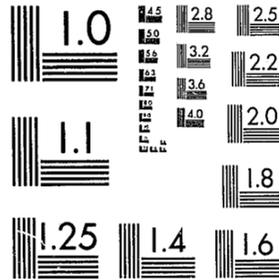


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# NATIONAL EVALUATION PROGRAM PHASE I ASSESSMENT OF SHOPLIFTING AND EMPLOYEE THEFT PROGRAMS

## Final Report--Programs and Strategies

Volume II: Appendices

73536



Westinghouse Evaluation Institute

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NATIONAL EVALUATION PROGRAM  
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PHASE I ASSESSMENT OF  
SHOPLIFTING AND EMPLOYEE THEFT  
PROGRAMS

Final Report--Programs and Strategies

Volume II: Appendices

November 1979

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Westinghouse Evaluation Institute  
Evanston, Illinois

Preface

This volume is the Appendices to the Final Report of an 18-month project designed to summarize and assess what is presently known about anti-theft activities directed at the problems of shoplifting and employee theft in the retail industry. This national evaluation represents a unique effort to apply scientific evaluation standards to an area that has never received such scrutiny. While the extant data do not withstand a rigorous scientific assessment, this effort has been successful in identifying knowledge gaps and proposing new ways to measure the problem and evaluate anti-theft activities in this topic area.

The Final report consists of two volumes: Volume I contains the substantive findings and the current volume, the appendices. This volume includes a bibliography of over 1,000 references. Other reports completed as part of the Westinghouse contract include:

- Preliminary Report. A description of work completed in the early months of the project, including a description of the criteria for selecting organizations and activities being considered for investigation; sources from which lists of organizations were obtained; level of interest in each of the organizations; and preliminary plans for site-visits.
- Interim Report. The results of individual site-visits, including flow diagrams, description of intervention activities, measurement points, actual and possible, program or strategy expectations, external intervening variables, and organizational resources.
- Preliminary Design for Field Feasibility Test and Further Research. Proposal for field feasibility tests of measurement plans and proposed evaluation designs for a Phase II assessment or further research in the topic area.
- Publishable Summary Report. A summary of Volume I of the Final Report, written primarily for retailers.
- Supplemental Report. Results of field feasibility tests and recommendations for further research.

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APPENDIX A  
Posters, Signs, and Slicks

APPENDIX A  
Posters, Signs, and Slicks

Alabama Retail Association

"Stop Shoplifting: Everybody Pays."

Andover Retail Task Force

"Thou shall not steal....We shall not forgive!"

Department Store Chain A

"We do everything within reason to discourage shoplifting. Above and beyond that, we arrest and prosecute thieves. This fitting room is under the supervision of our Security Department. Our fitting room inspector may enter unannounced from time to time to check merchandise." (Background: Prison bars.)

"Pictures your family will treasure. Shoplifters get something for nothing." (Photograph: Mug shots of a female.)

"Matching bracelets. Shoplifters get something for nothing." (Photograph: Handcuffs.)

"Original signed prints. Shoplifters get something for nothing." (Photograph: Fingerprints.)

"Shoplifting is a handful of trouble. Don't risk it! This fitting room is under the supervision of our security department. Our fitting room inspector may enter unannounced from time to time to check merchandise." (Picture: Hand with handcuffs.)

"Let's face facts. 1. This fitting room is now under supervision of our security department. 2. Our fitting room inspector may enter unannounced from time to time to check merchandise....All shoplifters will be prosecuted."

Department Store B

"Children under 15 are not admitted in this Store unless accompanied by an adult." (New York Store, 1976.)

Drug Chain

"But really I didn't steal, all I did was shoplift a little....(Shoplifting is a crime)." (Cartoon picture: Convict with ball and chain.)

"Join the Honesty Patrol on duty. Ask for your official Honesty Patrol Badge. You are the one who will benefit....Help prevent price increases due to shoplifting. Report any acts of crime to our store manager. Your identity will remain a secret. Shoplifters Beware--You're Being Watched." (Picture: Person with magnifying glass and a caught robber.)

