

# Topics in Crime Prevention

... a series of timely reports  
to meet the needs of  
people working to build  
safer communities...

National  
Crime  
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Council



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## Organizing For Small Business Crime Prevention

### ACQUISITIONS

Businesses, like individuals, are victims of crime. The physical, economic, and emotional trauma experienced by individuals have counterparts in the way crime debilitates businesses.

As personal crimes disproportionately hurt those with fewer resources, crimes against business disproportionately harm smaller businesses.

Small businesses are important to crime prevention not just because they are vulnerable to crime, but because they are critical elements of the community. Often, for example, the vitality of a neighborhood shopping area is a barometer of the economic and social well-being of the surrounding residential area. And the actual condition of the residential community can determine, over time, whether the business fails or thrives.

Helping small businesses prevent crime must be a multi-dimensional effort. The business's specific problems and risks must be addressed. The shopping area's attractiveness to customers as a safe and pleasant place to transact business must be sustained or regained. And the business must reach out, working with other elements of the community—such as residents, local law enforcement, schools, churches, and each other—to build and maintain the health of the entire community.

#### **Organizing For Small Business Crime Prevention**

The news is good. Crime prevention works; the vitality of business districts can be sustained or restored. Business people can dramatically improve relations with the community by creating jobs for teenagers or by supporting youth-

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**... the actual condition of the residential community can determine over time, whether the business fails or thrives.**

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oriented programs. Store owners and operators can help themselves and the community through leadership and the provision of goods, money, and services. Business leaders can help create a more stable and supportive community.

What's needed is concerted, focused action. Dave Kreek, a Baltimore County, Maryland, detective put it plainly, "Get the business people organized, and start tackling problems." Mid-Florida crime prevention executive Susan Denton states, "Residents and small business people need each other; the message is to organize them for mutual support."

Organizing small business owners or operators for mutual support in preventing crime is our central theme. We will:

- Examine key elements in organizing the business community.

- Describe aspects of basic planning to develop a clear, thoughtful, result-oriented plan which business people will find useful.

- Suggest various types of organizations which can help achieve goals.

- Document, from program experience and research, the success of efforts to reduce crimes against small business.

- Outline ideas for improving relations between small businesses and residential communities for both short- and long-range improvement.

- Point to sources of detailed crime-specific, and other helpful information, emphasizing free or low-cost materials.

This document is a menu of possible strategies and an outline of basic steps toward effective work with small businesses. It is *not* a discussion of specific security techniques, or a list of procedures to curb shoplifting or employee theft, or a manual on conducting commercial security surveys. It will offer a framework for using these and other tools in dealing with crimes against small business.

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**"Residents and small business people need each other; the message is to organize them for mutual support."**

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#### **The Organized Business Community**

According to a study of crime in commercial centers in Minneapolis and St. Paul, Minnesota, business people who belong to business organizations are more optimistic about the future and express greater responsibility for control of public areas. In fact, of all positive steps studied, the strongest dealt with organizing the business community.

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**TAKE A BITE OUT OF  
CRIME®**

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What type of organization? The choice comes down to working with an existing structure such as a chamber of commerce or business association, or creating a new one.

Helping business communities develop a crime prevention program is similar to helping residents in neighborhoods with that task. What follows are some effective techniques drawn from practitioners' experience:

■ Approach business people with issues that *they* identify with. Focused interviews with representatives of various businesses will identify the problems that *they* deem vital. Crime analysis is necessary, but, used in isolation, may mislead. Even though a specific crime (for example, commercial burglary) is the most frequent problem, business people may be most concerned with litter, vandalism, customer fear, or shoplifting.

■ Recognize that the business community has many concerns beyond crime. For a strong, enduring organization, those issues must be incorporated into the framework of the new or existing group. Starting a Business Watch where no organization exists is an excellent first step. An existing business organization may offer a strong base from which to launch a program. But if it's successful, business people will want to discuss a *variety* of non-crime related issues as well. These broader business and community improvement concerns sustain Business Watch and other programs, and often enhance partnerships with law enforcement agencies and the community.

