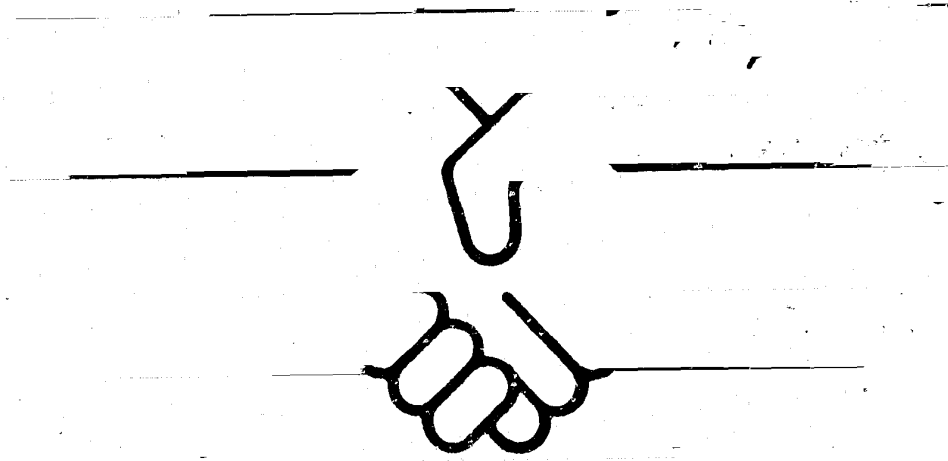


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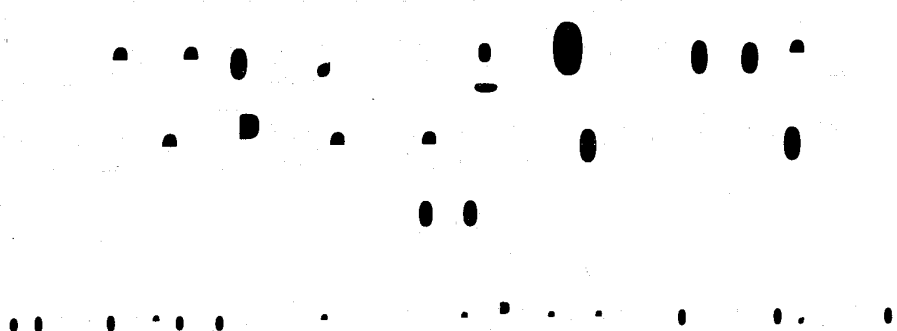
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# PARTNERSHIPS FOR THE '90S CELEBRATING OCTOBER CRIME PREVENTION MONTH 1991

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# INTRODUCTION

*The severity of the crime problem in the United States needs little description. It is in the forefront of concerns among Americans in poll after poll. Rates of both violent crime and property crime remain appallingly high. But against this forbidding backdrop of statistics, individual actions offer hope — people joining forces to reclaim blocks from drug dealers, teens responding to violence by organizing conflict resolution programs in schools, senior citizens volunteering to mentor vulnerable children, and Neighborhood Watch groups looking out for each other while taking on community betterment projects.*

## WHY CRIME PREVENTION MONTH?

Designating October as Crime Prevention Month serves several purposes:

- ▶ **Focus** — people around the nation can highlight local crime prevention needs, concerns, and activities;
- ▶ **Links** — connections among national, state, and local groups that strengthen and support crime prevention can be enhanced;
- ▶ **Recruitment** — a commemorative event presents a prime opportunity to enlist new individuals and groups at local, regional, and national levels.
- ▶ **Action** — Crime Prevention Month serves as a catalyst for action on all levels, short — and long-term, personal and community, that leads to safer and better places to live;
- ▶ **Celebration** — individuals, neighborhoods, and communities can spotlight their successes and take pride in their accomplishments.

## THE CRIME PREVENTION COALITION'S CHALLENGE

During Crime Prevention Month, the Crime Prevention Coalition is asking millions of Americans to stop crime and revitalize communities by participating in activities on three levels: protection of self and family, concern for the well-being of neighbors, and support of a stronger and healthier community through preventing conditions that can lead to crime and drug abuse.

Crime Prevention Month 1991 also celebrates partnerships. Law enforcement alone cannot prevent or reduce crime. Partnerships that also involve concerned citizens, governmental agencies, schools, young people, religious organizations, businesses, and civic groups are the foundations of successful crime prevention programs. In essence, crime prevention is everyone's business.

## THIS ACTION GUIDE

This Guide contains several types of materials — tools, program ideas, resource lists, and reproducible brochures and articles.

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### Tools

Practical tools — publicity tips, an update on the McGruff public service advertising campaign, a sample proclamation, and statistics to cite in presentations and proposals — will help you launch the best Crime Prevention Month ever.

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## Ideas

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Looking beyond the month of October, the guide offers ideas for short and long range projects to make crime and drug prevention an integral part of community life throughout the year. These strategies reflect the Partnerships for the 90s theme and focus on four areas:

- ▶ Community partnerships to help prevent drug abuse;
- ▶ The neighborhood team — starting and revitalizing Neighborhood Watch groups;
- ▶ Building parent-school-student-community bonds to make the community safer for children and teens;
- ▶ Bridging the generations — reaching out to older Americans.

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## Resource Lists

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This Crime Prevention Month guide can't cover every subject in the diverse field of crime prevention; it offers lists of selected references — publications, organizations, programs — on four topics that are of increasing interest to those in crime prevention.

- ▶ Auto Theft
- ▶ Crime Prevention for Disabled Populations
- ▶ Gangs
- ▶ Rural Crime Prevention

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## How NCPC Can Help You

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This section identifies NCPC's services — publications, McGruff licensed products, Training Workshops, and the Information and Referral Service. NCPC's primary mission is to help crime prevention practitioners and community organizers raise public awareness, start and sustain programs, and promote community networks.

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## Your Comments

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Please take the time to complete the short assessment questionnaire on page 27. Your answers will help us design and improve next year's Crime Prevention Month Guide.

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## Reproducible Materials

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The guide offers a new, expanded selection from among the National Crime Prevention Council's (NCPC) reproducible crime prevention brochures and articles, including a Halloween poster, new drug abuse prevention brochures, and materials in Spanish. Many have space on the back panel for an organization's logo or the names of local sponsors.

Brochures can be handed out at meetings and assemblies; left in libraries, recreation centers, supermarkets, and doctors' offices; or stuffed in envelopes with materials that are handed out or mailed. Use the front panel of the brochure to create a bookmark or a bumper sticker. All you need is a photocopying machine, a desktop publishing resource, or a cooperative printer. Articles are great for newsletters and school or local newspapers. They are also potential handouts, envelope stuffers, or bumper stickers.

# THE BASIC TOOLS

## WORKING WITH THE MEDIA AND THE MCGRUFF CAMPAIGN

### Involving the Media in Crime Prevention Month

Crime Prevention Month provides a unique opportunity for positive publicity. Members of your organization with good communication skills can meet with TV news, program, and public affairs directors to discuss crime and drug prevention efforts. Develop a news strategy for the month, supply stations and newspapers with press releases on Crime Prevention Month, including what your community is doing, as well as a list of experts who could be interviewed on various topics.

#### *Pointers on working with the media*

**Get to know the media.** Visit media outlets, if possible, before you start sending news releases and making phone calls about specific stories. Take a fact sheet, an annual report, or a brochure that describes your program. This gives you a chance to ask directly how you can best achieve both organizations' objectives — yours to get news of your program and events out, theirs to report events of interest to the community.

▶ Make an appointment at the convenience of the media. The TV or radio editor or producer you want to see will be in charge of community affairs. At a newspaper, ask for the city editor or features editor.

▶ Be brief and clear.

▶ Ask about deadlines, the slowest "news" day, and what departments might be interested in different stories. Find out who is in charge and take names to followup.

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

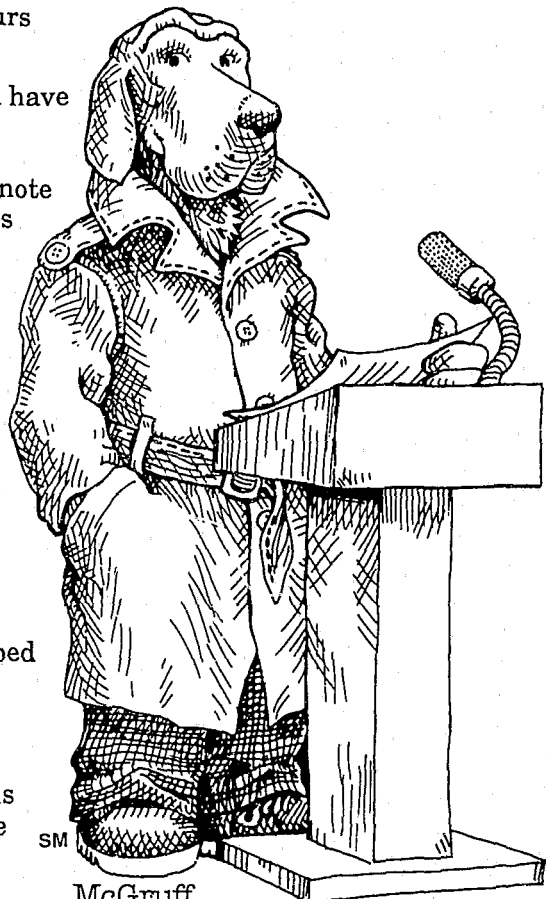
▶ Leave fact sheets and several business cards if you have them.

**Share plans with the press.** Issue an advisory note as early as possible outlining the schedule of events you plan for October. As new events are added or confirmed, issue a revised schedule. Your schedule should succinctly show *what* the event is, *who* will take part (and who the audience will be), *where* the event will be held, *when* it will take place (date and time), along with a brief description that tells *why* and *how*.

**Provide story ideas.** These can be descriptions of people or events in crime and drug prevention and can be for print (newspapers and magazines), television, or radio. For instance:

▶ A volunteer (or a group of volunteers) who has helped run a successful Neighborhood Watch for several years explaining "what it takes" to get a neighborhood involved and keep it involved;

▶ A group of teenagers who can talk about what teens can do to avoid being victims of crime (since they're the most victimized age group);



McGruff,  
the Crime Dog

▶ Performing groups of teens, adults, or children who have incorporated crime prevention and drug abuse prevention into their repertoire;

▶ A business or neighborhood leader from a neighborhood or business district besieged by crime that has “turned the corner” to reclaim itself.

**Talk with the station manager, managing editor, or other senior officials** about doing a “Crime Prevention Tip of the Day” feature or column throughout the month. NCPC’s kits offer lots of good material to draw from for brief items. Do this early—August would be about right.

**Ask a radio talk show to launch a crime and drug prevention series.** Topics could include “Why do we tolerate crime and violence?” “Whose job is it to prevent crime and drug abuse?” or “How can we involve young people in crime and drug prevention?”

**Start a weekly feature in the local newspaper** about crime prevention measures to reduce the risk of victimization and essays about identifying and solving community problems that contribute to crime.

**Send releases to newspapers, TV, and radio stations at least one week before each event** of Crime Prevention Month. Mail the releases to the calendar of events section of the newspaper and to the community service director of the radio or TV station, as well as to the regular news editors and directors. Follow up with a call two days before the event; make sure each received the release and ask if there are any questions.

**The news release itself.** The news release presents your organization, and its events and activities to the media editors. How long should it be? What should it look like?

▶ Your organization’s name, address, and telephone number appear on the top of the page. You can use regular letterhead, special news release letterhead, or the information typed on plain paper.

▶ The release itself should be as close to one page as possible — and never more than three. If your release is more than one page, put “MORE” at the bottom of each page that has a follow-on and the journalist’s symbol “30” or “#” at the bottom of the last page of text to signal the end.

▶ The first line on the first page gives the release date. If your release is not immediate, give a brief note of explanation, underlined or in all caps.

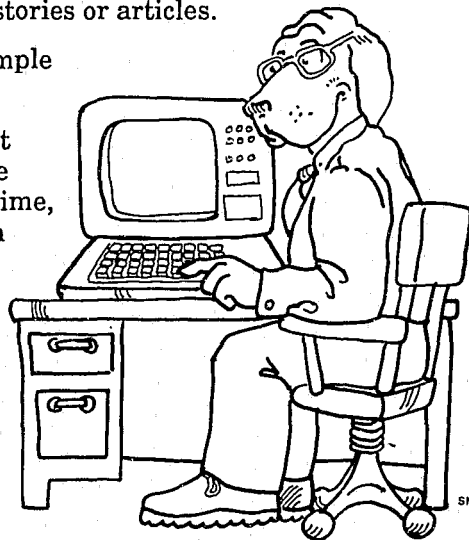
▶ The second line gives the name(s) of those who can provide more information. This also gives the media a contact person for future stories or articles.

▶ The third line is your headline — it should be simple and factual. It should contain a verb.

▶ The first sentence of text should contain the most important facts in the release. Together with the name and address of your organization and the time, date, and place of your event, the first paragraph should be able to “stand alone.”

▶ Never hand-write your release or use carbon copies — most editors won’t even read them.

▶ Get someone else to proofread one last time before having the release copied.



## Promoting the McGruff Public Service Advertising Campaign

Since 1980, McGruff the Crime Dog has embodied the idea that people can prevent crime — a messenger who has reached millions of children, teens, and adults. Today, almost all children in the United States recognize McGruff and the “Take A Bite Out Of Crime” slogan. And 97% say they trust McGruff and would try to follow his advice. A substantial majority of adults know McGruff and what he stands for.

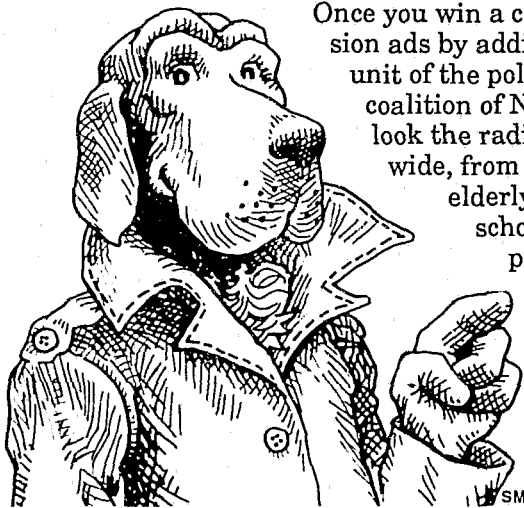
This powerful symbol is an unbeatable partner during Crime Prevention Month and year round. The Crime Prevention Coalition and The Advertising Council, Inc. will release new television, radio, print, and outdoor ads in September, just in time for the October celebrations. Created expressly to spur active involvement in community crime and drug prevention, these ads will feature two long-awaited innovations — an 800 number to call for a booklet on organizing communities to prevent crime and drugs, and space on the television spots for local and state agencies to add their names and phone numbers.

### You Make the Difference

Producing the McGruff public service ads involves talents, energies, and creative staffs of many organizations — NCPC, the Ad Council, Inc., the Department of Justice, Saatchi & Saatchi Advertising. The Ad Council makes sure that television and radio stations, newspapers, magazines, and outdoor advertisers receive the ads. But getting the McGruff messages on the air depends in large part on your active advocacy with local media.

The media — radio, television, newspapers — donate time and space to public service ads. The station manager or the public affairs director decides if and when to broadcast or print an ad. In making that decision, these gatekeepers look at the issue's importance to the community and how effectively the ad addresses that issue. Today, many public service messages compete for limited space and airtime.

You can influence the decision on what ads get used through phone calls, personal visits, and letters. Convince the media manager that crime and drug prevention are critical issues for your community and that the McGruff Campaign, with its longstanding track record of capturing the attention of millions of Americans, can be a catalyst for positive local action.



McGruff,  
the Crime Dog

Once you win a commitment, try to localize the McGruff television ads by adding a phone number — the crime prevention unit of the police department, a community task force, a coalition of Neighborhood Watch associations. Don't overlook the radio stations — their audience reaches far and wide, from teenagers and commuters in their cars to elderly people and children at home alone after school. It's easy and inexpensive for a station to patch a local phone number and address to a McGruff radio ad.

For copies of the McGruff PSAs (whether printed, TV, or radio), call the Ad Council's fulfillment house, 1-800-933-7727. For information on the current McGruff Campaign, contact NCPC, (202) 466-6272.

## SAMPLE PRESS RELEASE

Following is a sample release — feel free to use it as a guide when writing your own.

FOR IMMEDIATE RELEASE

OCTOBER 1, 1991

FURTHER INFORMATION

Everycity Police Department  
Officer J. Friendly  
000-111-2222

### FIVE EVENTS MARK CRIME PREVENTION MONTH 1991

Crime and drug use remain in the forefront of concerns among Americans in poll after poll. Rates of both violent crime and property crime remain appallingly high. But crime and drugs are community problems that require community solutions.

