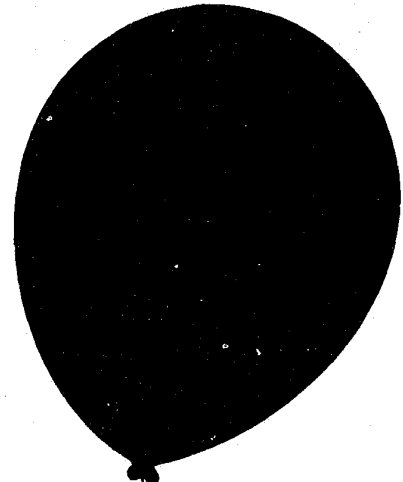


Protecting Our Children



138389

uilding the Future



Crime Prevention Month, 1992

Sponsored by the Crime Prevention Coalition

**U.S. Department of Justice
National Institute of Justice**

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SEP 2 1992

ACQUISITIONS

Protecting Our Children — Building The Future

A Guide to Celebrating Crime Prevention Month 1992

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In 1990, the National Crime Prevention Council invited—and challenged—Americans to celebrate a decade of the McGruff “Take A Bite Out Of Crime” campaign by making a firm commitment to help stop crime and build better communities. More than 200 cities, government agencies, and civic organizations registered as McGruff Anniversary Communities and pledged to complete ten activities between September 1990 and June 1991. Three activities were mandatory: persuading local government to issue a commemorative proclamation for October, Crime Prevention Month; contacting the local media and urging them to use the McGruff public service advertisements; and setting up a task force to start at least one program with a long-term impact on the community.

The following McGruff Anniversary Communities sent NCPC excellent reports which provided many ideas for this guide. We thank them and salute their outstanding work in community crime and drug prevention. This book is dedicated to them.

California Federation of Women’s Clubs
Palm Beach Gardens, Florida
South Daytona, Florida
Harwood Heights, Illinois
Des Moines County, Iowa
Great Bend, Kansas
Erlanger, Kentucky
Cambridge, Maryland
Fridley, Minnesota
St. Bonifacius-Minnetrista, Minnesota
Horn Lake, Mississippi
Dover Township, New Jersey
Cortland, New York
Lynbrook, New York
Douglas County, Oregon
Erie, Pennsylvania
Muhlenberg Township, Pennsylvania
Hopkins County, Texas
Leesburg, Virginia

Introduction

Driven by concern for the nation's children and young people, the Crime Prevention Coalition (136 national and state organizations who form a network for crime prevention) has chosen "**Protecting Children — Building the Future**" as the theme for Crime Prevention Month 1992. Consider the facts:

- ❑ Children are the poorest age group in America. In 1990, one in five children (12.7 million) was poor.
- ❑ Annually, about 1.9 million young people ages 12 to 19 are victims of violent crimes. About 3 million are victims of property crimes.
- ❑ Teens are nearly three times more likely than adults to be violent crime victims.
- ❑ Every day, ten Americans age 19 and under are killed in suicides, homicides, and gun accidents. Many more are wounded.
- ❑ One in five students has feared being attacked at school. One in eight has feared being attacked going to or from school.
- ❑ An estimated 2.4 million cases of suspected child abuse, child sexual abuse, and child neglect are reported to child protective authorities each year. Since 1980, reports of child abuse have quadrupled.
- ❑ Families on average have less income on which to bring up their children. Between 1979 and 1990, the real median income of families with children fell by 5%, while the costs of housing, health care, transportation, and education rose.

Our children are our future. We must work together to insure that all children learn and play in safe schools and neighborhoods, that national, state, and local governmental policies and programs support healthy families, and that young people are given opportunities to grow into adults with a sense of community responsibility. Safety, attention to the quality of life, and an active, caring citizenry are crime prevention basics.

Crime Prevention Month offers a prime opportunity to focus public attention on serious community issues, revitalize personal and program energies, and recognize outstanding contributions to the cause. It's also a time for celebration and hope, a time to stand up and say, "We will not tolerate crime and drugs in our community, and we are taking action!"

Sources:

Bureau of Justice Statistics, Office of Justice Programs, U.S. Department of Justice
Kids Count Data Book: 1991-92 Edition
National Center for Health Statistics
National Center on Child Abuse and Neglect

EVERY CHILD HAS THE RIGHT • EVERY CHILD HAS THE RIGHT • EVERY CHILD HAS THE RIGHT • EVERY CHILD HAS THE RIGHT • EVERY CHILD HAS THE RIGHT

Police Officers' Freedom Bill For Children

Every child has the right to a drug-free environment.

Every child has the right to be free from violence.

Every child has the right to live free and protected from all forms of physical, sexual, and psychological abuse.

Every child has the right to possess property without fear of theft.

Every child has the right to a role model, such as a police officer, whose responsibility is to provide guidance towards a lawful path in life.

Every child has the right to actively participate in youth programs offered by communities and law enforcement agencies.

Every child has the right to enjoy life to its fullest, to achieve their dreams and become law abiding and productive citizens of our society.

Every child has the right to be protected against all forms of harassment and discrimination.

Every child has the guaranteed right to equal protection under the law.

Source: International Association of Chiefs of Police, Crime Prevention Committee

EVERY CHILD HAS THE RIGHT • EVERY CHILD HAS THE RIGHT • EVERY CHILD HAS THE RIGHT • EVERY CHILD HAS THE RIGHT • EVERY CHILD HAS THE RIGHT

Using This Action Guide

This guide contains tools to help you plan and launch a Crime Prevention Month that will raise public awareness of the critical need for crime and drug prevention education and activities, focus policymakers' and civic leaders' attention on these issues, and honor individuals and organizations who have made significant contributions to the community's well-being. In the following pages, you'll find:

- ❑ A Publicity Kit with tips for working with the media, an update on the fall 1992 McGruff public service advertising campaign, a sample press release, a sample proclamation, a calendar of special events throughout the year with potential for crime prevention partnerships, and a fact sheet on the well-being of children and teens today.
- ❑ Community events to kick-off Crime Prevention Month — a Starter List.
- ❑ Stretching Your Resources, explaining ways to raise funds and make the most of in-kind services.
- ❑ Special Focus Issues — Ideas and Resources: How to use any or all four themes as part of Crime Prevention Month.

Children and Teens Can Prevent Crime
Start Early to Teach Drug Abuse Prevention
Recognize Violence and Look for Nonviolent Ways to Manage Conflict
Every Child Deserves a Safe School

- ❑ Spread the Word About Crime and Drug Prevention With McGruff Licensed Products!
- ❑ What You Need to Know About Using McGruff
- ❑ NCPC can Help: Services and materials that can assist you.
- ❑ Your Comments, Please.
- ❑ Reproducible brochures, posters, activity sheets, and news articles.

Getting The Word Out— A Publicity Primer

Working With the Media

1 Visit your local newspaper, radio station, and television station before you start sending news releases or ask for coverage of Crime Prevention Month events.

Make an appointment. Talk to the television and radio stations' producer in charge of public or community affairs and their news director. See the newspaper's city editor or features editor.

Be brief. Leave a one-page fact sheet and business cards.

Ask about deadlines, the slowest news days, and what departments might be interested in stories.

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

2 As early as possible, give the media a schedule of the events you plan for October. As new activities are added, send a revised schedule. This "Crime Prevention Month Alert!" should briefly describe the event, when and where it will take place, who will take part, and the audience.

3 Provide story ideas — good human interest stories a reporter could follow up on. For example:

A McGruff House success story — how a McGruff House volunteer helped a child who was running from a potential molester or comforted a lost child.

Teens who write and perform drug abuse prevention raps or plays for younger children.

Effective conflict management programs in schools that had been plagued by violence.

How a Neighborhood Watch group drove drug dealers from its streets and made them safe again for children.

A partnership between law enforcement and businesses that teaches interview techniques and job skills to teens.

4 Suggest a special program: a radio or cable television talk show to debut in October that focuses on crime, drugs, and violence in the community and how they affect children; a video spotlighting the community's local heroes — people who have helped make children's and teens' lives safer and better; a weekly crime and drug prevention column in the newspaper.

The News Release

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

Send releases to newspapers, television, and radio stations at least one week before each event of Crime Prevention Month. Follow-up with a phone call a day or two before the event.

Keep the release to one page, if possible, and never more than three pages.

Do your releases on a word processor and make high-quality photocopies. If you know people with desktop publishing skills, enlist their help.

Have someone who has never seen the release (or who is trained in proofreading) proofread it before releasing the news to the world.

Use the standard format demonstrated in the Sample News Release on the next page.



Sample Press Release

For immediate release

October 1, 1992

Further information

Everycity Police Department
Officer J. Friendly
000-111-2222
000-111-2223 (fax)

Mayor Proclaims October as Crime Prevention Month

Mayor/Governor/Council President _____ signed a proclamation today recognizing October as Crime Prevention Month. Joined by other community leaders, he/she urged all individuals, government agencies, businesses, and civic groups to work together to make their community a safer, better place to live. "If our children are to have any future, we must take a stand against the rising tide of crime, drug trafficking, and violence," said the mayor. "Everyone can do something: children can take SAY NO TO DRUGS pledges; teens can clean up graffiti and tutor; senior citizens can report crime; businesses can provide release time for employees to mentor children and teens. Law enforcement alone cannot conquer crime and drugs. They are community problems that require community solutions."

Chief of Police _____ emphasized that, while we read and hear about crime daily, actions that prevent crime and build community often receive little attention. "Crime Prevention Month is a positive opportunity to spotlight innovative and effective prevention programs as well as outstanding efforts by individual citizens," he/she said.

The _____ Police Department, in collaboration with the Neighborhood Watch Council and the Drug (or Violence or Crime) Prevention Task Force, has planned many events during this month-long celebration. Look for a Crime and Drug Prevention Fair in the _____ Mall on October 3, a community-clean up day on October 10 (special trash pickup provided by the city), special activities for families during a Kids and Families First Day (October 24), a community forum titled "Do we have gangs?" (October 21), and Halloween parties with McGruff as the master of ceremonies in the city's schools and recreation centers on October 31.



McGruff's Public Service Ads

The National Citizens' Crime Prevention Campaign — symbolized by McGruff and the "Take A Bite Out Of Crime" slogan and now in its 11th year — is one of The Advertising Council, Inc.'s top campaigns, achieving approximately \$50 million yearly in media space and time donated for the ads. Almost all children and most adults recognize McGruff as the national symbol of crime prevention. And an overwhelming majority of children and adults who know him say they trust McGruff and would try to follow his advice.

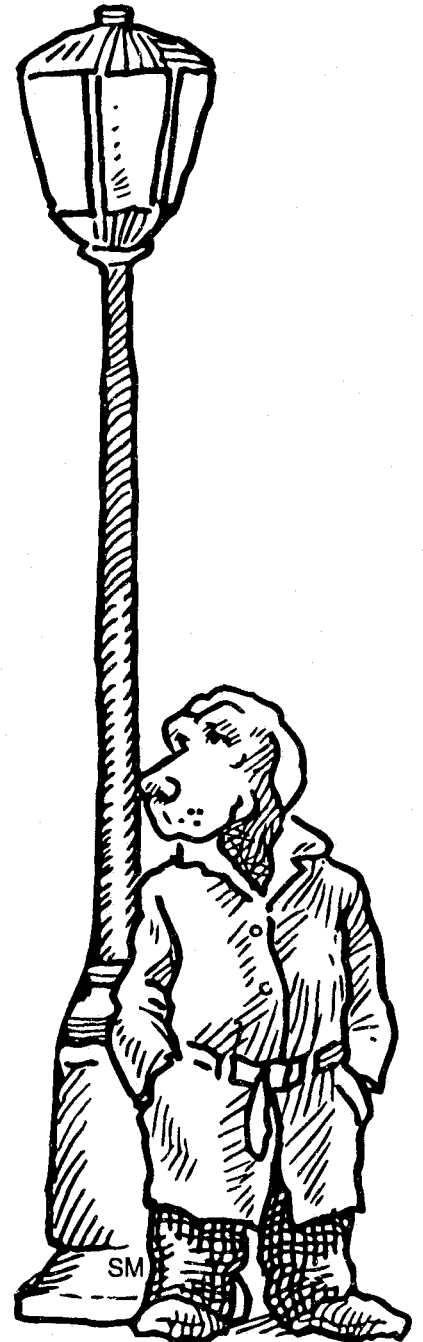
This powerful symbol is an unbeatable partner, especially with children, during Crime Prevention Month and year-round. In October 1991, the National Citizens' Crime Prevention Campaign and the Ad Council launched a series of hardhitting, anti-violence public service advertisements that stressed the terrible toll violence takes on children, youth, and families. For the first time, the ads featured a toll-free number (800-WE-PREVENT) that people called in unprecedented numbers to obtain additional information on preventing violence.

Three tasks drive the public service advertisements (PSAs) created for television and scheduled for October 1992 release:

- ▣ continuing the anti-violence messages introduced last year for adult audiences and the toll-free 800 number;
- ▣ raising awareness among the Hispanic population about community organization strategies; and
- ▣ talking to young children about "street sense" and avoiding violence and drugs. (for December release)

This year's PSA for adults again dramatizes the impact of violence on children and calls for parents, teachers, and other caretakers to take preventive action. It includes the 800-WE-PREVENT toll-free number successfully introduced last fall.

Developed expressly for two Hispanic networks and ten Hispanic television stations, the second PSA, in Spanish, shows how communities can organize to reclaim neighborhoods from drugs, crime, and gangs. Individuals seeking more information can call 800-727-UNETE.



Quick tips

- ✓ It's never too early to begin planning events.
 - ✓ Use the media to get advance notice out to the public.
 - ✓ Distribute materials that promote crime and drug prevention — booklets, brochures, pencils, key chains, etc. — at every event.
 - ✓ Involve volunteers!
 - ✓ Make a notebook of newspaper clippings, flyers, meeting minutes and memos, log of radio and television coverage, etc. to help plan for next year's Crime Prevention Month.
 - ✓ Thank everyone who helped out with letters, phone calls, a a "wrap-up" breakfast or lunch.
-

The third new PSA puts McGruff on center stage to talk to children about taking care of themselves — while going to and from school, being at home alone, and handling pressures to use drugs. Look for the introduction of McGruff's nephew! The creators of McGruff hope that the nephew will further enhance the Crime Dog's legendary ability to communicate with children.

You Make the Difference!

