

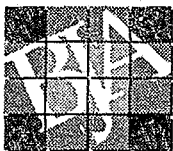
Working Together

To Stop the Violence



a **BluePrint** for safer communities

Crime Prevention Month • October 1994



Publication Funded by
Bureau of Justice Assistance

Office of Justice Programs ■ U.S. Department of Justice

This publication was substantially funded through Cooperative Funding Agreement No. 92-DD-CX-K022 from the **Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice**. Opinions are those of NCPC or cited sources and do not necessarily reflect U.S. Department of Justice policy or positions. The Bureau of Justice Assistance is a component of the Office of Justice Programs, which also includes the Bureau of Justice Statistics, the National Institute of Justice, the Office of Juvenile Justice and Delinquency Prevention, and the Office for Victims of Crime.

The **National Crime Prevention Council** is a private, nonprofit, tax-exempt [501(c)(3)] organization whose principal mission is to enable people to prevent crime and build safer, more caring communities. In addition to its publications, trainings, demonstration programs, and comprehensive planning efforts, NCPC acts as secretariat for the Crime Prevention Coalition and manages the National Citizens' Crime Prevention Campaign, which is substantially funded by the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice.



The McGruff symbol and the "Take A Bite Out Of Crime" slogan are registered trademarks of the National Crime Prevention Council.

The **Crime Prevention Coalition** is the national sponsor of Crime Prevention Month on behalf of its 122 member organizations, which include federal agencies, national organizations, and state crime prevention programs and associations committed to reducing and preventing crime.

Acknowledgements

Key NCPC staff: Jacqueline Aker, Editorial/Research Associate; Robbye Braxton-Mintz, Program Specialist; Judy Kirby, Executive Assistant; Kathryn Mills, intern; Mary Jo Marvin, Editor, *Catalyst* and Special Projects; Jean O'Neil, Managing Editor and Director of Research; Marty Pociask, Production Editor; and Faye Warren, Director, Coalition and State Services.

For the Crime Prevention Coalition: Domingo Herraiz, Ohio Crime Prevention Association; Don Perretz, Wisconsin Department of Justice; Antony Queen, Crime Prevention Division, North Carolina Department of Crime Control and Public Safety; Nathaniel Robinson, Wisconsin Department of Administration; and David Rost, Missouri Department of Public Safety.

For the Turn Off the Violence (TOV) Campaign: Rosie Griep, President, Minnesota Crime Prevention Practitioners, Inc.; Sheila Miller, Steering Committee Chair, TOV Campaign; Leah Skurdal, TOV Project Coordinator, Minnesota Citizens Council on Crime and Justice.

A special thanks to John A. Calhoun, NCPC's Executive Director, and to Robert H. Brown, Jr., NCPC's Program Manager at the Bureau of Justice Assistance, for their expertise and continued support.

© 1994

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

Document Design: Molly McCaffrey, NCPC
Printing: Presstar, Inc.

Materials in this booklet may be reproduced as-is for nonprofit community crime and drug prevention activities, not for sale.

Printed in the United States of America
June 1994

Table of Contents

- Violence by the Numbers 2
- Crime Prevention Month Celebrates Community Spirit 4
- Partner With the Community*** 5
- Community Partners Bring Diverse Resources to Prevention Programs 6
- Communities Commit to Stopping the Violence Through a Proclamation 6
- A Sample Proclamation 7
- A Sample Press Release 8
- Everyone Knows McGruff! 9
- Celebrating Crime Prevention Month in Milwaukee: A Case Study 10
- Working With Volunteers 11
- More Ideas for Celebrating Crime Prevention Month 12
- Helpful Resources 12
- Create a Campaign: Turn Off the Violence*** 13
- How It All Started 13
- Practical Considerations 14
- Seven Guiding Principles 14
- Working With Community Partners 15
- A Sample Press Release 16
- Celebrating TOV in Minnesota 17
- TOV's Organization 18
- Helpful Resources 18
- Tackle an Issue: Youth Violence*** 19
- Violence Prevention Strategies 20
- Working With Youth 20
- Programs That Work 21
- Reaching Out to Youth During Crime Prevention Month 25
- Helpful Resources 25
- McGruff Educational Products Help You "Take A Bite Out Of Crime" 26
- Special Events Calendar 28
- Selected Readings 31
- Crime Prevention Coalition 32

Look for ...

Look for the more than 25 reproducible brochures, posters, and articles in the back pocket. Selected and designed to complement each section of the guide, they're invaluable tools to help spread your crime and violence prevention messages.

Everywhere

■ Roughly one-fifth (22 million) of the nation's households were affected by crime in 1992, a smaller percentage than in any other year since the Department of Justice started its National Crime Victimization Survey in 1975. (Bureau of Justice Statistics, *Crime and the Nation's Households*, 1993)

■ Overall, serious crime reported to the police declined 3% in 1993. The property crimes of burglary, larceny-theft, motor vehicle theft, and arson dropped 3%, while the violent crime decreased only 1% from 1992. (FBI, *Uniform Crime Reports*, 1993)

■ People armed with handguns committed a record 930,700 violent crimes in 1992, and also set a record of 917,500 for use of handguns in nonfatal crimes. This is almost 50% higher than the average for the previous five years. (BJS, *Guns and Crime*, 1994)

■ Between 1987 and 1991, arrests of juveniles for violent crimes increased 50% — twice the increase for persons 18 years of age or older. Most alarming, juvenile arrests for murder increased 85%, compared with 21% for those age 18 and older. (Office of Juvenile Justice and Delinquency Prevention, *Juveniles and Violence: Juvenile Offending and Victimization*, 1993)

■ One-third of the participants in a survey of human resource professionals reported that their workplace experienced a violent incident in the past five years and that the frequency of such incidents is on the rise. (Society for Human Resources Management, 1993)

■ 39% of all victimizations, 50% of violent victimizations, 30% of personal thefts, and 41% of all household crimes were reported to the police in 1992. (BJS, *Criminal Victimization in the United States*, 1994)

149682

U.S. Department of Justice National Institute of Justice

This document has been reproduced exactly as received from the person or organization originating it. Points of view or opinions stated in this document are those of the authors and do not necessarily represent the official position or policies of the National Institute of Justice.

Permission to reproduce this copyrighted material has been granted by

**National Crime Prevention
Council/DOJ/OJP/BJA**

to the National Criminal Justice Reference Service (NCJRS).

Further reproduction outside of the NCJRS system requires permission of the copyright owner.

Resources

Bureau of Justice Statistics (BJS),
Office of Justice Programs, U.S.
Department of Justice.

Crime and the Nation's Households,
1992 (NCJ-143288), 1993

*Criminal Victimization in the
United States* (NCJ-145125), 1994

Guns and Crime by Michael R.
Rand (NCJ-147003), 1994

*Highlights From 20 Years of
Surveying Crime Victims* (NCJ-
144525), 1993

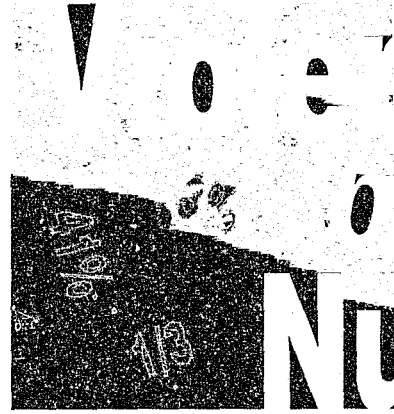
Violence Against Women by Dr.
Ronet Bachman (NCJ-14525),
1993

To obtain the reports listed above con-
tact the National Criminal Justice
Reference Service, Box 6000, Rockville,
MD 20850, 800-851-3420 or the Bureau
of Justice Assistance Clearinghouse at
800-688-4252.

Centers for Disease Control and
Prevention, U.S. Public Health
Service, 1600 Clifton Road, NE,
Atlanta, GA 30333.

Center for the Study of Social
Policy, *Kids Count Data Book*, 1994,
1250 Eye Street, NW, Suite 503,
Washington, DC 20005.

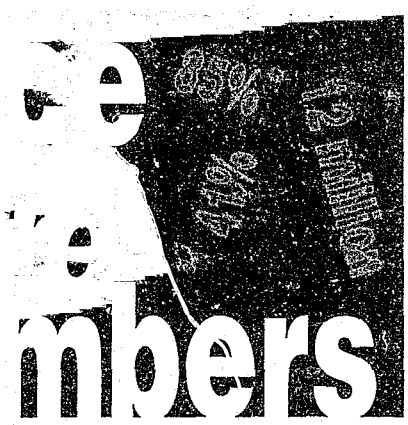
Federal Bureau of Investigation,
Uniform Crime Reports, U.S.
Department of Justice, Criminal
Justice Information Service



Who Are the Victims?

■ Every day 15 children under the age of 19 are killed accidentally or intentionally by gunfire, and many more are injured. (Centers for Disease Control and Prevention, National Center for Health Statistics, 1993)

■ The violent death rate (homicide, suicide, and accidents) among youth ages 15 to 19 increased 13% between 1985 and 1991. This is due almost entirely to a doubling in the incidence of teenage homicide victims since 1985, because auto-related fatalities have declined steadily. (*Kids Count Data Book*, 1994)



At Home

■ In 1993, almost 3 million children in the United States were reported to local authorities or child protective services for child abuse and neglect, an increase of 2.5% from 1992. (National Committee to Prevent Child Abuse)

■ Being abused or neglected as a child increases the likelihood of arrest as a juvenile by 53%, as an adult by 38%, and for a violent crime by 38%. (National Institute of Justice, *The Cycle of Violence*, 1992)

■ Between 20% and 25% of the adult women in the United States — more than 12 million women — are at risk of being abused by a male intimate. (*Violence in America: A Public Health Approach*, 1991)

■ More than two-thirds of the rapes and assaults against women were committed by someone they knew. (BJS, *Violence Against Women*, 1993)

At School

■ Nearly one-fourth (23%) of America's public school students say they have been the victim of an act of violence in or around school. The most common aggressive acts are pushing, shoving, grabbing and slapping, verbal insults, and threats. (*The American Teacher Survey*, 1993, Metropolitan Life)

■ More than one-tenth (11%) of America's public school teachers say they have been victims of acts of violence that occurred in or around school. Virtually all involved students. (*The American Teacher Survey*, 1993, Metropolitan Life)

■ More than one-tenth (13%) of students say they have carried a weapon to school at one time. This is consistent among urban, suburban, and rural students. (*The American Teacher Survey*, 1993, Metropolitan Life)

■ One in four students, regardless of school level or achievement, feels that violence has lessened the quality of education in his or her school. (*The American Teacher Survey*, 1993, Metropolitan Life)

■ Black male teenagers (12 to 19 years old) are more likely to be violent crime victims than any other group. Their average annual rate is 113 victimizations per 1,000 residents, almost one in nine black teenagers. For white male teenagers the rate was 90 per 1,000, about one in eleven. (BJS, *Highlights From 20 Years of Surveying Crime Victims*, 1993)

■ Women most vulnerable to violent crime are black, Hispanic, young, and never married; have lower family income and lower education levels; and live in central cities. (BJS, *Violence Against Women*, 1993)

Division, FBI/GRB, Washington, DC 20535.

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

National Institute of Justice (NIJ), Office of Justice Programs, U.S. Department of Justice.

The Cycle of Violence, by Cathy Spatz Widom, 1992

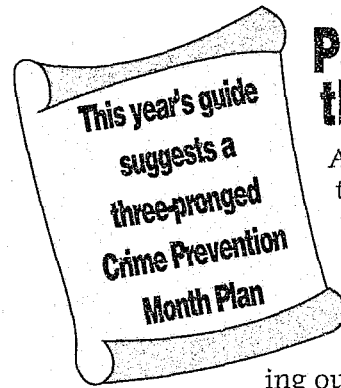
Office of Juvenile Justice and Delinquency Prevention (OJJDP), Office of Justice Programs, U.S. Department of Justice.

Juveniles and Violence: Juvenile Offending and Victimization by Barbara Allen-Hagen and Melissa Strickmund, 1993

The Society for Human Resource Management, 606 North Washington Street, Alexandria, VA 22314-1997.

The Metropolitan Life Survey of the American Teacher, 1993, conducted by Louis Harris and Associates. Available while supplies last from: METLIFE, The American Teacher Survey, Area 12H, 1 Madison Avenue, New York, NY 10010.

Violence in America: A Public Health Approach, edited by Mark L. Rosenberg and Mary Ann Fenley, New York: Oxford University Press, 1991.



Partner With the Community

Among the many "tools" in this section are a proclamation, a sample press release, suggestions on identifying community resources, and tips on both planning and carrying out a partnership-based community celebration. You'll also find information on working with volunteers, coordinating with other national observances, useful statistics, community action ideas, and resources.

Crime Prevention Month Celebrates Community Spirit

Tales of too many young lives lost, too many communities frozen by fear, and too much violence on the streets fuel a national consensus that current levels of crime are intolerable. The media's intense coverage of random and seemingly senseless killings also feeds a wave of fear sometimes unsubstantiated by statistics. Recent reports from the FBI and the U.S. Bureau of Justice Statistics show decreases in violent crime and theft.

Even so, the scope of the problem is enormous. One in four U.S. households experiences violent or property crime each year. This reality, coupled with widespread fear of crime, extracts a deadly toll. People withdraw from public places and community activities because they fear for their safety. Young people worry about harassment or assault on the way to and from school, and as they try to learn in school. Parents won't let children play out of their sight. In the words of a Washington, DC, resident surveyed by the *Washington Post*, "We've got bars on our windows and bars on our doors. Sometimes I wonder, are we locking people out or locking ourselves in?"