"Clobber the Robber. Reap the Reward. Shoplifting is Stealing. Customers can keep prices down by participating in the store's program."

"Shoplifting and Stealing are Crimes Punishable by Law." (The drug chain will pay a reward for information leading to the arrest and conviction of anyone stealing/shoplifting. Two cartoon pictures show a law enforcement person and a citizen with a thief.)

Florida Retail Federation

Logo: "Help Stop Crime!"

"Shoplifting is a Crime! Shoplifters Will Be Prosecuted. Florida Statute 811.022. Don't Risk a Permanent Criminal Record."

Logo: "Help Stop Crime!"

"Stop Retail Theft. Five-fingered Discounts Are Always Overpriced." (Costs to the consumer are described; reporting a shoplifting incident helps consumers as well as merchants. Picture: Adolescent female attempting to shoplift.)

Florida Governor's Crime Prevention Committee

Logos: "Help Stop Crime!"

"Crime--It's Your Beat, Too."

"Shoplifting is a Crime! We Will Protect Our Customers Against Rising Prices Due To Theft! Shoplifters Will Be Prosecuted. Florida Statute 811.022."

Florida Attorney General's Office, Governor's Council on Criminal Justice

Logo: "Help Stop Crime!"

"Shoplifting is a Crime!" (Picture: Adolescent female attempting to shoplift.)

Georgia Retail Association

"Shoplifting is a Crime." (Consequences include jail, a fine, probation, or a police record, plus embarrassment and missed opportunities. This crime is paid for the rest of the shoplifter's life. Picture: Person behind prison bars.)

"Shoplifting is a Crime." (Georgia laws and retailers are getting tough and will treat shoplifters as criminals. Shoplifting is not a lark or prank. It is extremely costly to consumers. Picture: Handcuffs.)

"Shoplifting is a Crime." (Consequences can be a police record or fewer job and financial opportunities; the price is high. Picture: Hand holding a necklace with a pricetag on it.)

"Shoplifting is a Crime." (The store treats shoplifters as criminals to protect honest customers and to maintain fair prices.)

"Shoplifting is a steal. It costs you more than you think." (Picture: Female adolescent behind bars.)

Idaho Retailers Association

"All Shoplifters Will Be Cheerfully Beaten to a Pulp!"

Logo: "Shoplifting is a Crime!!" (Picture: hand holding a gavel.)

"Shoplifters. Are you sure that nobody's watching? This store utilizes security personnel and/or other devices to detect shoplifters." (Picture: Suspicious eyes.)

"Idaho Shoplifting Law." (Chapter 7, Title 48, Idaho Code is directly quoted.)

Logo: Idaho Anti-Shoplifting Committee. (Picture: Hand holding a gavel.)  
"Caught Shoplifting? Now--call your family. But, don't say you forgot to pay. Not even your family will believe that." (Picture: Handcuffed hands holding a telephone.)

Food Chain Retail Store

"To Protect Our Customers Against Higher Prices....Shoplifters Will Be Arrested and Prosecuted."

"We reserve the right to inspect all packages carried thru the store."

"Anyone falsifying bills or item count or committing an act of dishonesty will be barred from ALL \_\_\_\_\_ stores and prosecuted."

Nevada Retail Association

Logo: "Matching Bracelets." (Picture: Hand with handcuffs.)  
"Shoplifting in Nevada is a Handful of Trouble--Don't Risk it!" (Three examples of posters headed with above slogan: (1) Mug shots of a cheerleader--"How will you remember your school years?" (2) Poster for adults that has a skateboard with a \$250 pricetag and information about laws. (3) Picture of a person in jail--"Young adult can have "free room and board."

North Carolina Merchants Association

Logo: Theft Stop (hand with eye).  
"Shoplifters are always being asked for autographs."

North Dakota Retail Association (from Retail Bureau of Metropolitan Washington Board or Trade)

"Shoplifter. A Label You'll Wear for Life." (Picture: An application stamped Shoplifter.)

Shoplifters Take Everybody's Money (STEM, Inc.)