Through funding from the Bureau of Justice Assistance (Office of Justice Programs, U.S. Department of Justice), the National Crime Prevention Council and The Ad Council make sure that television and radio stations, newspapers, magazines, transit authorities, and outdoor advertisers receive the McGruff ads. **Given the intense competition for donated space and airtime, getting the ads on the air (or in print) depends in large part on your advocacy with local media.**

In deciding whether to use a public service ad, the broadcast media's station manager or public affairs director and the newspaper editor look at the issue's importance to your community and how effectively the ad addresses that issue. You can influence that decision.

☑ Make phone calls and write letters. Visit the TV or radio station, the newspaper, your transit advertising agency, and posting companies.

☑ Convince them that crime, violence, and drug prevention are front-page concerns in your community. Cite the track record of the McGruff Campaign, emphasizing its potential as a catalyst for local action by individuals and organizations.

☑ Work with the media to localize the McGruff television ads by adding a phone number — the crime prevention unit of the police department, a community task force, a hotline for reporting drugs and crime. Be sure that you can send educational materials in response. (NCPC can provide camera-ready material you can reproduce with your agency's name.)

☑ Don't overlook radio stations with their diverse audience — commuters in cars, teenagers, children at home alone after school, the elderly. It's easy and inexpensive for a station to add a local phone number and address to a McGruff radio ad.

For copies of the current McGruff PSAs, call the Ad Council's fulfillment house at 800-933-7727. For information on the current McGruff Campaign, contact NCPC at 202-466-6272.

Declare October Crime Prevention Month!

Join with governors and mayors across the nation to declare October Crime Prevention Month. Suggest the idea of a proclamation 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 1992

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, successful crime and drug prevention programs depend on effective partnerships among law enforcement, concerned individuals, governmental agencies, schools, community groups, businesses, 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

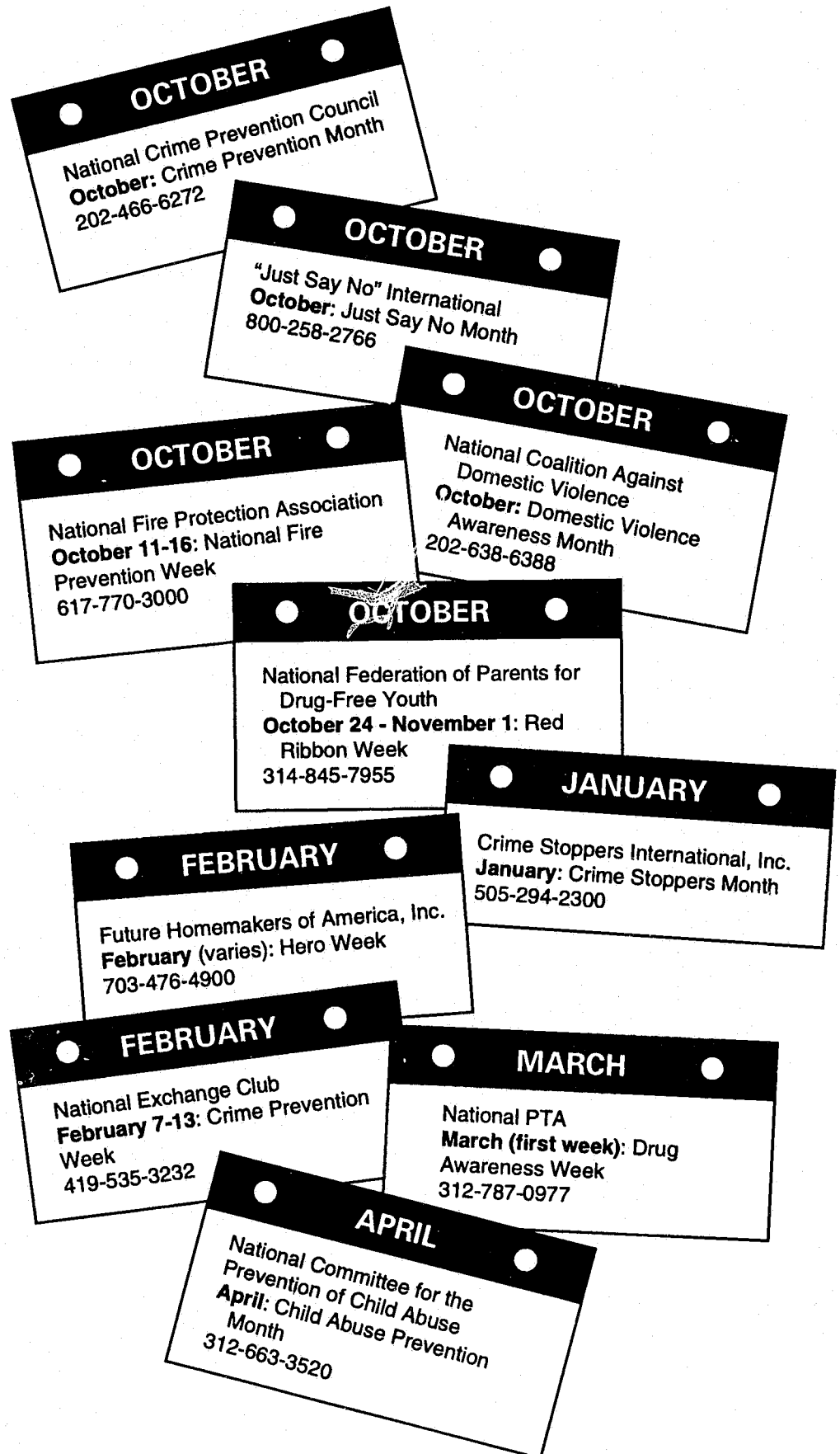
Whereas, it is essential to raise public awareness of crime and drug prevention and increase involvement in crime prevention and related community service programs;

Now, Therefore, I (name of leader), (title), do hereby proclaim October 1992 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 PREVENTION MONTH 1992

Partner With Other Special Events



throughout The Calendar Year!

APRIL
Keep America Beautiful, Inc.
April: Keep America Beautiful
Month
203-323-8987

APRIL
National Council on Alcoholism and
Drug Dependence, Inc.
April (1st weekend): Alcohol-Free
Weekend
212-206-6770

APRIL
National Victim Center/National
Organization for Victim Assistance
April (varies): National Victim Rights
Week
817-877-3355 or 202-232-NOVA

APRIL
Points of Light Foundation
April 18-24: National Volunteer
Week

APRIL
Youth Service America
April 20: National Youth Service Day
202-783-8855

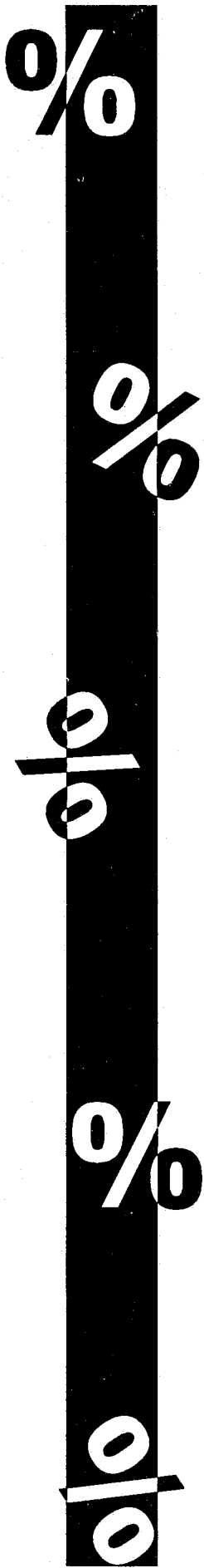
MAY
Concerns of Police Survivors
May 10-16: National Police Week
301-599-0445

MAY
"Just Say No" International
May (2nd week): Just Say No
(to drugs) Week
800-258-2766

MAY
National Center for Missing and
Exploited Children
May 25: National Missing Children's
Day

AUGUST
National Association of Town
Watch
August (1st Tuesday): National
Night Out
215-649-7055 or 800-NITE-OUT

SEPTEMBER
National Association of State Alcohol
Drug and Abuse Directors/
National Prevention Network
September: National Alcohol & Drug
Treatment Month
202-783-6868



Facts You Can Use — A Statistical Portrait Of U.S. Children and Teens

Investigations confirmed over 1.5 million cases of child abuse and neglect in 1990. And more than three children die each day in the United States from abuse and neglect.

Every day, 10 Americans ages 19 and under are killed in gun accidents, suicides, and homicides.

Teens represent about 14% of the U.S. population, but fall victim to 30% of the violent crime and 24% of the property crime against people 12 and older.

Teens are nearly three times more likely than adults to be violent crime victims.

Black teens are three to five times more likely than white teens to be murdered.

One in 11 students (9%) report being crime victims at school. Property crimes affected 7%, violent crimes victimized 2%.

15% of students report gangs present at their schools. Of these students, 35% feared attack at school and 24% feared attack going to or from school.

One in four high school seniors reported using illicit drugs during 1991, a decrease of 53% from 1980. Use of alcohol dropped from 88% to 78% during the same period.

In a one month period, alcohol was used by 25% of eighth graders and 43% of tenth graders.

Binge drinking — 5 or more drinks at one sitting — within a two week period was reported by 13 percent of eight graders and 23% of tenth graders.

An estimated 10 million children under age 18 are affected in some way by the substance abuse of their parents.

In 1990, almost 13 million children, 2 million more than in 1980, lived with single parent families.

The percent of children living in poverty increased in 40 states over the past decade for a nationwide increase of 22%.

Although child abuse occurs in all racial, ethnic, cultural, and socioeconomic groups, physical abuse and neglect are more likely among people in poverty. Reflecting the high rates of poverty among ethnic minorities, minority children enter the child protection system in disproportionately large numbers.

Between 1973 and 1990, families with children headed by someone under age 30 saw their median income drop by 32%.

Sources:

Center to Prevent Handgun Violence, Washington, DC

Children's Defense Fund, Washington, DC

High School Senior Survey conducted by the University of Michigan's Institute for Social Research under a grant from the National Institute for Drug Abuse (U.S. Department of Health and Human Services).

Kids Count Data Book: 1991-92 Edition, Annie E. Casey Foundation and the Center for the Study of Social Policy.

National Center for Health Statistics, U.S. Department of Health and Human Services, Washington, DC

National Center on Child Abuse and Neglect, U.S. Department of Health and Human Services

National Crime Victimization Survey, Bureau of Justice Statistics, U.S. Department of Justice

Uniform Crime Reports, FBI, U.S. Department of Justice



Assess The Well-Being Of Your Community's Children

Comprehensive, accurate information about children and teens in your community provides a solid foundation for developing an effective prevention program. Talk with law enforcement, schools, child protection and child welfare services, organizations serving youth, public health and mental health agencies to obtain recent statistics. Take a hard look at the availability of daycare facilities, after-school programs, job and recreational opportunities for teens, and community service options for young people. Survey students in junior and senior high schools.

This information can help you motivate community leaders, support requests for funds, raise public awareness of problems, and stimulate creative thinking and planning for prevention activities.

To help assess the quality of life for your community's children, write to the National League of Cities, Children and Families in Cities Project, 1301 Pennsylvania Avenue, NW, Washington, DC 20004 for a free copy of the guide, **Your City's Kids**.

Community Events To Kick-Off Crime Prevention Month

Kick-off events that grab the public's attention and set a tone of commitment and energy for Crime Prevention Month require advance planning. Here are some ideas to get you started.

Ask your local chief executive or legislative body to proclaim October as Crime Prevention Month. Schedule a press conference and ask the local newspaper to devote an entire page to the proclamation.

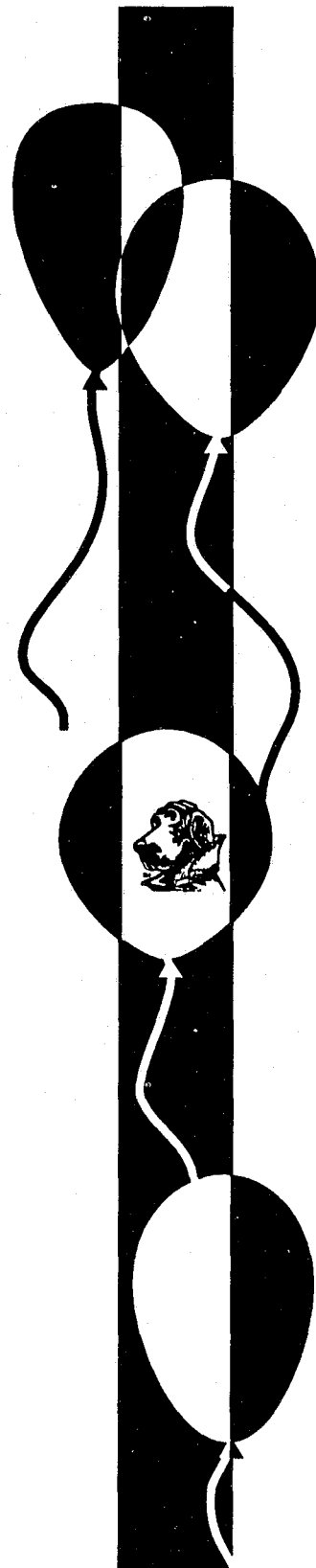
Select one Saturday in October as a Kids and Families First Day. Encourage recreational facilities, museums, libraries, and shopping malls to design activities and programs for families — parent-child athletic events, special tours, read-aloud programs of classic children's stories, bike rodeos, discounts on movies and meals, hikes. Challenge their creativity!

Sponsor an essay contest for junior and senior high school students on the theme, "What can we do to reduce violence in our community?" Ask the local newspaper to publish the winning essays during October.

Try a Take the Pledge Campaign. Ask all ages to make a specific commitment to do three things — one for self or family, one for friends or the neighborhood, and one for the community — to prevent crime and drugs during the year ahead.

Plant a tree in remembrance of those victimized by violence — child abuse, murder, handgun accidents. Work with religious organizations, civic groups, school clubs, law enforcement, and victim advocacy organizations to make this an annual, community-wide event.

Hold a crime and drug prevention fair in a school, a business or church parking lot, or a mall. Involve all kinds of community institutions from law enforcement and drug treatment centers to businesses and hospitals.





Organize a community clean-up day to bring back pride in the neighborhood and make it safer. Paint over graffiti, clean litter from roadsides, help a recycling center. Make it a family event and celebrate at day's end with a block party.

In the spirit of Halloween, get Neighborhood Watch groups, older youth, and law enforcement to form a "Pumpkin Patrol" — cars marked with Halloween pumpkins that cruise the streets on Halloween night to make sure that kids enjoy a safe Trick or Treat time.

