiful. But alcohol has plenty of calories and little nutritional value. Drinking it will not make you younger or more beautiful.

- Advertisements feature celebrities and sports figures. But drinking will not make you famous or athletic.
- Alcohol advertisers are now trying to be more responsible by telling you not to drink and drive. But drunk driving is not the only way alcohol can affect your life.

Advertisers hope you won't stop and think when you see their ads. Don't be conned. Use your best judgment and learn the facts.

SOME MORE FACTS ABOUT ALCOHOL

- Drinking coffee, taking a cold shower, or breathing fresh air will not sober you up. The only thing that sobers you up is time.
- One beer, one shot of whiskey, and one glass of wine all have the same amount of alcohol. Don't fall for the notion that beer and wine are less intoxicating than hard liquors.
- Only 3-5 percent of alcoholics are what we think of as bums. Most alcoholics are just like the people you know. Anyone can become an alcoholic — young, old, rich, poor, married, single, employed, or out of work.
- The earlier young people start drinking and using drugs, the more likely they are to become addicted.
- Alcohol ages and damages the brain.



- Park in well-lighted areas with good visibility, close to walkways, stores, and people.
- If the carjacker has a weapon, give up the car with no questions asked. Your life is worth more than a car.

BEWARE OF THE "BUMP AND ROB"

It works like this. A car, usually with a driver and at least one passenger, rear-ends or "bumps" you in traffic. You get out to check the damage. The driver or one of the passengers jumps in your car and drives off.

If you're bumped by another car, look around before you get out. Make sure there are other cars around, check out the car that's rear-ended you and who's in it. If the situation makes you uneasy, stay in the car and insist on moving to a police station or busy, well-lighted area to exchange information.

BE ON THE LOOKOUT

- If your car's stolen, report it to the police immediately. Also, report abandoned cars to the local agency that handles their removal.

- When buying a used car from an individual or a dealer, make sure you have the proper titles, that the VIN number is intact, and the "federal sticker" is on the inside of the driver's door. That sticker should match the VIN.
- Suggest that any dealer, rental car agency, or auto repair shop you use offer auto theft prevention information in the waiting rooms.
- If joyriding is a problem in your community, work to improve recreational programs and job opportunities for young people.



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

BJA

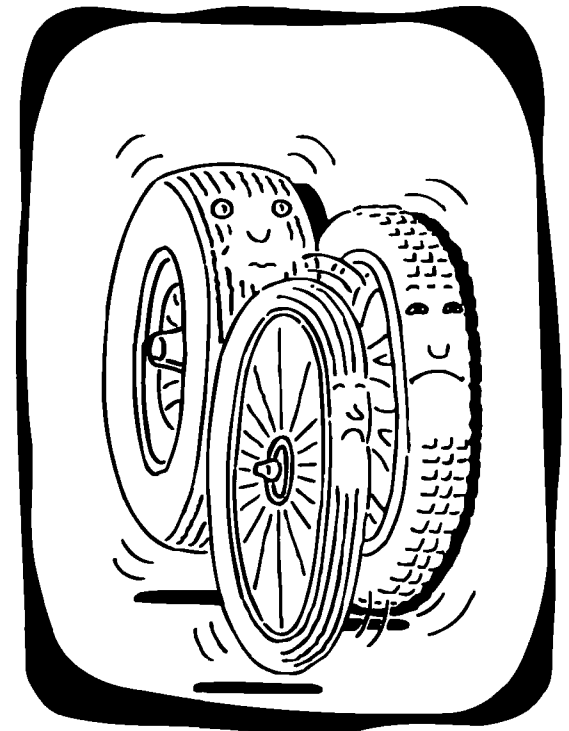
The National Citizens' Crime Prevention Campaign, sponsored by the Crime Prevention Coalition is substantially funded by the Bureau of Justice Assistance, U.S. Department of Justice.

ADT

Security Systems

Distribution made possible in part by a grant from **ADT Security Systems**

DON'T MAKE IT EASY FOR A THIEF TO STEAL YOUR WHEELS



One vehicle is stolen every 20 seconds in the United States.

Stolen cars, vans, trucks, and motorcycles cost victims time and money — and increase everyone's insurance premiums. They're also often used to commit other crimes.

Don't become a victim of this serious crime.