"Shoplifters Pay More." (Arrest record; fine; sentence; loss of parental trust, friends, and privileges. Statistics, illegal. Photographs: An adolescent female experiencing problems after shoplifting.)

"No Ifs, Ands or Buts, Shoplifting is Stealing."

"...Shoplifters don't just steal from stores. Since shoplifters cause higher prices...shoplifters take everybody's money." (Photograph: Teenager.)

Utah Anti-Shoplifting Committee

"See A Shoplifting? Tell the Manager....Don't Be a Guilty Bystander."

"See A Shoplifting? Tell the Manager....Shoplifting Costs You Money."

Washington Crime Watch Office of the Attorney General

Logo: Eye.

"Steal a 20¢ candy bar and pay a hundred bucks. Stores in Washington are good places to shop. But not to shoplift. They're doing everything they can to keep prices down. By keeping losses down. If you're caught shoplifting, you or your parents may have to pay a fine directly to the store. At least \$100. No matter what you took. It's the law. We're enforcing it. Shoplifting gives you all kinds of grief." (Picture: A hand.)

Logo: Washington Crime Watch.

"This is a good place to shop. But not to shoplift. State law provides a civil penalty of at least \$100 plus criminal prosecution for the crime of shoplifting."

APPENDIX B  
Brochures, Pamphlets, Booklets, and Publications

APPENDIX B  
Brochures, Pamphlets, Booklets, and Publications

Attorney General, Crime Prevention Unit, State of California

On the Alert (this pamphlet contains crime prevention information).

Drug Chain

But Really, I Didn't Steal, All I Did Was Shoplift a Little (Shoplifting is a crime; this booklet includes steps for parents to take to avoid having shoplifting problems with their children).

Florida Governor's Crime Prevention Committee

Retail Theft. Are You a Target for Shoplifting? (This pamphlet contains the Florida law and information on store security, as well as detection and apprehension of shoplifters.)

Idaho Retailers Association

The Losing Game Shoplifting! (This pamphlet discusses personal and professional consequences of shoplifting.)

NRMA Operations Division

Watch Out for That Thief (This series of articles emphasizes detection and apprehension of shoplifters.)

Teenagers Beware: Shoplifting is Stealing (This booklet discusses consequences and seriousness of shoplifting.)

Small Business Administration

Verrill, A. H., Reducing Shoplifting Losses (This booklet includes methods and types of shoplifters, as well as information on apprehension.)

Utah Committee for Anti-Shoplifting

Shoplifting Doesn't Pay...You do! (This brochure explains that the ways shoplifters pay include fines, jail, a record, and humiliation, and the ways everybody pays include increased prices and parental obligations and responsibilities.)

Washington Crime Watch Office of the Attorney General

Retailer's Shoplifting Prevention Guide, 1978 (This booklet contains information on laws, evidence, who shoplifts, and prevention of shoplifting.)

APPENDIX C  
Newspaper, Radio, and Television Advertisements

APPENDIX C  
Newspaper, Radio, and Television Advertisements

NEWSPAPER ADVERTISEMENTS

Utah Anti-Shoplifting Committee

"Shoplifting Doesn't Pay...You Do!" (Picture: Hand with handcuffs; dollar sign begins "shoplifting;" explains the new law and costs passed on to the customer; recommends reporting a shoplifter.)

"The prices of shoplifting...." (Picture: Hands with handcuffs; Utah logo; information about criminal prosecution, lawsuits, and a police record.)

"The prices of shoplifting...." (Logo: judge; information on criminal prosecution, lawsuits, and a police record.)

"If he takes it...you've bought it!" (Logo: adolescent male shoplifting; costs to citizens; legal costs to shoplifter.)

"Is your child a shoplifter?" (Peer pressure; parental responsibility.)

RADIO ADVERTISEMENTS

Georgia Retail Association

"Shoplifting hurts everybody." (Laws are getting tough; a judge talks about implication of the laws in terms of human and financial costs.)

"All I did was shoplift!" (Female adolescent calls her father and asks him to pick her up from jail.)