Crime Prevention Month 1991 gives us the opportunity to celebrate cooperative efforts in Everycity that have reduced crime and driven out drug dealers. It's an opportunity to get prevention rather than apprehension in the public eye. This commemorative month also serves as a catalyst for new actions, both short-and long-term, that will make our community a safer, better place to live.

The Everycity Police Department, in cooperation with the Neighborhood Watch Council and the Drug Prevention Task Force, is sponsoring the following events to mark Crime Prevention Month:

**October 1** — Mayor proclaims October as Crime Prevention Month at a lunch honoring both law enforcement and private citizens who have made a difference and improved the quality of life in this city.

**October 8** — An evening forum on "Young People and Drugs" features teen-produced videos, a panel of adults and teens, and speakers from law enforcement, schools, Alcoholics Anonymous, the mental health agency, and other organizations.

**October 15** — The Everycity National Bank and its branches host seminars on "Scams, Schemes, and Cons" for senior citizens.

**October 20** — Citywide Block Party Night, organized by the Neighborhood Watch Council.

**October 31** — Halloween parties for children held in the city's recreational centers feature McGruff the Crime Dog, drug prevention skits written and produced by teens, refreshments donated by local businesses, and games organized by the police and Explorer Scouts.

## JOIN THE CELEBRATION!



## PROCLAMATIONS!

Join with governors and mayors across the nation to declare October Crime Prevention Month by proclamation. Suggest the idea to your city council, mayor, or city manager. Tie the proclamation into other promotional events and make the proclamation itself a celebration. Below is a sample proclamation.

### CRIME PREVENTION MONTH 1991

WHEREAS, it has been proved that community crime and drug prevention efforts are reducing victimization and helping to rebuild a sense of mutual responsibility and shared pride in community; and

WHEREAS, crime and drug prevention depends on effective partnerships among law enforcement, concerned individuals, governmental agencies, schools, community groups, business, and neighbors; and

WHEREAS, crime and drug prevention are more than self-protection and security, but encompass the promotion of positive alternatives to delinquency and drug use among young people and encourage youth to recognize their personal stake in their schools and neighborhoods; and

WHEREAS, it is essential to raise public awareness of crime and drug prevention and increase involvement in crime prevention and related community service programs;

NOW, THEREFORE, I (name of leader), (title), do hereby proclaim October 1991 as Crime Prevention Month in (name of area) and call upon all citizens, governmental agencies, public and private institutions, and businesses to increase their participation in our community's crime and drug prevention efforts.

(signed — name of leader)

## **CRIME AND CRIME PREVENTION STATISTICS**

### ***Crime in the United States***

- ▶ One in four households was touched by a crime of violence or theft in 1989, the same proportion as in the previous four years.
- ▶ According to the FBI Uniform Crime Reports, one burglary takes place every 10 seconds, one motor vehicle theft every 22 seconds, one robbery every minute, one forcible rape every 6 minutes, and one murder every 25 minutes.
- ▶ About 80% of the people now 12 years old in the U.S. will become victims of completed or attempted violent crimes during their lifetimes, if current crime rates continue unchanged. About half of them will be victims two or more times.
- ▶ Young persons, especially those under 25, are more likely to be victims than older persons. Blacks have higher violent crime victimization rates than whites. Hispanics experience higher rates of violent crime than non-Hispanics.
- ▶ In 1989, 45% of all violent crimes, 29% of personal thefts, and 41% of crime against households were reported to the police.

### ***Crime Prevention***

- ▶ About 38% of U.S. families participate in Neighborhood Watch programs where they are available.
- ▶ One out of nine people is active to some degree in a community crime prevention group. That translates to more than 27 million Americans.
- ▶ In a national survey, 72% of those living in a community with a Neighborhood Watch program perceived the rate of crime in their area to be lower than in adjacent neighborhoods.
- ▶ Many jurisdictions — including California and Florida, Seattle and St. Louis — have credited Neighborhood Watch programs with reductions in crime ranging from 15% to 64%.
- ▶ Four out of five law enforcement agencies in the U.S. have either an individual or a unit that is specifically assigned to crime prevention.

### ***Drugs, Alcohol, and Crime***

- ▶ Most violent (54%) and property (57%) offenders were under the influence of drugs or alcohol when they committed the offense with which they were charged, according to one study.
- ▶ Drug abusers are four times as likely to be involved in an accident on the job as nonabusers. They are far more likely to have auto accidents and extensive hospitalizations.
- ▶ Between 1970 and 1986, arrests for driving while intoxicated increased nearly 223%, while the number of licensed drivers increased by only 42%.

### ***Rape***

- ▶ One in four rapes occurs at the victim's home; one in six takes place at or near a friend's or relative's home. One in five rapes takes place on the street; one in six occurs in a parking garage or commercial building.
- ▶ Although women of all ages, races, and income levels are victims of rape, victims are most likely to be young and unmarried. Victims are disproportionately from low-income families.
- ▶ Three out of five rapes occur at night, with the largest proportion occurring between 6:00 p.m. and midnight.

## ***Burglary***

- ▶ In 1989, according to the National Crime Survey, there were 5,352,000 burglaries in the United States.
- ▶ Black households with incomes less than \$7,500 per year, renters, households with five to nine occupants, and urban dwellers suffer the highest rates of burglary.
- ▶ A household member is at home during 13% of all burglaries. Three out of 10 of these incidents (roughly 4% of all burglaries) result in a violent crime.
- ▶ Over a 20-year period, about seven of every 10 households will be burglarized at least once, if current rates do not change.

## ***Robbery***

- ▶ According to the National Crime Survey, there were 1,092,000 personal robberies in 1989, a 4% increase over 1988.
- ▶ Fourteen percent of the robberies take place at the victim's home; 38% occur on a street not near home; and 12% take place in a parking lot or garage.
- ▶ More than one-half of the robbery victims are attacked; that is, they are shot at, knifed, hit, or otherwise grabbed or held.
- ▶ Persons 65 years of age and older are somewhat more likely to be attacked during a robbery than victims in other age groups.

## ***Motor Vehicle Theft***

- ▶ In 1989, motor vehicle thefts were estimated at 1,820,000 — an increase of 11% over 1988.
- ▶ Motor vehicle thefts from 1973 through 1985 cost about \$52 billion (in 1985 dollars). The net loss to owners after recoveries and insurance payments was \$16 billion.

## ***Vandalism***

- ▶ The annual cost of vandalism in the U.S. is estimated at \$5 billion.
- ▶ In 1989, arrests for vandalism decreased by 5% among those under 18 years of age, while increasing 55% for those 18 years and older.

Source: *Crime and Crime Prevention Statistics, 1991 Edition*, National Crime Prevention Council.

## **What's Happening in Your Community?**

You might want to collect and distribute similar statistics about your community. Check with local law enforcement, public health, and planning agencies to get the most recent statistics. These can be used to help motivate community leaders to action; support requests for funds; educate your community about the hazards of crime and the effectiveness of crime prevention in building safer, caring communities; and stimulate community thinking and planning for crime prevention activities in October and throughout the year.

# CALENDAR OF EVENTS

<u>Organization</u>	<u>Event</u>	<u>Phone</u>
National Crime Prevention Council	October: <i>Crime Prevention Month</i>	(202) 466-6272
Just Say No Clubs	October: <i>Just Say No Month</i>	(800) 258-2766
National Coalition Against Domestic Violence	October: <i>Domestic Violence Awareness Month</i>	(202) 638-6388
National Fire Protection	October 6-12: <i>National Fire Prevention Week</i>	(617) 770-3000
National Federation of Parents for Drug-Free Youth	October 19-27: <i>Red Ribbon Week</i>	(800) 535-8196
American Red Cross	November: <i>Child Safety and Protection Month</i>	(202) 639-3200
National PTA	March (1st Week): <i>Drug Awareness Week</i>	(312) 787-0977
National Committee for Prevention of Child Abuse	April: <i>Child Abuse Prevention Month</i>	(312) 663-3520
National Council on Alcoholism, Inc.	April (1st Weekend): <i>Alcohol-Free Weekend</i>	(212) 206-6770 or (212) 685-9477
National Victim Center National Organization for Victim Assistance	April (varies): <i>National Victim Rights Week</i>	(817) 877-3355 (202) 232-NOVA
Youth Service America and Campus Outreach Opportunity League	April (varies): <i>National Youth Service Day</i>	(202) 783-8855
Just Say No Foundation	May (varies): <i>Just Say No (to Drugs) Week</i>	(800) 258-2766
International Association of Chiefs of Police and Concerns of Police Survivors	May 10-16: <i>National Police Week</i>	(800) 638-4085
National Center for Missing and Exploited Children	May 25: <i>National Missing Children's Day</i>	(703) 235-3900
American Society of Safety Engineers	June (varies): <i>National Safety Week</i>	(708) 692-4121
National Association of Town Watch	August (1st Tuesday): <i>National Night Out</i>	(215) 649-7055 or (800) NITE-OUT
Alcohol & Drug Problems Association of North America	September: <i>National Alcohol &amp; Drug Treatment Month</i>	(202) 783-6868



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## STRATEGIES FOR CRIME PREVENTION MONTH 1991

### From the Crime Prevention Coalition's Call to Action—the 11 Principles

#### *Crime prevention is*

- ▶ everyone's business;
- ▶ more than security;
- ▶ a responsibility of all levels of government;
- ▶ linked with solving social problems;
- ▶ cost-effective.

#### *Crime prevention requires*

- ▶ a central position in law enforcement;
- ▶ cooperation by all elements of the community;
- ▶ education;
- ▶ tailoring to local needs and conditions;
- ▶ continual testing and improvement.

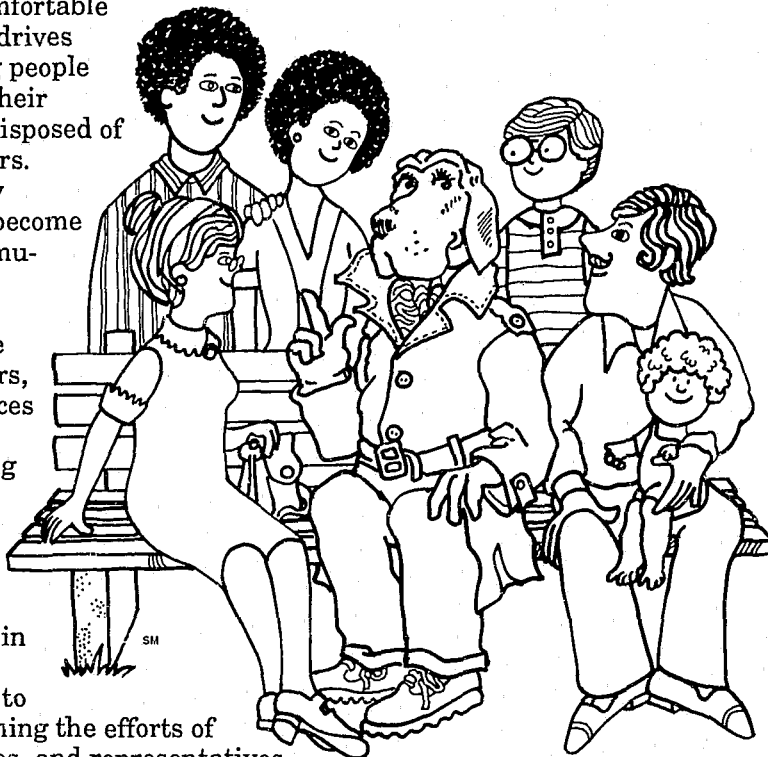
#### *Crime prevention improves*

- ▶ the quality of life for every community and its residents.

## COMMUNITY PARTNERSHIPS TO HELP PREVENT DRUG ABUSE

Preventing or reducing drug abuse in a community is a tough job, but neighborhoods across the country have proved that it can be done. Start with a solid group of concerned people and form a coalition, task force, or committee. Enlist those who are faced with the problem (students, parents, business owners) and those who can help (law enforcement, schools, community groups, social service and health agencies, labor unions, housing and zoning officials, civic leaders, religious organizations). A strong community-law enforcement partnership is a must!

▶ An Oakland, California, neighborhood uses law enforcement to coordinate efforts to make drug dealers and users uncomfortable and unwelcome. A police sergeant drives through the neighborhood, greeting people by name. Residents have painted their houses, swept off their sidewalks, disposed of mounds of trash, and planted flowers. Community meetings at night draw numbers of participants who have become proud of themselves and their community. Drug dealers and users are systematically weeded out with the help of the housing department, the health department, utility regulators, businesses, the media, city ordinances such as a nuisance abatement law, and cooperative relationships among residents. The Police Department calls this approach to drug prevention and control Beat Health.



▶ The Union Miles Development Corporation, an association formed in the heart of the toughest crime district in Cleveland, Ohio, decided to shut down drug sale sites by combining the efforts of residents, law enforcement, churches, and representatives of city agencies. Members of the corporation turned in "hot spot" reports to the police, conducted open-air prayer services in known drug trafficking areas, and organized residents into neighborhood street clubs. The police cleaned up two drug trafficking sites, and the residents are planning to convert former crack houses into urgently needed drug rehabilitation centers.

▶ A joint effort by New Jersey's Governor and Attorney General enacted the state's Drug-Free School Zone Act. This act imposes tougher penalties for drug selling or use within 1,000 feet of any of the state's school buildings; a three-year mandatory, no-parole jail term for traffickers; 100 hours of community service for users not sentenced to jail; and mandatory six-month loss of driver's license and a \$500 to \$3,000 penalty for any drug offender, in or out of school. To support law enforcement agencies and educators in teaching children how and why to reject drugs, the Alliance for a Drug-Free New Jersey draws upon the full breadth of community resources. A coordinated strategy includes a 13-year planned school program (K-12) to enable an entire generation to be drug free; increased awareness of drug prevention issues in communities; and unprecedented levels of cooperation between law enforcement and education professionals.

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### Activity Sampler

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● To commemorate Crime Prevention Month, sponsor a "Stop the Violence" ecumenical prayer breakfast. Ask that churches, synagogues, and other religious

establishments dedicate services this month to the community campaign against drug abuse.

- Persuade a local corporation to donate office space and equipment for your drug prevention coalition, preferably in a highly visible location. It's good public relations for both of you!
- Produce a directory of counseling, hotlines, and drug abuse treatment services in your community. Ask a business to underwrite the costs of printing and distributing to all schools, recreation centers, and libraries.
- Ask the local newspaper, radio station, or television station to spotlight residents who have made a difference in the battle against drugs and crime. With their help, stage an awards banquet.
- Counter the pressures on young people to use alcohol and other drugs through after-school programs, good recreational facilities, alternative education programs for potential drop-outs, job training, confidential health services, and community service opportunities.
- Ask your local government to place some or all of the fines paid by persons convicted of drug offenses in a special crime and drug prevention fund.
- Raise money for drug prevention curricula in elementary schools, public education campaigns, and drug treatment programs through walk-a-thons, raffles, golf tournaments, auctions, concerts, plant and rummage sales, and dinners.
- Coordinate your activities with Red Ribbon Week, October 19-27, 1991.

Sponsored by the National Federation of Parents for a Drug-Free Youth, the Red Ribbon Campaign seeks to mobilize communities into action by establishing parent/community coalitions to create a drug-free America. This year's theme is "Neighbors Drug Free and Proud." Contact National Red Ribbon Campaign, 9551 Big Bend, St. Louis, MO 63122. (800) 535-8196.

## THE NEIGHBORHOOD TEAM — STARTING AND REVITALIZING NEIGHBORHOOD WATCH GROUPS

Numerous surveys show that active Neighborhood Watch programs decrease crime and fear of crime. Often formed in response to a specific crime problem such as a rash of burglaries or a rape, Watch group participation often declines when that threat recedes. The basic task of Neighborhood Watch remains neighbors looking out for each other's safety and reporting suspicious activities to the police, but the group must reach out in new directions to remain vital and renew interest.

▶ In Newport News, Virginia, a series of rapes spurred the creation of a Neighborhood Watch group. But once crime dropped, so did Watch membership. "Everyone thought they were safe, but something was missing. We were just not a neighborhood," says Watch organizer Liz Baldwin. Determined to bring membership back to 100%, Baldwin began to involve the Watch group in other projects, such as Halloween safety, fire safety, child abuse prevention, and coffee hours for adults



to discuss rape, self-defense, problems in the neighborhood, and other issues. Membership rose steadily, and the Watch group expanded its activities to help others in the city - shelters, children in the court system, and disabled children. A Newport News Crime Watch Coalition was formed to promote neighborhood participation citywide. It sends speakers to civic groups, participates in city events, and holds an annual awards banquet.

▶ Back in 1989, members of the Fresno County Sheriff's Neighborhood Watch Association made quilts that deputies could carry in patrol cars to comfort children who were victims of child abuse or abduction. This project was so successful that they are now working on replacements for the original quilts and have branched out to make baby blankets for needy families taking infants home from the Valley Medical Center's Neo-Natal Intensive Care Unit.

▶ After members of a Watch group in Deerpark, New York, collected clothing for neighbors who were burned out of their homes, they decided to expand the effort into an annual "Coats for Kids" program to collect coats and other warm clothing for people of all ages.