THE BASIC PREVENTION POLICY

- Never leave your car running or the keys in the ignition when you're away from it, even for "just a minute."
- Always roll up the windows and lock the car, even if it's in front of your home.
- Never leave valuables in plain view, even if your car is locked. Put them in the trunk or at least out of sight. Buy radios, tape and CD players that can be removed and locked in the trunk.
- Park in busy, well-lighted areas.
- Carry the registration and insurance card with you. Don't leave personal identification documents or credit cards in your vehicle.
- When you pay to park in a lot or garage, leave just the ignition key with the attendant. Make sure no personal information is attached. Do the same when you take your car for repairs.

ADD EXTRA PROTECTION

- Etch the Vehicle Identification Number (VIN) on the windows, doors, fenders, and trunk lid. This helps discourage professional thieves who have to either remove or replace etched parts before selling the car. Copy the VIN and your tag number on a card and keep it in a safe place. If your vehicle is stolen, the police need this information.

- Install a mechanical locking device — commonly called clubs, collars, or j-bars — that locks to the steering wheel, column, or brake to prevent the wheel from being turned more than a few degrees. Use it!
- Investigate security systems if you live in a high-theft area or drive an automobile that's an attractive target for thieves. You may get a discount on your auto insurance.
- Look into CAT (Combat Auto Theft) and HEAT (Help Eliminate Auto Theft) partnership programs where individuals voluntarily register their cars with the police, and allow the police to stop the car during certain hours when they normally would not be driving (such as midnight to 5 a.m.). All participants display decals in a designated area on their vehicles.

WHAT ABOUT CARJACKING?

Carjacking — stealing a car by force — has captured headlines in the last few years. Statistically, your chances of being a carjacking victim are very slim, and preventive actions can reduce the risk even more.

- Approach your car with the key in hand. Look around and inside before getting in.
- When driving, keep your car doors locked and windows rolled up at all times.
- Be especially alert at intersections, gas stations, ATMs, shopping malls, convenience and grocery stores — all are windows of opportunity for carjackers.



- 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



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



Security Systems

Distribution made possible in part by a grant from
ADT Security Systems

As 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.

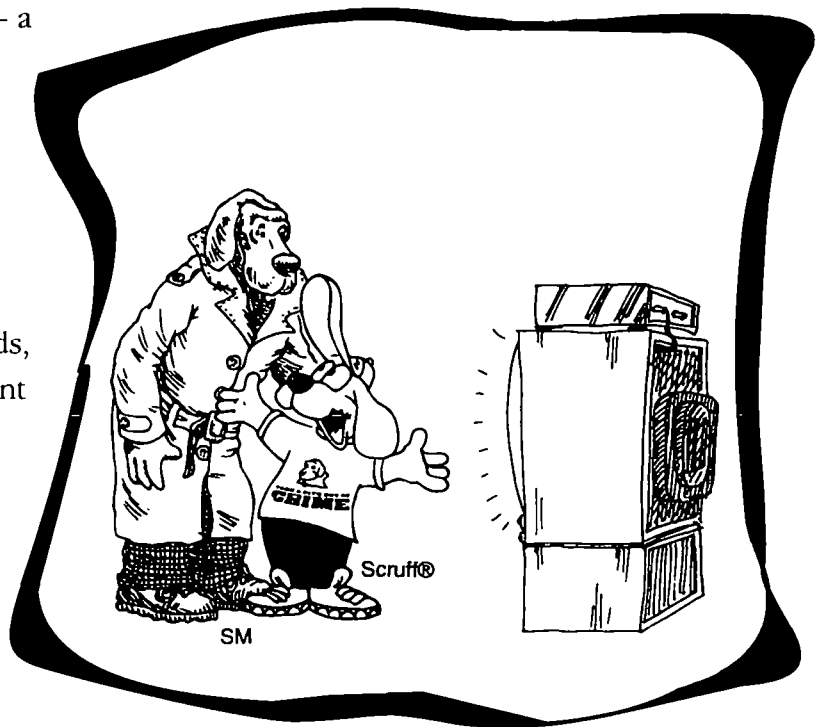
WATCH OUT FOR CON ARTISTS

- 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.