Idaho Anti-Shoplifting Committee

Examples of messages in spot announcements are:

- Shoplifters come in all shapes and sizes.
- Shoplifter is a loser.
- Don't try shoplifting because you can't determine who is watching you.
- Is it worth it?
- Shoplifting raises prices.
- Apprehensions are increasing.
- Shoplifters are fools.
- Someone is watching.
- You may be fined or go to jail.

Shoplifters Take Everybody's Money, Inc.

For the teenage audience: "Getting busted for a cause is one thing--for shoplifting it is another."

For the audience over 30 years old: "Was today the day you were going to warn your daughter about shoplifting?"

STEM messages also used poignant case histories, based on actual arrests:

- "Ken swapped a college education for a \$6.50 pair of jeans."
- "Meg just traded her engagement ring for a \$6.00 blouse."
- "Karen exchanged a \$2,500 scholarship for a \$9.95 pullover."
- "Carol just traded a \$100-a-week job for a \$3.00 belt."

APPENDIX D  
Films

APPENDIX D  
Films

Aptos Film Productions, Inc., Hollywood, California

Sticky Fingers (1975): Aimed at store and security personnel, this film reveals devices, methods, and techniques used by shoplifters. The film stresses that the best protection is an attentive, alert, well-trained salesperson.

Barton Film Co., Jackson, Florida

They're Out to Get You: A prison inmate shows how shoplifters operate and points out preventive measures that small businesses can take.

Charles Cahill and Associates, Inc., Hollywood, California

Security Officer--Pilferage, Cargo Theft, and Shoplifting (1976): Dishonesty, confusion, and cooperation between employees are shown to be causes of losses to business. Film recommends a well-thought-out operational procedure for security officers (includes a discussion guide).

Shoplifting is Stealing (1975): High school age students are shown the seriousness of the crime of shoplifting which is punishable by law. Film shows what happens when a shoplifter is apprehended and booked, resulting in a police record.

Idaho Retailers Association (Patterson, K. and Patterson, V.)

The Losing Game: Junior high and senior high school students are exposed to educational, legal, and social consequences of shoplifting as the film handles the problems of peer pressure.

The Trouble with Tommy: The message in this film is that shoplifting is a crime and merchants have several ways of catching shoplifters (includes a pamphlet).

Learning Corporation of America, New York, New York

Shoplifting: Sharon's Story: Film seeks to raise the public's level of awareness as it emphasizes the impact of the crime. It can be used to train and educate police officers.

National Educational Media, Hollywood, California

Preventing Employee Theft (1972): Film has demonstrations of modern surveillance devices, as it illustrates basic principles of theft prevention (with study guide).

Sid Davis Productions, Los Angeles, California (Neubauer, L.)

So I Took It (1975): Intended for elementary and junior high school students, the film describes how one juvenile started shoplifting, convinced others to try it, and was caught by store security personnel.

New York Supreme Court, Brooklyn, New York

Shoplifting--It's a Steal (1974): Film gives information about juvenile shoplifters in terms of why they shoplift and what can happen to them if they are caught. Parents are given advice on how to determine if their child is shoplifting and what to do if their child is apprehended.

9200 Film Center Productions, Minneapolis, Minnesota

It's a Crime: Retail food managers are shown techniques used by shoplifters and reminded that good service and attention to customers are excellent ways to prevent shoplifting.

National Retail Merchants Association, New York, New York (Stevenson, E.)

Caught (1971): Designed for a teenage audience, the film describes security devices and procedures (includes a discussion guide).

Harper and Row Media, Hagerstown, Maryland (Storm, D.)

Loss Prevention for Business--Internal Crime (1978): Film recommends that businesses involve crime prevention officers and loss control experts in preventing internal theft (includes a handbook).

ACI Productions, Inc., New York, New York (Stuart, I.)

Shoplifting (1973): Suitable for use in a police/community relations program, the film shows the extent of shoplifting, explores why people shoplift, and explains possible consequences to the thief and to society.

Universal City, California (Tarmu, Y. and Barkin, H.)

Shoplifting--The Losing Game (1974): This film, designed for junior high and senior high school audiences dramatizes serious aspects of the shoplifting problem. Store policies to prosecute and store security systems are described.