Have a community-wide yard sale and donate a portion of the proceeds to crime and drug prevention causes — a McGruff costume for the police department, furniture for a drug counseling center, after-school activities for children and teens, printing and mailing costs of a Neighborhood Watch newsletter.

Launch a Youth Council with teens from schools, recreation programs, and clubs. Challenge them to assess young people's key needs and develop projects that address these concerns.

Make a symbol of your commitment to building safer, better communities — a banner, a quilt, a flag — and display it throughout October.

Stretching Your Resources

Rejuvenate your volunteer pool. Register with a volunteer clearinghouse, advertise in church and club newsletters, put a notice up in the library, give presentations to senior centers, talk with schools about adding a community service component.



Hold a special event as a fundraiser — a Fun Run, an athletic event, a golf tournament. The Des Moines County Sheriff's Department raised \$12,500 for crime prevention and education programs with a wheelchair basketball game between a touring Arkansas team (the Rolling All-Stars) and local law enforcement officers (the Burlington Bobbies).

Produce and sell a community calendar, featuring a different helping agency (fire, law enforcement, recreation, drug treatment, etc.) each month. Ask a local business to underwrite printing costs. The Bowdoin Crime Prevention Council in Maine created an eye-catching cover for its calendar by using a photo of McGruff with children, parents, fire fighters, a school principal, a police officer, a state legislator, and a D.A.R.E. officer.

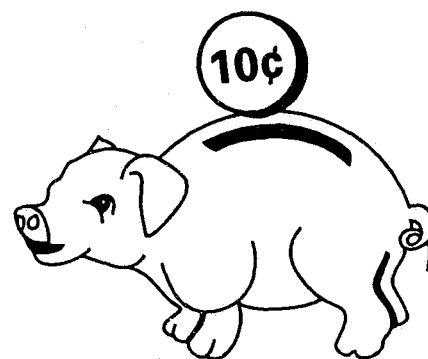


Hold a Jail-A-Thon. "Arrest" McGruff (or the mayor, police chief, sheriff, elected officials, policymakers, or media celebrities) and set "bail." McGruff stays in jail until enough donations are raised to cover bail which can be anywhere from \$25 to \$100 or more. Invite the media — it's a great photo opportunity!



Ask local businesses to join in a "A Dime for Crime and Drug Prevention Day" by donating a dime for every \$10 in sales to a local drug prevention education fund. In a variation on this theme, the Ohio Crime Prevention Association (OCPA) worked with the Kroger Company to sponsor the Kroger Co-Shop. During one weekend in October, OCPA encouraged members to do their regular grocery shopping at a designated Kroger store. In turn, Kroger agreed to donate a percentage of all money spent by participating shoppers (who identified themselves to the checkout persons with a special coupon) to the OCPA.

Recruit senior centers or independent living centers to help with mailings and other labor-intensive jobs. Have McGruff stop by to thank everyone.



10¢

Tap an often neglected community resource — young people. Involve them as volunteers in community improvement projects. Use their creative talents to produce videos and educational materials.

Check with your law enforcement agency about asset forfeiture laws to see if those funds can be used for drug education or treatment efforts.

10¢

Ask hardware stores to donate (or sell at a discount) deadbolt locks or smoke alarms that Neighborhood Watch groups, law enforcement, or service clubs can install in homes of elderly and lower income residents.

Supplement your Neighborhood Watch newsletter with a column in the local newspaper to save postage and reach a wider audience.

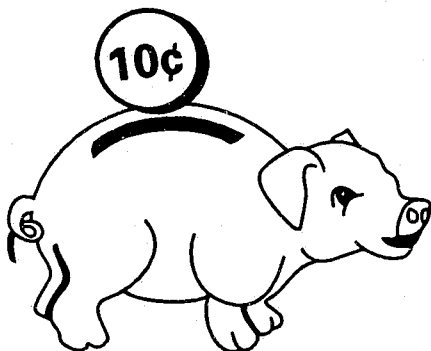
10¢

Sponsor a photo contest. Charge an entry fee and ask businesses to donate prizes. Possible themes — A Day in Everycity (people must take photos during a specific 24-hour time period and depict everyday life), Bridging the Generations (children and grandparents), Teens Can Be the Solution (teenagers in community service projects or with younger children), City Workers (portraits of police officers, teachers, garbage collectors, etc.).

10¢

Put together a McGruff Dines Out program in partnership with local restaurants. This idea helped the Indiana Crime Prevention Coalition (ICPC) raise funds for its McGruff Drug Alert program which puts videos, posters, and other materials in school classrooms. ICPC sold a Premium Card that restaurants agreed to honor by giving two for one dining and other discounts during specific months. A booklet listing participating restaurants and their discounts accompanied the card.

It's not a new idea, but it works! Sell T-shirts, mugs, caps, water bottles, pens, and other items. Manufacturers of McGruff Licensed Products can offer discounts on bulk orders, and many can put the name or logo of your organization on their products.



Special Focus Issues: Ideas And Resources

Children And Teens Can Prevent Crime

One of the great things about kids is their natural trust in other people, particularly adults. It's hard for us — as parents, teachers, police officers, or concerned adults — to teach children to balance this trust with caution. But children need to know how to take care of themselves and how to handle threatening situations. Learning self-protection skills gives a child increased confidence and enhances self-esteem.

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As kids grow and become adolescents, their vulnerability in our eyes decreases. They're blamed for neighborhood problems and stereotyped as irresponsible. In reality, teens are hit by property and personal crime far more frequently than their parents or grandparents. If teenagers are going to become responsible adults, they need to develop a sense of competence, usefulness, and belonging. At the same time, they are a valuable resource for community betterment that is often overlooked.

Prevention programs can move from basic self-protection skills to encompass other issues, including child sexual abuse, latchkey children, and dealing with harassment from bullies and gangs.

What Others Are Doing

Playing off the popular movie "Home Alone," the Battelle Memorial Institute in Columbus, Ohio, created a special crime prevention and safety program for staff members' children and grandchildren who were "latchkey age," 9-12 years old. Held the first week in June, "So You're Home Alone ... Now What?" offered information on personal safety, home security, CPR and the Heimlich maneuver, basic first aid, and fire safety. Local businesses donated water bottles, bike reflectors, and restaurant coupons for the event. Crime prevention specialists, firefighters, paramedics, and nutritionists talked to children. Employees dropped children off for breakfast at 7:30 and joined them for lunch and a graduation ceremony where each child received a certificate and a first aid kit.

Tom Hughes, Director of the Prince William County (Virginia) Victim/Witness Assistance program has set up a network of more than 600 McGruff Houses, volunteers who provide help to children in emergency or frightening situations. Hughes, in his McGruff costume, visited every county elementary school, scheduled assemblies, and sent McGruff House information home with the children. He organized a McGruff House Task Force to recruit members and fundraise. The county's McGruff Houses have helped children who were being bullied and provided refuge for a woman with two children fleeing from an abusive husband. In one neighborhood, a 7-year-old girl went to a brand new McGruff House and reported that a man had exposed himself to her and other children a few months before. She didn't tell anyone until a McGruff House appeared on her block. The child was able to give the police enough information to find and arrest the man.

As part of a pilot crime prevention curriculum, young people in Virginia produced a 30-minute crime prevention/safety tip video, "Safety Street Blues," performed by teens and younger children. They also designed and taught "Teens Influencing Esteem," a series of lessons and activities to build self-esteem among preschoolers. Another project driven by concern for the safety of younger children was putting together and distributing Halloween goody bags for more than 250 at-risk children in the community. These energetic teens are not in the regular school environment, but live in the Rappahannock Juvenile Detention Center. Their projects are part of their participation in the Teens, Crime, and the Community curriculum a demonstration program funded by the Office of Juvenile Justice and Delinquency Prevention (U.S. Department of Justice) and developed by NCPC in cooperation with the National Institute on Citizen Education in the Law.

Resources:

Kids Against Crime
PO Box 22004
San Bernardino, CA 92406
714-882-1344

National Center for Missing and Exploited
Children
2101 Wilson Blvd., Suite 550
Arlington, VA 22201
703-235-3900

National Center on Child Abuse
and Neglect
Administration for Children and Families
U.S. Department of Health and Human
Services
200 Independence Avenue, SW
Washington, DC 20201
202-245-0586

National Committee for the
Prevention of Child Abuse
332 S. Michigan Ave., Suite 330
Chicago, IL 60604-4357
312-663-3520

National McGruff House Network
1879 South Main, Suite 180
Salt Lake City, UT 84115
801-486-8768

Ideas, Ideas, Ideas

Ask the telephone company to show kids in daycare centers, pre-schools, and schools how to call 9-1-1 and other emergency numbers, giving hands-on demonstrations with various types of phone equipment.

Hold a contest — posters, essays, scripts for videos, raps, photos — to focus children's and teens' attention on personal safety and crime prevention.

Start a McGruff House (block parent) program, working with schools, law enforcement, and PTAs. Work with a local utility company to start a McGruff Truck program.

Link a school class or club with an Area Council on Aging, AARP Chapter, senior center, or nursing home. Older people can tutor or mentor students. Children and teens can read, write letters, shop, or do yard work for elders.

Does your local law enforcement agency — police, sheriff, or public safety department — have its own McGruff costume or McGruff robot? Invite local business owners to a McGruff appearance at a school, fair, or mall and then ask them to help buy a costume or robot.

Start Early To Teach Drug Abuse Prevention

Young people are deeply concerned about the effects of alcohol and drug abuse on their peers, families, and community.

Teens and young adults are well aware that their age group is more viciously hit by drugs and drug trafficking than any other.

Prevention efforts aimed at young children before they are exposed to peer pressure to try drugs and alcohol offer a front-line defense against further invasions of our society by the drug culture. "Drug education has to begin in kindergarten. How kids feel about themselves — and those feelings are formed early — often determines whether or not they'll use drugs," says Francine Zausmer, principal of Deasy Elementary in Glen Cove, New York, honored in the U.S. Department of Education's Drug-Free School Recognition program.

Prevention efforts aimed at young children before they are exposed to peer pressure to try drugs and alcohol offer a front-line defense against further invasions of our society by the drug culture.

As children grow into teens, they must be tapped as resources in community drug prevention efforts. As young people pass through adolescence and emerge into adulthood, they need to know that their skills and accomplishments are needed by and valued by the communities in which they live and work. What better arena than drug prevention?

What Others Are Doing

In Clemson, South Carolina, a group of teens calling themselves New Horizon created a center where teens could go to enjoy themselves and give and receive help in an inviting, drug-free environment. Along with its drug-free social opportunities, the teen center has also given New Horizon members a place to offer other young people drug abuse prevention information and help in dealing with peer pressure and other problems. New Horizon started with a small grant from TARAD (Teens as Resources Against Drug Abuse), a demonstration program administered by NCPC and funded by the Bureau of Justice Assistance (Office of Justice Programs, U.S. Department of Justice). In less than two years, TARAD enabled 3,500 young people in Indiana, South Carolina, and New York City to develop and carry out 93 drug

prevention efforts of their own design that reached nearly 100,000 members of their own communities. These teens performed anti-drug skits for peers and younger children, provided senior citizens with information on prescription drug issues, and helped communities reclaim parks taken over by drug dealers.

The more than 12,000 "Just Say No" Clubs throughout the United States conduct educational, recreational, and community outreach and service activities to strengthen the determination of youth to lead drug-free lives and to influence their peers, families, and communities to do the same. There are more than 350,000 children ages 7-14 participating in "Just Say No" clubs. Three things distinguish the "Just Say No" clubs from classroom programs: (1) they are based on the youth as resources model in which young people themselves provide services; (2) they are voluntary; and (3) they extend prevention into the world beyond the classroom. For example, members of the Sumner High School "Just Say No" club performed a play about resisting pressure to use drugs in 31 feeder schools. When working with younger kids, they dressed in clown costumes and used puppets. The teens created coloring books with drug prevention themes which they distributed after the play. Clubs from the Savannah, Georgia, Housing Authority pitched in to build a float for the city's annual Martin Luther King Day parade. After the parade, the clubs participated in workshops planned by their members and presented certificates to volunteers and businesses that had supported their activities. Taking their cue from Dr. King's "I have a dream" speech, the theme of the float and workshops was "You Can't Live the Dream...If You Use Drugs."

Armed with valuable information about the dangers that drugs present to young people and newly learned abilities to effectively facilitate community gatherings, Hawaii parents "go on the road" to help in the fight against alcohol and drug abuse. The Hawaii Department of the Attorney General sponsors the Neighborhoods In Action (NIA) program, created by the Scott Newman Center in California. This adult education effort establishes a partnership with police, chemical dependency experts, and local community group to teach how drugs affect the community, signs and symptoms of drug use, methods to prevent drug use in families, parents as role models, and community resources. The first training group consisted of 35 parents who returned after a one-day workshop to their children's schools to organize sessions for other parents. "We're not experts," says one new trainer. "We're moms. But we all have one thing in common — we all love our children." Sessions provide opportunities for sharing among parents and role playing effective parenting skills. Each newly trained NIA parent facilitator agrees to hold at least two community sessions.

Ideas, Ideas, Ideas

Make sure your schools include crime and drug prevention in their curricula beginning in kindergarten. The McGruff Drug Prevention and Child Protection program uses a puppet and cassette tapes to teach elementary grade students how to protect themselves and others and to refuse illegal drugs. The McGruff program can be found in over 80,000 classrooms and has won high marks for effectiveness in an independent, nationwide evaluation.

Help high school students plan alcohol-free prom and graduation parties. Parent-school support is vital to success.

Organize an essay contest for 3rd and 4th graders on the topic, "What advice should McGruff give to children about drugs?"

Work with a baseball or football league to print cards with players photos and drug prevention tips on the back. Cards can be handed out by local businesses, teachers, police officers, recreation center staff.

For a class or club project, ask teens to create and perform a rap, video, puppet show, or play for younger children on the dangers of drug use and resisting peer pressure to try drugs and alcohol.

Resources:

"America's Drug-free Schools: What Makes Them Work?," School Safety Update, April 1992 National School Safety Center, 4165 Thousand Oaks Blvd., Suite 290, Westlake Village, California 91362.