DON'T LET YOUR FAMILY GO DOWN THE TUBE — USE TELEVISION WISELY

- Set limits on what children can watch. Homework and meals with the family take priority.
- Watch TV with your children and talk about what each of you liked and didn't like.
- Set an example. Carefully choose your own programs and the amount of time you watch television.
- Make one room a TV-Free Zone — a comfortable place to read, talk, and listen, with no television set.
- Don't use TV as a babysitter.
- Encourage your children to spend their free time in activities such as sports, hobbies, playing with friends, or reading rather than sitting in front of the tube.
- Limit video games to a half-hour a day. Use a kitchen timer.
- Look for TV programs that encourage kids to do something positive — build a playhouse, start a hobby, help out at home, volunteer to help someone. Look for TV programs that relate to a book, something your child is studying, or an experience from your own childhood or that of a relative.
- Don't use TV as a reward or punishment.
- If you find a TV ad or program offensive, write or call the sponsor and the station.



INHALANTS

What Parents Should Know

We carefully label and safely store many household products that are harmful or fatal if swallowed. But what about the hundreds of products — glue, paint, lighter fluid, fingernail polish, permanent markers, and anything in aerosol cans — that young people can sniff to get a rapid, dangerous “high?” It’s easy to buy or find inhalants, and abuse is on the increase. In 1994, one in five eighth graders reported using inhalants at least once.

An inhalant “high” gives a feeling of well-being and reduces inhibitions, much like the effects of alcohol and other sedatives. Higher doses produce laughter and giddiness, feelings of floating, time and space distortions, and hallucinations.

Some signs of inhalant abuse:

- slow speech
- disorientation
- spots or sores around the mouth
- headaches and nausea
- a general drunken appearance

Make No Mistake — Inhalants Can Be Deadly

Some people die from heart failure or suffocation the first time they sniff to get high. Chronic abuse can cause severe, permanent brain damage.

Other side effects include breathing problems, heart palpitations, muscle weakness, abnormalities in liver and kidney function, chromosome damage, loss of appetite and weight, impaired judgment that can lead to confusion, panic, and violent behavior.

“Sniffing” is frequently a first step to such drugs as crack and heroin.



TAKE A BITE OUT OF
CRIME



MARIJUANA

Common, Dangerous, and Still Illegal

In 1994, three in ten high school seniors said they smoked marijuana at least once. It’s the most widely used illicit drug in the United States and tends to be the first illegal drug teens use.

Just because it’s common doesn’t mean marijuana is safe. In fact, the marijuana used today is far stronger than that available two or three decades ago — and far more dangerous.

Using Marijuana May Cause...

- Memory problems
- Reduced abilities to do things that need concentration and coordination, such as driving a car
- Increased appetite
- Decreased inhibitions
- Bloodshot eyes, dry mouth and throat
- Lower testosterone levels and sperm counts in men
- Increased testosterone in women, which can cause acne and increased facial and body hair
- Paranoia and hallucinations
- Diminished or extinguished sexual pleasure
- Psychological dependence so that over time more of the drug is needed to get the same effect

Marijuana Is Still Illegal.

Depending on where an individual is arrested, penalties for possession, use, and dealing can be harsh. Convicted individuals face fines, possible imprisonment, and a criminal record.



TAKE A BITE OUT OF
CRIME

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. Chose the quickest way with the fewest street crossings and intersections with crossing guards. Stay away from parks, vacant lots, fields, and other places where there aren't many people around.
- 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 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 or don't trust.
- If you bike or skateboard to school, wear a helmet. And don't forget to lock up your bike 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 and address, your work number, the number of another trusted adult, and how to use 911 for emergencies.
- Plan a walking route to school or the bus stop. Chose the most direct way with the fewest street crossings and 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 bad weather.
- Make sure they walk to and from school with a friend, neighbor, brother, or sister.
- When car pooling, deliver and pick up children as close to school as possible. Don't leave until they are in 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 don't know well or don'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 and telephone, and activities allowed.
 - Make sure they check-in with you or a neighbor immediately after school.
 - Agree on rules for having friends over and for going to a friend's house when no adult is home.
- 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. Take complaints about bullies and other concerns seriously.



LIVE IN AN APARTMENT?

Take action to prevent crime and start an Apartment Watch.

Just like Neighborhood Watch, members of an Apartment Watch learn how to make their homes more secure, watch out for each other and their community, and report crime and suspicious activities to the police. Here are some ways to get an Apartment Watch going and growing.