APPENDIX E  
Levels of Public Awareness/Education Campaigns

APPENDIX E  
Levels of Public Awareness/Education Campaigns

Table 5-2 includes levels of anti-shoplifting campaigns that are:

- Individual (Chotzen & King, Gottschalk's, individual stores, May Co., Student Training on Prevention, University of Nebraska, Venture, and Vornado).
- Local (Retail Bureau of Metropolitan Washington Board of Trade).
- State (Alabama, Georgia, Idaho, Illinois, Nevada, North Carolina, Ohio, Oregon, Utah, Washington).
- National (National Retail Merchants Association, Shoplifters Take Everybody's Money, Inc.).

In addition to the variety of sources, these programs are analyzed according to their messages, intended targets, and the channels used.

Messages attempt to emphasize that shoplifting is a crime (Georgia) that should be taken seriously (Ohio, Nevada). Consumers are told that shoplifting hurts everyone (STEM, Illinois, and Alabama). Some campaigns describe personal and social losses (Chotzen & King, STEM, Metropolitan Washington Board of Trade). Other messages attempt to stop shoplifting while encouraging shoppers to patronize the merchants (Washington Crime Watch).

Some intended targets for public awareness and education campaigns range from pre-schoolers and young children (Ohio) to older juveniles (STEM, NRMA). Additional targets are the general public (Nevada, North Carolina, and Alabama) and legislators and judges (Metropolitan Washington Board of Trade, Georgia).

Channels used in media campaigns include:

- Cassettes/tapes.
- Contests.
- Merchandise identification.
- Celebrities.
- Stickers.
- Signs/posters/billboards.
- Radio/television.
- Newspapers.

- Films.
- Brochures, booklets.
- Seminars, workshops.
- Presentations, discussions.
- Videotapes.
- Transportation stations/vehicles.

Channels used but not individually listed include:

- Catalog inserts (Georgia).
- Shopping bag stuffers (Washington).
- Bumper stickers (Metropolitan Washington Board of Trade).
- Buttons and slogans on milk cartons (Illinois).

Nationally, Shoplifters Take Everybody's Money uses the most channels, however, once the National Coalition Against Shoplifting is formed, it probably will use as many channels as are available. As statewide campaigns, Georgia, Oregon, Utah, and Idaho use more channels than the other states. As a local effort, the Retail Bureau of the Metropolitan Washington Board of Trade makes use of a larger number of different channels. Usually, individual efforts use the fewest channels, such as: May Co., Gottschalk's, Venture, and Vornado.

Table 5-2  
Levels of Anti-shoplifting Campaigns

SOURCE	MESSAGE	TARGET	CHANNEL														
			Poster/slogan/campaign contest	Celebrities	Stickers	Merchandise identification	Transportation/vehicles	Radio/television	Newspapers	Posters/signs	Billboards	Films	Cassettes/tapes	Videotapes	Brochures/booklets	Seminars/workshops	Presentations/discussions
Chotzen & King	"Is it worth it?" You lose personal freedom and identity by becoming a case or statistic.	Students ages 5-18.											X			X	
Gottschalk's	Shoplifting is stealing. We arrest and prosecute. Criminal records can result in loss of jobs and school opportunities, loss of self-respect, and respect of others.	General public, shoppers, juveniles.					X										
Individual stores	"This store is protected by...." Shoplifters will be prosecuted. State penal code.	General public.									X						
Washington Crime Watch, Anti-Shoplifting Program	"This store is a good place to shop. But not to shoplift." Shoplifting can create bad feelings. Shoplifting can cause people to lose trust in you.	Retailers, judges and prosecutors, law enforcement, personnel, juveniles (specifically 4th-graders), general public, parents.				X	X	X	X	X		X		X	X	X	X

Table 5-2 cont'd.