Boys and Girls Clubs of America
771 First Avenue
New York, NY 10017
212-351-5900

Given the Opportunity — How Three Communities Engaged Teens as Resources in Drug Abuse Prevention, National Crime Prevention Council, 1700 K Street, NW, Second Floor, Washington, DC 20006-3817. \$6.95 published in 1992. 202-466-6272

"Just Say No" International
2101 Webster Street, Suite 1300
Oakland, CA 94612
800-258-2766

McGruff's Drug Prevention and Child Protection Program
The Hawes Corporation
PO Box 1066
DeSoto, TX 75123-1066
800-854-2151

Pride (Parents' Resources Institute For Drug Education)
50 Hurt Plaza, Suite 210
Atlanta, GA 30303
404-577-4500

You can reach several federal clearinghouses by calling 800-788-2800. Of special interest: the National Clearinghouse for Alcohol and Drug Information, the Drugs and Crime Data Center, the Drug Abuse and Information and Referral Hotline, the Drug Information Strategy Clearinghouse, and the National Criminal Justice Reference Service.

Recognize Violence And Look For Nonviolent Ways To Manage Conflict

Preventing violence is an enormous challenge for our society. Violence presents itself in many forms to children and teens — from physical and emotional abuse to fears driven by media coverage of violent acts, from gang threats to fights between friends or within families.

While stopping violence is a daunting task, many things can be done and are being done. Adults, children, and youth learn to resolve conflicts peacefully; potential gang members decide to reject that violent lifestyle because they see better choices; older students teach younger ones how to avoid being victims of violent crime; communities search for solutions to root problems (drug trafficking, lack of recreational and job opportunities for youth, for example) that encourage violence.

Each of us can reduce our personal risk of becoming victims of violence. Everyone can help children learn to avoid becoming its targets. But the ultimate solution lies in building a sense of community that refuses to tolerate violence, an atmosphere that helps people to work it out instead of punching it out or shooting it out.

What Others Are Doing

Developed by the Committee for Children in Seattle, Washington, the Second Step curriculum teaches children from preschool through eighth grade to change the attitudes and behaviors that contribute to violence. Exercises in thinking, feeling, and acting help children learn social skills — empathy, impulse control, problem solving, and anger management — that in turn help reduce impulsive and aggressive behavior. Second Step has three components, geared to different age groups: early childhood, grades one through five, and grades six through eight. Younger children focus on social skills. These are reinforced in the component for older students, but more complex issues such as gang involvement, peer pressure, and bullying are also explored. The

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Ideas, Ideas, Ideas

Ask a local radio or cable television station to air a talk show on "Violence in Today's World — How Does It Affect Our Children and What Can We Do About It?" Ask representatives from law enforcement, mental health services, and the media to open the program with a brief discussion and agree to take questions from the audience.

Make sure your schools begin to teach conflict management skills in the elementary grades and use children and teens as peer mediators for disputes in schools.

Volunteer to train as a mediator. Many cities and counties have mediation programs that use trained volunteers who work to resolve civil and minor criminal disputes, lightening the burden on courts.

To focus public attention on the consequences of violent crime, organize a candlelight vigil in memory of victims of violence. Work with victim services, child protection services, shelters for battered women, and law enforcement.

Committee for Children offers training for school staff and has produced an award-winning video, "Facing Up," for grades two through seven that discusses violence and bullying.

In response to rising public concern about increasing incidents of violence in the Minneapolis area, the Minnesota Crime Prevention Officer's Association (MCPOA) spearheaded the Turn Off the Violence Campaign. This initiative asked people to turn off violent television, not listen to violent music, not go to violent movies, and not rent violent videos for just one day and night — October 3, 1991. The Turn Off the Violence Campaign Committee distributed more than 300 information packets containing a reproducible brochure, sample press releases and letters for school officials and Neighborhood Watch coordinators, and tips on organizing an awareness-raising campaign. During the week of September 30-October 3, crime prevention, D.A.R.E. (Drug Abuse Resistance Education), and juvenile officers gave presentations to students stressing that violence was not an acceptable way to handle conflict and discussing peaceful methods of handling disputes. The campaign attracted more than 45 sponsors and received extensive media coverage. The MCPOA and other sponsors plan to make it an annual event.

The Flag Street Boys wiped out the rival 27th Street Posse in June 1991 in Jacksonville, Florida. But it was a 42 to 7 basketball game, and no one was stabbed, beaten, or shot. The "Shoot Baskets, Not Brothers" event celebrated the success of a series of meetings and job skills training sessions organized by school resource officers from the Jacksonville Sheriff's Department to defuse gang tensions. Taking their cue from students concerned about escalating gang violence, the police officers brought gang members to an after school meeting to air their grievances. After setting ground rules, officers asked the young people to choose topics for discussion. They picked police brutality and jobs. It quickly became clear that jobs were the top priority, with gang members commenting that job opportunities would reduce chances of confrontations. The officers agreed and organized workshops covering job seeking skills, such as demeanor and dress, application forms, and interviews. They persuaded local businesses to conduct mock interviews and offer summer jobs. In spite of poor school records and even arrest records, several youth got jobs and kept them. According to Sergeant Bobby Drummond, "When you get kids together who have been fighting and force them to sit down and talk it out, they learn that the reasons they were fighting don't make much sense."

Resources:

Center to Prevent Handgun Violence
1225 Eye Street, NW, Suite 1100
Washington, DC 20005
202-289-7319

Committee for Children
Second Step Curriculum
172 20th Avenue
Seattle, WA 98122
800-634-4764
206-322-5050

*Given the Opportunity — How Three
Communities Engaged Teens as
Resources in Drug Abuse Prevention,*
National Crime Prevention Council,
1700 K Street, NW, Second Floor,
Washington, DC 20006-3817. \$6.95.
Published in 1992.
202-466-6272

National Institute for Dispute
Resolution
1901 L Street, NW, Suite 600
Washington, DC 20036
202-466-4764

*Preventing Violence: Program Ideas and
Examples,* National Crime Prevention
Council, 1700 K Street, NW, Second Floor,
Washington, DC 20006-3817. \$6.95.
Published in 1992.
202-466-6272

Every Child Deserves A Safe School

As the problems of crime, drugs, and violence spill over from the streets into our schools, the task of providing a safe school environment becomes increasingly difficult — and increasingly important. Children cannot learn and teachers cannot teach under the threat of physical and psychological harm.

Above all, creating a safe learning environment must be a collaborative effort that actively involves students, teachers, and parent decision-making. Children and adults who exhibit pride and a spirit of concern for the future form the bedrock of a safe school.

Certain characteristics distinguish safe schools: an environment of nonviolence and clear behavioral expectations; consistent and fairly administered disciplinary policies; multicultural sensitivity; a sense of school community shared by students, parents, and staff; recognition for positive behavior; good security procedures; in-place response plans for emergencies; and an attractive, clean, and well-maintained physical plant and grounds.

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What Others Are Doing

Teens on Target is a peer education and mentoring group formed by the Oakland Safety Task Force in California after two junior high students were shot in the schools by other students. The task force, composed of a coalition of elected officials, parents, and school and community agency representatives, felt that students would do a better job of dealing with the youth violence problem than adults. An intensive summer program trains selected high school students to be violence prevention advocates, particularly in the areas of guns, drugs (including alcohol), and family violence. These students become peer educators to other high school students and mentors to younger students in the middle and elementary schools. Teachers provide guidance and supervision to the teen educators.

An outraged neighborhood's banding together following the Halloween night rape of a 12-year-old girl led to the creation of the Citizens' Crime Watch of Florida. Because of the victim's youth, the group decided to create a youth component. The result, Youth Crime Watch, quickly came to the attention of the Dade County (Miami) Public Schools which asked the Youth Crime Watch's founder to establish a similar program in high schools. Youth Crime Watch participants pledge to report crime, to make their school a source of pride, and to study the effects of crime on the community. A firm commitment from school administration combines with student rallies, assemblies and other programs to make the program successful. The pilot school was North Miami. Students there pinpointed drug pushers to the extent of reducing the drug problem by more than half. Gold chain snatchings decreased by three-quarters. Equally important was the change in students' attitudes. They reported crimes, saw positive results, and enjoyed significantly improved morale. Since 1984, Dade County had mandated Youth Crime Watch in its 255 elementary, middle, and senior high schools. The program has spread to other Florida cities and across the nation. Youth Crime Watch also sponsors an annual National Youth Crime Prevention Conference in Miami each fall, in conjunction with the National Crime Prevention Council.

The Olive J. Dodge Elementary School PTA in Mobile, Alabama decided to focus its energies on improving the school's safety and grounds. Over the summer, 50 PTA members scraped and repainted the school's 20 portable classrooms. The energetic volunteers also resurfaced two basketball courts because loose gravel had caused injuries. Later in the year, the PTA responded to concerns about the school health room. It recruited eight parents to complete a Red Cross first aid course and volunteer in the school. The PTA also bought a new refrigerator, repainted the room, and got businesses to donate medical and office supplies.

Resources:

National School Safety Center
4165 Thousand Oaks Boulevard,
Suite 290
Westlake Village, CA 91362
805-373-9977

"Safe and Sound," *PTA Today*, April 1992. National PTA, 700 North Rush Street, Chicago, IL 60611-2571, 312-787-0977

"Safe Schools: A Guide for Action," produced by the California Attorney General's Office. Available from California Image Marketing, 3034 Gold Canal Drive, Suite B, Rancho Cordova, CA 95670. \$49.95, plus \$5.00 for shipping and handling. Includes 100-page planning guide and an older video, "From Chaos to Calm." California residents add 7.25% sales tax.

Teens, Crime, and the Community, National Crime Prevention Council, 1700 K Street, NW, Second Floor, Washington, DC 20006-3817, 202-466-6272. Student text (\$13.50) Teacher's Guide (\$18.00). For multiple copies, contact West Publishing Company, PO Box 64833, St. Paul, Minnesota 55164-1803, 800-328-9424.

Youth Crime Watch of America, Inc.
5220 Biscayne Blvd., Suite 207
Miami, FL 33137
305-758-9292

Ideas, Ideas, Ideas

Produce a brochure or flyer to help parents and educators recognize signs of gang activity. Work with law enforcement and youth organizations.

Start a breakfast club for children who must be dropped off early at school. Offer food, a quiet place to study, supervised play or activities.

Work with law enforcement to evaluate your school's security, looking at students' safety and how well the equipment (computers, books, labs, etc.) is protected from theft and vandalism. Survey teachers, staff, students and parents about their concerns. Check on school bus service and safety.

Start a School Crime Watch program, and if no block parent system exists, a McGruff House program.

Establish a close partnership between school administration and law enforcement. Focus on issues such as procedures in school drug cases, enforcement of drug-free school zone laws that impose increased penalties for drug dealing within specific areas surrounding a school, and crime and drug prevention education that taps law enforcement expertise.

Spread the Word About Crime and Drug Prevention with McGruff Licensed Products!

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 Kids and other topics).

CMC Century/Continental, 12836 So. Dixie, Bowling Green, OH 43402. 800-722-2776 • Fax 419-353-5895. *McGruff fuzzies, stickers, and magnets.*

Commonwealth Toy and Novelty Co., Inc., 45 West 25th Street, Fifth floor, New York, NY 10010. 212-242-4070 • Fax 212-645-4279. *McGruff plush dolls, hand puppets, and clip-ons.*

Create-A-Book, Inc., 107 Caroline Street, NW, Milton, FL 32572. 904-623-9833 • Fax 904-623-9817. *McGruff personalized story books for children.*

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

McGruff pens, decals, stickers, cliplite, pencils, wristwatches, visors, caps, patches, key chains, coloring books, umbrellas, stadium cushions, mugs, whistles, and hundreds of other specialty items.

The Hawes Corporation, 201 Executive Way, DeSoto, TX 75115. 800-854-2151, 214-709-7400 Fax 214-709-8849.

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

McGruff Specialty Products Office, 1 Prospect Street, PO Box 229, Amsterdam, NY 12010. 518-842-4388 • Fax 518-842-8317.

Halloween/litterbags, polybags (all sizes--custom orders), coloring books, caps, mats, notepads, bookjackets, slide guides (DWI, Drugs, others), pens, pencils, other specialty items.

Louisville Manufacturing Co., Inc. 301 South 30th Street, Louisville, KY 40201. 800-626-2277, ext. 380 • Fax 502-776-2917
McGruff caps and apparel... personalized for organization or event.

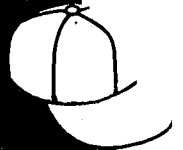
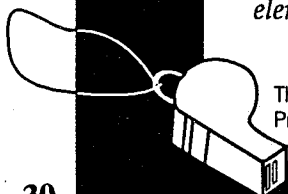
Printmark, Industries, Inc., Glenbrook Industrial Park, 652 Glenbrook Road, Stamford, CT 06906-1423. 203-356-1822 • Fax 203-359-6343.
McGruff reflective apparel and accessories and other products.

PDI Productions, Inc., Two Executive Drive, Ft. Lee, NJ 07024. 201-944-9200 • Fax 201-944-6433. *McGruff educational audio-cassette tapes with educational booklets; other products and programs.*

Stoffel Seals Corp., PO Box 825, Dept. 5, 400 High Avenue, 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 other McGruff apparel.

This is only a partial list of McGruff's licensees. For a complete catalog, see page 37. The McGruff Licensing Program generates revenues to pay for the public service advertising campaign and support licensing activities.











What You Need To Know About Using McGruff


McGruff is a national symbol of crime prevention. The character, the names "McGruff," "McGruff the Crime Dog," "Crime Dog McGruff," and the slogan "Take A Bite Out Of Crime" are legally protected marks registered with the United States Patent and Trademark Office by the National Crime Prevention Council.


In its role as coordinator of the National Citizens' Crime Prevention Campaign, NCPC is invested with legal responsibility for protecting the McGruff character, the various names by which he is known, and the "Take A Bite Out Of Crime" slogan.


We are extremely fortunate to have the help of diligent crime prevention practitioners across the country both in making McGruff more effective and in spotting and promptly correcting misuses or unauthorized uses.


Before you use McGruff, please review the following guidelines.


-  Approval for any particular use of McGruff and his slogans can only be obtained through application to NCPC's Quality Review Committee.
-  McGruff must be used primarily for the purpose of crime prevention education.
-  Anyone who receives permission to use McGruff agrees to incur an obligation to maintain the integrity and consistency of the character.
-  McGruff is a crime preventer and must be so portrayed. He provides helpful crime prevention advice and may only be portrayed as a teacher/mentor figure. He does not apprehend or enforce.
-  McGruff does not pretend that he can do everything himself and does not suggest that he is personally responsible for crime prevention. He empowers people to help themselves and others. These attitudes should be clearly projected.
-  McGruff is helpful; he may only convey positive, constructive — never fear-invoking — messages. McGruff never blames anyone for failing to take action; rather he helps people learn what they can do and motivates them to do it! Communications must be phrased accordingly.
-  McGruff must be portrayed at all times as someone who obeys the law and who is respectful of and values good relations with law enforcement, community officials, teachers, parents, youth, senior citizens, business, and community organizations.
-  McGruff never endorses any person, product, or company. He never endorses, either directly or indirectly, any candidate for political office, any political party, or any campaign, whether issue-oriented or not.