"We have two laudable, but distinct traditions in the United States: one symbolized by the individual standing proud and alone, the other by barn raising, a stirring collective effort to get a massive job done," says Jack Calhoun, NCPC's Executive Director. "Crime's greatest deterrent is not a loose collection of me's, but a vital community whose residents think first of we." Sponsored by the Crime Prevention Coalition each October, Crime Prevention Month celebrates community spirit and community partnerships. It challenges people to take individual and collective action to prevent crime and build communities that nurture and protect their residents.

Create a Campaign

"Turn Off the Violence" (TOV) campaign has two goals: to make people aware of nonviolent ways to deal with anger and conflict, and to help both adults and children realize that violent entertainment creates a climate that fosters the acceptability of violence. On Turn Off the Violence Day, October 27, 1994, people are asked to turn off violent television programs, not listen to violent music, not go to violent movies or rent violent videos, and to engage in alternative activities that are both nonviolent and constructive. Hopefully, TOV Day will help catalyze significant changes in attitudes and behavior all year long.

Tackle an Issue: Youth Violence

Prevention strategies, program profiles, and reproducible brochures address gun violence, alcohol and drug prevention, school crime, vandalism, youth service, bullies, conflict management, and children home alone. Tips on designing programs that work with young people and ideas for Crime Prevention Month projects conclude the section.

PartNer with the ComMUUnity

Crime Prevention is
**everybody's
business**

Every day, we see the visible costs of crime — a concrete wall built around a playground to deflect stray bullets, security guards patrolling shopping malls, graffiti that signals gang turf boundaries as it defaces neighborhoods, an upsurge in gun ownership, a numbness to violence that pushes a teenager's murder to the newspapers' back pages.

Communities begin to fall apart in the face of growing crime. People won't attend night meetings or classes because they fear for their safety. In schools, anxieties about assaults, bullies, and guns make it harder to learn and to teach. Businesses shorten their hours or close; the elderly become imprisoned in their homes. In this climate, individuals start to lose their sense of community and no longer feel responsible for its well-being.

Things change for the better when fear, anger, and outrage turn into action, when determination replaces despair, and when individuals realize that every step forward counts — from improving a home's security and joining a Neighborhood Watch to helping out at the local school. The organizing experiences of both government-funded demonstration programs and small grassroots initiatives clearly show that effective community crime prevention efforts must involve all elements of the community. Crime Prevention Month offers a unique opportunity to start or strengthen coalitions that can tackle violence with vision, energy, and commitment.

The problems that lie at the roots of crime are poverty, drugs, and the collapse of the family unit. Obviously these are not small problems within themselves, and to have any effect on them we need the cooperation of the entire community....If each of us donated a few hours a week to organizations that are already out there fighting for our future, our efforts would have a profound effect on the future health of our community.

Thomas D. Hurlburt, Jr.,
Chief of Police,
Orlando, Florida

Community Partners Bring Diverse Resources to Prevention Programs

Law enforcement or a well-established community organization often spearheads a Crime Prevention Month celebration. However, many other groups offer resources that can significantly enhance any prevention or community improvement project. Look to:

- Service clubs and businesses for partnerships in fundraising initiatives and in-kind donations;
- Parent groups and labor unions for advice on organizing and recruiting volunteers;
- Youth clubs and agencies for volunteers, project ideas, and facilities;
- Libraries for research materials, videos, computers, and meeting space;
- Religious institutions for meeting space, copying machines, and access to volunteers;
- Local media for publicity and advice on public relations;
- High schools, community colleges, and universities for help in conducting a community needs assessment; and
- Schools and senior centers for facilities, equipment, and volunteers.

When looking for partners, don't overlook recreation departments, English for Speakers of Other Languages (ESOL) programs, rape crisis centers, day care centers, victim assistance services, mental health and social services, adult literacy programs, hospitals, and agencies that serve youth, such as the Boys & Girls Clubs and the Police Athletic League (PAL).

Communities Commit to Stopping the Violence Through a Proclamation

Join with the President of the United States, members of Congress, governors and mayors across the nation in officially proclaiming October as Crime Prevention Month. Schedule a rally against violence or a press conference at a school or recreation center to announce the proclamation.

A proclamation makes good sense in terms of public relations and education. It also serves as a formal commitment by local government to crime prevention. The proclamation attracts attention from the media, and the information disseminated by newspapers, radio, and television raises awareness of crime and violence issues and often spurs many in the community to take action. When large numbers of community residents demonstrate concern about a problem (such as teen drug use or the lack of affordable housing), government officials take notice and begin to look for solutions.

The Crime Prevention Month observance also helps build and reaffirm statewide links. Thirty-seven of the 50 state governors issued Crime Prevention Month proclamations; more than two dozen state program and association groups around the country distributed Crime Prevention Month booklets and promoted crime prevention activities through their networks.

Practical Tips

- Seek out a top official (e.g., mayor, city manager, council president) who has shown concern about the impact of crime and violence on the community, particularly on its young people. Remind them that the proclamation provides an opportunity to highlight anti-crime initiatives and community improvement projects.
- This proclamation is a sample. Use the paragraphs you like, adding local statistics or other examples to adapt the proclamation to your community.
- Contact the news media. Remind them that crime, violence, and drug prevention are front page concerns and that they need to cover good news about crime prevention as well as bad news about violence.
- Schedule a press conference or photo opportunity for the last week in September to announce Crime Prevention Month. Ask local celebrities and McGruff, as well as criminal justice, school, health, and civic groups, social services and youth agencies to participate.

A Proclamation

Crime Prevention Month 1994

Whereas, crime prevention is everyone's business and depends on active cooperation among all elements of the community;

Whereas, in this era of escalating fear throughout the nation because of violence, citizens must be made aware of what they can do to protect themselves, their families, their neighbors, and their communities;

Whereas, the financial loss, personal injury, and community deterioration resulting from crime are intolerable and need to be addressed by the whole community;

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

Whereas, youth-oriented prevention programs promote positive alternatives for young people and encourage youth to make significant contributions to their communities;

Whereas, all citizens should become more aware of violence, drug, and other crime prevention efforts within the community to take action themselves and to nurture a safe, caring environment for future generations;

Now, Therefore, I (name of leader), (title), do hereby proclaim October 1994, as Crime Prevention Month in (name of area) and call upon all citizens, government agencies, public and private institutions, and businesses to increase their participation in our community's crime prevention efforts to more tightly weave the fabric of the community and strengthen community spirit.

Signed

PRESS RELEASE

For Immediate Release

(Date)

Further Information

(Name, Phone Number)

Crime Prevention Month Will Celebrate Community Spirit

To celebrate community spirit and partnerships, to channel outrage over violence, drugs, and other crime into action, and to launch a month of events, Mayor/Governor/Council President _____ today proclaimed October as Crime Prevention Month in _____. He/She called on all citizens to pledge to reduce violence in families, homes, schools, and neighborhoods throughout the year.

During October, activities will honor individual and group efforts to fight crime, recruit young people and adults for community improvement projects, and raise community awareness of the pivotal role grassroots action plays in reducing violence. An exciting four weeks of activities in _____, includes a Fun Race/Walk on the first Saturday of October, a Crime Prevention Fair at the _____ mall, a poster contest for children, a lunch honoring outstanding efforts by volunteers, and a weekend retreat for families sponsored by the _____.

October 27 is Turn Off the Violence Day, when people are asked to turn off violent television programs, not listen to violent music, and not attend violent movies or rent violent videos. They are encouraged instead to engage in nonviolent activities. Crime Prevention Month will culminate in a Halloween Party for children at the recreation center/park/youth center/etc., where McGruff the Crime Dog will make a special appearance.

Special displays (including educational handouts such as brochures and bookmarks) at libraries, schools, businesses, community centers, and hospitals will help keep violence prevention in the public eye and offer practical information on preventing a variety of crimes such as sexual assault, burglary, auto theft, carjacking, and con games.

Crime Prevention Month is celebrated nationwide each year, and is sponsored by the Crime Prevention Coalition, more than 120 national, federal, and state groups dedicated to building safer communities.

###

Note: Adapt to fit the local situation. Use statistics and crime issues relevant to the community, and feature your special events to capture media attention.

WORKING TOGETHER TO STOP THE VIOLENCE

Getting the Press Release Out

■ Use the format in the sample press release for a professional look. Be sure to double space.

■ Put together a press list. Include daily and weekly newspapers, radio stations, television stations, wire services, community newsletters, locally published magazines, and electronic bulletin boards.

■ Mail or fax the press release to the press list, as well as to community groups and government officials, 10 to 14 days before the Crime Prevention Month kick-off or other event. Follow up with phone calls one week before.

■ Keep it short — one page if possible, but never more than three pages.

■ Make it look good. Proofread carefully for grammar and spelling errors. Use a word processing program and make high-quality photocopies. Ask someone with desktop publishing skills for advice.

Everyone Knows McGruff!

The National Citizens' Crime Prevention Campaign — symbolized by McGruff and the "Take A Bite Out Of Crime" slogan and now in its 14th year — is consistently one of The Advertising Council, Inc.'s top public service advertising campaigns, receiving approximately \$50 million yearly in donated media space and time for the ads. Almost all children and most adults recognize McGruff as the national symbol of crime prevention. An overwhelming majority of children and adults who know who he is say they trust McGruff and would try to follow his advice.

In January 1995, The Advertising Council, Inc. will reissue award-winning public service ads (PSAs) on violence prevention that focus on the theme "Give our children back their childhood." These PSAs can be individualized by adding a local phone number — the crime prevention unit of the police department, a community task force, or a state criminal justice agency. An animated PSA starring McGruff and his nephew Scruff will also be reissued.

Broadcast and print public affairs managers and newspaper/magazine editors receive 40 to 50 nationally sponsored PSAs a week and even more from local organizations. In choosing PSAs, they look at the issue's importance to the community, how effectively the ad addresses that issue, and the production quality of the PSA. Community advocacy plays a critical role. You can help the National Citizens' Crime Prevention Campaign PSAs get donated air time and print space (and enhance your violence prevention efforts in the process) by making phone calls and writing letters of support to television and radio stations' public affairs managers and the newspapers' editors. Don't forget your transit advertising and outdoor posting companies because the McGruff campaign also has PSAs for them!



Celebrating Crime Prevention Month in Milwaukee: A Case Study

The Reverend Sammie J. Jones, a community organizer for Milwaukee United for Better Housing, organized his first Crime Prevention Month in 1992. That year his team was composed of representatives from 25 agencies and organizations ranging from law enforcement and government agencies to churches, schools, and businesses. In 1994, Jones' Crime Prevention Month coalition has expanded to roughly 60 groups, thanks to an aggressive outreach effort and farsighted planning that always starts in November. Highlights of previous celebrations include a Crime Prevention Fair held on a Saturday in a major shopping center and the launching of a Youth Council to identify concerns among the city's young people and spearhead solutions.

In 1994, a Children and Families Weekend at the Milwaukee County Zoo will feature games, prizes, and entertainment, with special buses provided by the county transit system. During the weekend, families can obtain discounted movie tickets at the Market Theater. Other major events planned for October include a countywide clean-up day sponsored by the Keep Greater Milwaukee Beautiful Committee, involving more than 500 block clubs; a Saturday prayer breakfast focusing on the religious community's response to youth violence; and the Third Annual Crime Prevention Fair at the Capitol Court Mall, with more than 70 organizations setting up displays, teens from the Youth Council and other youth groups giving workshops on crime prevention and problem-solving, and appearances by the Governor, Chief of Police, and County Executive.

Jones has also produced a video and guide to help other communities organize. Order (\$25 prepaid for both, including handling and postage) from Milwaukee United for Better Housing: CPM Video, 4011 West Capitol Drive, Milwaukee, WI 53216. 414-445-6677.

Sam's Tips on Organizing Crime Prevention Month

■ Invite interested members of the community to meet to organize a crime prevention coalition.

■ Expand connections with key groups: the police or sheriffs' department, local government officials, schools, representatives from churches and other religious organizations, businesses, and community organizations.

■ Write a realistic budget and proposal detailing goals and objectives for Crime Prevention Month. Seek in-kind services and funding from local foundations, banks, and corporations.

■ Have each coalition member or subcommittee take responsibility for a particular activity in a month-long calendar of crime prevention events.

■ Develop and implement a promotion plan.

In undertaking a month-long program of activities, it's important to:

■ Find a dependable individual to serve as coordinator;

■ Identify members who have the resources and commitment to see a project through;

■ Break down into working subcommittees; and

■ Make specific, manageable assignments.

Working With Volunteers

About one-fifth of U.S. adults do volunteer work, according to the *Statistical Abstract of the United States 1993*. Teenagers surpass adults in giving their time. A 1991 survey by the Independent Sector found that 61% of young people 12 to 17 years old volunteered five hours or more a week, an increase over previous years. Recent polls reveal a decline in membership among traditional volunteer groups such as civic clubs and service organizations, confirming a trend toward short-term volunteer involvement already noted by many in the field. On the other hand, this pattern could be altered by the growth of corporate-based volunteer groups, mandated community service in secondary schools and universities, and the emergence of federally supported adult service groups such as AmeriCorps. In an era of limited resources and strained budgets, volunteers become increasingly important to crime prevention and other community improvement efforts.

There are five key steps in building a volunteer program.

Planning

- Identify the roles volunteers will play and what is expected of them.

- Specify how the volunteers' work will further the program's mission.

- Devise tasks that can be done in the evening, at home, or by youth. The more adaptable you are, the more volunteers you will recruit.

- Decide what training is necessary and how volunteers relate to paid staff.

- Understand volunteers' needs and motivations and design a program to meet them.