- Help arrange with local police for apartment security surveys and Operation Identification.
- Organize citizen patrols to walk around the apartment complex and alert police to crime and suspicious activities. Don't forget to patrol parking lots, stairways, laundry rooms, and playgrounds.
- Publish a newsletter that gives local crime news, recognizes Apartment Watch captains, and highlights community activities.
- Organize a reception in the lobby of your building or a cookout on common property so neighbors can get to know one another.
- Keep pressure on management to make sure it provides adequate security.
- Start a Safe Haven Program for children — places where they can go in emergency or scary situations.
- Check the complex on a regular basis for problems such as burned-out light bulbs, dark corridors, uncollected trash, or broken locks on mailboxes and doors. Report problems to the building manager.
- Organize meetings to brainstorm how you can help each other, such as starting an escort service for the elderly or after-school care for children.



**TAKE A BITE OUT OF
CRIME®**

VANDALISM ISN'T FUNNY

IT'S A CRIME

How Would You Feel If Someone...

Broke the basketball backstop at the playground where you shoot hoops?

Kicked your boom box and broke it?

Slashed the tires on your bicycle?

Spray painted obscenities on your house?

Tore up your mother's favorite rose bushes?

And then said it was just a joke.

Destroying someone else's property isn't funny. It's vandalism and it's a crime.

Maybe you've heard that vandalism is just mischief and doesn't really hurt anyone. That's not true. Schools that have to spend money on broken windows have less money — or no money — to spend on sports equipment or student activities. Taxpayers (your parents) have to pay the costs of replacing damaged swings, basketball hoops, and streetlights. A homeowner has to replace the torn-out roses or knocked-down mailbox.

What You Can Do

Don't destroy or deface someone else's property or places that everyone uses.

Report any acts of vandalism to the school administrator or police.

Get your class or club to start an anti-vandalism campaign.

Clean graffiti off walls in schools, libraries, or other public facilities.

Work with police and school officials to start a hotline to report vandalism.



**TAKE A BITE OUT OF
CRIME®**

PROTECT YOURSELF FROM TELEMARKETING FRAUD



Your best protection is to just hang up the phone. If you think that is rude, tell them politely that you are not interested, don't want to waste their time, and please don't call back — and then hang up. If you find yourself caught up in a sales pitch, remember the federal government's Telemarketing Sales Rule.

■ You have to be told the name of the company, the fact that it is a sales call, and what's being sold. If a prize is being offered, you have to be told immediately that there is no purchase necessary to win.

■ If the caller says you've won a prize, you cannot be asked to pay anything for it. You can't even be required to pay shipping charges. If it is a sweepstakes, the caller must tell you how to enter without making a purchase.

■ You cannot be asked to pay in advance for services such as cleansing your credit record, finding you a loan, acquiring a prize they say you've won. You pay for services only if they're actually delivered.

■ You shouldn't be called before 8 a.m. or after 9 p.m. If you tell telemarketers not to call again, they can't. If they do, they have broken the law.

■ If you're guaranteed a refund, the caller has to tell you all the limitations.

And remember, don't give telemarketers your credit card number, your bank account number, or Social Security number — or authorize bank drafts — ever. If you suspect fraud, call the National Fraud Information Center at 800-876-7060.



PUT A LOCK ON YOUR COMPANY'S INFORMATION

Think before talking about the details of your job or working on sensitive projects in public places such as restaurants, airplanes, classrooms, and gyms.

Know who's on the other end of the line — telephone, modem, fax — before giving out any sensitive information. It could be a competitor or trade journalist looking for helpful employees who are too eager to give out information about their employer.

Keep your work area clear. When you'll be gone for a few hours and at the end of the day, put your papers in a drawer or file cabinet.

Think about what's on a piece of paper before you toss it into the trash. If it's sensitive information, tear it up or use a shredder.

Challenge strangers who enter your work area. Call a supervisor or security for help.

Protect identification badges, office keys, and codes as you would your own credit cards and keys. When you're away from the office, don't let anyone see or overhear your phone card codes.

Use the password system on your computer to prohibit unauthorized users from accessing your computer. Avoid using personal information and change your password frequently.

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





Kids, if you find a gun:

(1) **Stop!** (2) **Don't touch!** (3) **Get away!** (4) **Tell a grown-up you trust!**

Below are pictures of grown-ups you can trust. Fill in the puzzle with the correct names of the pictures below. Have an adult check your work.