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### Activity Sampler

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● Get together with other Watch groups and form a Neighborhood Watch Council to serve as a forum for the exchange of ideas and sponsorship of communitywide service projects and events.

● Organize a community cleanup day, the first step in a campaign to bring pride back to a deteriorating park or neighborhood. Ask businesses to donate brooms, rakes, garbage bags.

● Use the video, "Are You Safe? A National Test on Crime Prevention," to spark discussion at Neighborhood Watch meetings and recruit new members. See "How NCPC Can Help" on page 23.

● Assess your Watch group's communications. Do you need a monthly newsletter, a telephone tree, more social events, a bulletin board?

● Join National Night Out! --- an annual celebration of communities working together on all fronts against crime and drugs, sponsored by the National Association of Town Watch on the first Tuesday in August. For more information, contact the National Association of Town Watch, P.O. Box 303, Wynnewood, PA 19096 (215) 649-7055 or (800) NITE-OUT.

● Make a resource list for your Watch group of numbers to call regarding emergencies, child abuse reporting, victim services, lighting, street repair, mediation services, youth activities, etc.

● Counter a graffiti problem with a neighborhood mural-painting project. Everyone can get involved and have a great time, too. Make it a contest.

● Donate blankets, McGruff dolls, or stuffed animals to your local police to be used to comfort children exposed to crime, abuse, and other traumatic events.

● Hold welcome parties for new neighbors.

● Give special seasonal briefings, such as vacation security or holiday tips.

## **BUILDING PARENT-SCHOOL-STUDENT COMMUNITY BONDS TO HELP KEEP CHILDREN AND TEENS SAFER**

A community must look to its future by caring for children and young people now. Most of us recognize younger children's vulnerability to crime. What we don't realize is that teenagers are twice as likely as the rest of the general population to be crime



victims. Certainly, a share of responsibility falls on parents to teach their children how to protect themselves and handle threatening situations, to keep lines of communication open on difficult issues such as drug use, and to serve as positive role models. But the community must also set standards, provide services, and demonstrate a caring attitude toward its young people — their relationship to crime, whether as victim, perpetrator, or problem solver, affects everyone's future.

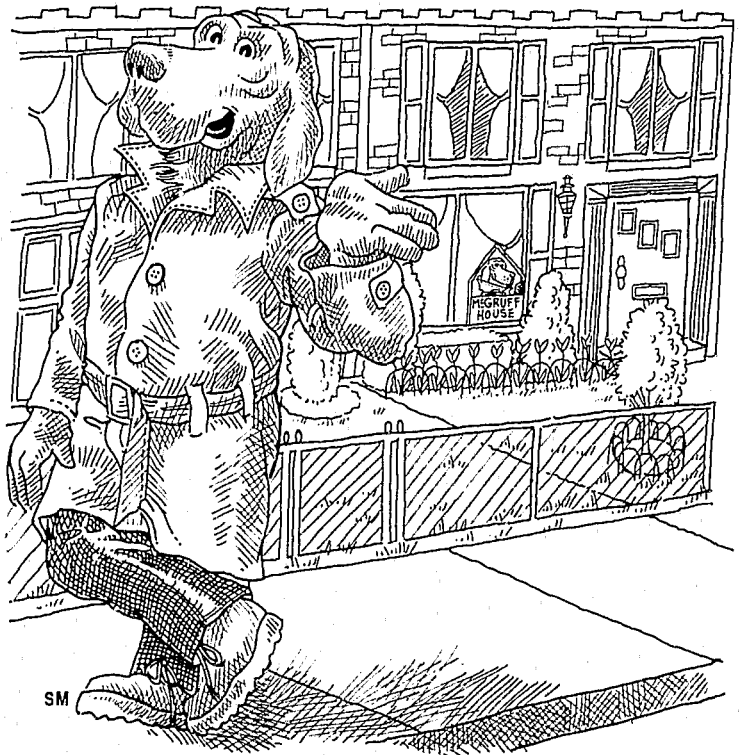
▶ McGruff House (McGruff's special block parent program) works in Virginia! In one community, a young girl went to a McGruff House to report that an adult male had exposed himself to her in 1989 — she had waited until a McGruff House appeared on her block to tell someone. The man was later identified based on the child's description and convicted of 22 counts of indecent exposure. In another incident, a small boy was spotted by a McGruff House neighbor hitchhiking. The neighbor talked to the child and found that he did not know where he lived. School officials were contacted, and it was discovered that they had been looking for the child because he had missed his bus when it left school.

▶ Students in Kahuku High and Intermediate School in Hawaii challenge their parents and other community residents to attend a unique annual event, Parent Awareness Night. They organize exhibits, perform raps and dances about drug prevention, and recruit experts to talk about how parents can support their children better.

▶ The Mental Health Association of Montgomery County (MHAMC), Maryland, believes in taking its materials and services to where young people "hang out" — the shopping mall. The MHAMC opened The Message Pad in a major mall, Wheaton Plaza, to educate teens about drugs and other youth issues and help them develop self-esteem. To draw people to the booth, The Message Pad offers a free bulletin board where messages may be left and received. School, sports, and community activity schedules are posted, as well as job opportunities. Special events include McGruff passing out drug prevention comic books. On weekends, the booth is staffed by counselors to talk with young people and refer them to helping agencies in the community.

▶ In the New York City boroughs of Queens and Brooklyn, police, teenagers, and volunteer adults staff the MAD Unit — a fully equipped Mobile Anti-Drug van that travels to schools, churches, and community centers with anti-drug displays and handouts donated by local businesses. The teens and adults perform original skits for their student audiences and provide counseling to young people who just want to talk or who need referrals for special assistance. Packets of drug prevention materials are distributed, and the police officers and teens are available to answer questions and help neighborhoods with anti-drug programs.

▶ New Mexico has adopted the McGruff Drug Prevention and Child Protection Program a teacher-administered curriculum for children in kindergarten through sixth grade. The Keebler Company has agreed to act as the corporate sponsor in this partnership, which will take crime and drug prevention into every elementary school throughout the state.



## Activity Sampler

- Ask your school board to help you build crime prevention education into the elementary, junior, and high school curricula (e.g., McGruff's Drug Prevention and Child Protection Program for elementary school students; Teens, Crime, and the Community curriculum for high school students).
- Start a McGruff House program in your community. See page 26 for more information.
- Organize a 3-, 5-, or 10-Kilometer Fun Run, Walk-A-Thon, or Bike-A-Thon. Participants collect donations for each mile completed and use the proceeds for a special drug or crime prevention project.
- Hold a crime and drug prevention rally. Ask local officials, community leaders, teachers, and law enforcement officials to speak. Plan it as a "Take Back the Night" candlelight vigil.
- Work with a corporation or service club to reprint the brochures and other materials in this kit for mass distribution.
- Help high school students help each other by starting a Peer Counseling Program.
- Organize an essay/poster contest for children and teens. Ask them to draw a picture, make a collage, or write an essay on a theme of your choice, such as "How Early Should Drug Prevention Education Start?" or "How Can We Stop Violence in Schools and Neighborhoods?" or "Ten Tips for Parents Who Try to Talk to Teenagers."
- Get involved in a mentoring program for at risk children. Join an existing project or work with churches or service clubs to start one.
- Work with the District Attorney's Office and schools to establish a mediation/conflict resolution program in junior and senior high schools.
- Sponsor a safe babysitting class for area teens.

## BRIDGING THE GENERATIONS — REACHING OUT TO OLDER AMERICANS

Despite the fact that senior citizens comprise a substantial portion of the population, they are not always included in crime prevention activities. Although seniors are not the most victimized group, they fear crime more than other age groups and suffer greater emotional and physical trauma when they are victimized. This fear exacerbates feelings of isolation and helplessness, leaving many elderly increasingly vulnerable to mental depression, illness — and crime. America's older population is growing: assuming current fertility and immigration levels, the only age groups to experience significant growth in the 21st century will be those past 55. Today approximately one in every eight Americans is over 65.

Older persons and youth in this country have much in common — they are vulnerable to exploitation, often dependent, and are frequently overlooked as potential community resources. In intergenerational programs, everyone wins — children and young people learn survival skills, become more aware of the aging process and elders' needs, and often gain a trusted mentor or advocate. Senior citizens have a sense of purpose and of being needed. Both groups gain in self-esteem and confidence.

Students and Senior Citizens Awareness Project is the brainchild of teens at the Phyllis Wheatley Community Center in Greenville, South Carolina. These teens realized that alcohol and other drug abuse could equally harm their grandparents

and other elders, many of whom have high blood pressure and other serious medical conditions. The young people researched the question of drug misuse by the elderly and the issue of how alcohol affects older people, especially those who are taking medications. The young people made their presentations to older residents of public housing projects in the Greenville area.

▶ In Chicago, "Grandma, Please" is a warmline that links latchkey children of working parents by telephone to older volunteers who offer warmth, wisdom, and wit to children who may be lonely and sometimes afraid. Phone operators patch the children's calls to volunteers' homes. More than 800 calls come in each month.

▶ The Retired Senior Volunteer Patrol is a highly valued resource to the Chino, California, Police Department. RSVP volunteers (all 55 and over) do vacation patrols, tag abandoned vehicles, help staff crime prevention booths at community events, work with Neighborhood Watch groups, and patrol shopping centers to monitor handicapped parking. Their efforts give officers more time to respond to other calls for police service.

▶ In Brooklyn's Borough Park — a tight-knit Italian and Jewish neighborhood — the streets are safe, but burglary is a serious problem. The Council of Jewish Organizations offers older residents on low incomes both peace of mind and real security through a program that installs locks, peepholes, and window bars. Referrals come from the area's social service agencies, hospitals, and community organizations. Council staff give crime prevention presentations to senior clubs and talk to clients individually about fear, bolstering self-confidence so the elderly can again venture out into the neighborhood.

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### Activity Sampler

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● Start a safewalk program for senior citizens and others with special needs. Teens can escort seniors and others with special needs while going to the store, bank, or doctor's office and can provide reassurance and daily phone checks. Contact local schools, the Boy Scouts of America, or other youth groups for volunteers. Or get seniors to volunteer to help each other!

● Have your Neighborhood Watch group fix up senior citizens' homes. Install locks, trim overgrown shrubbery, replace light bulbs. Invite senior citizens to join Neighborhood Watch.

● Make sure senior citizens in your area know about Direct Deposit. This free service provides recipients of government payments and pensions a safe, reliable method of handling their funds. Money is automatically deposited into their checking or savings account, eliminating the possibility of a check being lost or stolen. The Treasury Department has free brochures and other promotional materials about Direct Deposit, which they make available to law enforcement and community agencies, businesses, and civic groups. For information, call 800-2345-SSA.

● Senior citizens with their wealth of experience are excellent crime prevention resources. Because they generally spend more hours at home, they make excellent Neighborhood Watch or McGruff House participants, as well as law enforcement volunteers or auxiliary police officers. Elicit their leadership and support.

● Ask businesses and financial institutions to sponsor workshops designed especially for older customers on avoiding confidence games and frauds.

● Work with senior centers and schools to establish a mentoring or tutoring program for students at risk of falling behind or dropping out.

## RESOURCE LISTS ON SPECIAL ISSUES

The publications, programs, and organizations cited below are only a sampling of resources available on the topics of auto theft, crime prevention for disabled people, gangs, and rural crime prevention. The list is not intended to be exhaustive. It is intended to provide a starting point for those interested in starting programs in these areas.

### Sources of Information

#### AUTOMOBILE THEFT

##### **Auto Theft Prevention Authority**

Valdiz Vetols, Executive Director  
714 South Harrison Road  
East Lansing, MI 48823 (517) 336-6197

*Created by the state legislature in 1986 as part of an insurance reform package, the Auto Theft Prevention Authority (ATPA) collects \$1 for each insurance premium on private passenger cars. These revenues fund auto theft prevention, public awareness campaigns, and enforcement campaigns developed by law enforcement, prosecutors, and nonprofit organizations. ATPA also serves as a hub for networking and information exchange and is credited with contributing to the decline of auto theft rates in Michigan.*

##### **Auto Theft Section**

Bureau of Investigation  
St. Louis Police Department  
Detective Sergeant Larry Liggett  
1200 Clark Avenue  
St. Louis, MO 63103 (314) 444-5532

*The St. Louis auto theft squad approached General Motors and reported findings that three General Motors car models had the highest theft rates in 1988. They were able to convince GM to redesign its steering column so the car is more difficult to steal.*

##### **Motor Vehicle Manufacturers**

Communications Department  
7430 Second Avenue, Suite 300  
Detroit, MI 48202 (313) 872-4311

*Provides a free brochure to the public called "Auto Theft : the Hard Facts."*

##### **National Automobile Theft Bureau**

10330 South Roberts Road  
Palos Hills, IL 60465 (708) 430-2430

*Provides brochures on auto theft and helpful information on prevention programs.*

##### **Neighborhood Service Organization**

Dennis Delor  
11000 West McNicols, Suite 303  
Detroit, MI 48221 (313) 341-3859

*Recruits and trains community groups to conduct VIN (Vehicle Identification Number) etching clinics in their areas. Can provide information on conducting workshops on auto theft prevention.*

#### CRIME PREVENTION FOR THE DISABLED

##### **Organizations**

*These organizations do not publish crime prevention information per se, but are*

*valuable contacts on issues that concern disabled individuals — including environmental design, victimization, sensitivity, and implementation of the new Americans With Disabilities Act.*

**American Foundation for the Blind**

15 West 16th Street  
New York, NY 10011 (212) 620-2000

**Goodwill Industries of America, Inc.**

9200 Wisconsin Avenue  
Bethesda, MD 20814-3896 (301) 530-6500

**National Easter Seal Society**

2023 West Ogden Avenue  
Chicago, IL 60612 (312) 726-6200

**National Organization on Disability**

2100 Pennsylvania Avenue, NW  
Suite 234  
Washington, DC 20037 (202) 293-5960

**United Cerebral Palsy Association**

1522 K Street, NW  
Suite 1112  
Washington, DC 20005 (202) 842-1266

**Sources of Information**

**National Rehabilitation Information Center**

8455 Colesville Road  
Suite 935  
Silver Spring, MD 20910-3319 (301) 588-9284 (800) 346-2742

*Funded by the U.S. Department of Education, NRIC provides articles and materials on rehabilitation, disabilities, and related issues.*

**PACER Center, Inc.**

4826 Chicago Avenue South  
Minneapolis, MN 55417-1055 (612) 827-2966

*The Parent Advocacy Coalition for Educational Rights (PACER) is a coalition of organizations striving to improve and expand opportunities that enhance the quality of life for children and young adults with disabilities and their families. Services include training, publications, and the PACESETTER newsletter.*

**Pennsylvania Commission on Crime and Delinquency**

P.O. Box 1167  
Federal Square Station  
Harrisburg, PA 17108-1167 (717) 787-1777 (800) 692-7292

*The PCCD is developing two training manuals: "A Police Orientation Manual on Persons with Disabilities" and "A Crime Prevention Handbook for Persons with Disabilities." A plan for disseminating these publications and related training is in development.*

**Books and Articles**

Disability in America: Toward A National Agenda for Prevention. National Academy of Sciences, Institute of Medicine, 1991. Order from National Academy Press, 2101 Constitution Avenue, NW, PO Box 285, Washington, DC 20055. 202/334-3313. \$29.95, plus \$3.00 for shipping and handling.

*This 350-page report describes a framework for a national disability prevention pro-*

*gram designed to reduce the incidence and prevalence of disability and improve the quality of life for disabled individuals and the population at large. Provides useful statistics and definitions.*

"Do Crime Prevention Programs Forget the Disabled?" CATALYST, Vol. 11, No. 2, March 1991. National Crime Prevention Council, 1700 K Street, NW, 2nd Floor, Washington, DC 20006.

"New Insights for the Visually Impaired," by Timothy Zehring in Law and Order, December 1990. p. 33-35 [describes a crime prevention program for visually impaired children and teens in Arizona].

"Responding to Disabled Victims of Crime," NOVA Newsletter, Vol. 14, Numbers 8-12, page 10. National Organization for Victim Assistance, 1757 Park Road, NW, Washington, DC 20010.

## **GANGS**

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### **Sources of Information**

#### **Middle Atlantic/Great Lakes**

Organized Crime Law Enforcement  
Network (MAGLOCLEN) 850 Bear Tavern Road  
Suite 206  
West Trenton, NJ 08628 (800) 345-1322

*Develops training for community leaders and law enforcement on gang activities as well as technical assistance. Information and training are provided for member agencies only.*

#### **National School Safety Center**

16830 Ventura Boulevard  
Suite 200  
Encino, CA 91436 (818) 377-6200

*Serves as a national clearinghouse for school safety programs and activities related to campus security, school law, community relations, student discipline and attendance, and the prevention of drug abuse, gangs, and bullying. The Center's primary objective is to focus national attention on the importance of providing safe and effective schools.*

#### **Philadelphia Crisis Intervention Network**

415 N. 4th Street  
Philadelphia, PA 19123 (215) 592-5631

*The Philadelphia Crisis Intervention Network (PCIN) uses teams of street-wise youth and professionals to patrol the streets to intervene in local disputes and contact police if the disputes become violent. PCIN can supply free brochures that explain what the organization does.*

#### **Senator Edward R. Royce**

Thirty-Second Senatorial District  
305 North Harbor Boulevard  
Suite 300  
Fullerton, CA 92632 (714) 871-0270

*Has produced a brochure, "How to Keep Gangs out of your Neighborhood." This is a California State Senate Public Service Pamphlet, so contact your district's office for a free brochure (California residents only).*

### **Books**

*Gangs in America* by C. Ronald Huff. California: SAGE Publications, Inc., 1990.