■ Business people must make most of their decisions based on the returns on their investment of time, energy, or money. For example, putting \$10,000 into buying an alarm system along with a \$50.00 monthly monitoring fee may not be appropriate for a \$2,000 loss for two burglaries. However, a one-time investment of \$900 for better locks and a stronger alley entrance door may sound attractive. The decision to install an alarm system must be weighed against the risk of future losses and the safety of employees working after closing hours. Some potential savings often overlooked include sharing se-

curity costs with other business people, obtaining lower insurance premiums, enhancing protection against liability lawsuits, improving customer confidence, and securing support from local and state government.

■ Be knowledgeable about business issues and concerns. Read the business business section of the local newspaper and business association newsletters. Ask informed questions.

■ Use an optimistic but realistic approach. Make it clear that plans are dynamic and flexible, sensitive to business needs.

■ Be proactive in discussing crime prevention issues. A business owner may be concerned with a recent burglary, but a thorough inspection may discover opportunities for employee theft or cash handling procedures that may create opportunities for robbery.

■ Win cooperation of employees as well as managers and owners. One practitioner suggests incentives, such as rewarding loss prevention efforts with bonuses. Employees' cooperation is critical. For many prevention strategies, they are the "front line."

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■ Help businesses establish and enforce clear policies about employee theft, crime reporting, opening and closing the business, and other security procedures.

■ Remember that effective crime prevention extends beyond the front door of the individual business. The cleanliness of the business district, appropriate street and security lighting, the attractiveness of stores, and strong involvement in community improvement projects are all part of prevention.

■ Encourage business people to take responsibility for program leadership, planning, resource development, communication, and operation. Crime prevention practitioners should provide support and technical assistance.

■ Be sure that volunteers—both companies and individuals—are suitable acknowledged.

### **Planning For Small Business Crime Prevention**

Experienced practitioners urge a systematic approach similar to the objectives and goals used in the business world. Basic aspects of planning will help formulate such an approach. Planning is based on a step-by-step process using the best information available. It is an interdependent approach in which information from one step allows the next to take place.

#### **Needs Assessment**

A needs assessment involves collecting and analyzing information to determine the nature and extent of crime problems, the perceptions of crime held by business people and residents in the surrounding community, and physical conditions which may encourage or discourage crime. It will identify specific problems and priorities that can be addressed. It is designed to provide a comprehensive understanding of the range of problems facing the business and residential community. The information generated will also be useful in evaluating the program.

For example, the Milwaukee, Wisconsin, Fire and Police Commission's Special Committee on Crime Prevention surveyed Milwaukee residents in 1985 to establish citizen interest in crime prevention activities. Through this survey, the Committee was able to establish the level of interest, the priorities of citizens, how far individuals were willing to travel to attend meetings, the time citizens found most convenient to attend meetings, and other facts, opinions, and attitudes designed to ensure the successful development of crime prevention programs.

Other tools for needs assessment include crime analysis, on-site interviews, discussion groups, and physical security surveys.

#### **Planning**

A thoughtful needs assessment will greatly assist the business organization in formulating a concrete plan of action and identifying specific directions the program needs to take. As with needs assessment, there are several systematic steps which help ensure a sound, workable plan.

First, create a statement of goals to be achieved. Second, create statements of objectives to achieve each goal. The goal of reduced commercial burglary is supported by objectives such as the implementation of security survey findings and target hardening procedures. Third, state the activities needed to meet each objective, such as assigning responsibilities for the conduct of surveys or the identification of resources. As always, the planner needs to consider potential problems and possible solutions.

An example of a successful crime prevention planning process is Operation SafeStreet in St. Louis, Missouri.