Recruitment

- Decide whether to use a focused recruitment strategy that seeks a volunteer with particular skills for a specific position, or a general appeal for persons to take on a variety of tasks.

- Launch a highly visible public information program, asking people to get involved. Follow with a personal, one-to-one approach. The number one reason why people volunteer is because they are asked!

- Approach schools, businesses, religious organizations, civic groups, and parents' organizations. September and January are

great times to recruit. Ask to give a presentation or put a call for volunteers in their newsletters.

- Work with volunteer clearinghouses operated by local government, newspapers, or nonprofit organizations.

- Never underestimate word-of-mouth as a recruiting tool. Talk to everyone you know about the importance of your cause and its effectiveness.

Screening and Selection

- Become familiar with the prospective volunteers' skills and needs to match them with appropriate jobs. Many volunteer experiences don't work out because people were assigned either to jobs they couldn't do or ones that didn't interest them.

- Remember that an interview and screening process assures volunteers that their contributions are valued and their involvement taken seriously.

- Ask for references. Consider a criminal record check, especially if the volunteer will be working with children or handling confidential materials.

- If your organization is not the best match for the volunteer, try to refer the person to a more appropriate organization. They'll both thank you.

Orientation and Training

- Give volunteers well defined tasks that are doable, not vague and unending.

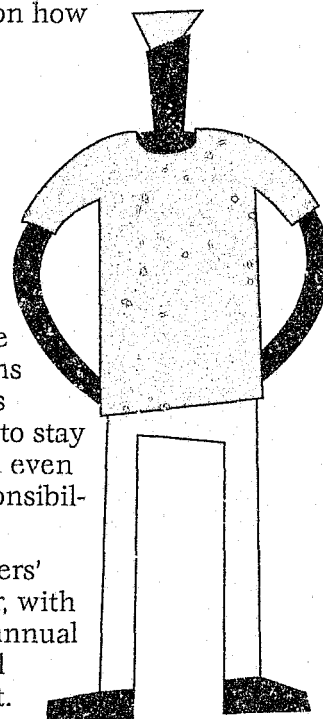
- Conduct orientation regardless of volunteers' skills or the nature of the project. Orientation should include the program's history, mission, and goals; its activities; the staff's duties and responsibilities; the volunteers' duties, level of independence, supervision, and resources available to support them.

- Train volunteers in skills they need to carry out their tasks; these could include counseling, data analysis, phone skills, interviewing techniques, and tips on how to run meetings.

Recognition and Evaluation

- Evaluate a volunteer's performance after the first few months, just as you would a regular employee's. Combine praise with suggestions for improvement; this motivates volunteers to stay with the program and even to assume more responsibility.

- Recognize volunteers' efforts in a newsletter, with certificates, through annual awards, or at a special lunch or dinner event.



More Ideas for Celebrating Crime Prevention Month

■ Sponsor a **Bicycle Rodeo** to help teach children safe riding habits and how to protect their bikes from theft. A rodeo provides a chance for law enforcement, parents, road clubs, and businesses to work together. Typical events include a bicycle safety check, skills testing, registering bikes with the police, and contests such as a bicycle obstacle course. You could include a workshop on bicycle maintenance and maps of local trails and bike paths.

■ Organize a **Community Clean-Up Day**. Pay special attention to school grounds, parks, roadsides, and other public spaces. Clean up and recycle trash. Paint over graffiti. Check to make sure playground equipment is safe, and make needed repairs. Ask hardware and home improvement stores to donate trash bags, paint, and other materials. See if local nurseries or garden clubs will donate flowers and shrubs. Start a community vegetable garden.

■ Publish a **Directory of Community Services for Families**. List organizations

that offer counseling, classes, recreation, and mediation services. Include phone numbers for schools, crisis hotlines, and emergency services (police, fire, and paramedics). Add crime and violence prevention tips and hand out the directory in October. Get local businesses to pay for printing by offering advertising space.

■ Celebrate **Neighborhood Watch Day**. Each Watch holds a recruitment drive followed by a potluck dinner or block party. Newspapers, radio, and television stations feature stories on the ways Neighborhood Watch groups have prevented crime and why people join. The police department hosts a breakfast or lunch honoring Neighborhood Watch leaders.

■ Launch a **Homework Place** for middle-school students, many of whom are at home alone after school. Offer snacks, a quiet place to study, tutoring, mentoring by older teens, books and newspapers, and board games. Establish clear rules and keep track of the children who come. Ask parents, senior citizens, schools, libraries, churches, and businesses to help.

Reproducible Materials

(in back cover pocket)
designed for Partner With the Community include:

Brochures

Take a Stand Against Crime
— Join a Neighborhood Watch
Ten Smart Routes to Bicycle Safety

Articles/Drop-Ins

Certificate of Appreciation
Keep Fit, Stay Safe
Taking Back Your Neighborhood
Ten Things You and Your Neighbors Can Do
Volunteers —
The Bottom Line

Posters

Celebrate Crime Prevention Month, October 1994
Halloween Safety Tips

Helpful Resources

National Association of Neighborhoods
1651 Fuller Street, NW
Washington, DC 20009
202-332-7766

Promotes better neighborhoods through transportation, self-help, welfare reform, and crime and safety programs. Provides a National Leadership Training Institute that seeks to help neighborhood leaders secure a political voice and facilitates the exchange of information about programs, issues, structures, and ethics.

National Association of Town Watch
PO Box 303
Wynnewood, PA 19096
800-648-3688 • 610-649-7055
Fax 610-649-5456

Promotes, assists, and encourages participation in community crime prevention by providing community groups with the opportunity to pool their resources, develop liaisons, and share crime prevention tips and program information. Publishes newsletter and conducts annual National Night Out, the first Tuesday in August.

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

Develops and promotes strategies and methods to recruit and engage more volunteers in direct and consequential community service. Seeks to increase public awareness of how community service helps build healthier communities through an award-winning public service advertising campaign and the President's Volunteer Action Awards. Works with the media to spread the word about exemplary volunteer programs and co-sponsors USA Weekend's Make a Difference Day, scheduled for October 22, 1994.

How It All Started

A tragic series of highly publicized violent crimes around the state in the first half of 1991 left many Minnesotans feeling frightened and powerless. That summer two civilian crime prevention specialists were sitting at lunch discussing the latest rapes and murders and the futility of prison sentences or the death penalty after these tragedies. One looked at the other and said, "If we could just turn off the violence...! If we just had a knob... If we could even just get people to turn off violent entertainment, wouldn't that be something!"

That conversation provided the spark for the Turn Off the Violence (TOV) campaign. The two crime prevention specialists invited other organizations to a meeting to discuss a public awareness campaign culminating in a Turn Off the Violence Day. Representatives from police departments, churches, schools, community organizations, and violence intervention agencies — 25 people in all — met and decided to pilot the first TOV Day on October 3, 1991, in the Minneapolis-St. Paul metropolitan area.

The first year was an unqualified success, attracting more than 45 sponsoring organizations. During the week leading up to TOV Day, crime prevention officers, including those in Drug Abuse Resistance Education (D.A.R.E.), and juvenile officers gave presentations to students. They stressed that violence was not an acceptable way to resolve conflict and taught nonviolent methods of handling conflict.

CREaTe a CaMPaign *Turn Off* the violence

They also talked about alternatives to violent entertainment. Newspaper, television, and radio coverage was extensive. Minnesota's governor visited schools on October 3 and asked students to Turn Off the Violence. The minimal funding needed was raised by citizen efforts; coalition members all volunteered time, computers, paper, expertise, enthusiasm, and commitment to make TOV a truly grassroots initiative. The second and third years gathered more sponsoring organizations, greater funding, and national publicity.

Now in its fourth year, TOV has spread throughout Minnesota and been adopted by other states and cities. Although a coalition still guides the campaign, the Minnesota Citizens Council on Crime and Justice administers TOV with a paid coordinator. To reach even more people and pilot a national effort, the TOV Steering Committee and Citizens Council agreed to collaborate with the Crime Prevention Coalition and NCPC in celebrating Crime Prevention Month 1994.

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

For just one day, let's turn it off.

On October 27, 1994, we're asking people to turn off violent television programs, not listen to violent music, not go to violent movies, not rent violent videos — and to choose to solve problems in nonviolent ways. Hopefully, this one day will signal the beginning of major changes in attitudes and actions.

Who will decide what's violent? You will. But look closely. We've been witnessing violence for so long we may not even recognize it as violence any more. And that's the problem.

Practical Considerations When Planning

■ Potential costs include printing, postage, envelopes, letterhead, recognition for volunteers, mileage expenses for speakers/organizers, refreshments for meetings.

■ Look to community organizations for contributions, as well as to businesses, local foundations, and state or local government grants. While some funds are needed for basic expenses, TOV's success lies in the dedication of coalition members who provide resources and staff time and the generosity of people in the community who provide services at or below cost.

■ An address and, if possible, a phone number, are essential so people can request information about the campaign. In its first years, TOV used a voice mail system at the Golden Valley, Minnesota, Police Department; volunteers working at home could retrieve messages, answer requests, and forward messages to other voice mailboxes in the system. An electronic mail (E-mail) box in a computer network is another option.

■ Some organizations are so controversial and divisive that they could derail a TOV project. Organizations who join must agree to abide by the Seven Guiding Principles. If an organization has a strong agenda of its own that could pull your local coalition off track, consider declining its offer to join.

■ Organize a Speakers Bureau to give presentations. Contact all civic, social, professional, and religious organizations in the community and offer to speak at their meetings. Have volunteers at all community events — fairs, school open houses, Neighborhood Watch meetings, PTA gatherings — to hand out TOV brochures and gain support for TOV Day. Put TOV posters in libraries, stores, community centers, and other public buildings. Ask a grocery store to donate several cases of paper bags; have school children illustrate them with TOV announcements and return them to the store for distribution. Put TOV information in waiting rooms of clinics, pediatricians' offices, and hospitals. And don't forget electronic bulletin boards!

Seven Guiding Principles of Turn Off the Violence

1. Keep the campaign simple. TOV decided to address two problems: the negative influence of the media on attitudes about the acceptability of violence, and the lack of information, especially for young people, on nonviolent ways to resolve conflict.

2. TOV is a coalition. More than 80 organizations and hundreds of individuals joined the campaign in 1993.

3. TOV addresses all forms of violence: physical violence, sexual violence, verbal violence, violence in entertainment, family violence, gang violence, hate crimes, and playground violence.

4. TOV is inclusive of many groups. Because violence touches every segment of society, as many groups and populations as possible must be involved.

5. TOV is a grassroots campaign. It operates on a limited budget, with members and individuals encouraged to be actively involved in all phases of planning and implementation.

6. TOV is not a censorship project. Organizers do not sponsor boycotts or compile lists of music, movies, or TV shows they think are violent. Instead, TOV encourages individuals to carefully consider and voice their opinions not only about what they believe is unacceptable, but also about what is

good. If enough people express their preferences for nonviolent media, the market will shrink and the media will get the message.

7. TOV is not the cure-all. Many influences shape violent attitudes and behaviors besides entertainment media. But the increasingly violent images in television, movies, video games, and music portray violence as an ordinary and often appropriate way of resolving conflict, demonstrating power, releasing emotions, and responding to everything from sexual desire to boredom to social injustice. TOV says that media violence is one kind of violence people can turn off. Then we can begin to teach our children appropriate ways to deal with these challenges.

Working With Community Partners



Involving the Media

Send a letter to newspapers, radio stations, and television stations asking for their support. Include a press release. Follow up with a telephone call or personal visit.

In the weeks leading to TOV Day, submit editorial columns to newspapers (weekly and daily) and community newsletters.

Encourage newspaper editors to publish their own editorials on or near TOV Day.

Plan a TOV event or series of events that include family fun activities, which provide good photo opportunities for the media.

Work with a television station, cable company, university film department, or advertising agency to create a public service ad highlighting ways to prevent violence that will be released in October and aired throughout the year.



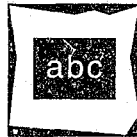
Businesses Can

Sponsor a TOV presentation for employees.

Hold a drawing for tickets to concerts, family movies, baseball games, and children's theater performances.

Include TOV brochures or articles in employees' pay packets or customer billings.

Put TOV announcements on a business marquee or electronic sign.



Schools Can

Celebrate TOV Day with a poster or essay contest.

Teach conflict management skills in all classes from prekindergarten through high school.

Ask students to sign a "Turn Off the Violence" pledge.

Create a Peace Wall at a school, community center, or workplace. Spotlight leaders who used nonviolence to deal with an injustice, post newspaper articles that show how conflicts were handled through negotiation or mediation, create a memorial to victims of violent crime in your community.

Educate students and parents about the dangers and consequences of handgun violence.

Start after-school programs so that parents don't have to use television as a babysitter.



Libraries Can

Display and recommend nonviolent reading materials. Make sure every age group, from preschoolers through teens and adults, is addressed.

Use story hours to read books where the characters solve problems in nonviolent ways and with humor.

Celebrate TOV Day with a display of books about peacemakers throughout history.

Hand out bookmarks with the TOV pledge.



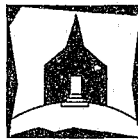
Park and Recreation Departments Can

Make TOV an ongoing part of after-school and summer programs for children.

Use games to teach cooperation.

Hold storytelling events with professional storytellers.

Sponsor a TOV float for community parades.



Churches and Other Religious Organizations Can

Encourage clergy to present sermons on nonviolent conflict resolution.

Sponsor classes in parenting skills, with an emphasis on handling conflict.

Present a concert especially for children.

Have prayer breakfasts for members on TOV Day.