*People and Folks; Gangs, Crime and the Underclass in a Rustbelt City* by John M. Hagedorn. Chicago: Lakeview Press, 1988.

*Rising Above Gangs and Drugs: How to Start a Community Reclamation Project* by The Community Reclamation Project (a local program). Funded by Office of Juvenile Justice and Delinquency Prevention, U.S. Department of Justice, Washington, DC, 1990.

*Gangs in Schools: Breaking Up is Hard to Do*, National School Safety Center, Pepperdine University Press, 1988.

## **RURAL CRIME**

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### **Sources of Information**

#### **American Association of Retired Persons**

Criminal Justice Services  
1909 K Street, NW  
Washington, DC 20250 (202) 728-4363

*Provides brochures and audio-visuals on rural crime prevention including: "How to Protect Your Rural Homestead, Country Crime: What You Can Do," and "Country Crime: What Communities Can Do."*

#### **American Farm Bureau Federation**

Brad Eckart  
225 Taichy Avenue  
Park Ridge, IL 60068 (312) 399-5761

*Provides information on rural crime prevention programs and identification guides for farm equipment. (The guides can be obtained by having local law enforcement contact the American Farm Bureau Federation.)*

#### **National Sheriffs' Association**

1450 Duke Street  
Alexandria, VA 22314 (703) 836-7827

*Provides a 1991 "Rural Crime Prevention booklet."*

#### **Working Committee on Crime Prevention**

P.O. Box 1054  
Bismark, ND 58502 (701) 221-6180

*This committee of the North Dakota Peace Officers' Association receives funding from the state Attorney General's office and responds to requests for information on rural crime prevention programs.*

#### **U.S. Department of Agriculture**

Rural Information Center  
14th & Independence Avenue, SW  
Washington, DC 20250 (301) 344-4372

*Conducts literature searches on rural information, including rural crime, and tries to find information and/or referrals for specific requests.*

### **Books**

*Rural Drug Abuse Prevalence, Relation to Crime, and Programs.* United States General Accounting Office, Report to Congressional Requestors, GAO/PEMD-90-24.

*Focuses on crime prevention programs in the rural United States. Since few studies on this topic exist, this report is invaluable. The first five copies of each GAO report are free. Additional copies are \$2.00 each. Contact GAO at (202) 275-6241, or write U.S. General Accounting Office, PO Box 6015, Gaithersburg, MD 20877.*

# HOW NCPC CAN HELP

The National Crime Prevention Council has a twofold mission.

First, we teach individuals of all ages how to reduce their risk of being victimized.

Second, we energize citizens to look beyond self-protection and involve themselves in neighborhood and community-wide actions that attack causes of crime.

## We do this through:

### Educational Materials

Free from NCPC. Just check the appropriate boxes as on page 27 and mail to NCPC.

*Catalyst*, a community crime prevention newsletter (published ten times annually)

*Your Inside Look at Crime Prevention* (publication)

*We're Not Just Stopping Something, We're Starting Something* (brochure)

NCPC Catalog

McGruff Licensed Products Catalog

*Guidelines for the Use of McGruff*

The following books, reports, kits, posters, and videos represent a small selection of the materials available from NCPC. For a complete catalog, check the appropriate box on page 27 and mail to NCPC. To order any materials from this book, photocopy these pages, highlight or check the items you want, enclose payment, and mail to NCPC, 1700 K Street, NW, Second Floor, Washington, DC 20006-3817. All prices include postage and handling. Bulk discounts available on most items.

Prices effective through September 30, 1991.

### Books

***Challenges and Opportunities in Drug Prevention: A Demand Reduction Resource Guide for Law Enforcement Officers.*** A hands-on guide for working with schools, children, parents, communities, and the workplace in demand reduction. Written for and distributed to law enforcement officers under a special grant, this guide would also be useful for any agency or group planning a drug prevention effort in their community. (M14A, \$12.50)

***Changing Perspectives: Youth as Resources .*** A lively new way for communities to engage youth as a means to solve community problems. Three cities model the concept; evaluation results are shared. A pragmatic tool for anyone who works with or cares about young people. (M16, 83 pp., \$12.50)

***Making a Difference: Young People in Community Crime Prevention.*** A Ford Foundation-sponsored book that tells how young people can take responsible roles in community safety and betterment. (M2, 132 pp., \$10.00)

***Preventing Crime in Urban Communities: Handbook and Program Profiles.*** Breaks new ground in helping organize urban communities to create and sustain safer, more caring climates. (M6, 132 pp., \$10.00)

***Teen Power: Don't Fight Drugs Without It!*** A book which discusses how teens in your community can lead efforts to prevent drug abuse, and why they should and how you can help. (M17, 116 pp., \$10.00)

### Topics in Crime Prevention

"Achieving Success in Drug Prevention: Community-Law Enforcement Partnerships" (R9, \$2.00)

"Crime and Crime Prevention Statistics, 1991 Edition" (R2A, \$4.00)



- "Maintaining Neighborhood Watch Programs" (R5, \$2.00)
- "The Success of Community Crime Prevention" (R5, \$2.00)
- "Working with Older People" (R8, \$2.00)
- "Young People in Crime Prevention Programs" (R7, \$2.00)

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### Kits

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**The Drug Abuse Prevention Kit, Second Edition.** Video: A multi-media package for elementary school-age children. (K6, \$30.00 each)

**Keeping Kids Safe: Kids Keeping Safe Kit.** A convenient, comprehensive kit that provides dozens of ideas to help kids ages 4–12 learn safe behaviors in non threatening ways. (K1, \$20.00 each)

**Partners for a Safe Community Kit.** Shows how preventing crime goes hand-in-hand with renewing community spirit. Available in English and Spanish. (K2 English, K3 Spanish, \$20.00 each)

**We Are Drug Free: Action Kit for Teens.** Materials on preventing drunk driving, steroid abuse, drug abuse, drug trafficking, and more. (K10, \$12.50 each)

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### Posters

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- "Talk! It's Better For Your Kids Than Drugs...So Talk!" (P15),
- "To Be What You Want To Be, Be Drug Free" (P19)
- "If You Want To Fit In, Be Drug Free" (P18)
- "You Might Be Surprised By Our Connection With Crime and Drugs" (P20)
- "Six Things Vandalism is Not" (P4)
- "Saying No Isn't Tough When You Think Like McGruff" (P14)
- "Memo From the Top Dog" (P11)

All posters are \$2.50 each, minimum order four.

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### Videos

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**"Are You Safe? A National Test on Crime Prevention."** Guide includes the videotape (VHS), a discussion guide, and reproducible answer sheet packaged in a vinyl case. The 45-minute video focuses on personal and property crime, including street crime, burglary, safety while driving, rape, and community responses to violence and drug trafficking. "Are You Safe?" is a first-rate teaching tool for teenagers and adults. Use it for a Neighborhood Watch meeting, service club program, a school assembly, a crime prevention fair. (V4 \$30.00)

**"Youth as Resources: The Challenge Within."** Thought-provoking celebration shows youth as the source of solutions, not problems, in their communities. 15-minute video drives home remarkable transformations in youth and adults from youth-led projects to meet community needs. (V5, \$15.00)

## Information Services

The Information and Referral Services maintain the most comprehensive database of crime prevention activities in the United States. All referral information, standard computer searches, and most materials are free. Modest fees are charged for more extensive searches and some materials. Information and materials obtained may not be used for commercial or political purposes.

## Official McGruff Licensees

### Use these educational McGruff Products to promote crime and drug prevention in America.

AIMS Media, 9710 DeSoto Avenue, Chatsworth, CA 91311-4409  
(818) 773-4300, (800) 367-2467 Fax (818) 341-6700

*McGruff educational films and videos in English and Spanish (Gangs, Vandalism, Drugs, Personal Security, Latchkey Children and other topics).*

Commonwealth Toy and Novelty Co., Inc., 45 West 25rd Street, New York, NY 10010 (212) 242-4070 Fax (212) 645-4279

*McGruff plush dolls, hand puppets, and clip-ons.*

Walter Cribbins Co., Inc., 562 Mission St., Suite 405, San Francisco, CA 94105  
(415) 543-8666 Fax (415) 543-4153

*McGruff pens, decals, stickers, pencils, wrist-watches, visors, caps, patches, key chains, coloring books, umbrellas, stadium cushions, mugs, whistles, and other specialty items.*

Essential Services Production, Inc., 75 Varick St., 11th Floor, New York, NY 10013  
(212) 941-6080 Fax (212) 966-0712

*The McGruffletter, Youthwatch, and Kidswatch (crime and drug abuse prevention newsletters).*

ExpoSystems, 8701 Georgia Avenue, Suite 405, Silver Spring, MD 20910  
(301) 587-3907 Fax (301) 587-7849

*McGruff exhibits and displays, from table-top size to mall size.*

The Hawes Corporation, 201 Executive Way, DeSoto, TX 75115  
(214) 709-7400 Fax (214) 709-8849

*McGruff costume, puppets, comic books, and Drug Prevention and Child Protection Program (an elementary school curriculum).*

JII Sales Promotion Associates (formerly Shaw-Barton), 545 Walnut Street, Coshocton, OH 43812 (614) 622-4422 Fax (614) 622-5868  
*McGruff Calendars.*

McGruff Specialty Products Office, 1 Prospect St., P.O. Box 229, Amsterdam, NY 12010  
(518) 842-4388 Fax (518) 842-8317

*Halloween/litterbags, polybags (all sizes-custom orders), coloring books, caps, bookcovers, pens, pencils, mats, notepads, other specialty items.*

Peg's Stationers, 108 W. Beaver Avenue, 2nd Floor, State College, PA 16801  
(814) 237-6539

*McGruff Rubber Stamps (kits and individual stamps).*

Philips Lighting Company, Lamp Lighter Supply (Distributor for Phillips), 604 W. Muller Road, E. Peoria, IL 61611  
(800) 245-2677

*McGruff Night Light.*

Precision Arts, Inc., 2000 Plymouth Rd., Suite 200, Minneapolis, MN 55343  
(800) 328-4088 Fax (612) 546-2264

*McGruff lapel pins.*

Printmark Industries, Inc., Glenbrook Industrial Park, 652 Glenbrook Rd, Stamford, CT 06906-1423 (203) 356-1822 Fax (203) 359-6343

*McGruff reflective apparel and accessories and many other products.*

Promotional Designs, Inc., 16 Elm Road, N. Caldwell, NJ 07006  
(201) 228-9700 Fax (201) 403-9412

*McGruff educational audio-cassette tapes with educational booklets.*

Robotronics, Inc., 1529 N. Main St., Spanish Fork, UT 84660-0822  
(801) 798-3543 Fax (801) 798-3629

*McGruff Robot.*

Safe Ideas, Inc., 153 Birdneck Rd., Suite 123, Virginia Beach, VA 23451  
(804) 425-1287 Fax (804) 425-5590

*Glow-in-the-dark light switch covers, caps, lunch boxes, and other specialty products.*

Stoffel Seals Corp., 400 High Ave., P.O. Box 825, Dept. 5, Nyack, NY 10960  
(914) 353-3800 Fax (914) 353-3876

*McGruff badges, shields, key tags, lapel pins, and other specialty products.*

Warehouse Inc., 10722 Hanna Street, Beltsville, MD 20705-2199  
(301) 937-4843 Fax (301) 937-2916

*Imprinted sportswear (T-shirts, sweatshirts, shorts) and McGruff apparel.*

## McGruff House and the McGruff Truck Programs



A McGruff House is a temporary haven for children who find themselves in emergency or frightening situations such as being bullied, followed, or hurt while walking in the neighborhood. A McGruff House displays McGruff the Crime Dog as its symbol.

The program began in 1982 as a project of the Utah Council on Crime Prevention with cooperation of the National Crime Prevention Council. There are now over 55,000 McGruff Houses nationwide. The National McGruff House Network has been established as a non-profit organization to coordinate this program. Ten states have enacted legislation or resolutions supporting the McGruff House Program with statewide coordination.

McGruff House Programs are established locally as a partnership among law enforcement, schools, and community organizations. These partnerships help screen and select individual applicants and educate participants, children, and parents on how McGruff Houses can help by calling for help. All adult participants must undergo a law enforcement records check as one of the safeguards to help ensure the security of children.



As a variation on the theme, a McGruff Truck Program was initiated. Only a publicly owned, publicly regulated, publicly franchised, or government-regulated utility company whose vehicles are identified by the company's logo and have immediate direct access to two-way communication (e.g., cellular phone, two-way radio) can be considered as a participant in the McGruff Truck Program. Participating utility companies agree to place on McGruff Trucks only those employees who meet the company's most stringent standards for potentially sensitive contact with the public. In addition, all McGruff Truck crew members receive training in appropriate ways to provide assistance. That training is renewed annually.

For more information, contact the National McGruff House Network, Tibby Milne, Director, 1879 South Main, Suite 180, Salt Lake City, Utah, 84115 (801) 486-8768 Fax (801) 486-8815.

The National McGruff House Network is licensed by the National Crime Prevention Council, which owns and reserves all rights to the McGruff character and the slogan, "Take a Bite Out of Crime."

## YOUR COMMENTS, PLEASE

Help us to help you. Please take some time to fill out this form and return it to the National Crime Prevention Council, 1700 K Street, NW, Second Floor, Washington, DC 20006-3817. And to thank you for your help, we will send you two discount coupons for NCPC materials.

**1. How has this guide helped you?  
(check all that apply)**

- Provided new information
- Helped in program planning
- Helped increase community participation
- Helped increase media interest and coverage

**2. Please check the ways you have used/distributed  
the camera-ready materials in this Guide.**

- Door-to-door
- Specific events such as \_\_\_\_\_
- Schools
- PTA meetings
- Neighborhood Watch meetings
- Media handouts
- Others \_\_\_\_\_

3. If you obtained support for printing or other services, please describe from whom and for what.

\_\_\_\_\_

4. Which features/parts of the guide did you find most useful? Least useful?

Most \_\_\_\_\_

Least \_\_\_\_\_

5. What would you like to see included in next year's guide?

\_\_\_\_\_

6. What kind of special events do you hold for Crime Prevention Month? Please share with us pictures, brochures, newsclips, stories, etc. \_\_\_\_\_

7. Is your program listed in NCPC's Information Services System?  Yes  No  
If not, would you like to receive a program questionnaire and User's Guide?  Yes  No

**We would like to stay in touch. Please give us your name,  
address, and phone and fax numbers (if applicable).**

Mailing Address:

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

**MAIL TO:**

**Crime Prevention Month 91  
National Crime Prevention Council  
1700 K Street, NW 2nd Floor  
Washington, DC 20006-3817**

**The following items are available free through the National Crime Prevention Council. Use this handy form to order any or all of these items:**

- Catalyst*, a free community crime prevention newsletter (published 10 times annually)
- Your Inside Look at Crime Prevention* (publication)
- Information on McGruff PSAs
- We're Not Just Stopping Something, We're Starting Something* (brochure)
- NCPC Catalog
- McGruff Licensed Products Catalog
- Guidelines for the Use of McGruff*

## MANY FACES, MANY VOICES

The National Crime Prevention Council has many faces and many voices — the McGruff “Take A Bite Out Of Crime” public service advertising campaign; demonstration programs to help citizens reclaim city neighborhoods from drug dealers; unique initiatives for teenagers that harness their ideas and energies to stop crime and drug abuse and improve school and community life; the 133- organization Coalition composed of national, federal, and state organizations; highly acclaimed training programs; educational materials on every facet of crime prevention that reach millions.

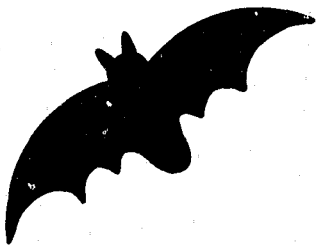
The National Crime Prevention Council believes that this nation cannot fight crime effectively and build safer, better communities unless everyone is involved.

That’s why we work with children, teens, adults and senior citizens, criminal justice agencies, national organizations, federal and state policy makers, schools, churches, Neighborhood Watch groups, social service agencies, corporations and small businesses, drug abuse prevention task forces, and community coalitions.