McGruff®
the Crime Dog



12 DOWN



8



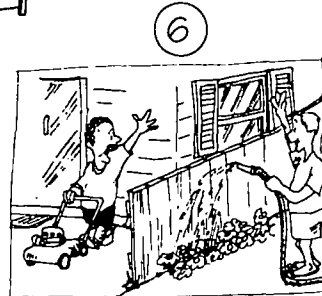
12 ACROSS



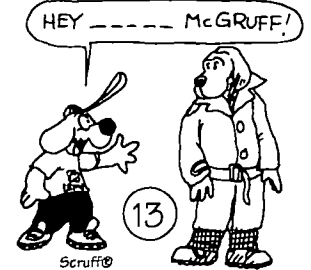
3



11



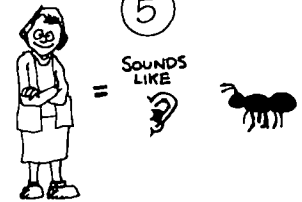
6



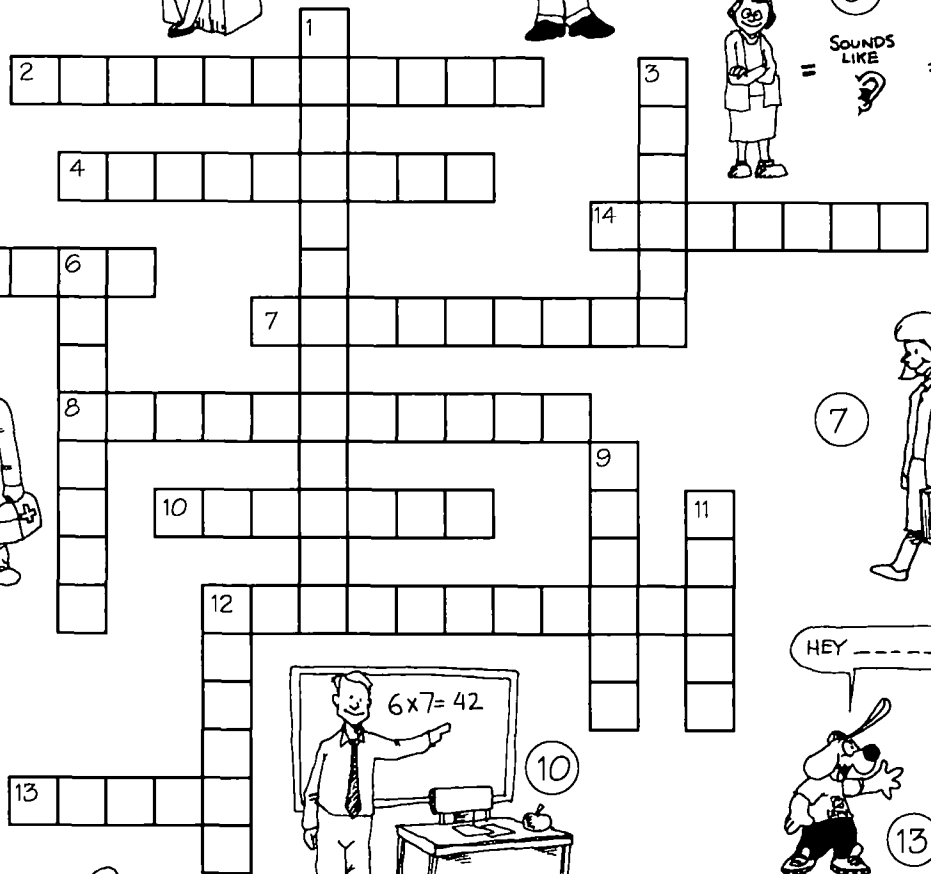
13



7



5



Answers: (1) Police officer (2) Grandmother (3) Mother (4) Principal (5) Aunt (6) Neighbor (7) Counselor (8) Grandfather (9) Doctor (10) Teacher (11) Nurse (12 across) Firefighter (12 down) Father (13) Uncle (14) Sheriff

McGruff® the Crime Dog's WHAT IF Game

(Answers are at the bottom of the page. Be strong! Don't look before you answer.)

Directions: Circle the letter of the answer you think is best. There may be more than one correct answer for each question.