The program's goals were to reduce overall crime, but especially property crime and street offenses. Objectives, such as block by block organizing, and the offering of target hardening packages to residents were developed to meet those goals. The plan then ensured activities supportive of the objectives, such as a training of neighborhood block captains, a maintenance program for block watch, and the production of a newsletter.

#### **Resource Acquisition**

Every program needs resources to achieve goals. The surrounding community and business area should be the source of the great majority of needed resources. These should be thought of in a broader context than money alone. Resources should be seen as

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### **Resources should be seen as people . . . services . . . and goods**

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people (through the use of volunteers' talents), services (a local restaurant could serve as a meeting place for interested business people), and goods (a printing shop may be able to provide brochures for the employee information program). Oakland, California, businesses provided leadership and financial support (\$300,000-400,000) to assist police in dealing with crime problems in commercial areas. Merchants in Pembroke

Pines, Florida, pay a \$25.00 fee to the Citizens Crime Watch to assist with a newsletter and other basic crime prevention services.

#### **Implementation**

Successful implementation requires following the plan, monitoring its effectiveness, and implementing contingency plans as necessary to respond to problems. The group needs to ensure that objectives and goals are being met by originating and maintaining appropriate crime prevention strategies and programs.

#### **Monitoring and Evaluation**

Monitoring is a regular review of activities to allow small problems to be corrected quickly. Evaluation assesses whether or not goals are being achieved. It is usually advantageous to evaluate a program at its mid-point as well as its end. Information generated in the needs assessment will be useful for comparison purposes.

#### **Some evaluation questions to consider:**

- Did the program meet its objectives and goals?
- How many businesses or residents were served? What activities did they engage in?
- Was crime reduced—measured through 1) crime analysis of police data or 2) surveys of participants on a before and after basis? Remember that a rise in official crime statistics may be due to increased reporting. Targeted areas might be contrasted with city or county wide rates of *business* area related crime.
- Was fear reduced for business people, customers, or area residents? Did customer traffic increase? These could be measured by a survey.

- Did physical conditions improve? Was there less litter? Higher occupancy rates? Were physical improvements made (re-paved streets, new bus stops, sidewalks, trees?)

#### **Partnerships With Existing Organizations**

##### **A Strategy**

One idea that deserves special consideration, either as the focus of a newly established organization or as a new program for an existing

group, is Business Watch. This popular and growing concept is the counterpart to the successful Neighborhood Watch program in use by 85% of the nation's police departments. Do Business Watches work? In Seattle, Washington, the Neighborhood Business Council, comprised of presidents of local merchant associations, considers Business Watch to be the most important service provided by the city.

This concept, like Neighborhood Watch, is usually based on a combination of activities such as security surveys for each business, Operation Identification to reduce risk of stolen property, and training for managers and employees in watching out for and reporting suspicious activity. Business Watch, as an ongoing program, can highlight prevention of a particular type of crime, shifting as circumstances demand. Like Neighborhood Watch, it carries a helping-out dimension—businesses look out for one another as well as themselves.

Business Watch, like Neighborhood Watch, is a highly flexible concept. It can become the platform for in-depth crime prevention education, for major enhancements of the physical environment, or for partnerships which extend into the residential community.

#### **Possible Partners**

##### **Chambers of Commerce**

There are Chambers of Commerce in thousands of communities around the country. They tend to have a community-wide outlook and aim to develop a healthy business climate in a sound community.

For example, the Chamber of Commerce in Lincoln, Nebraska, helped start a Business Watch program. A Chamber of Commerce in Pomona, California, offers a forum for discussing business crime prevention information.

##### **Business Associations**

Usually focused on a specific shopping area or center, a business or merchants' association pays explicit attention to conditions which encourage or discourage business in that area. The Church

Avenue Merchants' Benevolent Association in New York not only operates a physical security program, but also provides employment, community improvements, and assistance to refugees new to the neighborhood. The North Carolina Retail Merchants' Association provided funding for a manual on small business security.