Perhaps the most devastating side-effect of crime and fear is isolation. When people lock themselves in houses and apartments, fear to use the streets at night, never talk to neighbors, keep their children out of parks, and stay away from school and civic meetings, the community slowly dies. Violence, crime, and drug abuse fill the vacuum.

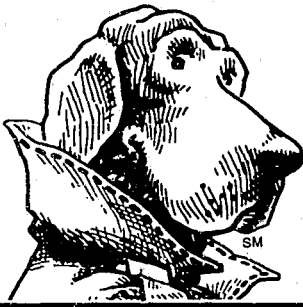
The National Crime Prevention Council provides knowledge about preventing crime; equally important, it promotes formal and informal connections — between law enforcement and community residents, between children and parents, between schools and civic groups, between the elderly and youth. We seek to help empower individuals to take control over their lives and to help empower institutions and corporations to take responsibility for social problems. Our goal is to reduce crime and victimization and to restore the social contract that helps create communities in which people can flourish.

*Please see page three for information on using the reproducible materials that follow. ☛*



# Have a Fun and Safe Halloween!

1. **Trick-or treat only in your own neighborhood, on well lighted streets.**
2. **Have your parent or older brother or sister go with you.**
3. **Throw away any candy or food that is not wrapped by the candy company.**
4. **If there are any suspicious treats, notify the police.**



## **TEN WAYS TO STOP THE VIOLENCE**

1. ***End School Fighting***
  - Don't stand around and form an audience.
  - Don't lose your temper.
  - Find ways to settle arguments without violence.
2. ***Use Your Street Smarts***
  - Avoid going places by yourself.
  - Stand tall and walk confidently.
  - Learn safe routes for walking in your neighborhood.
3. ***Don't Let Your Valuables Make You a Target***
  - Don't flash your cash.
  - Carry your wallet or purse so that it is difficult to snatch.
  - If someone tries to rob you of brand name clothes, hand them over. No clothes are worth your life.
4. ***Don't Be a Victim in Your Home***
  - Tell someone you trust about abuse.
  - If you come home and your house looks broken into, don't go in. Go to a neighbor's and call police.
  - Don't open the door to anyone you don't know and trust.
5. ***Stay Away From Alcohol and Other Drugs***
  - Don't use them.
  - Stay away from places and people associated with them.
  - Help others you know to stay drug-free.
6. ***Report Crime***
  - Tell someone in authority immediately.
  - Remember what the offender looks like.
  - Identify and testify.
  - Report situations that can lead to violence.
7. ***Prevent Sexual Assault***
  - Don't use alcohol or other drugs; they cause bad judgment.
  - Avoid isolated or secluded places; don't go anywhere with someone you don't know and trust.
  - Report anyone who touches you sexually without your permission
8. ***Stay Away from Guns and Knives***
  - Don't carry one. You lose whether you use it or it is used on you.
9. ***Make Sure Friends Get Help They Need***
  - Report threats of suicide immediately to a trusted adult.
  - Help victims of crime overcome physical and emotional damage.
  - Take threats to run away seriously and urge the person to talk to a trusted adult.
10. ***Work with Your Friends and Neighbors to Stop Violence***
  - Join Neighborhood Watch.
  - Help look after young children and senior citizens.
  - Support methods like mediation to help resolve disagreements peacefully.



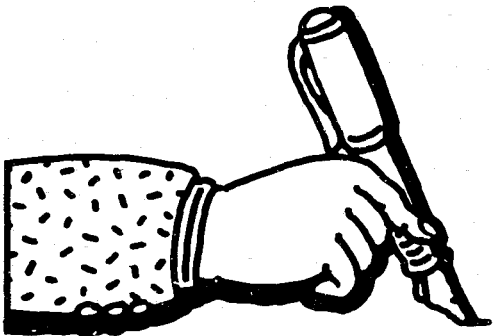
## **DONT LET DRUGS RUIN YOUR NEIGHBORHOOD**

Teens in New York have an alternative to hanging out on street corners -- a safe basement donated by a caring landlord. Using the basement as headquarters, these young people wash cars and hold bake sales to support activities like a "dry" disco (no illegal substances allowed), roller skating, ball games, and movies. In Indiana, teenagers use plays and raps to graphically show peers and younger children the consequences of drug abuse. Fines from adults arrested for substance abuse crimes help high school seniors in Maryland organize a large alcohol- and drug-free graduation party.

The budget lets teens rent a facility -- a city park, a country club, even an airplane hanger have been sites -- and offer entertainment, decorations, food, and prizes.

Even if you don't give your name, turn in drug dealers in your school and community. They're bringing crime to your neighborhood and ruining the lives of many of your friends. The police need your help to catch them.

If your school doesn't have an alcohol or other drug abuse prevention program, start one!



### **WRITE FOR FREE INFORMATION**

National Clearinghouse for Alcohol and Drug Information  
P.O. Box 2345  
Rockville, MD 20852

National Federation of Parents for Drug Free Youth  
Communications Center  
1423 North Jefferson  
Springfield, MO 65802

### **DIAL FOR HELP**

1-800-COCAINE. This toll-free, 24-hour hotline can tell you how and where to get help for cocaine abuse.

1-800-677-7433. From 8:30 a.m. to 5 p.m. EST, professionals answer drug-related questions. Run by PRIDE, (Parents Resource Institute for Drug Education.)

Crime Prevention  
tips from

**National  
Crime Prevention  
Council**

1700 K Street, NW  
Second Floor  
Washington, DC 20006

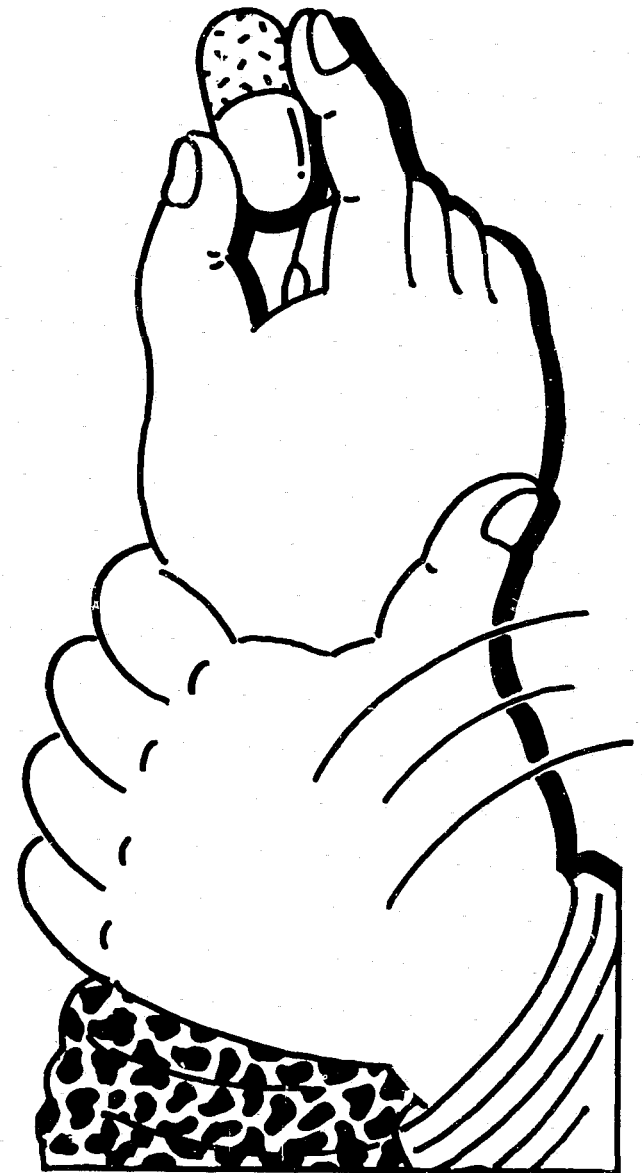
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**LOOK OUT FOR  
YOURSELF, YOUR FRIENDS,  
YOUR COMMUNITY,  
AND HELP ME . . .**

**TAKE A BITE OUT OF  
CRIME®**

# **DON'T LOSE A FRIEND TO DRUGS**





## DON'T LOSE A FRIEND TO DRUGS

Has a friend become moody, short-tempered, and hostile?

Does he seem "spaced out" and always short of cash?

Is she suddenly failing courses and running around with kids you don't trust?

Stop and think about it. Your friend may have an alcohol or other drug problem.

## SIX WAYS TO SAY NO!

You've heard it a thousand times, but if you say "no" when asked to use a drug or drink, it might make friends think twice about doing it. Saying "no" also means you have the strength and brains to choose for yourself. Here are a few ways to do it.

## WHAT SHOULD YOU DO?

Talk to your friend and try to help. Many teenagers get deeper and deeper into drugs and alcohol because their friends, teachers, and parents either pretended there wasn't a problem or didn't know what to do.

Tony and Janet had been good friends in junior high, but hadn't seen much of each other in high school. Tony had heard that Janet was experimenting with cocaine and uppers, but was

still shocked when he ran into her at a party. It took a few minutes for Janet to calm down, and even then she seemed edgy. She told him she skipped classes a lot and didn't care much about school anymore.

Tony couldn't get Janet out of his mind. He looked for her in the halls and lunchroom. Whenever he saw her, he talked to her and urged her to call the local drug abuse hotline. One day, Janet got so low that she finally listened to him.

She found people who would listen to her problems without lecturing her. With the help of a counselor, friends like Tony, and her parents, Janet gave up drugs and started regaining control of her life.

## DOES SOMEONE YOU CARE ABOUT HAVE A PROBLEM? HERE'S HOW YOU CAN HELP

Learn about the effects of drugs (including alcohol) and share the knowledge with friends. For example, smoking pot makes it hard to concentrate and remember things. Heavy pot smokers can become psychologically dependent and develop respiratory problems. PCP and LSD can cause permanent brain damage. Sniffing glue or other toxic substances can produce heart failure or suffocation. Cocaine is deadly and addictive.

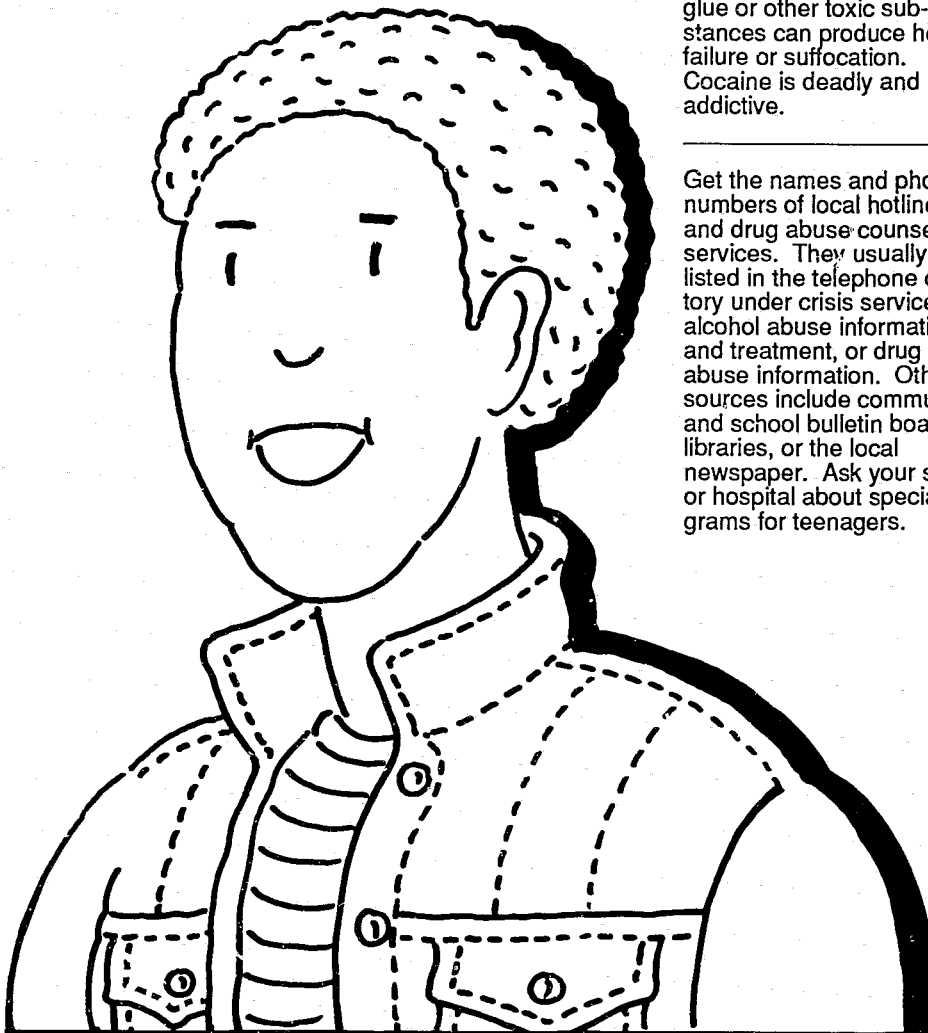
Get the names and phone numbers of local hotlines and drug abuse counseling services. They usually are listed in the telephone directory under crisis services, alcohol abuse information and treatment, or drug abuse information. Other sources include community and school bulletin boards, libraries, or the local newspaper. Ask your school or hospital about special programs for teenagers.

Interest your friends in activities they can enjoy without using alcohol or other drugs. For example, teenagers in a Chicago suburb took it upon themselves to organize a long list of creative, positive ways to spend time, such as trips, movies, discussion groups, aerobics, and community service projects. These activities not only discourage drug abuse, but build teens' self-esteem and give them roles in the community.

Learn how to talk to your peers and younger kids about the dangers of abusing drugs and alcohol. Many communities have programs that teach teenagers how to counsel others about the problems that teens face, including substance abuse. In one rural midwestern town, star high school athletes are trained to teach elementary and middle school students about preventing drug and alcohol abuse.

Remind your friends that buying or possessing pot, cocaine, LSD, PCP, and other illegal drugs is against the law. Being arrested and getting a police record may not seem like a big deal now, but could be when applying for a job or college.

Remember, it takes courage to help a friend who has a drug problem. But a real friend will try.



## WHAT IS BEING DONE?

Many groups like SADD (Students Against Driving Drunk) and MADD (Mothers Against Drunk Driving) have organized to fight drunk driving. They lobby Congress and state legislatures for stiffer penalties for drunk drivers and organize alcohol and drug-free prom and graduation parties. They also operate hotlines to help teens and young adults who think they may have a drinking problem.

Many schools, in cooperation with law enforcement agencies, have started programs to make students aware of the dangers of drunk driving. They often get the message across with slides showing accidents and with speakers who have been hurt in drunk driving accidents. Some schools have programs that allow any student who feels he or she shouldn't be driving to call for a ride, with no questions asked.

These local and national efforts have played significant roles in raising teens' awareness of the drunk driving issue and in decreasing the number of traffic accidents involving teenagers.

For information on these programs, contact your school counselor or parent-teacher association, or write to:

SADD  
Box 800  
Marlborough, MA 01752  
508/481-3568

MADD  
P.O. Box 541688  
Dallas, TX 75354-1688  
214/744-MADD

## SUCCESS SAVES LIVES

The U.S. Department of Transportation estimates that tens of thousands of lives were saved in the 1980s by preventing drunk driving accidents. It happened because local groups like chapters of SADD and MADD were educating teens about drunk driving. It also happened because of heightened public awareness, citizen action, and stricter laws in almost all states, including raising the drinking age to 21, which resulted in saving 10,000 lives.

Although the picture is brighter than in the '80s, there is much more to be done. We can save many more lives in the 1990s.

Crime Prevention  
tips from

National  
Crime Prevention  
Council

1700 K Street, NW  
Second Floor  
Washington, DC 20006

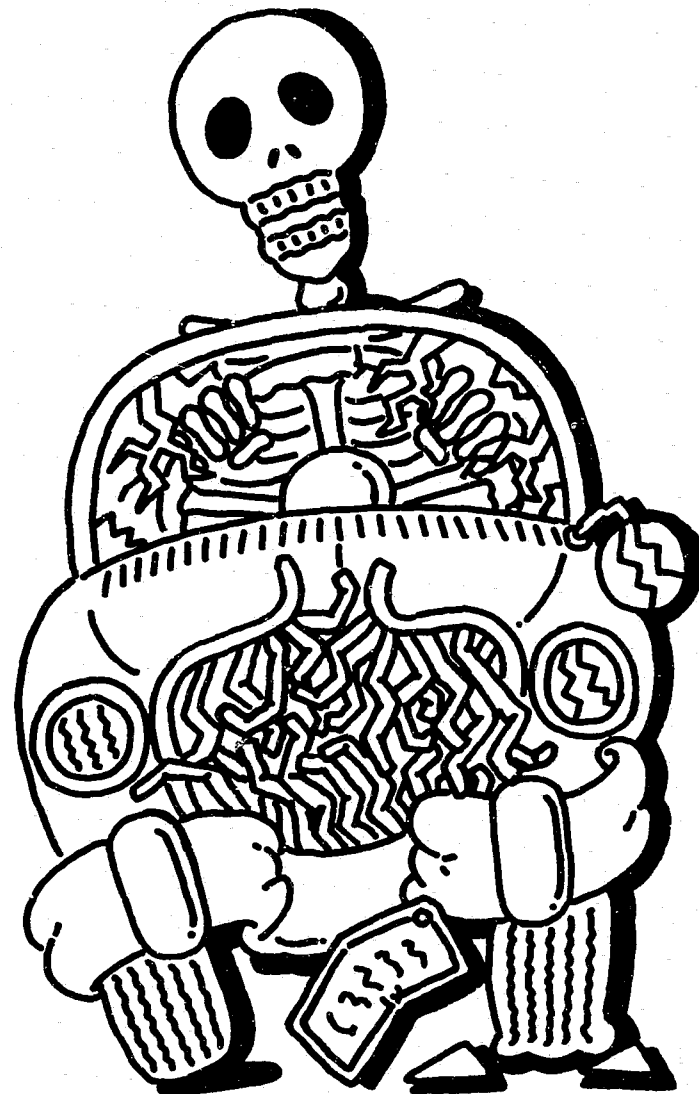
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LOOK OUT FOR  
YOURSELF, YOUR FRIENDS,  
YOUR COMMUNITY,  
AND HELP ME . . .