 McGruff is always clothed in a tan or beige trenchcoat, plaid pants, and gumsoled shoes. Consistent with other guidelines, he may (excepting in human costume) wear a hat (with no logo) and he may carry an otherwise appropriate prop (a pennant at a crime prevention rally, for example).


 McGruff may not be shown holding a weapon of any type or behaving in a threatening manner.


 McGruff may not be shown using tobacco or drinking alcohol, nor may he be depicted in any sexually suggestive or implicative way.

 McGruff may never be directly associated with violent activity and may not be portrayed in a violent scene.

 McGruff may never be shown handling or using illegal drugs or any drug-related paraphernalia.

 No one may manufacture for sale a product containing or featuring McGruff's image or slogan unless the individual or firm is a commercial contracted licensee of NCPC. All such licensees are carefully screened by the Campaign Licensing Committee.

 An appearance by McGruff in costume at any nationally or internationally significant event must be approved at least two weeks in advance by NCPC.

 McGruff is always known either by just that name or as "McGruff the Crime Dog." He is **not** called "Officer McGruff," "Detective McGruff," or "McGruff the Crime Fighting Dog."

You do not need NCPC's permission to reproduce the materials in this Crime Prevention Month 1992 guide. If you have any questions, please contact NCPC-Quality Review Committee, 1700 K Street, NW, Second Floor, Washington, DC 20006-3817. 202-466-6272, ext. 132.

NCPD Can Help!

The National Crime Prevention Council creates books, posters, kits, videos, and monographs on all aspects of crime and drug prevention for diverse audiences. The following publications on children and teens can enrich existing crime and drug prevention efforts or help you embark on new initiatives.

Posters

- Blindfolded!**
Dynamic poster about denial! Straightforward message to parents about the reality of drug use among youth today. (P12A, \$7.95) 21" x 33"
- Five Ways to Play It Safe**
Colorfully gives McGruff's basic rules of self-protection for children at play. (P3A, \$7.95) 30" x 22"
- How to Be a Teenage Crime Victim**
Brilliant color poster humorously delivers message to teens about effective ways to reduce their risk of victimization. (P9A, \$7.95) 22" x 28"
- If Someone Touches You and It Doesn't Feel Right...**
Sensitive, easy-to-recall rules for children confronted with possible sexual abuse. Nonthreatening approach teaches children to avoid abuse without raising unnecessary fears. (P1A-English, P8A-Spanish, \$7.95) 22" x 28"
- If You Want to Fit In, Be Drug Free.**
Upbeat poster showing children in McGruff's Drug-free Park engaged in a variety of positive, fun, drug-free activities. (P18A, \$7.95) 22" x 30"
- It Shouldn't Hurt to Be a Kid**
McGruff urges adults to report suspected child abuse. Convenient space provided for local phone number to encourage action. (P5A, \$5.95) 16" x 20"
- Kids Today Don't Think about Anyone but Themselves... And a Lot of Other People**
This poster shows young people in helping, community-building roles. (P13A, \$5.95) 18" x 24"
- Meet McGruff**
Colorful poster shows a collage of drug-free activities with McGruff taking part. Familiarizes younger children with McGruff and makes them aware of positive, fun, drug-free activities. (P21, \$7.95) 22" x 30"
- Saying No Isn't Tough when You Think Like McGruff**
Strong, positive ways kids can say NO to drugs. Reinforces resistance to negative peer pressure. (P14A, \$7.95) 22" x 34"
- Six Things Vandalism Is Not**
McGruff reminds kids that vandalism is "wreck-creation," and that it's not cool. McGruff urges kids to help with clean-up and prevention. (P4A, \$7.95) 22" x 27"
- Talk! It's Better for Your Kids than Drugs... So Talk!**
Powerful poster gives parents specific ways to communicate with children. (P15A, \$7.95) 21" x 33"
- To Be What You Want to Be, Be Drug-Free.**
McGruff points to a space that allows each child to imagine what he or she wants to be in the future. Positive reinforcement of the value of being drug-free. (P19A, \$7.95) 22" x 30"

- With a Healthy, Drug-Free Body...**
McGruff uses his own body to show how being drug-free is better for every part of your body from head to toe. Reaches elementary school-age children in terms they can understand. (P22, \$7.95) 22" x 30"
- You Might Be Surprised by Our Connection with Crime and Drugs.** Colorful poster shows teens as key actors in preventing drugs and crime. Poster reminds viewers "You can do it, too!" Includes space to localize. (P20A, \$7.95) 24" x 36"

Books and Booklets

- Changing Perspectives: Youth as Resources**
Shows how an extraordinary demonstration project helped three Indiana cities shift their perspective on young people, viewing youth as resources and asking their help in solving community problems. Explains the Youth as Resources concept, its applications to youth service programs, and lessons learned. (M16A, \$16.95, paperbound, 85 pages)
- Charting Success: A Workbook for Developing Crime Prevention and Other Community Service Projects**
Just revised, popular workbook helps youth (and adults) develop projects to reduce crime and fear of crime, assist victims, and strengthen communities. Easy-to-use reproducible forms lead step-by-step through key project elements. (M11A, \$4.95, paperbound, 52 pages)
- Given the Opportunity: How Three Communities Engaged Teens as Resources in Drug Abuse Prevention**
Focuses on how New York City, Evansville (IN), and communities in South Carolina got excellent results by giving teens the opportunity to pick a community drug prevention need, decide on action to address it, and get the funds to carry out their plans. Describes community supports, projects undertaken, results achieved, and lessons learned. (M22, \$6.95, paperbound, 56 pages)
- Mission Possible: Churches Supporting Fragile Families**
Report on exciting partnerships of urban churches, divinity schools, and fragile families. Volunteer mentors provided problem-solving skills and friendship to help strengthen families. Step-by-step outline of this low-cost program helps in replication. (M13A, \$6.95, paperbound, 36 pages)
- Preventing Violence: Program Ideas and Examples**
Extraordinary guide to ways community groups, law enforcement, policymakers, schools, youth agencies, and others can act against the escalating violence in today's society. Shows how and why to recruit key partners; explains crucial strategies for violence prevention work. Profiles 27 programs that address violence prevention in diverse ways—curricula for young children, public education campaigns, gang prevention programs for at-risk teens, child abuse prevention, and "hate" crimes prevention, to name a few. (M21, \$6.95, paperbound, 80 pages)

Reaching Out: School-Based Programs for Community Service

Packed with ideas, tips, philosophy, and examples of effective programs in which students reach out to help school and community—learning while they serve. Discusses how to design and start a school-based program, profiles over two dozen successful programs and provides reproducible worksheets and training aids. (M8A, \$14.95, paper-bound, 84 pages)

Talking with Youth about Prevention: A Teaching Guide for Law Enforcement

Hands-on guide to assist in educating youth (K-12) in crime and drug prevention. Each section contains a topic overview, highlights trends, lists issues, activities, sample materials, and a resource section. Includes such subjects as vandalism, substance abuse prevention, personal safety, conflict and violence prevention, hate and ethnic violence, cults and gangs, and youth-led activities. (Coming soon!)

Teen Power: Don't Fight Drugs without It!

Find out how teens in your community can lead efforts to prevent drug abuse—why they should and how you can help. Includes profiles of 25 programs, extensive resource list. (M17A, \$14.95, paperbound, 116 pages)

Teens, Crime, and the Community

Student text (M7B, \$13.50) Teacher's Guide (M7C, \$18.00) **Single copies only.** Multiple copies available from: West Publishing Company, PO Box 64833, St. Paul, MN 55164-1803. 800-328-9424.

Highly successful curriculum inspires junior and senior high school students to take an active role in crime prevention by creating an awareness of crime and its impact on society. Addresses teen victimization, victim assistance, the criminal and juvenile justice systems, violence, property crime and vandalism, child abuse, date rape, substance abuse, drunk driving, shoplifting. New materials cover drug trafficking, gangs, handguns and violence, and conflict management. Text promotes student interaction and reflection, offers ideas for teen-led service projects.

When a Child Reports a Crime: Ways to Reduce a Child's Risk of Revictimization

Emphasizes what law enforcement and other adults can do to prevent child victims from being revictimized by the offender, the offender's friends, or the investigative and judicial process. Promotes good reporting practices, discusses cultural sensitivity, and identifies local and national resources. (Coming soon!)

Topics in Crime Prevention

Young People in Crime Prevention Programs

Examples of actual programs where teens have become part of the solution and both community and teens benefit. A must for anyone doing community work with teens. (R7A, \$4.95)

Kits

Keeping Kids Safe: Kids Keeping Safe Kit

Comprehensive kit (55 pieces) provides camera-ready masters (easily localized with your program/sponsor's name) including brochures and articles; also program overviews and dozens of ideas to help kids ages 4-12 learn safe behaviors in non-threatening ways. (K1A, \$29.95)

We Are Drug Free: Action Kit for Teens

Reproducible brochures, articles, quizzes, and mini-posters motivate teens to get involved in drug prevention efforts. Covers drug use, drug trafficking, steroid abuse, and drunk driving. Includes user guide and resource list. (K10A, \$19.95)

Videos

"No Show" Rock Video

21-minute tape helps kids six to twelve learn that saying no to drugs is not just ok—it's cool, and that there are lots of fun things to do if you don't use drugs. (V1A, \$19.95)

Youth as Resources: The Power Within

15-minute video shows how youth, adults, and the entire community benefit from Youth as Resources, a major demonstration program funded by the Lilly Endowment. (V5A, \$19.95)

NCPC's INFORMATION SERVICES

Information Services maintains the most comprehensive database and library of crime prevention programs in the United States. Also compiles a calendar of related events and provides referrals to other national resources. One phone call or letter lets you tap into this unique asset. Please call an information specialist at 202-466-6272, ext. 143. Information and materials obtained may not be used for commercial or political purposes.

For a catalog of all NCPC's materials and other free publications, complete the questionnaire on page 37 and check the appropriate boxes.

To order, mark the appropriate box. All prices include postage and handling, and all orders must be prepaid. Bulk discounts are available on most items. Allow 4-6 weeks for delivery.

**Please send to: National Crime Prevention Council
Attn: Distribution
1700 K Street, NW, Second Floor
Washington, DC 20006-3817**

Name _____

Title _____

Organization _____

Address _____

City/State/Zip _____

Tel _____

Your Comments, Please

Please take a few minutes to help NCPC make next year's Crime Prevention Month Guide even better. Complete this questionnaire and return it by mail or fax at the end of Crime Prevention Month. We're looking forward to hearing about your exciting events and programs.

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

Most _____

Least _____

2. Describe your community support—in-kind services, contributions, volunteers.

3. What kind of special events did you hold for Crime Prevention Month? Please share with us pictures, brochures, newsclips, stories, etc.

4. How many people did you reach?

(for example, "We held a crime prevention fair that was attended by 2,000 people.")

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

**The following items are available free through the National Crime Prevention Council.
Use the form below to order.**

- Catalyst*, a free community crime and drug 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*

Name _____

Title _____

Organization _____

Address _____

City / State / Zip _____

Mail or fax to:

Crime Prevention Month 92
National Crime Prevention Council
1700 K Street, NW, Second Floor
Washington, DC 20006-3817
Fax 202-296-1356

Please return by December 1, 1992

Reproducible Materials From NCPC

This section offers a selection of NCPC's reproducible crime prevention brochures, articles, posters, and activity sheets for children. NCPC (which owns the copyright to these works) hereby grants permission for them to be reprinted *as-is*, without alteration to text or layout, provided you are reprinting for public education and not for sale or profit. Many of these materials have space on the back panel for an organization's logo or the names of local sponsors. If you wish to make any changes to the texts, you must obtain NCPC's permission in writing, in advance.

The materials in this guide are printed in high-resolution black type on coated paper to offer clear reproduction by printing or photocopying.

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. Articles are great for newsletters and school or local newspapers. They are also potential handouts, envelope stuffers, or bumper stickers.



If it happens, do not blame yourself. Sexual abuse is a fact in our society. Many individuals who molest children find employment and community activities which give them access to children. The vast majority of abuse occurs in situations where the child knows and trusts the adult. Do your homework well, but remember that community and national awareness are needed before we can stamp out sexual molestation.



Make sure that your child knows that if someone does something confusing to them, like touching or taking a naked picture or giving them gifts, that you want to be told. Reassure the child and explain that he or she will not be blamed for whatever an adult does.

Observe Physical and Behavioral Signs

Children who may be too frightened to talk about sexual molestation may exhibit a variety of physical and behavioral signals. Any or several of these signs may be significant. Parents should assume responsibility for noticing such symptoms including:

- Extreme changes in behavior such as loss of appetite.
- Recurrent nightmares or disturbed sleep patterns and fear of the dark.
- Regression to more infantile behavior such as bedwetting, thumb sucking, or excessive crying.
- Torn or stained underclothing.

- Vaginal or rectal bleeding, pain, itching, swollen genitals, or vaginal discharge.
- Vaginal infections or venereal disease.
- Unusual interest in or knowledge of sexual matters, expressing affection in ways inappropriate for a child of that age.
- Fear of a person or an intense dislike at being left somewhere or with someone.
- Other behavioral signals such as aggressive or disruptive behavior, withdrawal, running away or delinquent behavior, failing in school.

Remember, Kids...

Listen

If anyone—even someone you know—touches you and you don't feel right about it:

1. Say NO! Get away fast.
2. Tell an adult you trust.
3. Keep telling someone until they believe you.
4. Remember—it wasn't your fault.

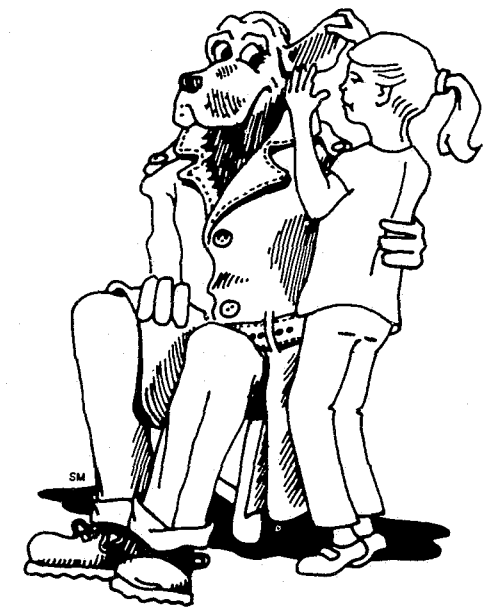
Talk

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

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

Preventing Child Sexual Abuse

It Shouldn't Hurt to be a Kid



Help me, McGruff...