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**“Crime prevention depends on the community, and what the community does, rather than on police activities. This is especially true for commercial crime prevention. The primary focus is self-reliance, and what business people do in conjunction with others.”**

**Maury Bell  
Business Watch  
Coordinator  
Seattle Police Department**

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#### **Service Clubs**

Many communities have local chapters of such service groups as Exchange Clubs, Kiwanis, Lions, Jaycees, Rotary, and Optimists. These groups take on a wide variety of community and business service projects. They often have substantial membership from among the local business community. Even if they do not sponsor programs, they are excellent forums for reaching businessmen and women.

#### **Special Interest Associations/ Groups**

Businesses often join others with similar interests. Retail merchants as a whole, specialty stores, computer retailers, grocers, cleaners, deli owners may all have associations in a city or region. For specific problems and prevention strategies unique to that type of business, they can be a fruitful focal point. The Home Builders' Association and related organizations in Orange County, Florida, help organize and publicize construction theft prevention programs.

#### **Government Agencies**

A wide array of local government agencies beyond law enforcement can assist in starting and maintaining business crime prevention programs. As an example, the Mayor's Office of Business Development in New York found that manufacturers were leaving the city for three reasons: limited expansion space, high energy costs, and excessive crime. Manufacturing zones or parks were established within the city with reduced rents and lowered energy cost. An Office of Security Programs provides free security consulting, up to \$7,500 for security purchases on a matching basis, and security improvements for the entire industrial area through the use of area-wide alarm systems and community patrols of the business area.

An enterprise zone security rebate program is funded by the Commonwealth of Pennsylvania in cooperation with the Philadelphia Commercial Development Corporation. Businesses are eligible for state tax rebates of up to \$5,000 for physical improvements which enhance the security of their facility.

#### **Private Security**

Increased partnership between private security and police can enhance efforts to protect commercial and other business areas. This concept has worked successfully in both Detroit, Michigan, and Arlington, Virginia, where police and security companies in high-rise buildings developed cooperative agreements to communicate more frequently, share common goals, and to protect visitors in common areas.

#### **Community Associations**

Business groups can find effective partners in community and neighborhood associations. Both groups have a strong desire for thriving residential and commercial areas. Community associations are often well-versed in strategies for securing physical improvements such as street lighting or road repairs.

Portland, Oregon's Office of Neighborhood Associations actually serves as the organizing agency for businesses in local shopping districts.

#### **Successful Business Crime Prevention Programs**

Businesses want and need action on specific crime problems. There are documented steps which are effective against commercial crime. The simple act of organizing, as the experience in Minneapolis, Minnesota, suggests, seems to help build a "can do" outlook as businesses attack crime.

Evaluations from Seattle, Washington; Portland, Oregon; and Denver, Colorado strongly indicate that commercial burglary can be reduced through target hardening and security surveys.

Practical experience from the Southland Corporation (owners of the 7-Eleven chain) and other companies indicates that store robberies can be greatly reduced.

Other studies indicate that fear of crime can be reduced—thus bringing additional customers into retail areas.

#### **Fear of Crime**

A key question about the quality of life in any community is whether there is substantial fear of crime. For commercial districts, fear of crime can be a life or death issue. When fear is high, customers and suppliers are afraid to enter the area. Many simply refuse to do so.

A study of commercial areas in New York City, suggested that overall revitalization can substantially increase general feelings of safety. Fear can be reduced

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**Overall revitalization can substantially increase general feelings of safety.**

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through a variety of measures under business association leadership, such as enhancing physical appearance, increasing the numbers of law-abiding people in the area, providing special patrols to help people feel safer, and enforcing laws against behaviors that make people feel uncomfortable (e.g., verbal harassment).