Colleges and Universities Can

Talk in student orientation sessions about ways to solve problems without violence. Hand out TOV brochures and other violence prevention brochures.

Sponsor a film festival for TOV Day.

Highlight TOV in the student newspaper.

Involve fraternities and sororities in a community project for TOV Day, such as cleaning up a park or a field day for elementary school students.

PRESS RELEASE

For Immediate Release

(Date)

Further Information

(Name, Phone Number)

Turn Off the Violence on October 27!

For too many people, violence is becoming an ordinary way of being entertained, settling arguments, or blowing off emotional steam. For just one day, let's turn it off.

On October 27, 1994, the Turn Off the Violence (TOV) coalition asks children, teens, and adults to turn off violent television programs, not listen to violent music, not go to violent movies, and not rent violent videos. Instead, the day should be a unique opportunity for schools to teach conflict management skills, for families to share activities, for communities to translate their rhetoric about violence prevention into events and programs, and for youth to tell government leaders how violence shapes their daily lives.

The TOV campaign focuses on two goals: making people aware of nonviolent ways to deal with anger and conflict and helping both adults and children realize that violent entertainment creates a climate that fosters the acceptability of violence. According to a 1993 report on youth violence by the American Psychological Association, few Americans openly enjoy or encourage violence. However, many condone it through passive acceptance of violent entertainment.

TOV challenges Americans to take action, to "turn off the violence," and to look for alternative ways to be entertained, taught, and inspired.

The TOV campaign is part of Crime Prevention Month. Sponsored by the Crime Prevention Coalition and the National Crime Prevention Council, this month celebrates community spirit and community partnerships — the foundation of effective crime and violence prevention initiatives.

###

Turn off
the
Violence

TAKE A BITE OUT OF
CRIME



Celebrating TOV in Minnesota



■ At Lino Lakes Correctional Facility, the Fathers Support Group sold TOV buttons to fellow inmates for \$1. The buttons served as admission tickets to an evening of non-violent entertainment at the prison. The show used both "in-house" and "out-of-house" talent, offering a mix of music, clowns, magic, and drama as serious anti-violence messages punctuated each performance. Proceeds

were used to buy equipment for the children's visiting area of the prison and to help a battered women's shelter.

■ Every month of the school year, Northeast Middle School held a TOV event and raffled off ten TOV T-shirts to students who followed school rules and helped to create a positive school climate. In the spring, a general assembly recognized all 500 students who maintained a record of good behavior. A district administrator thanked the students for their leadership and gave each a small prize as they paraded across the stage. Ten additional T-shirts (a status symbol among students, according to teachers) were raffled off.

■ The Edina League of Women Voters planted 2,000 daffodil bulbs on October 17,

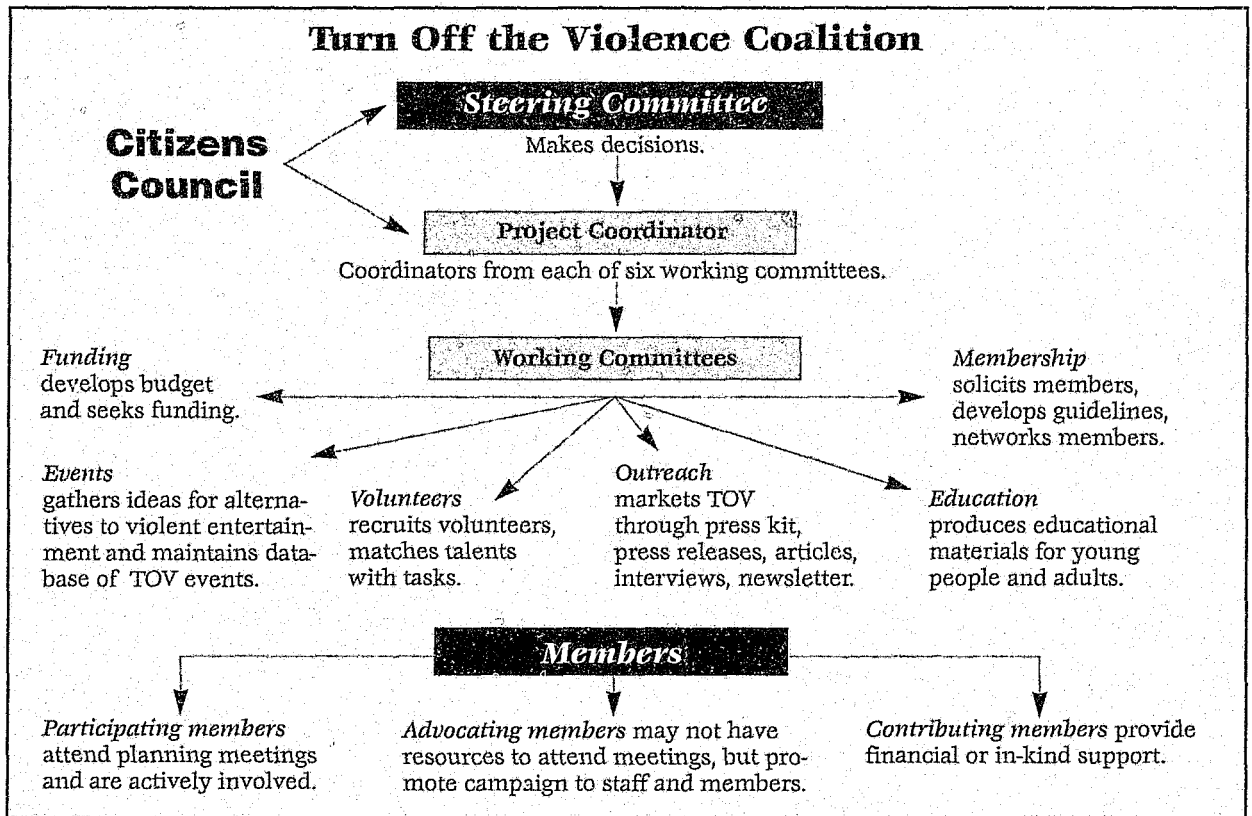
in memory of Yoshi Hattori, a 16-year-old foreign exchange student murdered in Louisiana on October 17, 1992. Over 200 people from the community attended the event which asked people to sign petitions to stop gun violence. Among the organizations working with the League on the event were Citizens for a Safer Minnesota, American Field Service Exchange, Edina Interfaith Peacemakers, Grandmothers for Peace, and several student organizations.

■ The Hennepin County Attorney's Office sponsored a play, *Gun Play*, at Washburn High School, produced by the Mixed Blood Theatre. The performance portrayed the experiences of three young men growing up amidst violence and was followed by a panel discussion with the actors.

Americans long have had an ambivalent relationship with violence. Though most Americans abhor violence in their communities, homes, and schools, this country has the highest rate of interpersonal violence of any industrialized country. Our folk heroes and media images – from the cowboy of the old west to John Wayne, Clint Eastwood, and Arnold Schwarzenegger – often glorify interpersonal violence on an individual and personal level. Violent films are widely attended. American news media present image after image reflecting the violence in society, and in some cases may exploit it or contribute to it. Football, one of the most violent of team sports, is an American creation. A plethora of guns and war toys are marketed and are coveted and possessed by small children. Although few Americans claim to enjoy or encourage violence, many, at the very minimum, passively condone aggression and violence through acceptance of current film and television productions.

From *Violence and Youth: Psychology's Response*, Summary Report of the American Psychological Association Commission on Youth and Violence, 1993

TOV's Organization... at a glance



Helpful Resources

Center for Media Education
1511 K Street, NW, Suite 518
Washington, DC 20005
202-628-2620

Offers community action kit and other consumer-oriented materials targeting telecommunications policy, children's television, cable TV, and other entertainment media.

Center for Media Literacy
1962 South Shenandoah
Los Angeles, CA 90034
310-559-2944

Publishes a quarterly newsletter and learning tools, such as Media Literacy Workshop kits. Organizes forums and conferences and maintains library on media issues.

Community Board Program, Inc.
1540 Market Street, Suite 490
San Francisco, CA 94102
415-552-1250

Fosters mediation programs in schools, universities, businesses, and any other place where conflict may arise. Provides curriculum training and assists groups that wish to start conflict mediation programs.

Entertainment Research Group, Inc.

PO Box 810608
Boca Raton, FL 33481
800-322-1296, 407-395-1150

Publishes a twice monthly newsletter describing the content (with emphasis on language and violence) of movie and video releases.

Institute for Mental Health Initiatives
4545 42nd Street, NW, Suite 311
Washington, DC 20016
202-364-7111

Encourages the media, educators, general public, and mental health professionals to concentrate on ways to promote mental health through a newsletter, other publications, and programming initiatives.

MediaScope
12711 Ventura Boulevard, Suite 250
Studio City, CA 91604
818-508-2080

Promotes positive social and public health images in mass media entertainment through informational forums, original research, publications, an information clearing-

house, film production, and referral and consulting services.

National Association for Mediation in Education (NAME)
205 Hampshire House
University of Massachusetts
Amherst, MA 01003
413-545-2462

Serves as an umbrella organization for hundreds of mediation programs nationwide. Provides a bimonthly newsletter, written materials, audio tapes, videos, and training.

Reproducible Materials

(in back cover pocket) designed for a Turn Off the Violence Campaign include:

Brochure
Turn Off the Violence

Articles/Drop-Ins
Don't Let Your Family
Go Down the Tube!
Turn Off the Violence Pledge

Poster
Turn Off the Violence

Note: For additional information on TOV in Minnesota, contact:

Turn Off the Violence, Citizens Council, PO Box 27558, Minneapolis, MN 55427.

TACKLE an ISSUE

Youth violence

Violence involving youth — both as victims and perpetrators — may be the number one issue on the criminal justice agenda. While youth violence isn't a new problem, there are good reasons for heightened concern. First, homicide has become the leading cause of death for young African-Americans. Second, the intensity of violence involving young people has escalated in the last decade; this is due in part to the increasing availability of firearms. Third, children are witnessing violence at ever-younger ages.

Youth violence cannot be isolated from the context of American society. "Although young people are disproportionately represented on both sides of the gun or knife, it is important to consider their experiences as part of the larger picture of violence in America," says a 1993 report from the American Psychological Association's (APA) Commission on Youth and Violence. "The United States has the highest homicide rate of any Western industrialized country — a rate that is, in fact, many times higher than that of the country with the next highest rate." The APA also stresses that youth violence is not limited to urban environments, but that domestic violence, hate crimes, sexual violence, and violence among peers threaten children and teens in every community.

No single factor causes youth violence. Harsh poverty, physical abuse and neglect, alcohol and drug use, domestic violence, learning problems, media violence, inadequate social skills, and inadequate family support are among the elements that contribute to it. Much research today focuses on factors that help young people grow more resilient and resistant to negative influences as well as those that put youth at risk. Reflecting on this research, the APA report concludes on a note of hope, not despair. "Many factors, both individual and social, contribute to an individual's propensity to use violence, and many of these factors are within our power to change."

Deterrence is difficult — and less emotionally satisfying than muttering "three strikes and you're out." It starts with effective policing and moves back to job-training, school and even preschool programs that instill decent values and equip youngsters with options outside crime. That is the only approach that will keep us from adding another million wasted lives to our prison population.

David S. Broder,
The Washington Post,
April 17, 1994

Violence Prevention Strategies

■ Schools and youth organizations can use existing classes or activities to address crime and personal safety issues. For example, social studies classes can discuss the link between social unrest and violence; English classes can write essays on self-esteem or interpersonal conflict; art classes can design anti-violence posters, and physical education classes can address how body language and staying alert to one's surroundings can help prevent victimization.

■ To help prevent hate violence, schools can foster discussions that explore and reject stereotypes, encourage interaction among members of different cultures, encourage appreciation of diversity, and make sure that educational materials reflect the many cultures of contemporary American society.

■ Law enforcement, schools, and parents should work together to determine whether a gang problem exists, be willing to confront the realities of gangs, take steps to educate young children about the dangers of gangs, and provide young people with social and recreational alternatives to gangs.

■ Governments and school boards can encourage youth service projects (as a requirement for graduation or for scholastic credit) to give students the opportunity to contribute to solving community problems they feel are important.

■ Schools, religious organizations, and recreation departments can open their facilities before and after school, on weekends, and during vacation times to give working parents' children an alternative to staying home alone — a place to talk with friends, study, and get help with homework.

■ Businesses and service clubs can create summer and part-time employment programs that provide constructive activity, money, and roles for youth.

■ A school watch can be operated by students who work with each other to observe school property before and after school, reporting on criminal and violent activities. Additional components could include a hotline to report weapons and crime anonymously and safety patrol teams to provide escorts to younger children before and after school.

■ Young people can help break down intergenerational barriers by providing escort services for older residents or telephone checks and personal visits to see that all is well.

Working With Youth

A crime prevention program that reaches out to young people must:

■ Open communication and foster cooperation between youth and community institutions such as law enforcement, schools, businesses, and government agencies;

■ Welcome youth as active partners in efforts to improve the community;

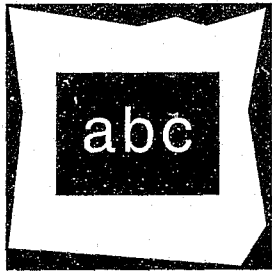
■ Change negative stereotypes of youth while encouraging responsible behavior;

■ Help solve quality-of-life community problems, such as lack of after-school activities, vandalism, limited opportunities for legitimate jobs, and drug trafficking;

■ Promote safer schools where young people can learn, socialize, find peaceful ways to resolve conflicts, and build skills needed to survive and prosper in the adult world; and

■ Emphasize that the community values its young people and appreciates their skills and talents.