TAKE A BITE OUT OF
CRIME[®]

Listen and Talk with Your Children

Perhaps the most critical child sexual abuse prevention strategy for parents is good communication with their children. This is not only challenging to every parent, but also can be difficult, especially for working parents and parents of adolescents.

Talk Talk to your child every day and take time to really listen and observe. Learn as many details as you can about your child's activities and feelings. Encourage him or her to share concerns and problems with you.

Talk Explain that his or her body belongs only to them alone and that he or she has the right to say no to anyone who might try to touch them.


Talk Tell your child that some adults may try to hurt children and make them do things the child doesn't feel comfortable doing. Often these grown-ups call what they're doing a secret between themselves and the child.


Talk Explain that some adults may even threaten children by saying that their parents may be hurt or killed if the child ever shares the secret. Emphasize that an adult who does this is doing something that is wrong.


Talk Tell your child that adults whom they know and trust or someone who might be in a position of authority (like a baby-sitter or a teacher) might try to do something like this. Try not to scare your children—emphasize that the vast majority of grownups never do this and that most adults are deeply concerned about protecting children from harm.


Choose a Preschool or Child Care Center Carefully


Although the vast majority of this nation's preschools and child care centers are perfectly safe places, recent reports of child sexual abuse in these settings are a source of great concern to parents.


 Check to make sure that the program is reputable. State or local licensing agencies, child care information and referral services, and other child care community agencies may be sources of information.


 Find out as much as you can about the teachers and caregivers. Talk with other parents who have used the program.

 Learn about the school's or center's hiring policies and practices. Do they examine references, background checks, and previous employment history before hiring?


 Ask whether and how parents are involved. Does the center or school welcome and support participation?


 Ensure that you have the right to drop in and visit the program at any time.


 Make sure you are informed about every planned outing. Never give the organization blanket permission to take your child off the premises.


 Prohibit in writing the release of your child to anyone without your explicit authorization. Make sure that the program knows who will pick up your child on any given day.


If You Think That Your Child Has Been Abused...


 Believe the child. Children rarely lie about sexual abuse.


 Commend the child for telling you about the experience.


 Convey your support for the child. A child's greatest fear is that he or she is at fault and responsible for the incident. Alleviating this self-blame is of paramount importance.

 Temper your own reaction, recognizing that your perspective and acceptance are critical signals to the child. Your greatest challenge may be to not convey your own horror about the abuse.

 Do not go to the school or program to talk about your concern. Instead, report the suspected molestation to a social services agency or the police.

 Find an agency that evaluates sexual abuse victims—a hospital or a child welfare agency or a community mental health therapy group.

 Search for a physician with the experience and training to detect and recognize sexual abuse when you seek a medical examination for your child.

 Remember that taking action is critical because if nothing is done, other children will continue to be at risk. Child sexual abuse is a community interest and concern.



Teach Your Children:

To memorize their name and address, including city and state.

To memorize their phone number, including area code.

To use both pushbutton and dial telephones to make emergency, local, and long distance calls and to reach the operator.

To check in with you or a neighbor immediately after arriving home.

To never go into your home if a door is ajar or a window is broken.

How to work your home's door and window locks and to lock them when they are at home alone.

How to answer the doorbell and telephone when they're home alone.

Not to go into anyone else's home without your permission.

To avoid walking or playing alone.

That if they feel they're being followed, either on foot or by a car, to run to the nearest public place, neighbor, or "McGruff House."

To tell you if anyone asks them to keep a secret, offers them gifts or money, or asks to take their picture.

To always tell you if something happened while they were away from you that made them feel uncomfortable in any way.



Crime Prevention tips from:

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202-466-6272

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Latchkey Children



Children at Home Alone

“Latchkey children.” It’s a term that’s often used to describe children who must stay at home alone taking care of themselves for some part of the day. Usually, they’re the children of working parents. Always, they’re the parents’ worry.

Experts estimate that from 5 to 12 million children between the ages of 5 and 13 are at home alone for some period of time every day. In many cases, their parents either cannot afford child care, or none is available.

Children in self-care are about three times more likely than those supervised by adults to be involved in accidents, engage in delinquent behavior, or be victimized. And while no parents can be with their children all hours of every day, those who must leave their children at home alone on a regular basis often are gravely concerned about how well the children can cope, both with routine activities and potentially dangerous situations.

Some children enjoy caring for themselves and happily accept the added responsibilities. Others occasionally are lonely, bored, and scared. For all of them, however, the self-care experience is an opportunity for parents to discuss all aspects of safety and crime prevention, as well as build their children’s self-esteem, confidence and competence. Moreover, studies show that a close relationship with parents decreases or moderates any negative effects of self-care.

Promoting Self-Care Skills

To promote self-care skills, parents should focus on setting rules and limits, increasing levels of responsibility, and communicating basic safety information. If children understand why they must be left alone and what they may and may not do, their risk of injury and victimization — and their parents’ worries — will be greatly decreased.

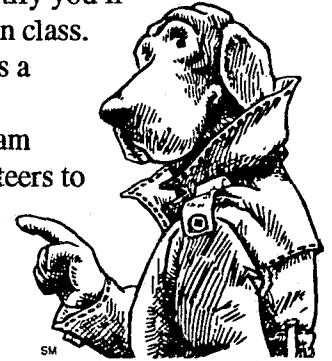
Exploring Community Resources

In addition to working with their children on the “latchkey” situation, parents can explore the resources available in their communities and try to expand the options. For example:

↑ Many voluntary groups run a “Phone Friend” program, a “warm line” that latchkey children can call if they’re scared or lonely. It is not meant to replace regular contact with a parent or other trusted adult, but it could be a valuable resource, particularly for those parents whose jobs don’t allow unlimited access to a telephone.

↑ There may be a block parent program or McGruff House in your community. Check with your parent-teacher group or law enforcement agency. If there is such a program, be sure your children know the McGruff Houses along their regular routes to and from school. Walk those routes with them to be sure they’re safe, pointing out alleys, deserted buildings, or abandoned houses that should be avoided.

↑ There may be “extended day” programs in your local school or sponsored by recreation departments, churches, or neighborhood organizations such as the Boys and Girls Clubs. Or you may be able to start one, with the help of other concerned parents. It is always a good idea to check with your children’s school about their policies concerning absences and release of your children to anyone but you. Be sure the school will not accept phone calls stating that children will be picked up by someone other than their parents, and that the school will notify you if your child is not in class. Find out if there is a “Parent Alert” or “Callback” program which uses volunteers to call parents (even on their jobs) if their children are not in school.



Following Household Routines

If your children are to be in charge of themselves at home, discuss the routines they are to follow — household chores, pets to tend, homework, family policies on visiting friends or having friends visit them, and what to do when the telephone or doorbell rings. Also, if you are not going to be coming home at your regular time, let your children know!



Understanding Reasons Kids Use Drugs

Kids may say they turn to drugs for one or more of these reasons:

for fun	to get through the day
to fit in	to escape pain in their lives
to take risks	unaware of the effects
out of boredom	to do what friends are doing
because of curiosity	because a role model did it

How Can I Tell If Someone Is Using Drugs?

Identifying possible signs of drug use may help prevent further use. Possible signs:

Change in moods (more irritable, secretive, withdrawn, overly sensitive, inappropriately angry)

Less responsible (late coming home, late for school or class, involved in more accidents than usual, dishonest)

Changing friends or changing lifestyles (new interests, unexplained increases in cash)

Difficult to communicate with (refuses to discuss changes in behavior, becomes defensive if asked about drug use)

Shows physical deterioration (memory losses, difficulty in concentration, loss of weight, unhealthy appearance)

For More Information, Contact:

- **The National Crime Prevention Council**
1700 K Street, NW, Second Floor
Washington, DC 20006-3817
202-466-6272
- **National Clearinghouse for Alcohol and Drug Information (NCADI)**
PO Box 2345
Rockville, MD 20852
800-729-6686
301-468-2600 (Local calls)
- **Other:**
 - State and local government drug abuse prevention and treatment agencies
 - State and local mental health agencies
 - State and local law enforcement agencies
 - Private drug abuse treatment services listed in the telephone book yellow pages.

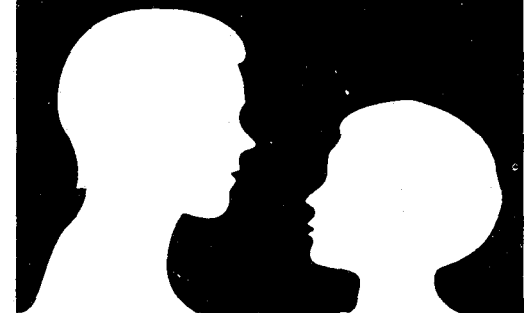


Crime Prevention tips from:
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The McGruff Campaign is substantially funded by the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice.

Ideas From McGruff

Talk With Your Kids About Drugs



Listen and Talk with Your Children

Preventing drug abuse really begins with preventing drug use. Some children as young as third and fourth graders feel pressured to try drugs — especially gateway drugs like alcohol, nicotine (tobacco), and marijuana. Research shows that each of these can increase the chance that the user will turn to even more dangerous drugs like crack or other forms of cocaine, and stimulant or depressant pills. The average age of the first use of illicit drugs (including alcohol) is 12 years!

Constructive communication is one of the most effective tools you can use in helping your child avoid drug use. The very act of regular two-way communication shows your child that he or she means a great deal to you.

What to Communicate

The facts about how drugs harm people — young people especially. Physical harm — slowed growth, impaired coordination, etc. Social harm — being disconnected from society, loss of friendships, loss of interest. Educational harm — impaired memory and attention levels, and reduced motivation.

The fact that you do not find drug use acceptable. Many children say their parents never stated this simple principle. Don't forget to point out that these drugs are against the law.

The fact that there are lots of positive, drug-free alternatives, and you will help your children explore them.

The fact that you place high value on your child's good, special qualities — Qualities that drugs can and will destroy or diminish.

The power to say no — A clear message about the behavior you expect; your trust in your child to live up to your hopes; the belief that your child, knowing right from wrong, is smart enough to say no to drugs.

Through "teachable moments" — In contrast to a formal sit-down lecture, use a variety of situations — television news, TV dramas, books, newspapers, local situations. Capitalize on one point. You'll have opportunities to make other points. Ask the child how he or she would have reacted, what else might have been done or might have happened.



Ways to Communicate

Calmly and openly — Discuss frankly and without anger the facts about drugs. Don't exaggerate. The facts are chilling in and of themselves.

In terms of subject matter, not personalities — Challenging the choice of current friends might lead to defensive or defiant behavior.

Face to face, exchanging information and understanding — Be an active listener and let your child tell you what he or she knows about drugs, what his or her own experiences have been, what fears or concerns already exist.

As an ongoing dialogue — Communication won't be as effective if the subject is brought up in one massive lecture. Anti-drug use messages should be an ongoing theme when you talk with your child. The content and intent should be repeated as an accepted family value. But be sure you encourage and allow for two-way communication.

Remember that you set the example — Your child will compare your actions with your words and be guided accordingly. If you choose to drink, never mix drinking with driving or any other activity requiring skill and coordination. If you smoke, it would help you and your child if you could quit. And don't use illegal drugs, period!

COMMUNICATE

COMMUNICATE

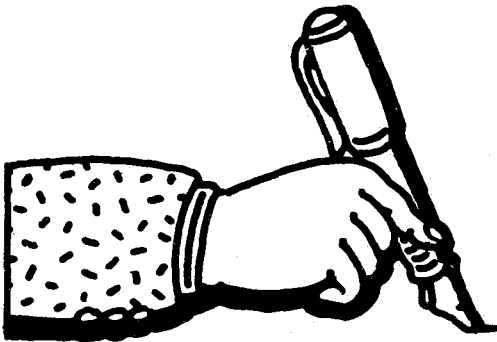
DON'T LET DRUGS RUIN YOUR NEIGHBORHOOD

Get involved! A group of teens in Medford, Oregon get "turned on" without drugs by writing, producing and televising a soap opera about teenagers and the problems and pressures they face. Teens in Gardena, California spend time after school being buddies to children in an orphanage, painting rundown buildings, cleaning up litter, and helping the disabled. They organized town meetings to talk about the drug problem and then formed a community task force to do

something about it. Young people in Poland, Ohio landscape and plant trees in parks, give seminars on drug and alcohol abuse, and help elderly citizens maintain their homes.

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 a drug and alcohol abuse prevention program, start one!



WRITE FOR FREE INFORMATION

National Clearinghouse for Alcohol and Drug Information
P.O. Box 2345
Rockville, Maryland 20850

National Federation of Parents for Drug-Free Youth
8730 Georgia Avenue
Suite 200
Silver Spring, Maryland
20910

DIAL FOR HELP

1-800-554-KIDS. This toll-free hotline, open from 9 a.m. to 5 p.m. E.S.T. Monday through Friday, is operated by the National Federation of Parents for Drug-Free Youth. It can give you information on drug and alcohol abuse and refer you to local sources of help.