Public-private partnerships, increased police-citizen interaction, and timely arrests for illegal behavior were among major reasons commercial crime was reduced in Oakland, California. Merchants provided financial support (over \$300,000), part for stables for a downtown mounted-police patrol and part for special motor patrol vehicles. The program also focused on ending verbal and physical harassment of shoppers and other behavior offensive to legitimate users of the area. Oakland documented reductions in robbery, purse snatching, property crimes, commercial burglaries, and auto theft. The officers on both mounted and motorized patrol were well received.

Efforts to reduce fear of crime in residential areas of Houston, Texas, and Newark, New Jersey, as well as evaluations of programs in Flint, Michigan, and Baltimore County, Maryland, indicate that increasing citizens' familiarity and positive interaction with police reduces fear of crime and crime itself. In Newark, five new businesses opened in the program area as a result of successful efforts to reduce residents' fear of crime. Such public works as improved street lighting can demonstrably reduce fear.

### **Commercial Burglary Prevention**

There is strong evidence that commercial burglary prevention is quite feasible. The Union Avenue corridor in Portland, Oregon, was a lengthy, dilapidated commercial strip. A combination of business security surveys (and follow-up to ensure compliance) with street lighting programs contributed to a significant reduction in burglary. Fear of crime was reduced. Even better, the favorable results were sustained over a period of time.

Commercial security surveys, backed by follow-up visits to ensure compliance with recommendations, resulted in a 65% reduction in commercial burglary in Denver, Colorado.

A reduction in business burglaries was also recorded in Seattle, Washington. In the largest districts, where the number of commercial burglaries has been substantial, the reduction was over 40%. These results countered long-term trends for the districts as well as for the city.

### **Commercial Robbery Prevention**

A test in five Southern California counties examined whether a combination of strategies could reduce robberies in convenience stores. Changed procedures, signs indicating that only small amounts of cash were on hand, increased visibility through store windows (by such means as removal of advertisements), blocking of escape routes (e.g., fences behind buildings), staff training, and other steps reduced robberies between 17 and 30%. The Southland Corporation indicates the robbery reduction program has continued to work for twelve years.

### **The Business-Community Connection**

Why would a corporation extend a helping hand to community improvement? It may be a philanthropic effort to assist *without* any benefits being returned to the corporation. Or it may rest on the premise that corporations gain increased publicity and improve public relations in an effort to improve profits.

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### **The business-community connection is a two-way street.**

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The business-community connection is a two-way street. The community *needs* the small business area for a variety of reasons. The state of a commercial strip is often an indicator of the quality of surrounding residential areas. Yet it is equally true that the small business community needs the patronage and goodwill of residents.

Good relations with the community enhance crime prevention in small commercial areas. In a recent four and one-half year study of convenience store robberies in Tallahassee, Florida, criminologist C. Ray Jeffrey suggests that a store in an otherwise high-crime area may not have been robbed "as a function of local protection by the residents of the area, since the store served as a social center for the residents."

According to Lloyd Scott, Director of Security for the Southland Corporation, "improved security techniques and business corporation are necessary, but there must be a concerted effort . . . The provision of jobs and dollars to the community is vital." The role of community-business cooperation

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### **Even simple steps like litter control enhance appearance and help prevent or counter negative impressions.**

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is echoed by Jerry Wright, of the Ann Arbor, Michigan, Police Department, who states, "The business and residential communities need each other to survive. Jobs and money from the business community to fund neighborhood projects are important aspects of good business-community relations."

Crime Prevention Through Environmental Design (CPTED) literature recognizes the importance of improved relations between commercial areas and residents. It encourages social activities for residents, provision of crime prevention information, activities for children, and improvement of the appearance of the commercial area. Even simple steps like litter control enhance appearance and help prevent or counter negative impressions.

A positive community reputation is basic to community support. Residents may see a thriving commercial area as being in their best interests, but they will be more willing to take the steps necessary to provide support if they see that specific businesses seek to help the community which provides their foundation.