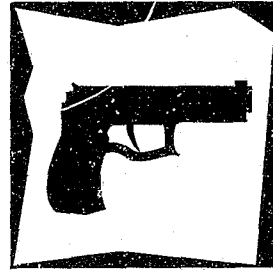




Programs *that* Work

Linking Education and Action Helps Teens Stay Away From Crime

Helping teens learn about crime and its consequences and involving them in addressing these problems makes them feel safer, reduces delinquency-related behaviors, increases their self-esteem, and enhances their ties with the community, according to a recent evaluation of the Teens, Crime, and the Community (TCC) Program. "I never knew that teens were so victimized by crime. But now I know how much can be done to make my school and neighborhood better," said one teen participant. In addition to interactive classroom experiences, TCC includes hands-on projects to meet local needs. TCC participants have taught peers how to prevent date rape, helped younger students learn crime and drug prevention skills, organized school assemblies, produced crime prevention public service messages, and developed conflict resolution teams to reduce violence. Created in 1986 by the National Crime Prevention Council and the National Institute for Citizen Education in the Law, TCC has received high marks in evaluations in urban and rural schools and in community settings, as well as in juvenile justice and secure care sites. The program has been used in more than 500 schools in more than 40 states, reaching nearly half a million young people.

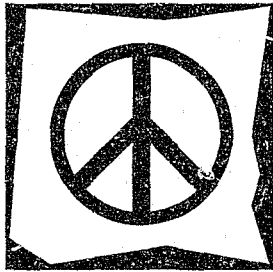


Gun Buy Back Programs Educate and Empower

"I saw a need for the African-American community to speak out against crime and violence. The Gun Buy Back projects, 'Books for a Toy Gun' and 'Gun Buy Back' are designed to educate, modify behavior, and empower citizens to say no and stop the violence, and to say yes to education and life," said Robert Ingram, Executive Director of The Help Center in Jacksonville, Florida. He recalls that no one supported the Gun Buy Back at first, and that money for the first Buy Back came out of his pockets and those of his friends. Now, more than 2,000 guns have been collected in 15 Buy Back events, which are held at least once a month. Each person who turns in a gun in working order (or one that appears to be in working order) receives \$25. Guns are handed over to the sheriff's office to determine whether they are stolen or needed in an investigation. Then the guns are melted down, made into paperweights, and sold by The Help Center to finance more Buy Back events. Ingram was instrumental in changing the sheriff's previous policy, which sold confiscated weapons back to gun dealers. The Gun Buy Back provides an opportunity for The Help Center staff to talk to parents about toys and lifestyles that show violence as a potentially profitable activity or as acceptable behavior. Children can exchange toy guns for books donated by local stores. Another facet of the Gun Buy Back initiative is the Wounded Healers Support, a group whose members reach out to families who have lost loved ones to violent crime. Building on public awareness and support for violence prevention generated by the Gun Buy Back project, The Help Center sponsored a two-day June summit on crime and violence in Jacksonville in cooperation with educational, law enforcement, social service, government, religious, youth development, and community-based service agencies.

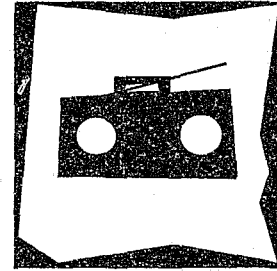
WORKING TOGETHER TO STOP THE VIOLENCE

Programs that Work



Can You Teach Peace?

Each semester, 30 seniors arrive at Bethesda-Chevy Chase High School in Maryland at 7:25 a.m. for Colman McCarthy's popular (but not for credit) course in alternatives to violence. McCarthy, a syndicated newspaper columnist and founder of the Center for Teaching Peace, grounds the concepts of nonviolence and pacifism in the real world. He asks students if they can depend on violence or nonviolence to create peace, pointing out the hundreds of thousands of people who have been killed in conflicts from the Middle East to Northern Ireland, and Americans killed in handgun homicides each year. The question "does fighting violence with violence work?" provokes discussion and reflection. McCarthy also requires that his students put the theories of nonviolence into practice. Once a week, volunteers from his classes at Bethesda-Chevy Chase and Wilson High School in Washington, DC, go to Garrison Elementary (at its request) in northwest Washington to show third- and fourth graders how to peacefully resolve conflicts and handle the violence many see every day. One Garrison fourth-grader explained why she wanted to attend the course, which meets after school: "They learn about peace, how to respect people, and walk away [from trouble]. I want to learn that." The Center for Teaching Peace offers curricula for high schools and colleges and a home study correspondence course. Local foundations and private donations provide funding.



Talk Shows for Teens

The Department of the Attorney

General in Hawaii has taken on an unusual role — producing a television talk show for teens. "Bridging the Gap" provides a platform for teens to voice their concerns, tackling topics such as runaways, teen suicides, anger management, teen alcoholism, AIDS, sexual harassment, teen pregnancy, date rape, and violence in dating. The program airs on four television stations and one radio station. Teenage and adult panelists usually start the program by giving their views on the topic at hand. The telephone lines are then open for callers to share their own views and experiences. The program not only provides a forum for young people, but offers information to teens and parents. For example, the teen pregnancy discussion generated so many phone calls from parents who had no idea about how prevalent the problem is, that the program was extended 30 minutes. The partnership between the Attorney General and the media that created "Bridging the Gap" has expanded to include businesses, foundations, and other government agencies.

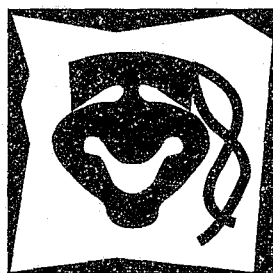


Harnessing Youth Energy for Prevention

Youth as Resources (YAR) has demonstrated that given the opportunity all youth — even those in correctional and social service systems — will devote time, energy, and creativity to improving the lives of others and solving community problems. A distinguishing feature of the program is that youth are responsible for taking the lead in designing and delivering services. YAR asks youth from all socioeconomic and cultural backgrounds to: identify social issues of utmost concern; design a project that best uses their skills to address that problem; write a proposal with a budget; submit and defend the proposal; and, if funded, complete the project.

Independent evaluations revealed clear gains in self-esteem for young people participating in service projects that they designed and then carried out. In addition, YAR turned around adults' negative attitudes toward youth. Following a successful pilot project in Boston, the National Crime Prevention Council launched YAR in three Indiana cities in 1987 with a grant from the Lilly Endowment. Each year, the program has expanded into new, uncharted territories, including a New York City elementary school and a Chicago public housing project.

Roughly 40,000 young volunteers from all socioeconomic backgrounds have completed several thousand projects ranging from renovating apartments for homeless families to rejuvenating playgrounds to creating rap videos with a violence prevention theme. Hundreds of thousands have benefitted from teen-led service projects.

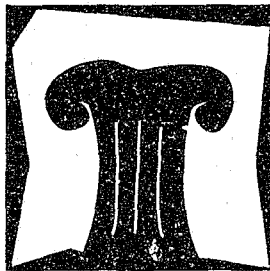


Theater and Storytelling Teach Violence Prevention

The actor asks an attentive group of fourth graders to think of a time when someone hurt them. Hesitantly, a small boy tells his experience: "One day, when my parents were gone, my older sister and I started arguing and a lamp got broken. When my parents returned, I told them my sister did it...Now, my mom and dad are mad, and my sister doesn't live with us anymore. I don't understand."

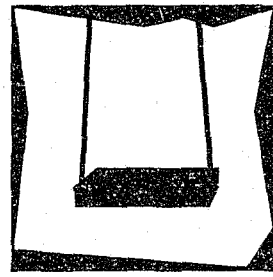
This is one example of what can happen when the Heartsparkle Players in Olympia, Washington, conduct workshops using playback theater, a technique whereby audience members share true experiences of personal conflict that are then reenacted by members of the troupe. Originally created to warn children about sexual abuse, the Players have expanded their focus to preventing violence, drug, and alcohol abuse. The session begins with warm-up questions that draw the audience into the playback process. The child selected as storyteller relates his personal story and assigns the actors roles. The players then compress the child's story into a dramatic piece, using movement, sound, dialog, and soliloquy. "My belief is that if young people are hurt, alone, and alienated, they are more prone to commit acts of violence against others and themselves," says Debe Edden, coordinator of the Heartsparkle Players. "However, if they can experience that thread that binds us all as human beings, then they are less likely to self-destruct."

Programs *that* Work



University Reaches Out to High School Seniors

When Dr. Kathie Garbe created the Teen Information Program (TIP), she had two goals in mind: to educate the campus community about rape, assault, and violence; and to give high school students a forum to examine these issues. TIP was a one-day event in 1993 that brought all seniors from six inner-city schools -- 486 students plus 80 volunteers -- to the sports complex at Ohio's Youngstown State University (YSU). In the morning, the young people heard speakers on sexuality, abusive relationships, violence, and peacefully resolving disputes. Beginning with lunch, students broke up into small discussion groups. Each group had three facilitators, all volunteers from the university community who had attended a one-day training on group facilitation and crime prevention. The day closed with skits by the CATS (Concerned About Teen Sexuality) players. At the end of day students gave TIP high ratings, but wanted more time for the small group discussions. "These kids need to talk," said Dr. Garbe. "And they need someone to listen." Garbe worked closely with the University Police Department in designing the volunteers' training and TIP Day. Community agencies and the university provided funds and logistical support. Recruited mainly by word-of-mouth, volunteers ranged from football players (their coach required community service) to secretaries and maintenance workers. The second TIP Day, in April 1994, targeted sophomores; Garbe and her team discovered at the 1993 TIP that many seniors already had experienced rape, physical abuse, and violence.



SLUG Creates Safe Places for City Kids

Mujeres Unidas y Activas (Mothers United and Active), a group of women in San Francisco's Mission District who advocate for their families and their community, decided to make its stand against violence by reclaiming a neighborhood park from drug dealers, gangs, and transients. For help, they went to the San Francisco League of Urban Gardeners (SLUG), an organization that works with residents of housing projects and other low-income communities to redevelop housing and grounds, local parks, abandoned lots and alleys into vibrant, safer places for children and families. Community residents, including children, worked with SLUG to redesign the park to meet safety and accessibility requirements, and they will eventually be responsible for the park's maintenance. Through this process SLUG provides jobs, teaches employable skills, and offers residents a platform on which to organize and address neighborhood problems. Community involvement is the key to success. "Kids not involved in these efforts, who might be inclined to vandalize the work, often know friends, families, or other kids involved and who take pride in these projects," says SLUG's landscape architect Allan Calder. "They realize that by destroying this work they would be ruining their own back yards." Of the more than 60 gardens that SLUG has put in place in San Francisco, not one has been vandalized.

Reach Out to Youth During Crime Prevention Month

■ Launch a Youth Advisory Council to advise the public and private sectors on issues and problems of paramount concern to the community's young people. Recruit members from schools, youth clubs, gangs, athletic teams, community colleges, and universities. Provide some logistical support, a meeting place, an adult advisor, and recognition. Pay attention to the Council's suggestions.

■ Organize a candlelight vigil in memory of victims of violence. Work with law enforcement, schools, neighborhood groups, victim services, child protection services, and shelters for battered women.

■ Introduce a series of classes on nonviolent ways to resolve conflicts in all schools, from kindergarten

through 12th grade. Reinforce with a TOV Day event and a poster or essay contest. Use Martin Luther King, Jr. Day in January to reinforce conflict management skills and conduct follow-up sessions.

■ Start a series of Saturday night alcohol-free, drug-free dances for teens, with local radio dj's, live bands, and contests.

■ Set up a Speakers Bureau to promote presentations by local child abuse experts to civic organizations, schools, libraries, health care providers, religious organizations, parent groups, and other community outlets. Book speakers on radio and television public affairs programs.

■ Honor young people who have made a difference in the community through a newspaper article, certificate, scholarship, or awards ceremony.

Reproducible Materials

(in back cover pocket) designed to help you tackle Youth Violence include.

Brochures

Alcohol Is Number One
At Home Alone —
A Parents' Guide
Dealing With Gun Violence
Don't Lose a Friend
To Drugs
Making Peace --
Tips on Managing Conflict
Working Together
to Create Safe Schools

Articles/Drop-Ins

Gangs? Not My Kid!
A Tip Sheet for Parents
Guns Hurt Kids —
Kids Take Action
Mad? Frustrated?
Ready to Explode?
Parents and Kids and Bullies
Seven Things Parents
Can Do To Prevent
Gun Violence
So, I'll Be Home Alone ...
Stop Vandalism Now

Activity Sheets

9-1-1 Activity Sheet
Choosing Words Wisely
Finding Your Strengths

Helpful Resources

American Academy of Pediatrics
141 Northwest Point Boulevard
PO Box 927
Elk Grove Village, IL 60009-0927
708-228-5005

Focuses efforts and resources on promoting the health, safety, and well-being of infants, children, adolescents, and young adults. Works to put children's health at the top of the nation's policy agenda.

Boys & Girls Clubs of America
National Headquarters
1230 West Peachtree Street, NW
Atlanta, GA 30309-3494
404-815-5700

Helps young people gain skills and a sense of belonging through approximately 1,500 clubs in the nation's cities. Offers the Gang Prevention and Early Intervention Through Targeted Outreach Program, other initiatives, and resource materials.

Community Board Program, Inc.
1540 Market Street, Suite 490
San Francisco, CA 94102
415-552-1250

Works to foster mediation programs in schools, universities, businesses, and any other place where conflict may arise. Provides curriculum training and assists groups that wish to start conflict mediation programs.