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

Crime Prevention
tips from:

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

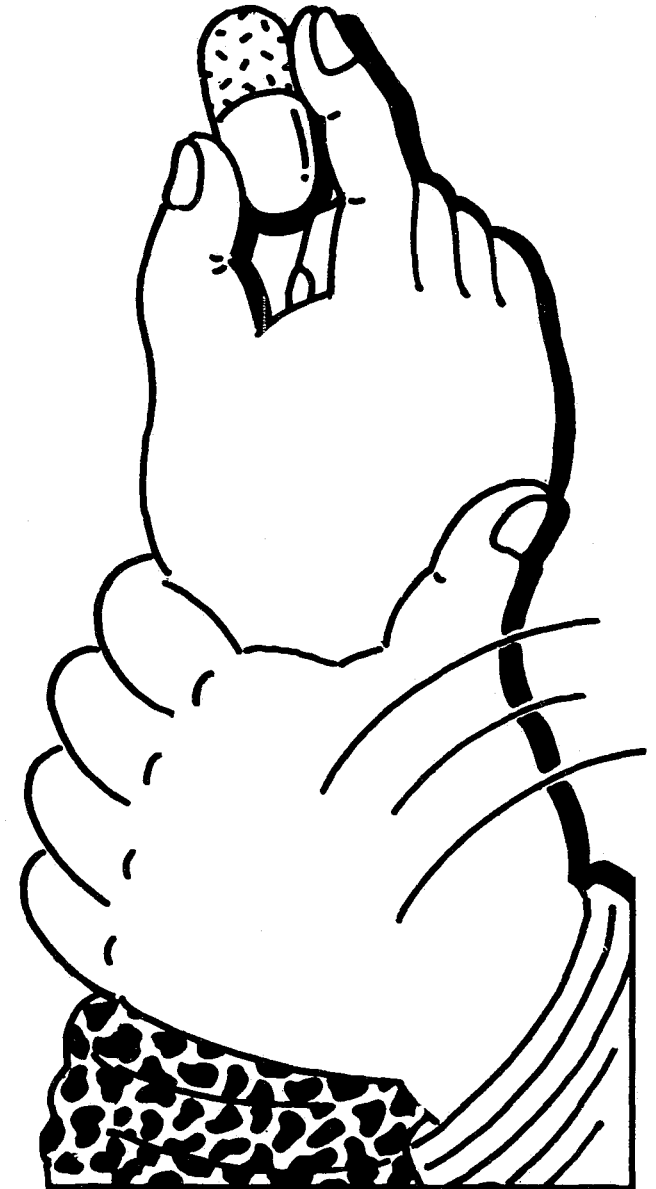
**LOOK OUT FOR
YOURSELF, YOUR FRIENDS,
YOUR COMMUNITY,
AND HELP ME . . .**

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



**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 a drug or alcohol problem.

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.

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

and uppers, but was still shocked when he ran into her at a party. It took a few minutes for Shelly to remember who he was and she seemed a little spaced out. She told him she skipped classes a lot and didn't care much about school anymore. Jack couldn't get Shelly out of his mind and 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 Shelly got

so low, she listened to him. She found people who would listen to her problems without lecturing her. With the help of a counselor, friends like Jack, and her parents, Shelly 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 and 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 can produce heart failure or suffocation. Cocaine is more deadly and addictive than most people realize, and cocaine deaths have jumped dramatically in the last few years.

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 are 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 drugs or alcohol. For example, teenagers in a Chicago suburb took it upon themselves to organize 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 to play 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 drug and alcohol abuse.

Remind your friends that buying or possessing pot, cocaine, LSD, PCP, and most other 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.

SIX WAYS TO SAY NO!

You've heard it a thousand times, but if you say "no" when friends ask you to try a drug or drink, it might make them think twice about doing it themselves. Saying "no" means you have the strength and brains to choose for yourself.

Here are a few ways to do it.

1. Say you have something better to do. Then do it!
2. Point out that drugs interfere with your mental and physical skills, and you want to be at your best.
3. If you don't want to explain, just say "no, thanks." If that doesn't work, try a stronger "no way!" and leave.
4. Skip parties where you know drugs and alcohol will be available. Ban them from your own.
5. Hang out with friends who don't need drugs or alcohol to have fun. Make a commitment to be healthy and in control of your own future.
6. Make up a contract between you and your parents that says you will do your best to learn about the effects of illegal substances and discuss peer pressure with your parents. Your parents, in turn, agree to be available to you to discuss drugs and alcohol and not to drive after drinking.



EXPLORING COMMUNITY RESOURCES

✓ Many voluntary groups run a "Phone Friend" or "Warm Line" that children at home alone can call if they're scared or lonely.

✓ There may be a McGruff House program operating in your community. A McGruff House, manned by a responsible resident adult, provides a 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.

✓ Some youth organizations or local agencies teach "survival skills" classes for kids 6 to 12 years old who may sometimes be at home alone. They cover handling emergencies and basic safety measures.

✓ Many schools, with the help of volunteers, operate callback programs to inform parents, at home or on the job, if their children are not in school.

✓ 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.

TAKE ACTION TODAY!

✓ Volunteer to help as a block parent or McGruff House. If you can't offer your home as a Safe House, you can do things like making phone calls and organizing publicity.

✓ Investigate day care licensing in your community and state.

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

✓ Lobby for sensitive treatment of child victims.

✓ Invite the crime prevention officer of the police or sheriff's department to talk about children's safety to a neighborhood meeting of parents and children.

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

SAFETY SKILLS FOR CHILDREN

Would your child know what to do if...

- ✓ He got lost at a shopping mall?
- ✓ A nice-looking, friendly stranger offered her a ride home after school?
- ✓ A babysitter wanted to play a secret game that no one would know about?
- ✓ She was at home alone and the doorbell rang?
- ✓ A friend dared him to hitchhike?



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®

While most kids pass through childhood without ever experiencing physical harm, some are frightened or hurt by crime. As a parent, one of your responsibilities is to teach your children how to protect themselves and respond to threatening situations. And, you should always take the time to listen carefully to your children's fears and feelings about people or places that scare them or make them feel uncomfortable.

What Can You Do?

FIRST, COVER THE BASICS

✓ Rehearse with children their full name, address, and phone number (including area code) and how to make emergency phone calls from home and public phones.

✓ Walk the neighborhood with your children. Show them safe places they can go to in an emergency, like a neighbor's house, a block parent or McGruff House, or an open store.

✓ Tell children never to accept gifts or rides from someone they don't know well.

✓ Check your neighborhood for areas that threaten children's safety, like brush in wooded areas, overgrown shrubbery, abandoned buildings, bad lighting, vacant lots littered with debris, no sidewalks or bike paths next to busy streets.

✓ Teach children 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.

✓ Accompany your children to public restrooms.

✓ Teach 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 AND PLAY

✓ Make sure your children are taking the safest route to school and friends' houses, one that avoids danger spots like alleys, new construction, and wooded areas. Test walk it together.

✓ Encourage your children to walk and play with friends, not alone, and to stay in well-lighted, open areas where others can see them.

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

✓ Teach your children to walk confidently and stay

alert to what's going on around them.

✓ Encourage your children to look out for other kids' safety and report anything they see that doesn't seem right.

✓ Tell your children to stay away from strangers who hang around playgrounds, public restrooms, and empty buildings.

✓ Teach your children to write down and report to you the license numbers of people who offer rides, loiter around playgrounds or appear to follow them.

AT HOME ALONE

✓ Make sure your kids can reach you by telephone at work. Post your work number, along with numbers for a neighbor, the police and fire departments, and the poison control center near all your home phones.

✓ Have your children check in with you at work or with a neighbor when they get home. Agree on rules for having friends over and going to someone else's house when no adult is present.

"Make sure your neighborhood is as safe as your home."

✓ Work out an escape plan in case of fire.

✓ Tell your children never to open the door to a stranger when they are alone in the house or apartment. Caution them about answering the phone and accidentally letting a stranger know they are alone. Kids can always say their parents are busy and take a message.

✓ Make sure they know how to work the door and window locks and that they use them when they are inside alone.

WHAT'S A STRANGER

Explain to your children that a stranger is someone they don't know well. A stranger can be a man or woman, well-dressed or shabby, kind or threatening, pretty or ugly. If a stranger tries to follow them or grab them, they should run away, scream, and make lots of noise. Tell them to run to the nearest place where there are people and to shout "This person is trying to hurt me!" or "Stay away from me," instead of a simple "Help."

SEXUAL ABUSE

It's an unpleasant fact that at least 100,000 children are reported as victims of sexual abuse each year, and experts say the actual number is much higher. Most are girls, but boys can also be victims. It's especially difficult to detect sexual abuse and help

the victims because the abuser is often a parent, a relative, a babysitter, or close family friend. Children may not recognize sexual abuse when it happens or even know it's wrong.

Talk to your children about touches that are appropriate and ones that make them feel uneasy. Stress that they can always talk to you when someone's been touching them in a bad way. Children rarely lie about being the victims of sexual abuse, but some may be too confused or frightened to talk directly about it.

Be alert for physical and behavioral changes that might signal sexual abuse. Some physical signs are bedwetting, loss of appetite, nightmares, venereal disease, and complaints of 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 overtones, and a change in attitude toward a relative, neighbor, or a babysitter.

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

CHOOSE DAY CARE CENTERS WISELY

✓ Find out as much as you can about the program's reputation and whether there have been any past complaints. Is it licensed or regulated in any way?

✓ Learn about the teachers and caregivers. What are their professional qualifications? Are background checks run before they are hired?

✓ Make sure you have the right to visit anytime, without an appointment.

✓ Find out how children relate to the staff. Are they happy and involved, or do they pull away from staff members?

✓ Ask about the philosophy of discipline.

✓ Make sure there is parent involvement such as group meetings and parent conferences.

These guidelines can also be applied to afterschool programs and babysitters. In any child care situation, it's a good idea to drop in unannounced periodically. Never give the organization blanket permission to take your child off the premises. Finally, talk with your child daily about how things are going and investigate problems that worry you or become chronic. Compare notes with other parents.

CRIME PREVENTION

Gangs Hard to Stop, But Can Be Prevented

News USA

(NU) - Small and medium-size cities are seeing a growth in gang activity — more gangs, more imitations of major urban gangs by local groups, greater violence, more and more younger people involved. Meanwhile, larger urban areas continue to struggle with gang problems that have mushroomed.

The National Crime Prevention Council, which has launched a major initiative to help parents and other caring adults keep kids out of gangs, says that peer pressure, the potential for money, the lack of better alternatives and the absence of family-like supports are among the reasons youth join or create groups.

Here Are Tips

The council, whose symbol is McGruff the Crime Dog, suggests that to keep gangs out of your neighborhood, you should:

— Learn to recognize gangs in your area by their attire, language and graffiti.

— Report all crime and suspected gang activity.

— See that gang graffiti is removed from buildings and billboards.

Since gangs use graffiti to warn one another and to mark their “turf,” erasing such markings sends a message that citizens are in control of their neighborhood.

— Don't barricade yourself behind closed doors. A neighborhood in which people work and play in their yards, watch out for their neighbors and are otherwise visible is less attractive to gangs.

— Volunteer to start or work in youth programs in schools, churches and other organizations. Young people with positive structured options are less likely to join gangs.

Additional tips on preventing crime are available from NCPC, whose McGruff national education campaign is largely funded by the U.S. Department of Justice and conducted in cooperation with the Ad-

vertising Council. For this free information, write NCPC, 1700 K St., N.W., Dept. NU, Washington, DC 20006.



CRIME PREVENTION

Want to Stop Crime? Call 1-800-WE-PREVENT

News USA

(NU) - Crime seems to have a grip on the nation. Every 17 seconds a violent crime is reported somewhere in the United States, statistics show. And fewer than half of all the violent crimes that occur actually get reported.

Nationally, more than 5,000 children are victims of violent crime each day.

In many instances, however, violent crimes can be prevented, according to the National Crime Prevention Council, whose symbol is McGruff the Crime Dog.

Better street lights can help prevent robberies. Family counseling can avert domestic violence. And a neighborhood watch program can nip burglaries in the bud.

Community efforts can even reverse patterns of crime. In Tempe, Ariz., for instance, the Escalante Neighborhood Association worked with police to retake a local park from drug dealers. In Richmond, Va., a woman organized a crime watch that involved a neighbor-to-neighbor telephone network and a monthly newsletter.

Through a new booklet — "Stop the Violence, Start Something" — the Council offers a variety of tips for attacking crime. Parents, for instance, can teach their kids to:

— Settle arguments with words, not fists or weapons. Refuse to stand around and form an audience when people are arguing.

— Stick with friends who are also

against violence and drugs, and stay away from trouble spots.

— Get involved to make school safer, participating in anti-drug rallies, settling disputes peacefully and holding poster contests against violence.

Adults can:

— Volunteer for neighborhood anti-crime groups and community improvement projects.

— Report crimes and suspicious activities to police; agree to testify when necessary.

— Refuse to support illegal activities, like buying stolen property or using illegal drugs.

You and your neighbors can:

— Work with public agencies and other organizations to solve community problems.

— Build a partnership with police that focuses on solving problems before they get out of hand instead of reacting to crises.

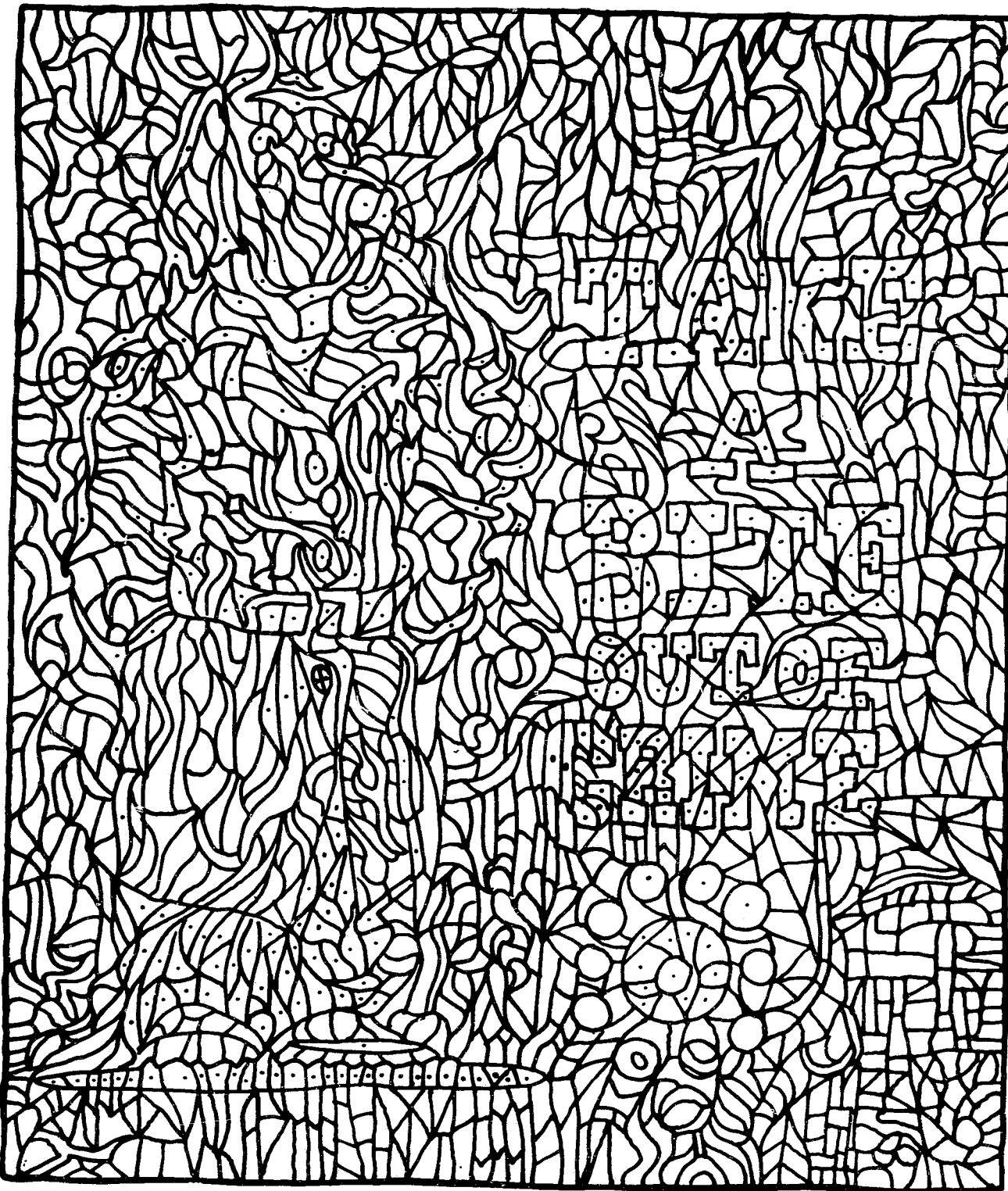
— Make neighborhood schools and parks into drug-free zones.