TAKE A BITE OUT OF  
**CRIME**®

# THE NUMBER ONE KILLER OF TEENAGERS IS DRUNK DRIVING



## THE NUMBER ONE KILLER OF TEENAGERS IS DRUNK DRIVING

The number one killer of teenagers is drunk driving. More than 3,500 teens are killed and another 85,000 injured each year in car crashes involving alcohol. Not all have been drinking; some are passengers or innocent targets of people who drink and drive. Someone in the United States is killed in an alcohol-related traffic accident every 23 minutes. That someone could be your best friend. It could be you.

## SOME FACTS ABOUT ALCOHOL

A can of beer or a glass of wine or wine cooler is just as intoxicating as a shot of liquor. Most state laws define "drunk" as having a Blood Alcohol Concentration (BAC) of 0.10%. But people react to alcohol differently, depending on how recently they have eaten, their metabolism, how tired they are, the medication they take, their emotional state, and their weight.

Because of these differences, no one can predict a "safe" number of drinks. The bottom line is that alcohol is a depressant. Even small amounts slow your physical reactions and thought processes.

## ALCOHOL AND OTHER DRUGS

Combining alcohol and other drugs, even over-the-counter ones, multiplies the dangerous effects of both. Never mix alcohol with any drug, even cold tablets, cough syrups, or medicine prescribed by your doctor.

## DRUNK DRIVING AND THE LAW

Drunk driving is against the law in all states. If you are arrested as a DWI or DUI (Driving While Intoxicated or Driving Under the Influence), you can lose your license, be fined, or go to prison. Don't expect to get off just because you are under 18. Most courts today can try 16- and 17-year-olds as adults in cases where death or severe injury has occurred. If you cause an accident while driving (and the chances are much higher if you've been drinking), your insurance company can increase your rates or cancel your policy. If you are under 21 it's illegal for you to purchase alcohol or a drink -- anywhere!

## IS IT WORTH TAKING THE CHANCE?

No one wants to live with the fact that he or she caused an accident, injured someone, or took a life. If you drink and drive, you are taking that gamble. Don't let your friends take that risk either. If people you know have been drinking, try to stop them from driving -- arrange a ride, call a cab or a friend, or see that they stay put. If these actions don't work, don't ride with them.

## HOW MUCH DO YOU KNOW ABOUT DRINKING AND DRIVING?

True or False?

1. If a person concentrates hard enough, he or she can overcome any effect that drinking has on driving.
2. If you have been drinking at a party, coffee will sober you up quickly before your leave.

3. If you drive home from a party late at night when the roads are deserted, there's not much danger in driving after drinking.

4. It's okay for a person who has been drinking to drive, as long as he or she doesn't act drunk.

5. A drink or two helps people drive better because it relaxes them.

If you answered "true" to any of these questions, you are only fooling yourself. All these statements are false. Be smart. Don't drink and drive!

## ILLEGAL DRUGS AND DRIVING

Alcohol is a drug. It is the most widely abused drug in our nation. A number of drugs that are illegal for everyone, such as marijuana and cocaine, severely impair a driver's skills. Don't use illegal drugs; don't ride with a driver who has used them.

## TEENS CAN HELP EACH OTHER

Be smarter and safer by organizing buses, carpools, or limousines for prom nights and other school parties.

If you are out with a group of friends, be sure to have a "designated driver," someone who pledges not to drink at all. If you or someone else makes one mistake -- illegal drinking -- don't compound it with a second mistake -- driving under the influence.

Get parents to sign pledges that they will not serve beer or liquor to teens in their homes.

Ask a student who has been involved in an alcohol-related accident to speak to your club or even a school assembly about its consequences.

Suggest that parents and teachers run a hotline on prom night. If students have trouble getting to or from the dance or are riding with someone who's been drinking, they can call for a safe ride with no questions asked.

When you're old enough to buy beer, wine, and liquor, don't buy it for younger people. You're not doing them any favors. It's illegal, and you could get a criminal record.



## TIPS ON CHOOSING DAY CARE CENTERS/ BABYSITTERS

1. Find out as much as you can about the caretaker's reputation and whether there have been any complaints in the past. Is the caretaker licensed or regulated in any way? What are their qualifications? Have background checks been made? Have you asked for and checked references?
2. Drop in unannounced, periodically, to ensure that the quality of care meets your standards. Observe how the children relate to the caretaker(s).
3. Ask about the philosophy and practice of discipline. And then ask your child the same questions.
4. Make sure there is ongoing parent involvement. Compare notes with other parents. And, most important, talk with your child daily about how things are going and investigate problems that worry you or become chronic.

## HELPFUL COMMUNITY RESOURCES

Your community may have a McGruff House — an adult-supervised, temporary safe haven for children who may face an emergency such as being bullied, followed or hurt while walking or playing in the neighborhood. Check with your parent-teacher group or law enforcement agency. Or, inquire about starting your own McGruff House.

Schools, recreation departments, churches, or community organizations like the Boys Clubs or YMCA/YWCA sponsor afterschool programs for elementary school children and "drop-in" centers for teens.

And, most important, you are a vital community resource.

## WHAT YOU CAN DO TO HELP

Volunteer to help as a block parent or McGruff House. Or, help someone who is already doing it by volunteering to make phone calls or organize publicity.

If your child's school doesn't include crime and drug abuse prevention in its curriculum, work with the parents' association, teachers' groups, and law enforcement officials to change the situation.

Invite the local crime prevention officer to talk about children's safety to a neighborhood meeting of parents and children or to talk to kids in school about keeping safe and looking out for friends.

Serve as an advocate for sensitive treatment of child victims, for adequate regulation of child care, and for programs that work to keep kids safe and help kids keep themselves safe.

# KEEPING KIDS SAFE



# KIDS KEEPING SAFE

**PARTNERS PARTNERS**

**INVESTING IN A SAFE COMMUNITY**

[Your institutions' logo and address]

and

National Crime Prevention Council  
1700 K Street, NW Second Floor  
Washington, DC 20006  
Telephone: (202) 466-NCPC  
Fax No.: (202) 296-1356



The McGruff Campaign is substantially funded by the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice.

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WOULD YOUR CHILD KNOW WHAT TO DO IF . . .

START WITH THE BASICS

AT SCHOOL AND AT PLAY

AT HOME ALONE

CHILD ABUSE

TIPS ON CHOOSING DAY CARE CENTERS/BABYSITTERS

HELPFUL COMMUNITY RESOURCES

WHAT YOU CAN DO TO HELP

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

He got lost at a shopping mall?

A nice, friendly stranger offered her a ride home after school?

A babysitter wanted to play a secret game that no one would know about?

A friend dared him to hitchhike?

## START WITH THE BASICS

1. **Rehearse with your child his or her full name, address, and phone number, including area code,** and how to make emergency phone calls from home and public phones. Practice on an unplugged phone.
2. **Teach your child to go to a store clerk or security guard and ask for help if you become separated in a store or shopping mall.** Tell them never to go into the parking lot alone. And, when possible, accompany your child to the restroom.
3. **Tell your child never to accept gifts or rides from someone he or she does not know well.** Your child should never go anywhere with another adult, even one who says you have sent him or her. Adopt a family code word to be used if you have to ask a third party to pick up your child. And, make sure your child knows to never, ever, hitchhike!
4. **Teach your children that no one, not even someone they know, has the right to touch them** in a way that makes them feel uncomfortable. Tell them they have the right to say "No" to an adult in this situation.

## AT SCHOOL OR AT PLAY

Walk the neighborhood with your child. Pick out the safest route to school and friends' houses. Avoid danger spots like alleys and wooded areas. Identify safe places to go in an

emergency, like a neighbor's house, a block parent, McGruff House, or an open store.

Encourage your child to walk and play with friends, not alone, and to stay in well-lighted, open areas where others can see them. Teach your child to walk confidently and stay alert to what's going on.

Don't hang a house key around your child's neck. It's a telltale sign that you won't be home when they return from school. Put it inside a pocket or sock.

Encourage your child to look out for other kids' safety and to stay away from strangers who hang around playgrounds, public restrooms and, empty buildings. A stranger is someone the child doesn't know well. Teach your child to remember and report to you the license numbers of people who offer rides, hang around playgrounds, or appear to follow them. If a stranger tries to follow or grab your child, teach him or her to scream "Stay away from me" or "This person is trying to hurt me," and run to the nearest place where people are around.

## AT HOME ALONE

Make sure your child can reach you by telephone, wherever you are. Have your child check in with you at work or with a neighbor when she or he gets home.

Caution your child about answering the phone and accidentally letting a stranger know he or she is alone. The child should say that parents are busy and take a message.

Post important phone numbers near all your home phones:

Police: \_\_\_\_\_  
Fire Department: \_\_\_\_\_  
Emergency \_\_\_\_\_  
Poison Control Center: \_\_\_\_\_  
Mom or Dad at work: \_\_\_\_\_  
Neighbor: \_\_\_\_\_

Agree on rules for having friends over or going to someone else's house when no adult is present.

Work out an escape plan in case of fire.

Tell your child never to open the door to a stranger when alone at home. (Consider the height of your child when installing a peep hole in your front door.) Teach your child how to work door and window locks and make sure to use them.

Discuss fun ways to be home alone. For example — feed pets, read books, or write a letter to a friend or relative.

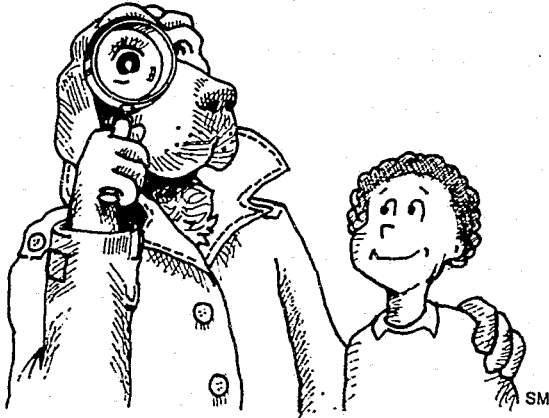
## CHILD ABUSE

At least 100,000 children are reported as victims of sexual abuse each year, and experts say the actual number is much higher. It is especially difficult to detect abuse because the abuser is often a parent, a relative, a babysitter, or close family friend. Children may not recognize it when it happens or know it is wrong.

Encourage your children to always talk with you when someone has abused them.

Be alert for physical and behavioral changes that might signal child sexual abuse. Some physical signs are bruises and scars, bedwetting, loss of appetite, nightmares, venereal disease, and pain or irritation around the genital area. Behavioral symptoms may include refusing to go to school or to be alone, increased anxiety or immature behavior, artwork that depicts strange sexual or physical overtones, and a change in attitude toward a relative, neighbor, or babysitter.

If your child has been abused, report to the police and child protection agency. You may save other children from being harmed. Seek counseling for your child from a community mental health, child welfare, or child abuse treatment center.



*Crime Prevention tips from:*

**The National Crime Prevention Council**  
1700 K Street, NW, 2nd Floor  
Washington, DC 20006  
202-393-7141

*and*

# THE WATCHER'S GUIDE TO A SAFE COMMUNITY

REMEMBER, Watch groups are not vigilantes and do not assume the role of the police. They only ask citizens to be alert, observant, and caring and serve as extra eyes and ears for law enforcement and for their neighbors.

If you have any questions, call your Block Captain.

Keep these numbers close to the telephone.

Police or Sheriff \_\_\_\_\_

Fire \_\_\_\_\_

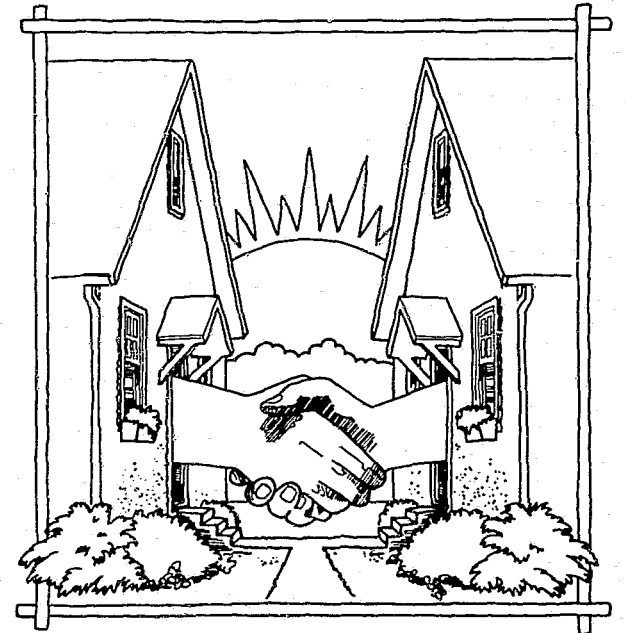
Block Captain \_\_\_\_\_

McGruff's National Citizens' Crime Prevention Campaign is substantially funded by the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice.



*Help me, McGruff*

**TAKE A BITE OUT OF  
CRIME®**



By reducing opportunities for crime, looking out for your neighbors, and acting as extra eyes and ears for law enforcement, you as a member of a Watch group can improve the quality of life in your community.

First, check security in your own home. Your police or sheriff's department may provide a free home security survey. Make sure there are good locks on exterior doors and windows and use them. Don't forget to lock up when you go out, even if it's only for a few minutes. Trim shrubbery that hides doorways or windows and join Operation Identification to mark valuables. If you leave for a vacation, use timers on lights and radios to make your home appear lived-in and have a neighbor take in your mail and newspapers. Make an effort to know your neighbors and their daily routines. Keep your block map near the telephone for emergencies. Check your neighborhood for things that might contribute to crime like poor street lighting, abandoned cars, vacant lots littered with debris, or boarded-up buildings.

An important responsibility of Watchers is to report anything suspicious to the police or sheriff's department. Look for:

- Someone running from a car or home.
- Someone screaming. If you can't determine what the screams are for, call the police and report it.
- Someone going door-to-door in the neighborhood or looking into windows and parked cars.
- A person who seems to have no purpose wandering in the neighborhood.
- Any unusual or suspicious noise that you can't explain, such as breaking glass, or pounding.
- Vehicles moving slowly, without lights, or with no apparent destination.
- Business transactions conducted from a vehicle. This could involve the sale of drugs or stolen goods.

- Offers of merchandise at ridiculously low prices. They're probably stolen.
- Property carried by persons on foot at an unusual hour or place, especially if the person is running.
- Property being removed from closed businesses or residences known to be unoccupied.
- A stranger entering a neighbor's home or apartment that appears to be unoccupied.
- A stranger in a car stopping to beckon to a child.
- A child resisting the advances of an adult.



### **How to Report**

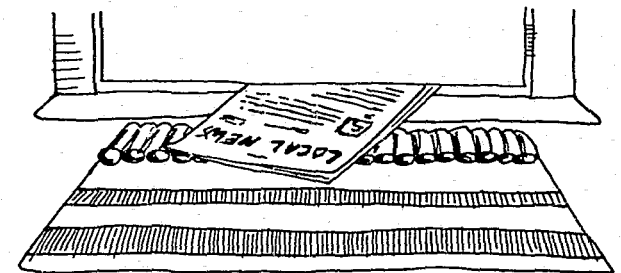
The police need to have accurate information as quickly as possible about a suspicious activity or crime in progress.

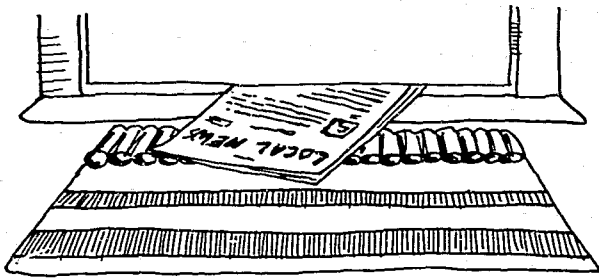
- Give your name and identify yourself as a member of a Watch group.
- Describe the event in as brief a manner as possible. Where, When, How, and Who did it?
- Tell if the crime is in progress or if it has occurred.
- Describe the suspect—what sex, race, age, height, weight, hair color, clothing, accent, beard or mustache, and distinctive characteristics or clothing.
- Describe the vehicle if one was involved—color, make, model, year, license plate, special markings, dents, which way did it go?