National Association for
Mediation in Education (NAME)
205 Hampshire House
University of Massachusetts
Amherst, MA 01003
413-545-2462

Serves as an umbrella organization for hundreds of mediation programs nationwide. Provides a bimonthly newsletter and written materials, audio tapes, videos, and training on starting and evaluating programs, substance abuse prevention, and conflict resolution.

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

Provides a variety of materials on subjects ranging from gangs to vandalism and school violence prevention, as well as technical assistance and training to school systems.

National Teens, Crime, and the
Community Program Center
c/o National Institute for
Citizen Education in the Law
711 G Street, SE
Washington, DC 20003
202-546-6644

Provides information, referrals, training and materials related to the TCC curriculum.

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

Provides basic information on YAR's structure and goals, as well as technical assistance with funding and implementation.

25
WORKING TOGETHER TO STOP THE VIOLENCE

Thousands of law enforcement agencies, schools, businesses, and community organizations use McGruff licensed educational products to enhance their crime prevention efforts. To keep crime prevention in the public eye during October, and throughout the year, choose from hundreds of products such as coloring books, stickers, McGruff and Scruff dolls, posters, personalized books, litter bags, static-cling posters, clothing, tapes, educational videos, and more.

Use them as handouts at community events and school presentations, prizes for contests, thank-you gifts for volunteers. These products not only reinforce and spread crime prevention messages, they also earn royalties that help fund the National Citizens' Crime Prevention Campaign's public service advertising.

McGruff educational products provide a great opportunity to involve businesses, community groups, and service organizations in community crime prevention. If your budget is limited, ask

local businesses and organizations to sponsor crime prevention projects.

Many products provide space for a sponsor's name or an agency address and phone number.



Companies licensed to produce and sell McGruff educational products offer quantity discounts and special promotions throughout the year. Many products are available in Spanish.

Support Crime Prevention Month Efforts With —

A McGruff the Crime Dog costume. If your local law enforcement agency does not have the costume, Crime Prevention Month is an ideal time to purchase one. Most McGruff costumes are bought by local businesses on behalf of law enforcement agencies.

Safe Kids Kit is an interactive booklet filled with practical, up-to-date guidelines parents can use to teach their children about personal safety. The ten-page book contains a story, an emergency phone number tear-off card, a game, and an easy-to-use fingerprint identification kit.

Personalized **McGruff and Me** storybooks feature the child, his or her friends, and McGruff the Crime Dog as the main characters. The book is filled with safety tips for children at home alone and advice on answering the phone and using it in emergencies. McGruff also talks about vandalism, strangers, and bicycle theft.

"McGruff Cares for You," a set of four cassette tapes, introduces simple crime prevention messages to children. Children and their parents enjoy listening to the tapes together, following the song booklets, and talking about what they've learned.

McGruff the Crime Dog Inflatable is a cold-air display balloon available in eight-and 32-foot sizes. It provides an attention-getting, highly visible display.



McGruff the Crime Dog Robot keeps the crowd interested and involved. The robot, nearly 5-foot tall, winks, blinks, and moves around by remote control with a cassette player for music and crime prevention messages. When he talks his mouth moves automatically.

Offer the Giveaways Kids of All Ages Want!

Under \$1.00

Pencils, pens, crayons, lapel pins, stickers, decals, key rings, reflective Halloween trick-or-treat bags, posters, book jackets, activity and coloring books, bumper stickers for sneakers, pencil cases, balloons, rulers, calendars, whistles, and litter bags.

Under \$5.00

McGruff stamps, T-shirts, posters, footballs, basketballs, puzzles, sports bottles, tumblers, night lights, mugs, fanny packs, flashlights, caps, windshield shades, and McGruff figurines.

Under \$10.00

McGruff and Scruff plush dolls, sportswear and apparel, umbrellas, and watches.

Note: Quantities determine prices.

Personal Products

"A Bite Out Of Crime"

Licensees

This is a partial listing of our licensees for McGruff educational products. For a packet containing color fliers from all McGruff licensees, contact NCPC, 1700 K Street, NW, Second Floor, Washington, DC 20006-3817.

The ADCO, Inc.
800-328-5765 • 612-545-6414
Fax 612-545-7353
McGruff Golden lapel pins and other specialty items.

AIMS Media
818-773-4300
Fax 818-341-6700
McGruff educational films and videos in English and Spanish (gangs, vandalism, child abuse and neglect, drugs, personal security, latchkey kids, Halloween safety, bicycle safety, and many other topics).

Bike Star
602-241-8547
Fax 602-241-8571
American Center for Bicycle Registration.

Boerner & Tollefson
612-473-7322
Fax 612-473-7123
McGruff Safe Kids Identification Kit.

Commonwealth Toy & Novelty Co., Inc.
212-242-4070
Fax 212-645-4279

McGruff and Scruff plush dolls, hand puppets, and McGruff plastic figurines.

Creative Productions
904-435-0977
Fax 904-435-4880
Cassette tapes to accompany Create-a-Book products (from Hefty Publishing Company).

Walter Cribbins Co., Inc.
415-543-8666
Fax 415-543-4153
McGruff pens, stickers, pencils, wristwatches, visors, caps, jackets, patches, key chains, coloring books, umbrellas, stadium cushions, mugs, whistles, and other specialty items.

Eye-D Unlimited, Inc.
303-291-1011
Fax 303-291-1113
Grafeeties, bumper stickers for sneakers.

g. Neil Companies
305-846-8899
Fax 305-846-0777
McGruff crime prevention, safety, and educational materials for the workplace.

Hefty Publishing Company
904-469-9101
Fax 904-469-8990
McGruff and Me personalized storybooks for children. Also available in Easy Reader, Spanish, and Braille.

Island Printing, Inc.
800-647-2966 • 708-416-3103
Fax 800-562-3000
McGruff static-cling cards, decals, and stickers.

Jam Communications, Inc.
212-941-6080
Fax 212-966-0712
The McGruffletter (a crime and drug prevention newsletter for corporations, schools, and community institutions).

JII Sales Promotion Assoc.
800-848-7668 • 712-623-5531
Fax 712-623-3328
McGruff safety reflector stickers, erasers, rulers, key rings, Slap Wrap wristbands (safety tested), T-shirts, other reflective products, and McGruff calendars.

McGruff Specialty Products Office
518-842-4388
Fax 518-842-8317
Litter bags, polybags, Halloween bags in paper, plastic and reflective poly, complete line of coloring and activity books, pamphlets, book jackets, posters, and other specialty items.

Natcom
305-756-8600
Fax 305-756-6294
McGruff Inflatables: 32- and eight-foot; 12- and 18-inch.

PDI Productions, Inc.
609-227-6858
Fax 609-227-5040
"McGruff Cares for You" educational audio cassettes with educational booklets.

Personal Expressions
800-722-2776
Fax 419-353-5895
McGruff fuzzies, stickers, and magnets.

Printmark Industries
717-455-7000
Fax 717-454-2523
McGruff reflective apparel and accessories including McGruff stickers that can be used as safety reflectors, Slap Wrap wristbands (safety tested), and T-shirts.

Robotronics, Inc.
801-489-4466
Fax 801-489-8241
McGruff Robot (fully animated).

Stoffel Seals
914-353-3800
Fax 914-353-3876
McGruff badges, shields, key tags, lapel pins, and other specialty products.

The Stone Soup Group
201-265-7301
Fax 201-986-1574
Scruff wearables (T-shirts, sweats, bandannas, caps).

Wearhouse, Inc.
301-937-4843
Fax 301-937-2916
Imprinted sportswear (T-shirts, sweatshirts, shorts, and McGruff apparel).

Crime Prevention Month

Annual celebration of community spirit and community partnerships. It challenges people to take individual and collective action to prevent crime and build communities that nurture and protect young people.

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

America's Safe Schools Week

*Sunday, October 16 -
Saturday, October 22, 1994
(third full week in October)*
The observance recognizes and honors exemplary programs and associations at the school, district, state, and national levels that are effectively preventing campus crime and violence, improving discipline, increasing attendance, and suppressing drug traffic and abuse. America's Safe Schools Week, now in its tenth year, is sponsored annually by the National School Safety Center, a partnership of the U.S. Department of Justice, U.S. Department of Education, and Pepperdine University.

National School Safety Center
4165 Thousand Oaks Boulevard, Suite 290
Westlake Village, CA 91362
805-373-9977
Fax 805-373-9277

Domestic Violence Awareness Month

Provides a domestic violence awareness pocket guide to members on how to raise public awareness. The coalition works with Congress to have a commemorative bill declaration recognized as a national event.

National Coalition Against Domestic Violence
PO Box 18749
Denver, CO 80218-0749
303-839-1852
Fax 303-831-9251

National Fire Prevention Week

*Sunday, October 9 -
Saturday, October 15, 1994*
The NFPA aims to increase public awareness of the dangers of fire and the ways we can protect ourselves from it. The theme, "Test Your Detector for Life," seeks to reinforce the need to keep smoke detectors operating and emphasizes that smoke detectors save lives.

National Fire Protection Association
1 Battery March Park
Quincy, MA 02269
617-770-3000, ext. 7270

Make a Difference Day

October 22, 1994
A national program that encourages people to make life better for others, through a weekend of helping others sponsored by USA Weekend and 405 newspapers in partnership with the Points of Light Foundation and its 501 volunteer centers.

USA Weekend - "Difference"
1000 Wilson Boulevard
Arlington, VA 22229-0012
703-276-6445, ext. 4531
Hotline 703-276-6432



Red Ribbon Week

*Sunday, October 23 -
Monday, October 31, 1994*
Encourages everyone to wear the Red Ribbon during this week to create awareness and show support for alcohol and other drug prevention.

National Family Partnership
11159 B South Towne Square
St. Louis, MO 63123
314-845-7955
Fax 314-845-2117

Crime Stoppers Month

Emphasizes disseminating information to the public on felony crimes. Provides an anonymous service for citizens to call and report specific crimes and/or problems in crime-ridden communities.

Crime Stoppers International, Inc.
1113 Rhode Island, NE
Suite A
Albuquerque, NM 87110
800-245-0009 • 505-266-2744
Fax 505-266-2926

endar

Drug Awareness Week

*Sunday, March 5 -
Saturday, March 11, 1995 (first week of March every year)*

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

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

Alcohol-Free Weekend

*Friday, April 1 -
Sunday, April 3, 1994*

"I'm Free for the Weekend" offers adults one way to emphasize positive behavior rather than dwell on the negative consequences of alcohol consumption, which is the third leading cause of preventable death in the nation. Sponsoring organizations around the country can involve communities by urging adults to sign a commitment to be alcohol-free for the weekend. NCADDI works for the prevention and control of alcoholism through public and professional training institutes. Membership includes corrections specialists and others interested in community-based programs, juvenile and family courts, and the prevention, control, and treatment of crime and delinquency.

National Council on Alcoholism & Drug Dependence, Inc.
(NCADDI)
12 West 21 Street
New York, NY 10010
212-206-6770
Fax 212-645-1690

Child Abuse Prevention Month

National, state, and local organizations participate in activities to draw special attention to child abuse and neglect and their prevention, placing emphasis on community collaboration as the key to success in preventing child maltreatment.

National Committee to Prevent Child Abuse
332 South Michigan Avenue
Suite 1600
Chicago, IL 60604
312-663-3520
Fax 312-939-8962

National Crime Victim Rights Week

*(In conjunction with NOVA)
April 3rd week*

Trains service providers and provides legislative technical assistance. Assists the public in seeking legal advice; mobilizes community support; and works to inform the public of victims' rights and up-to-date crime/violence issues.

National Victim Center (NVC)/National Organization for Victim Assistance (NOVA)
2111 Wilson Boulevard
Suite 300
Arlington, VA 22201
703-276-2880 • 202-232-NOVA
Fax 703-276-2889

National Youth Service Day

This is a celebration to honor what young people have accomplished in their communities and to encourage continued active involvement. The focus is on public education and an effort to make the government recognize youth participation and accomplishments. National Youth Service Day provides a united voice for the community service field, as well as training and assistance to programs and groups in an effort to mobilize individuals and organizations in community related projects/programs.

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

National Volunteer Week

*Sunday, April 23 -
Saturday, April 29, 1995*
Sponsors a week for local and national organizations to recognize volunteers. This is also an opportunity to spread the awareness and benefits of having volunteers and sponsor trainings or conferences.

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

Mother's Day Campaign to End Violence

May 4, 1994
Uses Mother's Day to focus policymakers' on the ramifications of violence and abuse in every area of women's lives as they age, including health care, housing, and economic security. OWL strives to achieve economic and social equity for midlife and older women, to improve their image and status, and to provide mutual support for its members.

Older Women's League
666 11th Street, NW
Suite 700
Washington, DC 20001
202-783-6686
Fax 202-638-2356

Just Say No Week

*Monday, May 8 -
Sunday, May 14, 1995*
Provides prevention programs and a comprehensive program for 9-18 year old youths which includes the following: Just Say No Clubs, peer tutoring, transitions, and community service. The purpose of these programs is to build on the successful aspects in the lives of young people, such as self-esteem and social relationships.

Just Say No International
2101 Webster Street
Suite 1300
Oakland, CA 94612
800-258-2766
Fax 510-451-9360

SAFE KIDS Week

*Sunday, May 8 -
Saturday, May 14, 1994*
Focuses on unintentional injury prevention (traffic and biking accidents, fires, choking, poisoning). Information and tips are disseminated to communities to implement a child safety program.

National SAFE KIDS Campaign
111 Michigan Avenue, NW
Washington, DC 20010
202-939-4993
Fax 301-650-8038

National Police Week

*Sunday, May 14 -
Tuesday, May 16, 1995*
Provides family support services (counselors, group meetings) for families who have lost a relative in the line of duty. Support is also provided to the family during the criminal justice process. Seminars, candlelight vigils, and memorial services are examples of events during police week.