SOURCE	MESSAGE	TARGET	CHANNEL														
			Poster/slogan/campaign contest	Celebrities	Stickers	Merchandise identification	Transportation/vehicles	Radio/television	Newspapers	Posters/signs	Billboards	Films	Cassettes/tapes	Videotapes	Brochures/booklets	Seminars/workshops	Presentations/discussions
National Retail Merchants Assn.	Shoplifting is a losing game (loss prevention techniques for retailers).	Teenagers, parents, retailers, community anti-crime organizations.						X	X	X	X		X		X	X	X
Shoplifters Take Everybody's Money (STEM, Inc.)	"No Ifs, Ands, or Buts-- Shoplifting is stealing." Shoplifting is a serious crime. Shoplifting raises prices and can create serious criminal justice consequences.	Teenagers, amateur shoplifters, general public, law enforcement officers, judges.		X	X		X	X	X	X	X	X		X	X	X	X
May Company	Store has a sophisticated security staff and loss prevention.	General public (repeaters and professionals are not coming back to the store).						X		X							
Student Training on Prevention (STOP)	Guarding against shoplifting will minimize losses. Cooperate with law enforcement and be familiar with the law. It is brave not to steal.	4th and 5th graders; 7th and 8th graders; senior citizens; business community.															

E4





Table 5-2 cont'd.

SOURCE	MESSAGE	TARGET	CHANNEL														
			Poster/slogan/campaign contest	Celebrities	Stickers	Merchandise identification	Transportation/vehicles	Radio/television	Newspapers	Posters/signs	Billboards	Films	Cassettes/tapes	Videotapes	Brochures/booklets	Seminars/workshops	Presentations/discussions
Ohio Council of Retail Merchants	"It's Time to Take Shoplifting Seriously."	Students in grades 5 through 9; general public.						X	X			X				X	
Oregon STEM	"Shoplifters Pay More." (Serious personal, legal, and social consequences.)	Retailers, business persons, juveniles, parents, teachers, prosecutors, law enforcement officials, legislators, judges, general public.	X	X	X	X		X	X	X	X	X		X	X	X	X
Utah Retail Merchants Assn., Utah Anti-Shoplifting Committee	"Shoplifting doesn't pay...you do." (Prices of shoplifting; law; report a shoplifting.)	General public, juveniles.		X	X	X	X	X	X	X	X	X		X	X	X	X

APPENDIX F  
Distributive Education Clubs of America  
Materials Offered to DECA  
Classes and Members

APPENDIX F  
Distributive Education Clubs of America  
Materials Offered to DECA  
Classes and Members

Benner, S. Department Store Problems. This simulation package is about working in a department store. It contains retail activities, situations and tasks, along with objectives for students and directions for instruction.

Czajka, C. It Can Be Done! (Anti-Shoplifting Seminars Made Easy). This booklet provides information on resources for and preparation of seminars for various groups, including suggestions for skits, discussions, and a visual materials.

Everhardt, R. Shoplifting Prevention. This book of programmed instruction covers the importance of the shoplifting problem; types of shoplifters; how, and when people shoplift; as well as the Ohio law, ways employees combat losses, and methods of apprehension.

Everhardt, R. Store Security: Internal Shrinkage Control. This 10-session training program, with instructor notes, is comprised of transparency materials, activities, handouts, lists of films, and bibliographies of additional readings and materials. Employee theft is described with methods of prevention. Shoplifting information includes types of shoplifters, preventive measures, Ohio's laws, employee errors, a security program, and STEM.

Minsel, R. and Garman, J. Store Security: Reducing Shoplifting. Objectives are to inform people on the nature of the problem; to train retail personnel to control the problem; to educate the public (adults and teenagers) about laws and penalties; and to inform the public about the seriousness of the crime and ramifications of getting caught. Information includes:

- Psychology of shoplifting.
- Ohio State law.
- Types of shoplifters.
- Tools used by shoplifters.
- Factors contributing to shoplifting.
- Methods used by retail employees to reduce shoplifting.
- What to do and avoid when observing a shoplifter.
- Recognition, detection, apprehension, and interviewing of a shoplifter.

In addition to handouts and a list of resources, there is information on how to obtain speakers, media materials, books, and films.

APPENDIX G  
Inclusive Bibliography

APPENDIX G  
Inclusive Bibliography

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