- 1. What if two bullies corner you on the bus and demand your lunch money. You should...**
 - a. Scream, "Get lost," and shove them out of the way.
 - b. Give them what you have and then tell the bus driver, a teacher, or another trusted adult.
 - c. Try to talk them out of it. Then move away (change seats).
- 2. What if you are playing at your friend's house and your friend pulls out his parent's gun from under the bed. You should...**
 - a. Gather all your friends together so everyone can see the gun.
 - b. Pretend you don't see it and try to forget about it.
 - c. Try holding it because you don't want your friend to think you aren't cool.
 - d. Leave and tell a trusted adult.
- 3. What if a friend tells you she has found some beer that her parents won't know is missing. She wants you to drink some with her. You should...**
 - a. Try some because she is cool and you want to continue to be friends with her. Besides, you will only try it this one time.
 - b. Tell your friend no thanks, and if she's a real friend she won't offer you alcohol anymore.
 - c. Tell her no because you have to get home and do your homework.
 - d. Tell her no and ask if she knows the bad things alcohol does to her body.
- 4. What if a bully keeps picking on you on the playground at school. You should...**
 - a. Get all your friends together and beat the bully up.
 - b. Try your best to ignore the bully. If that doesn't work, try talking calmly to get out of the situation.
 - c. Realize it is not your fault that the bully keeps picking on you. Tell a teacher, playground aide, counselor, or other trusted adult and ask them to help.
- 5. What if during recess you overhear a group of kids talking about how they are going to beat up one of your classmates after school. You should...**
 - a. Join in because you don't really like the classmate either.
 - b. If you know the group of people, talk with them and find a better, nonviolent way of dealing with the problem.
 - c. Tell a teacher or other trusted adult.
 - d. Do nothing since they aren't going to beat you up.

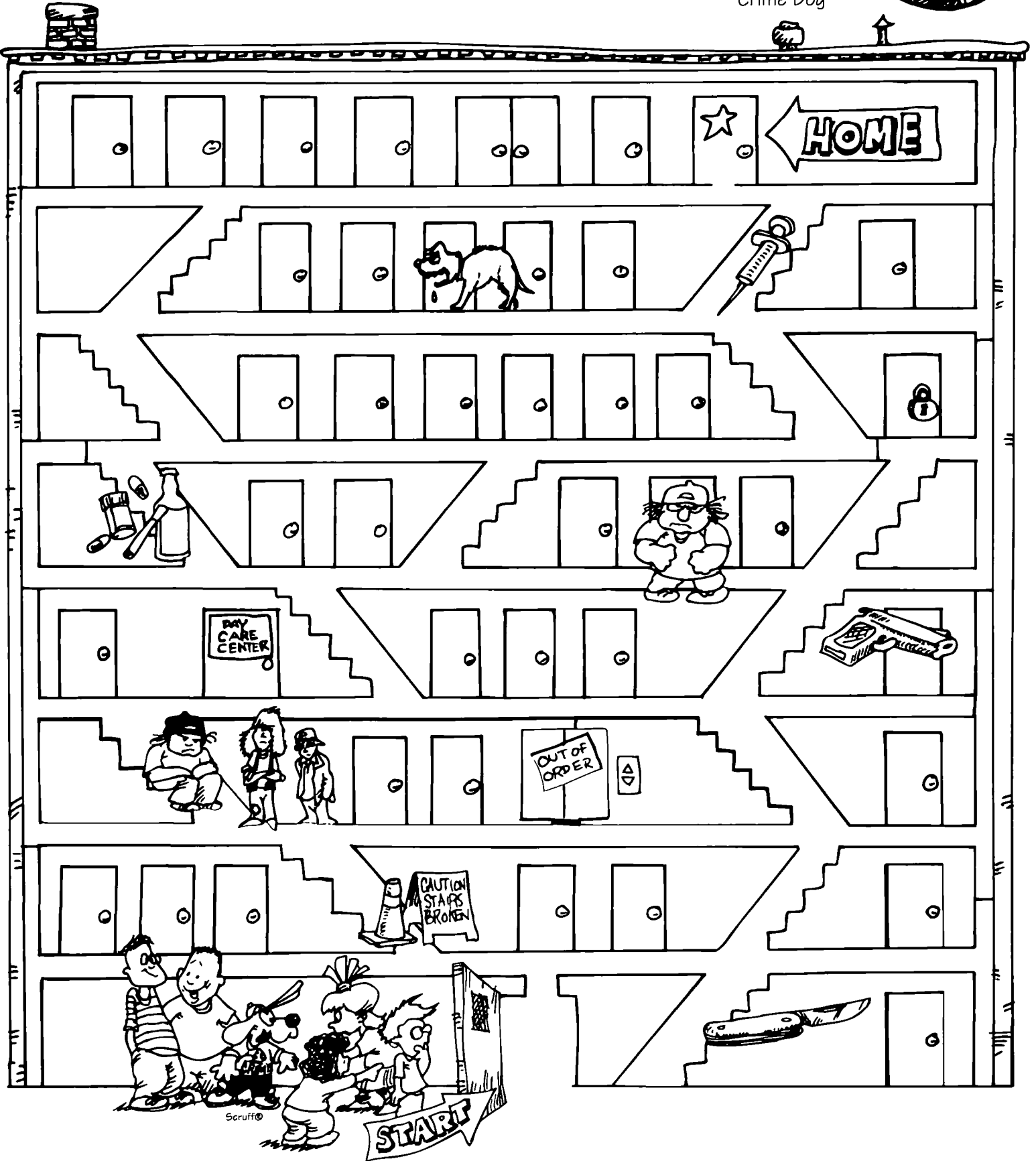
Answers: 1.(b-maybe c) If you give them the money they may not hurt you. But you must then talk to a responsible adult so he or she can help you. If you know the bullies, sometimes you can talk them out of it. 2. (d) Guns are serious trouble and should be reported immediately to a trusted adult. 3. (b-c-d) Each of these answers can be right, as long as you say no! 4. (b-c) Both are good answers. 5. (b-c) Both are good answers depending on what you feel you can do. Not doing anything may allow the violence to get worse. Besides, if you were the target, wouldn't you want a classmate to help you out?