### **Keep Neighborhood Watch Going and Growing**

Just because crime declines, don't let your Neighborhood Watch group die. Stay alert and aware, be neighborly, and look to other activities to enhance community safety and well-being.

- Conduct home security surveys and Operation Identification for elderly and handicapped residents.
- Organize citizen patrols to walk around streets or apartment complexes and alert police to crime and suspicious activities. Cars with CB radios can patrol.
- Organize meetings that focus on current issues such as isolation of the elderly, drug abuse, crime in schools, after school programs, child safety, and victim services.
- Publish a newsletter that gives local crime news, recognizes block captains and other persons who have helped the police by reporting, and highlights community activities.
- Make a resource list for your Watch group of numbers to call for emergencies, child abuse, victim services, lighting, street repair, mediation services, youth activities, etc.
- Work with local building code officials to require adequate locks and other security devices in new homes and buildings.
- Organize a community clean-up day.
- Start a Safe Home Program for children.
- Don't forget events like a Fourth of July parade or a pot luck dinner that give neighbors a chance to get together.





- Publique un pequeño periódico con noticias acerca de los crímenes ocurridos en la comunidad, acerca de los dirigentes de cuadra y otras personas que han ayudado a la policía, acerca de las actividades que se están llevando a cabo en la comunidad, etc.
- Haga una lista de los números de teléfono para las emergencias, para reportar el abuso de menores, los servicios a víctimas, la iluminación, la reparación de calles, las actividades para jóvenes, etc., de manera que el grupo Watch pueda utilizarla.
- Consulte con los miembros del gobierno local encargados de la administración del código de construcción para lograr que se exija la instalación de cerraduras adecuadas y otras medidas de seguridad en los nuevos edificios y residencias.
- Organice un día especial para limpiar el barrio.
- Organice un programa Safe Home (Casa Segura) para los niños.
- Recuerde que las ocasiones especiales, tales como el desfile del cuatro de Julio o una cena preparada en común, ofrecen magníficas oportunidades para que se reúnan los vecinos.

**RECUERDE** que los grupos Watch no son vigilantes y no reemplazan a la policía. Su propósito es lograr que los vecinos se mantengan alerta, que sean observadores, que se preocupen unos por otros y que se conviertan en los ojos y oídos de sus vecinos y de la policía.

Para obtener mayor información llame a su Capitán de Cuadra.

Tenga a mano los números de teléfonos siguientes:

Policía \_\_\_\_\_

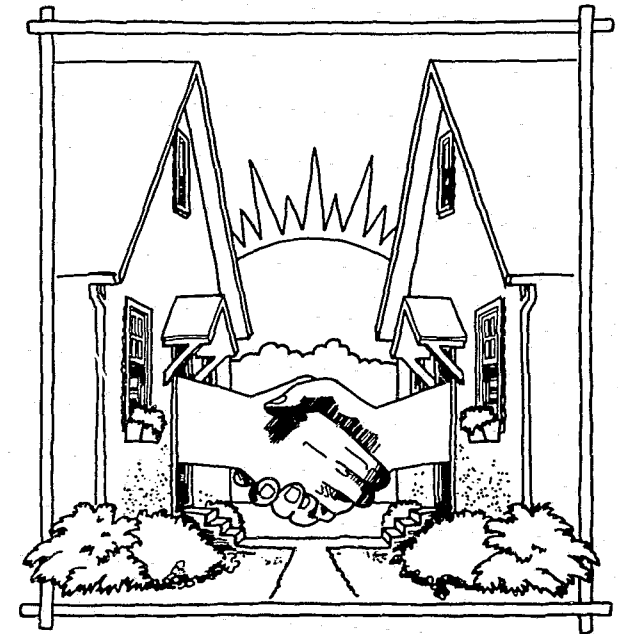
Bomberos \_\_\_\_\_

Capitán de Cuadra \_\_\_\_\_

*Sugerencias para prevenir el crimen de:*

**The National Crime Prevention Council**  
1700 K Street, NW, 2nd Floor  
Washington, DC 20006-3817

# UNA GUIA PARA HACER DE SU COMUNIDAD UN LUGAR SEGURO—LOS GRUPOS WATCH



*McGruff, the Crime Dog*

**TAKE A BITE OUT OF  
CRIME®**



Los miembros de los grupos Watch (Grupos de Vigilancia) pueden contribuir a mejorar las condiciones de vida en la comunidad al reducir las oportunidades de que se aprovechan los criminales, al proteger a sus vecinos y al convertirse en los ojos y oídos de las autoridades.

Como primera medida, es necesario determinar qué tan seguro es su propio hogar. Es posible que su departamento de policía ofrezca una inspección de seguridad gratis. Asegúrese de que las puertas y las ventanas que dan al exterior cuentan con buenas cerraduras, y no se olvide de cerrar bien la casa cuando vaya a salir aunque sólo sea por unos minutos. Recorte los arbustos que puedan ocultar las puertas o las ventanas, y únase a Operation Identification (Operación Identificación) para marcar sus objetos de valor. Si se va de vacaciones, instale un sistema que enciende y apaga las luces y la radio automáticamente de forma que su hogar no parezca deshabitado, y pídale a un vecino que le recoja el correo. Haga un esfuerzo por conocer a sus vecinos y las costumbres de los mismos. Mantenga cerca del teléfono un mapa de la cuadra donde vive en caso de que se presente una emergencia. Realice una inspección de su barrio o comunidad para determinar qué factores pueden estar contribuyendo al crimen, como por ejemplo: la mala iluminación, automóviles abandonados, terrenos baldíos llenos de desperdicios y edificios deshabitados.

Una de las responsabilidades más importantes de los Watchers (miembros de los grupos Watch) es el reportar cualquier situación sospechosa a la policía. Póngase alerta cuando:

- Alguien sale corriendo de un automóvil o de una casa.
- Alguien grita. Si no puede determinar la causa de los gritos, dé parte a la policía.
- Observa a algún desconocido pasando de casa en casa, mirando a través de las ventanas de las casas y de los automóviles estacionados.

- Observa a algún desconocido deambulando por el barrio sin motivo aparente.
- Oye cualquier ruido extraño o sospechoso que no tiene explicación, tales como vidrio rompiéndose o golpes.
- Ve a un vehículo transitando con mucha lentitud, sin encender las luces o sin destino aparente.
- Observa cualquier transacción en un automóvil, pues puede tratarse de una venta de drogas o de artículos robados.
- Alguien le ofrece mercancía a precios demasiado bajos, pues probablemente es robada.
- Ve a alguien que va cargando algún artículo a una hora o en un lugar fuera de lo común, especialmente si va corriendo.
- Observa que alguien se lleva objetos de un negocio que está cerrado o de una residencia deshabitada.
- Ve que un desconocido en un automóvil llama a un niño.
- Ve a un niño tratando de alejarse de un adulto que lo acosa.



### **Como dar parte o avisar a la policía**

La policía necesita información precisa lo más pronto posible acerca de cualquier actividad sospechosa o crimen que se esté cometiendo.

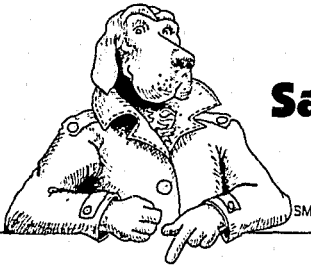
- Dé su nombre e identifíquese como miembro de uno de los grupos Watch.
- Describa la situación lo más brevemente posible. Dónde. Cuándo. Cómo. Quién.
- Diga si el crimen se está cometiendo en esos instantes o si ya se cometió.
- Describa al sospechoso: sexo, raza, edad, estatura, peso, color del cabello, ropa, acento, barba o bigotes y cualquier otra característica o ropa que lo distinga.
- Si hay un vehículo envuelto en el asunto descríballo: color, marca, modelo, año, número de la matrícula (license plate), cualquier característica especial, abolladuras y hacia dónde se dirigía.

### **Mantenga al grupo Neighborhood Watch activo y creciendo**

No permita que su grupo Neighborhood Watch caiga en la inactividad una vez que se haya logrado reducir el crimen. Manténgase alerta y al tanto de lo que ocurre, sea un buen vecino y busque actividades que contribuyan a la seguridad y al bienestar de la comunidad.

Le ofrecemos las sugerencias siguientes:

- Lleve a cabo inspecciones de seguridad y Operation Identification (Operación Identificación) en los hogares de los vecinos ancianos y los minusválidos.
- Organice grupos de vecinos para que patroillen las calles y los edificios, y den parte a la policía sobre cualquier crimen o actividad sospechosa. Los automóviles con equipo de radioaficionados (CB) pueden resultar de gran utilidad en estas patrullas.
- Organice reuniones que enfoquen los problemas de la comunidad, tales como el aislamiento de los ancianos, el abuso de las drogas, el crimen en las escuelas, los programas de actividades después de las horas escolares, la seguridad de los niños y los servicios a las víctimas de crímenes.



## Check Your Safety Habits at Home

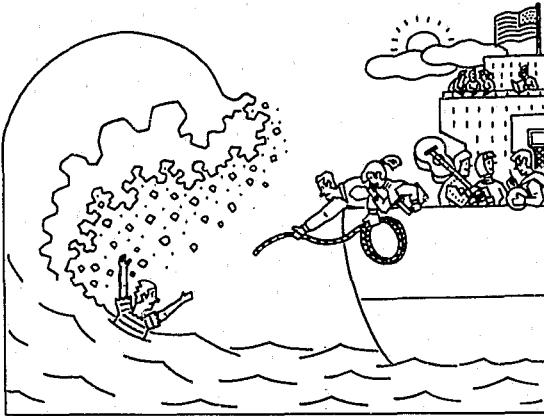
- Do you know your neighbors? Do you look out for them? Do they look out for you?
- When the door bell rings, do you check to see who it is before opening the door?
- Do you always ask a sales person, meter reader, repair or delivery person to show an identification card before letting him or her in?
- Do you caution your children and babysitters not to open the door to unexpected visitors and delivery persons?
- Have you and your neighbors cleaned up dirty alleys, litter and broken windows? They all attract crime to your neighborhood.
- Do you hang up immediately on nuisance and obscene phone calls?
- Have you posted emergency numbers for police, fire and paramedics on every phone in the house?
- If you are at home, working or just relaxing, are your doors locked?
- If you have to leave your children at home alone, do you make sure they know where you can be reached, when you are coming home, and the name and number of a friend or neighbor to call in an emergency?
- Do you and your neighbors have a phone network to alert each other to suspicious activity?
- Do you procrastinate a few days before replacing a burned out lightbulb over your front door, garage, or yard?
- Do you keep blinds, shades, and drapes closed at night?
- Do you test your smoke alarms and, if you have one, the burglar alarm, once a month?



## UNA LISTA DE BUENOS HABITOS A SEGUIR PARA LA SEGURIDAD DE SU HOGAR.

- ¿Conoce a sus vecinos? ¿Se preocupa Ud. por la seguridad de ellos y ellos por la de Ud.?
- Cuando alguien toca a la puerta, ¿se asegura Ud. de quién es antes de abrir?
- ¿Le pide Ud. identificación a los vendedores, inspectores, mandaderos u otros individuos antes de dejarlos entrar?
- ¿Ha enseñado a sus hijos y a otros en su hogar a no abrir la puerta a desconocidos?
- ¿Se han preocupado Ud. y sus vecinos de limpiar los callejones, recoger la basura y otros desperdicios? Un barrio desordenado y sucio atrae criminales.
- ¿Cuelga o corta la comunicación de inmediato cuando recibe llamadas obscenas o simplemente fastidiosas?
- ¿Ha anotado Ud. los números de teléfono de la policía, los bomberos y los paramédicos en un lugar conveniente y cerca de todos los aparatos telefónicos en su hogar?
- ¿Mantiene sus puertas cerradas cuando está en su hogar ya sea trabajando o descansando?
- ¿Si tiene necesidad de dejar a sus hijos solos en casa, ¿deja anotado el número de teléfono del lugar donde Ud. va a estar, les dice a qué hora piensa regresar y deja el número y el nombre de un amigo o vecino a quien puedan llamar en caso de una emergencia?
- ¿Han organizado en su barrio una red de teléfonos de emergencia para avisarse unos a otros si ven actividades sospechosas?
- ¿Reemplaza Ud. de inmediato los focos fundidos frente a la puerta de entrada, el garage o el patio?
- ¿Cierra por la noche las persianas y las cortinas?
- ¿Revisa Ud. una vez al mes las alarmas de humo y contra robos?

## DOES A FRIEND HAVE A DRUG PROBLEM? REACH OUT AND HELP



You might make the difference between a friend getting help and getting worse, if you talk directly with your friend about his or her drug problem.

- ▶ Prepare in advance. Think about how to describe the problem, what worries you, and where your friend can get help.
- ▶ Talk privately. Try to find a neutral place. Be sure he or she isn't high. Be candid and direct about the problem.
- ▶ Be calm, but let your friend know that you really care.
- ▶ Offer help. Know telephone numbers of hotlines and treatment centers.
- ▶ Stick with it. Your friend may resist at first. Your friend may not like what you say, but needs your help.

### NATIONAL HOTLINES

National Cocaine Hotline 1-800-262-2463  
 National Runaway Switchboard and Suicide Prevention Hotline 1-800-621-4000  
 PRIDE Drug Information Line (8:30 a.m. - 5 p.m. EST) 1-800-677-7433

Look out for yourself, your friends, your community, and help me...



**TAKE A BITE OUT OF  
CRIME**

## PROTECT YOURSELF AGAINST DATE RAPE

When you hear the word rape, you probably see a brutal stranger suddenly attacking his victim in a dark and deserted place. But statistics show another picture. In at least one-third of all reported rapes, the women knew their attackers. They were people the women had reason to trust—a date, a neighbor, a classmate, or a co-worker.

A "date" or "acquaintance" rapist often is well-mannered, respectful, or attentive at first. He exploits a woman's trust to put her in a situation where she's vulnerable to sexual attack. And victims often blame themselves, thinking it was a result of some misunderstanding. They forget that being forced into having sex, even if it's by someone they know, is still rape and an act of violence.

### PROTECT YOURSELF

- ▶ When you first date someone you don't know well, check him out with friends. Arrange to meet someplace where there are other people or go out with a group.
- ▶ Be assertive. Clearly and firmly, let your date know your limits and when you don't like his behavior. Be prepared to withstand psychological pressures and to follow up with actions, like leaving or screaming for help.
- ▶ Trust your instincts. If you feel uneasy about a situation, stay alert and look for ways to get out. Forget about being polite, and don't worry about being embarrassed.
- ▶ Don't get drunk or take drugs. Alcohol and drugs decrease your ability to take care of yourself and make sensible decisions.
- ▶ Don't leave a party, concert, dance, or ball game with someone you've just met.
- ▶ Always be prepared to find your own way home. Carry change for an emergency phone call to your parents or a friend, or enough cash for a taxi.

Look out for yourself, your friends, your community, and help me...



**TAKE A BITE OUT OF  
CRIME**

## TAKE ACTION TODAY!

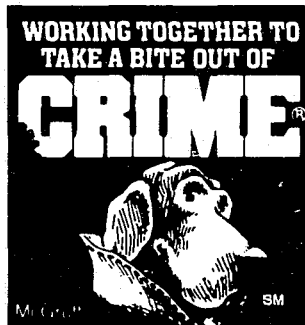
✓ Get your neighborhood watch group to look out for abandoned vehicles and get them removed. The Flatbush Development Corporation in Brooklyn, New York has employed teenagers during the summer to plow through the city bureaucracy to have abandoned cars towed from the streets.

✓ Share this brochure with co-workers and neighbors.

✓ Check your state laws regarding salvage titles, secure ownership documents, and VIN inspection programs. Are they sufficient protection against professional thieves and "chop shops?"

✓ Mark your car in a secret way — initials scratched under the hood, a small card with your name on it dropped inside the door panel.