### **Meeting Common Needs**

An example of meeting both community *and* business crime prevention needs is the Harundale Mall, near Baltimore, Maryland. The mall experienced an influx of large groups of juveniles and had problems with vandalism, verbal abuse of shoppers, and gang fights. A survey by The Rouse Company,

owner of the mall, pinpointed a lack of nearby youth recreational activities as a major problem. So Rouse developed a youth recreation center *within* the mall.

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**“A sense of community that extends beyond a business’s front door is vital to everyone. Hiring young people, using teenagers to clean up commercial areas, odd jobs for youth, and businesses hiring off-duty police officers to patrol commercial strips are workable solutions to a variety of problems.”**

**Kathryn Story, Director  
Anti-Crime Project  
Whittier Alliance  
Minneapolis**

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The mall owner viewed the youth center as a public relations investment in future families and heads of families. Has it paid off? Incidents of vandalism and harassment have declined to the point where only one or two kids present problems. The center has attracted state funding for a full youth-service facility, although Rouse still provides space rent-free.

Short-term measures are important to gain confidence, to start the organized program on the right foot, and to deal with immediate problems. But long-term action is vital, too.

Long-term comprehensive crime prevention means helping to improve the quality of life for neighborhood residents. Youth activities, jobs, better housing, Block Watch programs, and more are essential to community stability and crime control. Merchants can supply printing services, meeting space, equipment discounts, legal services, free meals, or movie tickets to reward volunteers. They can provide funds for projects, and most importantly, they can contribute their management and leadership skills.

When residents and business people help each other meet their own goals as well as common ones,

it tends to make all kinds of community problem-solving easier. When business people actively support community efforts, the community is more likely to respond to business needs. For instance:

■ Business owners and residents in the Whittier Anti-Crime Project in Minneapolis, Minnesota, formed a partnership to stop the decline occurring in their neighborhood. Businesses hired local youth and sponsored dances, car washes, and other projects which addressed a major community need. Businesses are also improving the appearance of their stores.

■ In Detroit, Michigan, the Northwest Neighborhood Service Organization brought together police officers, residents, youth, city agencies, and business associations. Businesses provide leadership and financial support for youth employment and community improvement projects. Business owners receive a quarterly newsletter, support to form Business Watches, and a civilian radio patrol that protects both residential and commercial areas.

■ Casselberry, Florida, through cooperation between the business community and citizen groups, is revitalizing its Neighborhood Watch program. Local businesses are funding a newsletter and a Neighborhood Watch handbook. They also will provide prizes to elementary school students in a competition to create posters on Neighborhood Watch. The winning poster will be used in a major membership campaign.

■ In several areas in Montgomery, Alabama, neighborhood groups and small businesses look out for each other. Residents watch out for business areas at night, and business employees keep an eye on residences during the daytime. One business provides athletic equipment in a public housing area to offer recreational opportunities for youth while improving public relations.

A hospital in New Orleans, Louisiana, assists surrounding neighborhoods in establishing a Neighborhood Watch program.

Realtors in Olympia, Washington; Somerset County, New Jersey, and other areas have trained themselves to act as extra eyes and ears for the police to protect citizens. In North Miami Beach, Florida, Law Enforcement Explorer Scouts conduct security surveys for small-business owners. The police officer responsible for the program asks, “How can a store owner resist when two trained young people show up and offer a full security survey at no charge?”

Mutual support of business and community goals enhances both profits and crime prevention.

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**“How can a store owner resist when two trained young people show up and offer a full security survey at no charge?”**

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### ***In Summary***

Crime prevention can help small businesses combat a major threat to their existence. It helps best by providing a technical expertise, organizing principles, and program ideas; then encouraging business groups to become active leaders in their own interest in a thoughtfully planned program. A good program will include short- and long-range goals and will address short-term and long-term actions to reduce crime and improve communities. Both immediate threats and more deeply rooted causes will be taken into account.