Concerns of Police Survivors
PO Box 3199
Camdenton, MO 65020
314-346-4911
Fax 314-346-1414

National Missing Children's Day

Thursday, May 25, 1995
Spearheaded by the National Center for Missing and Exploited Children (NCMEC), family and friends of missing children join hands annually to raise public awareness about the need for increased child protection. NCMEC serves as a clearinghouse for missing and exploited children; it disseminates pictures of missing children to the public through advertisements and media involvement and provides training for law enforcement officers in child abduction cases.

National Center for Missing and Exploited Children
2101 Wilson Boulevard
Suite 550
Arlington, VA 22201
800-843-5678 • 703-235-3900
Fax 703-235-4067

National Night Out

August 1, 1995 (First Tuesday)
Seeks to heighten crime and drug prevention awareness, generate support and participation in local anti-crime efforts. NNO also strengthens neighborhood spirit and police-community relations and sends a message to criminals that communities are organized and fighting back.

National Association of Town Watch
PO Box 303
Wynnewood, PA 19096
800-648-3688 • 610-649-7055
Fax 610-649-5456

Working Together To Stop the Violence: Selected Readings

Building Resiliency: What Works! A Community Guide to Preventing Alcohol and Other Drug Abuse Through Positive Youth Development. Washington, DC: The National Assembly, 1994.

Creating a Climate of Hope. Washington, DC: National Crime Prevention Council, 1992.

Finding Funds and Building Support for Community Crime Prevention. Washington, DC: National Crime Prevention Council, 1993.

Louv, Richard. *101 Things You Can Do for Our Children's Future.* New York: Anchor Books, 1994.

Mann, Stephanie. *Safe Homes, Safe Neighborhoods: Stopping Crime Where You Live.* Berkeley, California: Nolo Press, 1993.

Preventing Violence: Program Ideas and Examples. Washington, DC: National Crime Prevention Council, 1992.

Sugarman, Josh, and Rand, Kristen. *Cease Fire: A Comprehensive Strategy to Reduce Firearms Violence.* Washington, DC: Violence Policy Center, 1994.

Taking a Stand Against Crime and Drugs, A Comprehensive Community Crime Prevention Kit. Washington, DC: National Crime Prevention Council, 1993.

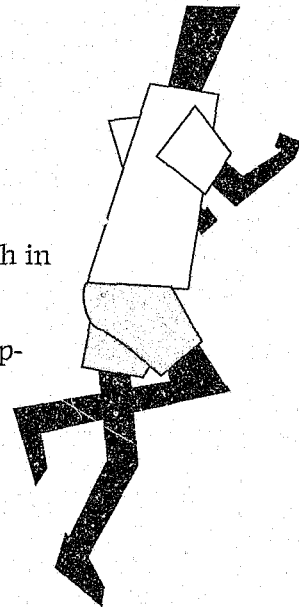
Talking With Youth About Prevention. Washington, DC: National Crime Prevention Council, 1992.

Violence and Youth: Psychology's Response, Summary Report of the American Psychological Association Commission on Youth and Violence. Washington, DC: American Psychological Association, 1993.

Violence in the Schools: How America's School Boards Are Safeguarding Our Children. Alexandria, VA: National School Boards Association, 1993.

Kick Off the Month With a 5K Race/Walk

For the first time ever, a single event held simultaneously in ten major cities on October 8, 1994, will put Crime Prevention Month in the public spotlight. America's #1 Challenge '94: U.S. Against Violence 5K Race and Walk will challenge individuals of all ages, from serious runners to recreational walkers, to join forces in support of violence prevention. The ten cities are: Atlanta, Chicago, Denver, Houston, Kansas City, Los Angeles, Miami, San Francisco, Seattle, and Washington, DC. For more information contact the Venture Group, Ltd. at 202-828-7090.



Crime Prevention Coalition

State Organizations

Alabama Crime Prevention Network
Arizona Crime Prevention Association
Arizona Department of Public Safety
Arkansas Crime Information Center
California Attorney General's Office
California Crime Prevention Officers Association
California Governor's Office of Criminal Justice Planning
Colorado Crime Prevention Association
Crime Prevention Association of Connecticut
Florida Bureau of Criminal Justice Programs
Florida Crime Prevention Association
Georgia Crime Prevention Association
Georgia Department of Community Affairs
Hawaii Department of the Attorney General
Idaho Crime Prevention Association
Idaho Department of Law Enforcement
Illinois Attorney General's Office
Illinois Crime Prevention Association
Indiana Crime Prevention Coalition
Iowa Crime Prevention Association
Iowa Department of Public Safety
Kansas Bureau of Investigation
Kansas Crime Prevention Association
Maryland Crime Prevention Association
Maryland Community Crime Prevention Institute
Massachusetts Crime Prevention Officers Association
Massachusetts Criminal Justice Training Council
Crime Prevention Association of Michigan
Minnesota Crime Prevention Practitioners, Inc.
Minnesota Office of Drug Policy and Violence Prevention
Mississippi Division of Public Safety Planning
Missouri Crime Prevention Association
Missouri Department of Public Safety
Nebraska Crime Commission
Nebraska Crime Prevention Association
Nevada Office of the Attorney General
New Jersey Crime Prevention Officers' Association, Inc.
New Jersey Department of Law and Public Safety
New Mexico Crime Prevention Association
New York State Crime Prevention Coalition
North Carolina Crime Prevention Officers' Association
North Carolina Department of Crime Control
and Public Safety
North Dakota Office of the Attorney General
Ohio Crime Prevention Association
Ohio Governor's Office of Criminal Justice Services
Oklahoma Department of Public Safety
Crime Prevention Association of Oregon
Oregon Board on Public Safety Standards and Training
Crime Prevention Association of Western Pennsylvania
Pennsylvania Commission on Crime and Delinquency
Pennsylvania Crime Prevention Officers Association
Rhode Island Crime Prevention Officers Association
South Carolina Governor's Office
South Dakota Police Chiefs Association
Texas Crime Prevention Association
Texas Governor's Office
Utah Council for Crime Prevention
Virginia Crime Prevention Association
Virginia Department of Criminal Justice Services
Washington Crime Prevention Association
Washington State Attorney General's Office
West Virginia Criminal Justice and Highway Safety Office
Wisconsin Crime Prevention Practitioners Association, Inc.
Wisconsin Department of Administration
Wisconsin Department of Justice

National Organizations

The Advertising Council, Inc.
American Association of Retired Persons
American Federation of Labor-Congress
of Industrial Organizations
American Probation and Parole Association
American Society for Industrial Security
The Association of Junior Leagues International, Inc.
Boys & Girls Clubs of America
Crime Stoppers International, Inc.
General Federation of Women's Clubs
Institute of Criminal Justice Studies
Insurance Information Institute
International Association of Campus
Law Enforcement Administrators
International Association of Chiefs of Police
International Association of Credit Card Investigators
International Association of Directors of Law
Enforcement Standards and Training
International Association for Healthcare Security and Safety
International Society of Crime Prevention Practitioners
International Union of Police Associations
National Association for the Advancement of Colored People
National Association of Attorneys General
National Association of Counties
National Association of Criminal Justice Planners
National Association of Elementary School Principals
National Association of Police Athletic Leagues
National Association of Town Watch
National Council of La Raza
National Council on Crime and Delinquency
National Crime Prevention Council
National Crime Prevention Institute
National Criminal Justice Association
National Exchange Club
National Family Partnership
National Governors' Association
National League of Cities
National Network of Runaway and Youth Services
National Organization of Black Law Enforcement Executives
National Organization for Victim Assistance
National Sheriffs' Association
National Urban League, Inc.
Police Executive Research Forum
Service Corps of Retired Executives Association
U.S. Conference of Mayors

Federal Agencies

Department of Defense
Drug Enforcement Administration
Federal Bureau of Investigation
General Services Administration
U.S. Department of Air Force
U.S. Department of Army
U.S. Department of Justice, Office of Justice Programs
Bureau of Justice Assistance
Bureau of Justice Statistics
National Institute of Justice
Office of Juvenile Justice and Delinquency Prevention
Office for Victims of Crime
U.S. Department of Navy
U.S. Marine Corps
U.S. Postal Inspection Service

Please Let Us Know What You Think!

Please take a moment to answer these questions. Then fold this card, tape it, and mail it with a 29¢ stamp. Your comments will help us prepare for Crime Prevention Month 1995!

Name _____

Organization _____

Address _____

City _____ State _____ ZIP(+4) _____

Daytime Phone _____ Fax _____

■ Community Size: Under 25,000 25,000-100,000 100,000-200,000 Over 200,000

■ Prior Crime Prevention Month celebration? YES: 1993 1992 Earlier NO

■ Are you going to have a 1994 Crime Prevention Month proclamation? Yes No
(If so, please send us a copy.)

■ How helpful are these features of the booklet?

	<i>Slightly Helpful</i>			<i>Extremely Helpful</i>	
Partner with the Community	1	2	3	4	5
Create A Campaign: Turn Off the Violence	1	2	3	4	5
Tackle an Issue: Youth Violence	1	2	3	4	5
Activity Ideas	1	2	3	4	5
Program Profiles	1	2	3	4	5
Proclamation	1	2	3	4	5
Press Releases	1	2	3	4	5
Resources	1	2	3	4	5
Statistics	1	2	3	4	5
McGruff Educational Products	1	2	3	4	5
Special Events Calendar	1	2	3	4	5
Selected Readings	1	2	3	4	5

■ Which reproducibles do you think you will use?

	<i>Expect to Use?</i>		<i>Expected # of Copies</i>
	<i>Yes</i>	<i>No</i>	
Brochures Turn Off the Violence	<input type="checkbox"/>	<input type="checkbox"/>	_____
Take a Stand — Join a Neighborhood Watch	<input type="checkbox"/>	<input type="checkbox"/>	_____
Ten Smart Routes to Bicycle Safety	<input type="checkbox"/>	<input type="checkbox"/>	_____
Alcohol Is Number One	<input type="checkbox"/>	<input type="checkbox"/>	_____
At Home Alone — A Parents' Guide	<input type="checkbox"/>	<input type="checkbox"/>	_____
Dealing With Gun Violence	<input type="checkbox"/>	<input type="checkbox"/>	_____
Don't Lose a Friend To Drugs	<input type="checkbox"/>	<input type="checkbox"/>	_____
Making Peace — Tips on Managing Conflict	<input type="checkbox"/>	<input type="checkbox"/>	_____
Working Together To Create Safe Schools	<input type="checkbox"/>	<input type="checkbox"/>	_____

Continued on other side

		Yes	No	# of Copies
Articles/ Drop-Ins	Don't Let Your Family Go Down the Tube!	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Turn Off the Violence Pledge	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Ten Things You and Your Neighbors Can Do	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Taking Back Your Neighborhood	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Volunteers – The Bottom Line	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Certificate of Appreciation	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Keep Fit, Stay Safe	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Guns Hurt Kids – Kids Take Action	<input type="checkbox"/>	<input type="checkbox"/>	_____
	7 Things Parents Can Do To Prevent Gun Violence	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Parents and Kids and Bullies	<input type="checkbox"/>	<input type="checkbox"/>	_____
	So, I'll Be Home Alone...	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Mad? Frustrated? Ready to Explode?	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Stop Vandalism Now	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Gangs? Not My Kid! A Tip Sheet for Parents	<input type="checkbox"/>	<input type="checkbox"/>	_____
Posters	Turn Off the Violence	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Celebrate Crime Prevention Month, October 1994	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Halloween Safety Tips	<input type="checkbox"/>	<input type="checkbox"/>	_____
Activity Sheets	9-1-1 Activity Sheet	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Choosing Words Wisely	<input type="checkbox"/>	<input type="checkbox"/>	_____
	Finding Your Strengths	<input type="checkbox"/>	<input type="checkbox"/>	_____

■ Comments _____

■ Would you be willing to give us a brief report on what you did for Crime Prevention Month? Yes, please send me a form. No, thanks.

Fold card here

Please
Place 29¢
Stamp
Here

Attn: Crime Prevention Month 1994
National Crime Prevention Council
1700 K Street, NW, Second Floor
Washington, DC 20006-3817

Tape here

Working Together To Stop the Violence

Reproducible Materials: Brochures, Posters, Articles, and Activity Sheets

This pocket contains a selection of NCPC's reproducible crime, drug, and violence prevention materials to help you celebrate Crime Prevention Month. These materials are designed to be copied, printed, photocopied, or offset — that's why they're printed in high-resolution black type on coated paper. Many have space for sponsors, local phone numbers, and addresses.

Although these materials are copyrighted to protect their integrity, you can produce as many copies as you like for free distribution so long as you do not change the text without NCPC's written approval.

If you wish to change the text or have any questions about using McGruff or Scruff, contact the Quality Review Committee at NCPC, 1700 K Street, NW, Second Floor, Washington, DC 20006-3817. To obtain a useful reference, write to NCPC for a free copy of *Guidelines for McGruff and Related Marks*.

Here are some suggestions for using these reproducible materials:

- Use the Celebrate Crime Prevention Month poster to announce your events throughout October.
- Enlarge the mini-posters and print on brightly colored paper.
- Hand out brochures at civic meetings and school assemblies. Ask libraries, recreation centers, medical offices, and local businesses (especially ones that cater to children and families) to display and distribute.
- Organize a coloring contest for elementary children, using the Halloween poster.
- Create bookmarks, shopping bags, bumper stickers, fliers, and envelope stuffers. Use the photocopier to reduce or enlarge. Be creative with colored paper and different paper stocks.
- Place articles in newspapers and newsletters.
- Sponsor a contest, using the Turn Off the Violence poster.
- Add your organization's name to the certificate. Use to honor volunteers, businesses, and others who have made outstanding contributions to the community's well-being.