For more tips on preventing violence, call 1-800-WE-PREVENT (937-7368).

NPCP's McGruff education campaign

is largely funded by the U.S. Department of Justice and is conducted in cooperation with the Advertising Council.





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HIDDEN PICTURE PUZZLE

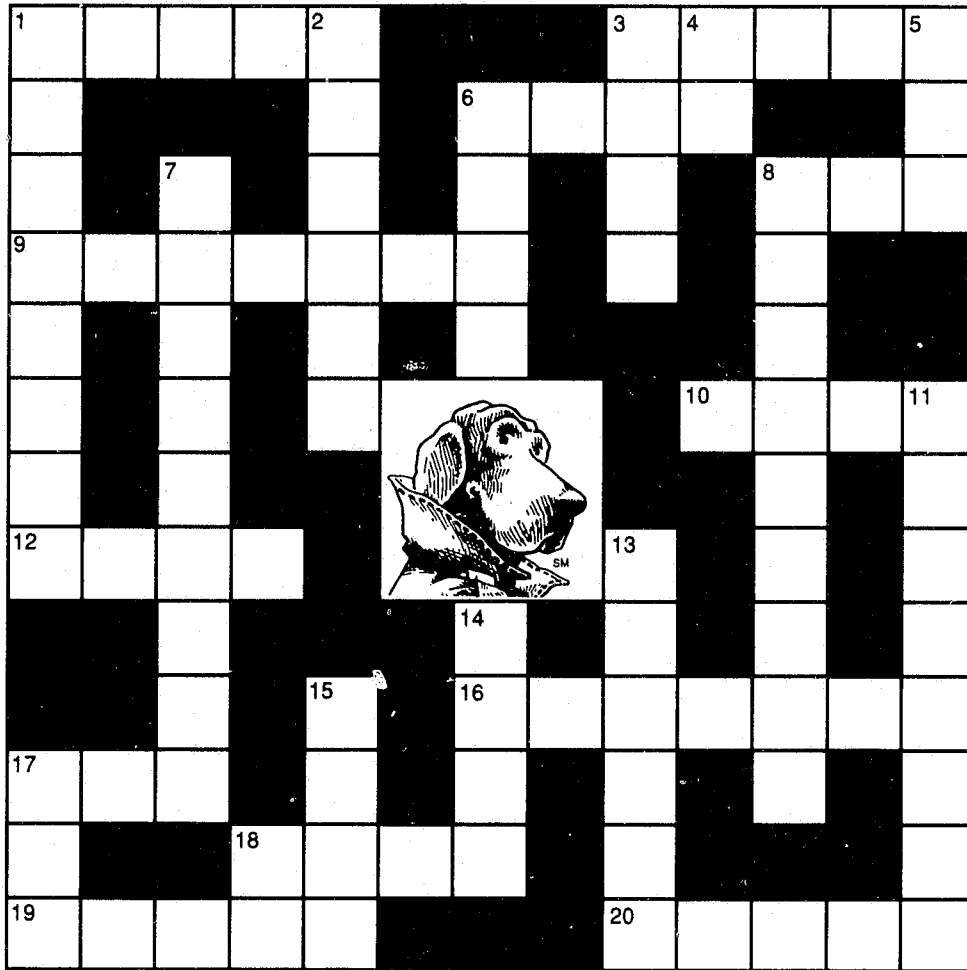
There's a special picture hidden in this puzzle. To find it, use a fine point felt tip marker or a soft pencil. Color in all of the spaces that have dots in them, but **ONLY** the spaces with the dots. When you have finished, you will have found a special picture.

The National Crime Prevention Council
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McGruff's Crossword Puzzle

Use the clues to fill out this puzzle. It's a hard one!



Across

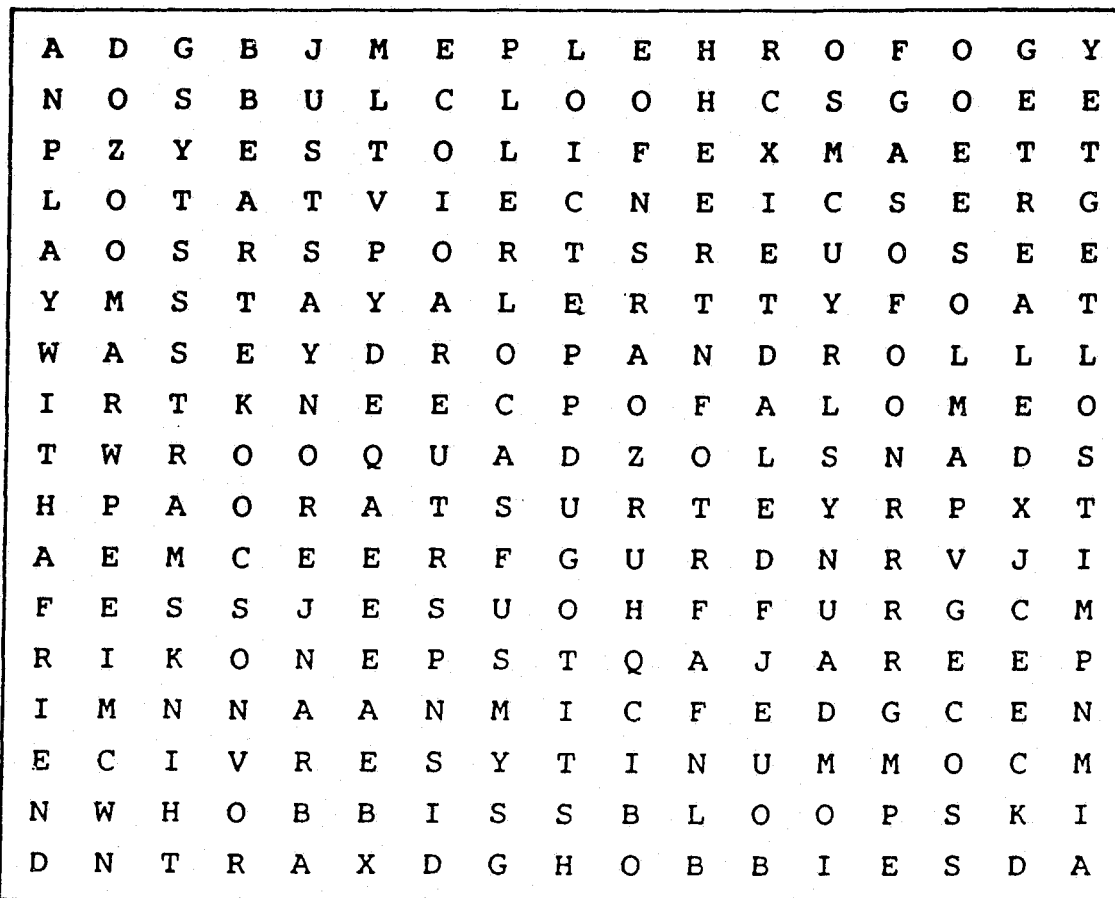
1. McGruff "takes a bite out of _____."
3. Another word for grownup.
6. Spanish word for wolf.
8. A kind of bird, or a boy's name.
9. The Crime Dog's name.
10. The state with the "Great Salt Lake."
12. Baseball is a _____. So is soccer.
16. If you don't use, you're _____.
17. Do you have a _____ dog or cat?
18. One way to move around.
19. A user is a _____.
20. Just say NO to _____.

Down

1. The kids are _____ a tree.
2. When you're full, you've had _____.
3. The alphabet is also called this.
4. _____ your homework!
5. Something you play with.
6. My dad can _____ me to his shoulders.
7. A pact or understanding between two people or two groups.
8. What McGruff tells you to do if someone offers you drugs.
_____!
11. What you hope your team hits a lot of.
_____.
13. A _____ is someone who likes you.
14. _____ to a trusted adult if someone offers you drugs.
15. He's a famous rock _____.
17. Another name for a friend.
18. _____ can do it together.

Circle the Words

Below is a box full of good safety tips and suggestions about how to stay away from drugs. See how many you can find.



To Find:

Just Say No
McGruff House
Science
Community Service
Drug Free
Get Lost
Trust

Winners Don't Use
Drop and Roll
Stay Alert
Cool
Learn Facts
Get Real
Hobbies

Play With a Friend
Sports
School Clubs
Team
Think Smart
Go For Help
Yes To Life

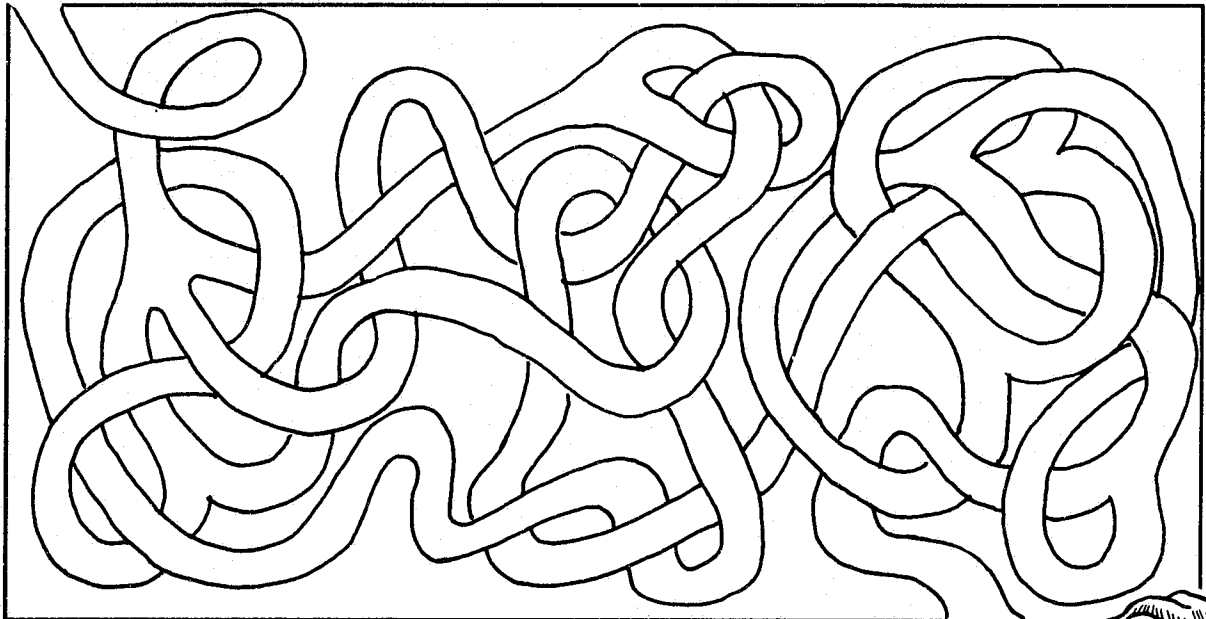


TAKE A BITE OUT OF
CRIME[®]

McGruff's Maze

This is a "spaghetti maze." Each path can go over, under, and around. You can only change paths at a "Y." Start at the top, and work your way around to the bottom, where McGruff is waiting.

Start

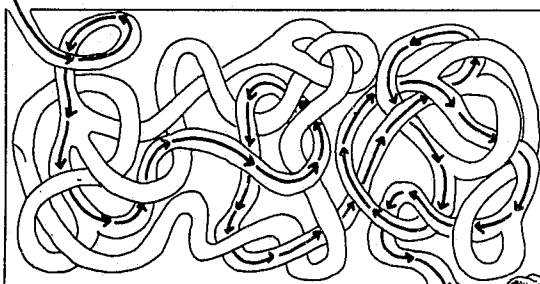


finish

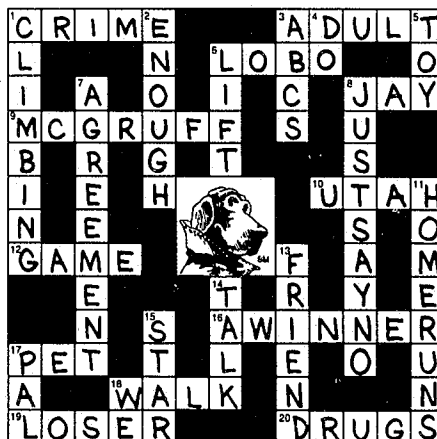


Answers

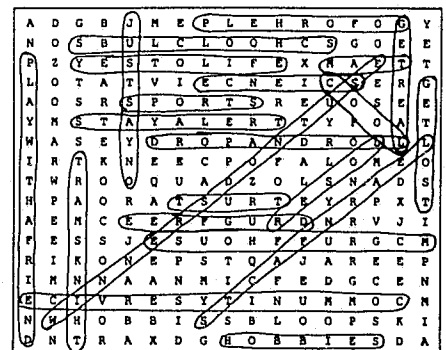
Start



finish



Circle the Words



Celebrate Crime Prevention Month!



October, 1992

Have a Fun and Safe Halloween!



Trick-or treat only in your own neighborhood, on well-lit streets.



Have your parent or older brother or sister go with you.



Throw away any candy or food that is not wrapped by the candy company.



If there are any suspicious treats, notify the police.



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TAKE A BITE OUT OF
CRIME[®]