Kids, here's a maze. Start at the bottom of the page and help Scruff® get safely to his friend's home. Do not cross any lines or go through dangerous objects. Remember, in real life you should know the way you are going before you start. And always walk with a friend.



McGruff® the Crime Dog



Scruff®

START

HOME

DAY CARE CENTER

OUT OF ORDER

CAUTION STAIRS BROKEN

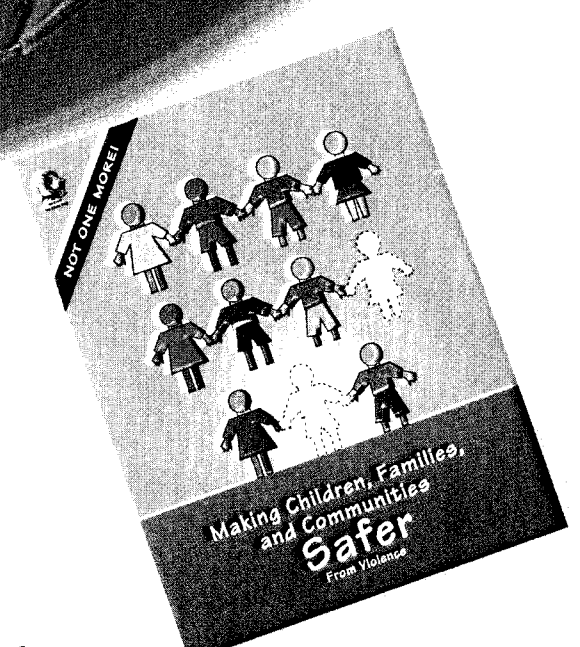
Guess what Johnny's bringing for Show and Tell today.



Every day, thousands of kids bring guns to school.
Find out how to help get guns out of the hands of children.

Call **1-800-WE-PREVENT** for free information.

Not one more lost life. Not one more grieving family. Not one more.



TAKE A BITE OUT OF
CRIME
U.S. Department of Justice
Crime Prevention Coalition



HOW You Can Use

Camera-Ready 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 use 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 at NCPC, 1700 K Street, NW, Second Floor, Washington, DC 20006-3817. To obtain a free copy of *Guidelines for McGruff and Related Marks* write to NCPC.

Crime Prevention Month

**Is Sponsored by the
Crime Prevention Coalition**



**TAKE A BITE OUT OF
CRIME[®]**

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