Small businesses enrich their crime prevention efforts by building partnerships with other agencies and organizations as well as with neighborhood groups and communities. The key in tapping these riches is to identify common goals and interests and build joint programs for reaching them.

## Additional Resources

There are free or moderately priced materials on virtually every aspect of crime prevention for small business. This list ranges from comprehensive manuals to pamphlets on specific crime prevention subjects, and offers a sample of available publications and agencies. For additional informa-

tion, contact the Resource Center at the National Crime Prevention Council.

Feel free to write for catalogs or publication lists from any of the other agencies listed.

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### Documents

#### **Security and the Small Business Retailer, 1979**

*A basic, yet comprehensive overview of small business crime prevention, it is useful for practitioners, trainers, and small business owners.*

Ask for a printed copy from microfiche files

Cost: Free

Mitre Corp.

7525 Colshire Drive

Records and Resources Dept.

McLean, VA 22101

703-883-6001

#### **Crimes Against Business—Security Pays, 1986**

*A basic overview of crime prevention techniques for small business owners.*

Cost: \$1.00

N.C. State Crime Prevention Division  
Department of Crime Control and Public Safety

512 N. Salisbury Street

Raleigh, NC 27611-7687

919-733-5522

#### **The Corporate Action Kit**

*A comprehensive 14-month program kit to promote employee and community safety.*

Cost: \$35.00

#### **Preventing Crime in Urban Communities: Handbook and Program Profiles**

*A guide to planning and partnerships to produce safer, more caring communities.*

Cost: \$10.00

#### **What Me Evaluate? A Basic Evaluating Guide for Citizen Crime Prevention Programs.**

*Provides survey forms, discusses basic techniques, and debunks myths about the complexity of evaluations*

Cost: \$10.00

#### **Selling Crime Prevention**

*Provides successful techniques for monitoring crime prevention, based on practitioners' experience.*

Cost: \$2.00

National Crime Prevention Council  
733 15th Street, N.W.

Suite 540

Washington, D.C. 20005

202-393-7141

#### **Apprehending and Prosecuting Shoplifters and Dishonest Employees, 1979**

*Gives ideas for stores of all sizes to combat these crimes.*

Order Number: 50-9890

Cost: \$9.75

#### **Internal Audit Manual, 1980**

*A comprehensive manual with ideas, suggestions, and checklists about internal audit programs.*

Order Number: 26-7138

Cost: \$16.00

The National Retail Merchants Association (NMRA)

Publications Order Department

100 West 31st Street

New York, NY 10001

212-244-8780

#### **Outwitting Bad-Check Passers, 1985**

*Helps small business owners recognize bad checks. Gives ideas on developing a store policy.*

Order Number: 3.0008

Cost: Free

#### **Preventing Burglary and Robbery Loss, 1985**

*Gives basic ideas on prevention of these crimes.*

Order Number: 3.0007

Cost: Free

#### **Preventing Retail Theft, 1985**

*Tells business owners how to reduce internal theft through applicant screening and a watchful eye.*

Order Number: 3.0004

Cost: Free

#### **Curtailling Crime—Inside and Out, 1985**

*A comprehensive manual on preventing all forms of crime and loss in the workplace.*

Order Number: 5.0005

Cost: \$2.00

The Small Business Administration  
1441 L Street, N.W.

Washington, D.C. 20416

202-653-6365

#### **Citizens' Guide to Planning**

*A basic, yet comprehensive citizen planning guide.*

Cost: \$14.95

American Planning Association  
1313 East 60th Street

Chicago, IL 60637

Attn. Book Store

312-955-9100

#### **Planning For A Change**

*A basic planning document for citizens*

Cost: \$10.00

Citizen Involvement Training Project  
University of Massachusetts

225 Furcolo Hall

Amherst, MA 01003

413-545-2038

**Starting A Merchants' Association**  
*Although written for a New York audience, the booklet provides merchant organizing essentials that apply anywhere.*  
Cost: \$2.00  
Citizens' Committee for New York City  
3 West 29th Street  
New York, NY 10001  
212-684-6767