Provided by:



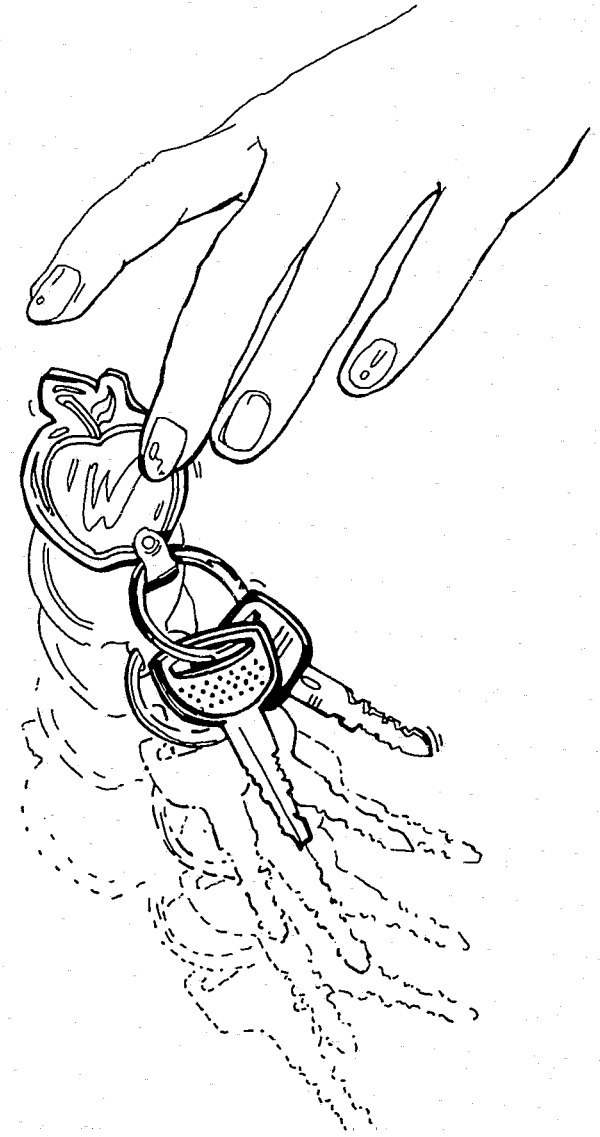
A message from  
The National Crime Prevention  
Council in partnership with ADT.

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**CARELESS  
CARELESS  
CARLESS**

Could you live without your car? Old or new, it takes you to work and back, carries groceries, gets you and your family to social events and vacations, makes trips to the doctor and dentist. It's also a major investment and may be a symbol of your independence or success.

And yet, often through carelessness, many people risk losing their cars, trucks, and vans to thieves.



Auto theft is a serious crime that is on the increase. Over 1 million vehicles are stolen every year. That's 2 a minute, and almost half are never recovered. Thefts of car accessories and valuables left in cars, combined with the value of cars stolen, add up to a loss of over \$1 billion a year.

Most auto thefts can be prevented. Don't make it easy for professional thieves or joyriders to take your car.

### KEY SENSE

✓ Many stolen cars were left unlocked, some even with the key in the ignition. Lock your car and pocket the key when you leave for a minute or several hours. Close windows all the way, and make sure the trunk is locked.

✓ Never leave an identification tag on your key ring. If your keys are lost or stolen, it could help a thief find your car and burglarize your home.

✓ Don't hide an extra car key under the floor mat or under the hood.

### PARKING

✓ Park in a well-lighted and busy area, particularly at night or if you expect to come back to your car at night.

✓ If you must park in a commercial lot or garage, leave only the ignition key with the attendant.

✓ Avoid parking in public lots, like those of shopping malls and apartment houses, for long periods of time. These unattended lots are favorite targets for auto thieves.

✓ Park with front wheels turned sharply to the curb to make it difficult for thieves to tow your car away.

### PROTECTING VALUABLES

✓ Take everything of value with you or lock it in your trunk. Don't leave luggage, packages, and other valuables inside the car to tempt a thief.

✓ Engrave accessories such as CB radios, stereos, tape decks, and hub caps with a unique identifying number. Consider installing special brackets that allow you to remove CBs and radios and place them in the trunk.

✓ Don't leave the vehicle title, credit cards, gas cards, or checkbooks in the car.

### ANTI-THEFT DEVICES

Many products now available delay the car thief and buy time. The longer it takes to steal a car, the more discouraged the thief is likely to become and the greater the chances are of being caught.

Anti-theft devices include:

✓ Alarms that activate a siren, the horn, or lights when a door, trunk, or hood is opened.

✓ Steering column locks.

✓ A second ignition switch or "kill switch" which opens the circuit directly at the coil or distributor. Your car will not start unless the hidden "kill switch" is thrown.

✓ Smooth tapered door locks that cannot be unlocked by a wire or coat hanger.

✓ Tape deck lock mounts.

✓ Locking gas tank cap.

✓ A fuel switch which closes a valve that cuts off the fuel supply.

Many new car manufacturers offer various anti-theft devices as options. Check with the dealer before you buy a new car. Some insurance companies reduce premiums for cars with such devices.

### THE ABC'S OF VINS

Since 1969, the Federal government has required manufacturers to engrave a unique number, the VIN (Vehicle Identification Number) on all passenger cars in one visible and several hidden locations. Legislation enacted in 1984 requires that VINs or other serial numbers be placed on up to 14 major parts of frequently stolen automobiles beginning with the 1987 model year. VINs are registered with the FBI's computerized National Crime Information Center. These numbers facilitate the tracing of stolen cars, and make it more difficult for the growing numbers of chop shops—garages that dismantle stolen cars and sell the parts—to operate.

✓ One VIN is engraved on a metal plate on the dashboard near the windshield. Ask your police or sheriff's department if they sponsor programs to engrave VINs on glass and other parts of the car.

### DON'T BUY A STOLEN CAR

If you unwittingly buy a stolen car, you can lose both the car and money invested. In many states, knowingly buying a stolen car or product is a crime.

When buying a used car:

✓ Verify that the VIN plate is intact, looking for signs of tampering or alteration. Check it against the VIN on the ownership documents.

✓ Examine the title and registration carefully. If you have any suspicions, contact your local law enforcement agency for help.

✓ Ask the seller about the vehicle's history and past financing and insurance. Verify this information with the bank or insurance company.

✓ Complete all paperwork at the time of the sale.

### IF YOU ARE THE VICTIM

Inform the police or sheriff's office immediately if your vehicle is broken into or stolen. Because stolen cars are frequently used in the commission of other crimes, quick reporting may not only help recover your vehicle, but may prevent its use for illegal purposes. Testify in court if needed.

The police will need specific information to identify the car. You should have a record of the following:

- ✓ Year and make, model, color
- ✓ License number
- ✓ VIN
- ✓ Special equipment: CB radio, tape player, car phone
- ✓ Dents, scratches, or other accidental damage that make your car different from similar models.

**"Don't leave the vehicle title, credit cards, gas cards, or checkbooks in the car."**

### The Pyramid Scheme

Someone offers you a painless way to make money. You invest a certain amount and solicit others to do the same. They then solicit others, and so on — like a chain letter. This is the Pyramid Scheme. Sometimes the initial investors are paid a small dividend, but when the pyramid crashes — and it always does — everyone loses. Except the person at the top who has just skimmed off everyone's money and never invested it.

### Funeral Chaser

Shortly after the death of a relative, someone delivers a leather-bound Bible that your deceased relative allegedly ordered. Or you get a bill in the mail for an expensive item on which you must make the payments. The Funeral Chaser uses obituary notices to prey on bereaved families. Remember, you are not responsible for anyone else's purchases, and all legitimate claims will be settled by the estate.

### BARGAINS THAT AREN'T BARGAINS

A "free" inspection uncovers needed repairs that will cost thousands of dollars. Or a contractor comes to your home and offers a special half-price deal on a roof because he has extra materials from another job. These are favorite tricks of dishonest firms or individuals who victimize homeowners. Always get several estimates for any major work, and don't be pressured into accepting a one-day-only offer. Ask for references and check them out. Get a written contract, and make sure you understand its provisions.

Never pay for work in advance. Withhold payment until the job is completed. Pay by check, not cash.

### CHARITY RACKETS

The cause sounds worthy and the solicitor is sincere, but it's a charity you've never heard of, or its name sounds like that of a well-known charitable group. Before you give, ask for identification on both the charity and the solicitor. Find out the charity's purpose, how funds are used, and if contributions are tax deductible. See if it is authorized to solicit in your state. If you are not satisfied with the answers and feel something isn't quite right, don't give.

**PARTNERS  
PARTNERS**

**INVESTING IN A  
SAFE COMMUNITY**

[Your institutions' logo and address]

and

**National Crime Prevention Council**  
1700 K Street, NW Second Floor  
Washington, DC 20006  
Telephone: (202) 466-NCPC  
Fax No.: (202) 296-1356



The McGruff Campaign is substantially funded by the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice.

# SOUNDS TOO GOOD TO BE TRUE?



## HOW NOT TO GET CONNED

## WHAT WOULD YOU SAY IF SOMEONE . . .

Called on the phone and offered a free gift, just for verifying a credit card number and expiration date?

Showed up at your door on a spring day and quoted a bargain price on repairing the roof or sealing the driveway because the materials were left over from a big job in the neighborhood?

Tried to sell you extra health insurance, claiming that your present policy and Medicare won't cover nursing home care?

### SAY . . .

First, I have to check with the Police Department (or Better Business Bureau)

or

No, thank you.

or

I want to think it over for a few days.

or

I need to talk to my children and my lawyer before I decide.

## AWARENESS PAYS DIVIDENDS

Con games and swindles are crimes over which people have total control. The keys to prevention are alertness to any offer involving money or property that "sounds too good to be true," awareness about the most common con games, and cooperation with law enforcement.

If it does happen, report it. It's embarrassing to be the victim of a con game. But the only way to expose the con artist and prevent

others from being hurt in the same way is to tell the police.

## FOR YOUR OWN PROTECTION . . .

Be suspicious of anyone who offers you a chance for quick and easy wealth.

Be wary of exaggerated claims for health and medical products, such as cures for cancer or arthritis, hair restorers, quick weight loss. Before buying any cure-alls, check with your doctor, pharmacist, or clinic.

Don't give any details about your credit cards to phone solicitors even if they offer you gifts, a free vacation, or a sweepstakes prize.

Check out any "work-at-home" schemes with your local or state consumer protection agency.

Never buy property sight unseen. Check out the site and the seller before signing anything. Ask for the HUD report if the property is advertising interstate.

Don't give credit cards, checkbooks, or savings account passbooks to your housekeeper or caretaker. Don't make an employee a joint owner of your bank account or your property.

Be suspicious of high pressure sales tactics.

Never make cash transactions in secret. Discuss any large transaction with your banker.

If you shop by mail, use companies that you know are reputable or who are recommended by friends.

## PROTECT YOUR COMMUNITY

- Be alert to news about con artists in the local media. Share the news with neighbors, friends, and Neighborhood Watch group.
- If you've been a victim of a con game, write to the editor of the local newspaper to warn others.
- Call your police department, consumer protection agency, or district attorney's office if you think you've been conned or you suspect a friend or neighbor has been swindled.
- Pass this brochure on to elderly friends who are unable to leave their homes.

## A GUIDE TO THE CLASSICS

### Pigeon Drop

Two strangers tell you they've found a large sum of money or other valuables. They'll split the good fortune with you if everyone involved puts up "good faith" money. You turn over your cash, and you never see your money or the helpful strangers again.

### Bank Examiner

A so-called bank official asks for your help to catch a dishonest teller. You are to withdraw money from your account and turn it over to him so he can check the serial numbers. You do and you get a receipt, but your cash is gone. No legitimate bank official would ever ask you to withdraw your money.

- Use Direct Deposit for Social Security or pension checks.
- Keep emergency numbers for police, fire, paramedics by the telephone.
- Mark valuable property like televisions, VCRs, cameras with a personal identification number recommended by a law enforcement agency. Make a photographic inventory of jewelry and antiques. Also, make a listing for insurance purposes with descriptions, makes and serial numbers.

**IF YOU SUSPECT A BURGLAR HAS  
BROKEN INTO YOUR HOME, DON'T GO  
IN. GO TO A NEIGHBOR'S AND CALL  
POLICE.**

### When driving

- Always lock your car doors. Never leave keys in the ignition when you leave the car, even for a few minutes.
- When you drive, keep the doors locked and windows up. Park in well-lighted, busy areas.
- Don't leave packages or other tempting articles in view in a locked car. Lock them in the trunk.
- Never, never pick up hitchhikers.
- If you have car problems, be especially wary of strangers who offer help. Stay in the car and ask them to call a service truck and the police.

### Don't be flimflammed by a con artist

Con artists prey on older people who worry about insurance, investments, and maintaining their homes. Regardless of how nice and polite someone may be, be suspicious of any proposal that — sounds too good to be true, has to be kept secret, requires immediate cash.

### Be especially wary of:

"Get rich quick" opportunities or schemes for which you have to put up good faith money;

Bargains on home repairs or improvements;

Investments that promise unusually high returns;

Someone claiming you owe money for an item ordered by a deceased relative;

Work-at-home schemes, door-to-door sales, telephone sales, supplemental health insurance, miracle cures, glasses and hearing aids at bargain prices from unknown sources, unfamiliar charities.

**IF YOU ARE A VICTIM OF CRIME, HELP  
IS JUST A PHONE CALL AWAY.**

Report all crime, no matter how minor or even embarrassing, to the police or sheriff's office. They can link you up with victim service agencies, the district attorney's office, and other agencies whose staff are there to help you.

**PARTNERS  
PARTNERS**

**INVESTING IN A  
SAFE COMMUNITY**

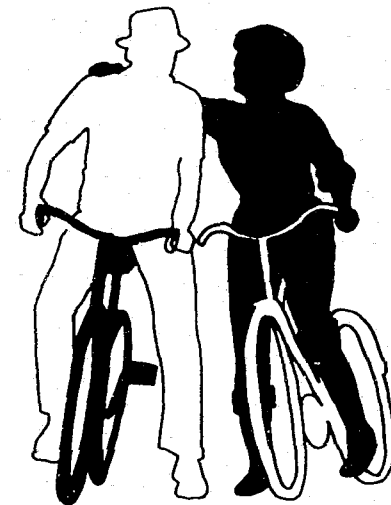
[Your institutions' logo and address]

and

National Crime Prevention Council  
1700 K Street, NW Second Floor  
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# COMMON SENSE CRIME PREVENTION

## FOR

# SENIOR CITIZENS





Crime prevention is everybody's business. It's not just a job for the police.

Common-sense measures — like locking a door, joining Neighborhood Watch, going to the bank with a friend — can help prevent crime.

Many older men and women fear crime even though, statistically, their risk of being victimized is low.

### Let's look at some facts.

- Compared to other age groups, people 65 and over have the lowest rates for most types of crime, with a few exceptions such as purse snatching.
- We all greatly fear crimes of violence, but these are the ones that happen least often.
- Most murders and assaults are committed by relatives or friends, not by strangers.
- The crime of rape almost never happens to women over 65.

Statistics aside, when older people are victimized — even by a minor crime — the effect can be physically, emotionally, and financially devastating.

## PREVENTION POWER

The following tips help you reduce your risk of being a crime victim. The common-sense actions also empower you by building confidence in your ability to protect yourself and be independent.

### Good Neighbors — the Frontline Defense

- Work out a buddy system with a neighbor. Check on each other every day.
- Let neighbors know when you go on a trip so they can watch out for your house or apartment. Return the favor when they go away.

- Join a Neighborhood Watch group, or ask the police or sheriff's office to help organize one.
- Volunteer for a block parent program that provides a safe haven for neighborhood children in emergencies.
- If crime is a problem in your area, consider a citizen patrol — residents who walk, or drive, around the neighborhood and use CB radios to report crime or suspicious activities to law enforcement. Many patrols also offer escort services.

### Out and About

- Stay alert and tuned into your surroundings. Don't daydream.
- Go out with a friend whenever possible.
- Try to walk in a confident, relaxed manner. Make brief eye contact with approaching strangers.
- Trust your instincts. If you feel uncomfortable in a place or situation, leave.
- Try carrying a small change purse with only the money or credit cards that you need, instead of a large handbag with straps. Keep your wallet in an inside jacket or front pants pocket.
- Don't burden yourself with packages, and don't wear shoes or clothing that restrict your movements.
- Walk on well-lighted busy streets. Stay away from vacant lots, alleys, or construction sites.
- Avoid displaying large amounts of cash or other tempting targets such as expensive jewelry.

- If someone grabs your purse or packages, try to keep your balance, get away, and shout for help.

### On the Bus and Subway

- Use busy, well-lighted stops.
- Don't fall asleep. Stay alert!
- Watch who gets off on or off the bus or subway with you. If you feel uneasy, walk directly to a place where there are other people.

### At Home

- Lock up! Get good locks and use them. Exterior doors — deadbolt lock. Sliding Glass doors — special lock or broom handle in door track. Windows — good lock or special device for ground floor windows.
- Light up! Make sure all porches, entrances, and yard are well-lighted. Use timers when you are away or come home after dark.
- Use a wide-angle peephole (installed at your height) to identify people who come to the front door.
- Ask all service and sales people for identification before you let them in your home. Don't hesitate to call employers for verification.
- Be sensible about keys. Don't put an address tag on your key ring, and don't hide an extra key under a doormat or flower pot.
- Hang up immediately on harassing or obscene phone calls. If the caller persists, call police and the phone company.
- For an extra measure of protection: Don't keep large amounts of cash at home.