**Crime and Protection in America, 1985**  
*Contains crime-against-business statistics and an overview of the security industry.*  
Order Number: 97257  
Cost: Free

**Robbery in the United States, 1984**  
*Research on the characteristics of robbery.*  
Order Number: 91149  
Cost: \$5.20

**Retail Security, 1982**  
*Bibliography*  
Order Number: 67519  
Cost: Free

**Robbery of Financial Institutions**  
*Research on bank robbery in the United States.*  
Order Number: 100861  
Cost: \$5.20

The National Criminal Justice Reference Service (NCJRS)  
Box 6000  
Rockville, MD 20850  
800-851-3420  
301-251-5500

**Video/Materials Package**  
Mastercard International  
888 7th Avenue  
New York, NY 10106  
Attn: Helene Graff-Director of Fraud Control  
212-647-5189

Mastercard offers a credit card fraud prevention brochure and poster, entitled "Do You Know a Fake When You See One?" Tips to merchants on suspicious customer behavior and what to look for on a credit card are presented. Single copies are available free of charge. "Merchant Beware", a videotape (20 minutes, VHS format), an instructor's guide and quiz are also available for \$15.00. For the videotape, contact Wall Street Business Products, 245 7th Avenue, 9th Floor, New York, NY 10001.

**Brochures**  
**How to Crimeproof Your Business**  
*McGruff Booklet*  
Cost: Free  
National Crime Prevention Council  
733 15th St., N.W., Suite 540  
Washington, D.C. 20005

**Don't Let the Criminal Make a Living Off Your Business!**  
*A 6 panel brochure on starting and maintaining business watch programs.*  
Cost: Brochure samples are free. \$5.00 for fifty. Business Watch stickers and street signs are available. Prices vary.  
National Sheriffs' Association (NSA)  
1450 Duke Street  
Alexandria, VA 22314  
703-836-7827

**Mind Your Business . . . (If You Don't, Burglars Will!)**  
*A 7 pp. basic brochure*  
Cost: Free  
Send postcard.  
State Farm Insurance  
1 State Farm Plaza  
Public Relations Department—DH  
Bloomington, IL 61710-0001  
309-766-2311

**Security Alarm Services for the Small Business**  
*A 10 pp. general pamphlet on burglar alarms.*  
Cost: \$1.00  
National Burglar and Fire Alarm Association  
1120 Nineteenth Street, N.W.  
Washington, D.C. 20036

**Play It Safe: A Guide to Preventing Shoplifting, Fraud, and Employee Theft.**  
*An 18 pp. brochure, also available in Spanish.*  
Cost: Free  
New York City Office for Economic Development  
17 John Street  
New York, NY 10038  
212-696-2443

**It Pays to Fight Card Fraud, 1987**  
*A 6 pp. brochure on detecting credit card fraud.*  
Cost: \$.30  
VISA  
Attn: Corporate Security  
PO Box 8999  
San Francisco, CA 94128  
415-570-3807

**Lighting and Security**  
*Provides an overview of successful security lighting projects*  
Cost: Free. Send a stamped, self-addressed legal size envelope  
The National Lighting Bureau  
Suite 300  
2101 L Street, N.W.  
Washington, D.C. 20037  
202-457-8437

**Additional Contact**  
Federal Crime Insurance Program  
P.O. Box 41033  
Washington, D.C. 20014  
800-638-8780  
301-251-1660

This program provides reasonably priced robbery and burglary insurance for companies and individuals within eligible jurisdictions. The insurance is provided when States, Territories, or the Federal Insurance Administration deem the availability of crime insurance too low or the expense too high.

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The National Crime Prevention Council is a tax-exempt non-profit (501(c)(3)) corporation whose mission is to enable people to prevent crime and build safer, more caring communities.

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