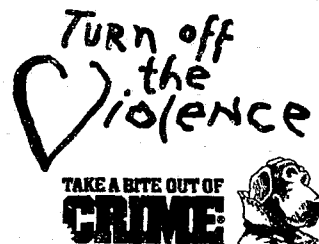
Crime Prevention Month • October 1994

Action Ideas

- When you buy gifts for friends and family, make sure that games, music, videos, and books don't promote violence.
- Make one night a month a Family Fun Night. Why not go out to dinner, take in a nonviolent movie, play board or card games? Play volleyball, ping pong, or a game of catch, go to the library, read aloud, or go through old family photos and slides? Ask your family for suggestions.
- Make sure your child's school has a policy requiring parental permission before showing R-rated, PG-13, or PG movies in any class, and enforces it.
- Turn off television, radio, and movies that make violence look exciting, humorous, or macho. Call or write to radio and television stations and movie theaters to advise them of your decision. Similarly, call or write to thank them when they show programming that portrays positive nonviolent ways of solving problems. Encourage them to address more family issues and show positive actions by people to improve the community.
- Don't buy products whose advertisements glorify physical or verbal violence. Write the manufacturer to express your concern. Check product packages or call your local library for addresses.

- Create a Peace Wall at a school, community center, or workplace. Spotlight leaders who used nonviolence to deal with an injustice. Post newspaper articles that show how conflicts were handled through negotiation or mediation. Create a memorial to victims of violent crime in your community.

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

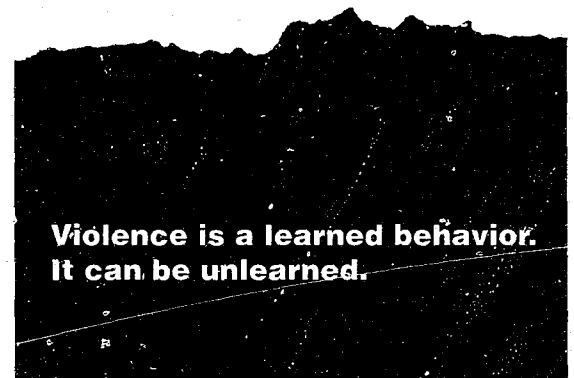


Developed by the National Crime Prevention Council in partnership with the Turn Off the Violence Campaign, a program administered by the Minnesota Citizens Council.

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



TURN off
the
Violence



Turn Off the Violence

*Violence is a learned behavior.
It can be unlearned.*

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

For just one day, let's turn it off.

On October 27, 1994, we're asking people to turn off violent television programs, not listen to violent music, not go to violent movies, not rent violent videos — and to choose to solve problems in non-violent ways. Hopefully, this one day will signal the beginning of major changes in attitudes and actions.

Who will decide what's violent? You will. But look closely. We've been witnessing violence for so long we may not even recognize it as violence any more. And that's the problem.

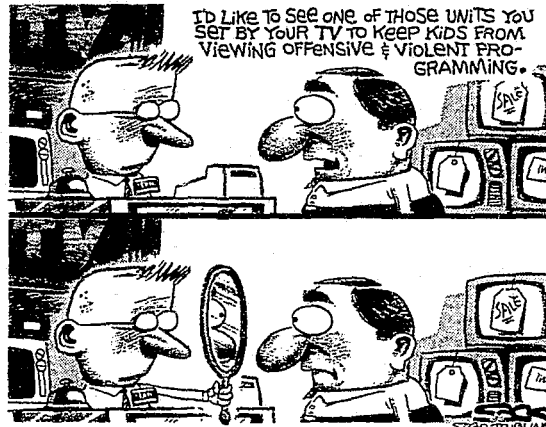
Look at What You're Watching



Take a hard look at what you, your family, and friends watch on television, from "action" movies to talk shows, soaps, sitcoms, cop shows, and even news programs. Ask the same questions about radio shows, movies, videotapes, comics, computer and video games.

What values are they teaching? Are the characters racist, sexist, or stereotypes? Do they make violence appear exciting

or humorous or macho? Do they solve real-life problems without violence? Do the programs show how the victims of violence, their families, and friends suffer? Does the violence or crude language really help tell the story more effectively? Do the programs teach skills or convey unique, interesting information?



Reprinted with permission of the Star Tribune, Minneapolis

Look at What You're Doing

What makes you mad? What words or actions trigger your anger? Maybe it's the way someone looks at you, a tone of voice, or an action, such as pointing a finger. Once you know your triggers, you can better control your reactions.

When you are angry, do you use words that shame, humiliate, intimidate? Remember that words can hurt; they can provoke violent actions.

How do children you know take out their anger? Do they imitate words and body language? Are you proud of the way they handle conflict?

Look at your anger. Talk it out, exercise it out, write it out, sing it out — but don't take it out on anyone else.

Settling Arguments ... Without Violence

Conflict can be a necessary, even useful, force that encourages change and growth. How people respond to conflict — by nonviolent or violent means — is a question of choice. It's up to each of us to decide to "turn off the violence." Some practical tactics:

- Identify the problem. Focus on the problem, not the person.
- Keep an open mind. Things aren't always the way you think they are.
- Be honest. Tell the other person how you feel.
- Listen carefully. Take time to hear what the other person is saying. Put yourself in his or her shoes.
- Brainstorm solutions.
- If you anticipate a difficult situation, plan ahead. Think of alternatives that can peacefully resolve the dispute.
- Postpone decisions if possible. Give yourself time to calm down and avoid overreacting.
- Be open to compromise.
- Consider avoiding the conflict. Sometimes it's not worth it to argue.
- Ask someone else to listen to both sides and help work out a reasonable, nonviolent solution.

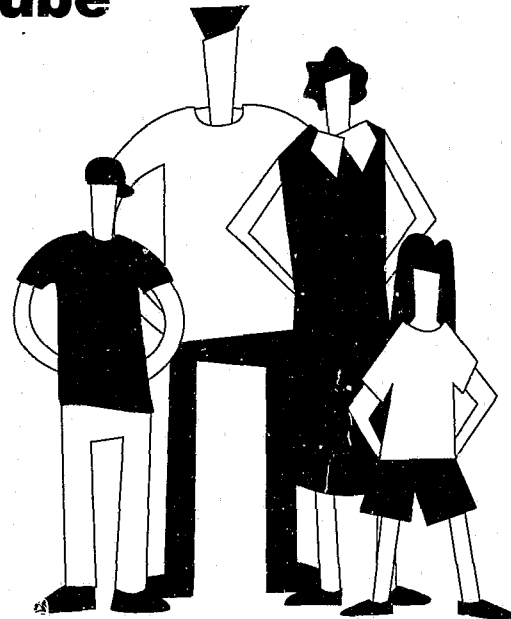
Don't Let Your

FAMILY

**Use
Television
Wisely**

Go Down the Tube

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



TURN off
the
Violence

TAKE A BITE OUT OF
CRIME



TURN off the Violence

Pledge

I want to help
my community
Turn Off the Violence
on October 27, 1994.
I won't watch any violent TV,
videotapes, or movies
or listen to violent music.
I won't use any words or actions
that hurt someone.

My Name

Thanks for helping me, McGruff,
"Turn Off the Violence"
and "Take A Bite Out Of Crime."



Scruff

**McGruff
the Crime Dog**

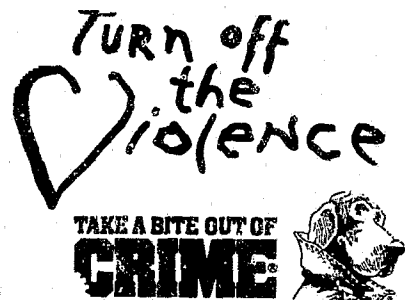
*People can do
many different things
that are nonviolent.*

- Read.
- Take a walk with a friend.
- Ride a bike.
- Play a fun game with friends or family.
- Play catch with someone.
- Learn to cook.
- Write a letter.
- Learn to play an instrument.
- Plant some flowers, vegetables, or a tree.
- Take a family trip to the zoo, a park, or a museum.

I'm helping to Turn Off the
Violence on October 27, 1994.

Here's what I'm going to do:

1. _____
2. _____
3. _____
4. _____
5. _____



Violence

Use this poster to:

- Announce Turn Off the Violence events in schools, libraries, businesses, and community bulletin boards.
- Hold a contest. Using the poster as a masthead, ask children to draw how they would Turn Off the Violence.
- Stimulate class or workshop discussions by handing out and challenging students to list ways that both ac

3. Persuade businesses to display the winners in their windows.

Its and children can Turn Off the Violence.

turn off the

- ✓ Describe the suspect: sex and race, age, height, weight, hair color, clothing, distinctive characteristics such as beard, mustache, scars, or accent.
- ✓ Describe the vehicle if one was involved: color, make, model, year, license plate, and special features such as stickers, dents, or decals.

STAYING ALIVE!

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

- ✓ Organize regular meetings that focus on current issues such as drug abuse, "hate" or bias-motivated violence, crime in schools, child care before and after school, recreational activities for young people, and victim services.
- ✓ Organize community patrols to walk around streets or apartment complexes and alert police to crime and suspicious activities and identify problems needing attention. People in cars with cellular phones or CB radios can patrol.
- ✓ Adopt a park or school playground. Pick up litter, repair broken equipment, paint over graffiti.
- ✓ Work with local building code officials to require dead bolt locks, smoke alarms, and other safety devices in new and existing homes and commercial buildings.

- ✓ Work with parent groups and schools to start a McGruff House* or other block parent program (to help children in emergency situations.)
- ✓ Publish a newsletter that gives prevention tips and local crime news, recognizes residents of all ages who have "made a difference," and highlights community events.
- ✓ Don't forget social events that give neighbors a chance to know each other — a block party, potluck dinner, volleyball or softball game, picnic.

* A McGruff House is a reliable source of help for children in emergency or frightening situations. Volunteers must meet specific standards, including a law enforcement records check. Programs are established locally as a partnership among law enforcement, schools, and community organizations. For information call 801-486-8768.

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

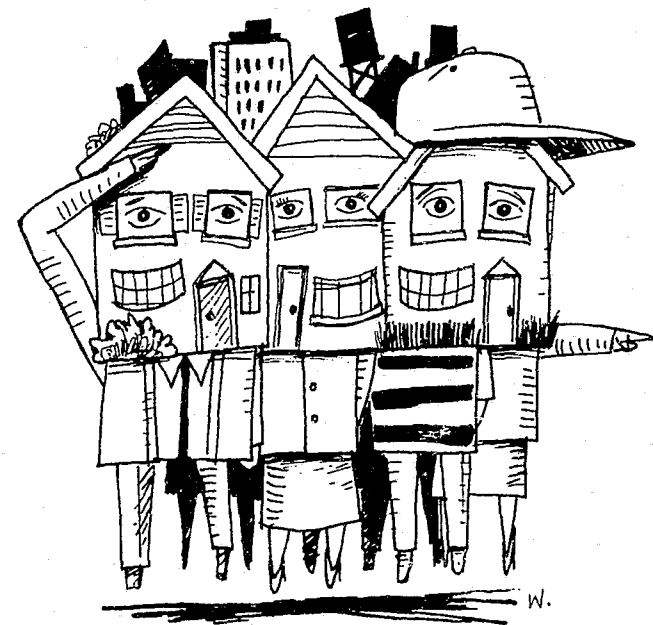
The National Citizens' Crime Prevention Campaign is substantially funded by the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice.



TAKE A BITE OUT OF
CRIME

Developed by the
 National Crime Prevention
 Council in Partnership with
MOTOROLA

TAKE A STAND AGAINST CRIME Join a Neighborhood Watch



Neighborhood Watch, Block Watch, Town Watch, Crime Watch — whatever the name, it's one of the most effective and least costly ways to prevent crime and reduce fear. Neighborhood Watch fights the isolation that crime both creates and feeds upon. It forges bonds among area residents, helps reduce burglaries and robberies, and improves relations between police and the communities they serve.

THE ABC'S OF NEIGHBORHOOD WATCH

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

GETTING ORGANIZED

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

- ✓ Contacts the police or sheriff's department or local crime prevention organization for help in training members in home security and reporting skills and for information on local crime patterns.



- ✓ Selects a coordinator and block captains who are responsible for organizing meetings and relaying information to members.

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

NEIGHBORS LOOK FOR...

- ✓ Someone screaming or shouting for help.
- ✓ Someone looking into windows and parked cars.
- ✓ Unusual noises.
- ✓ Property being taken out of houses where no one is at home or closed businesses.
- ✓ Cars, vans, or trucks moving slowly with no apparent destination, or without lights.
- ✓ Anyone being forced into a vehicle.
- ✓ A stranger sitting in a car or stopping to talk to a child.
- ✓ Abandoned cars.

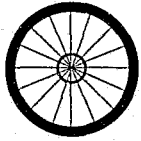
Report these incidents to the police or sheriff's department. Talk about the problem with your neighbors.

HOW TO REPORT

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

10. Don't Flip Your Bike.

Wheels should be securely fastened.

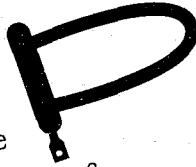


Check wheels before every ride, after every fall, or after transporting your bicycle to be sure that they are fastened and secure. Make sure that tires are properly inflated.

Protecting Your Bicycle Against Theft

A bicycle can be stolen from just about any place, but simple precautions can deter would-be bike thieves.

Remember, most bikes that are stolen were not locked!



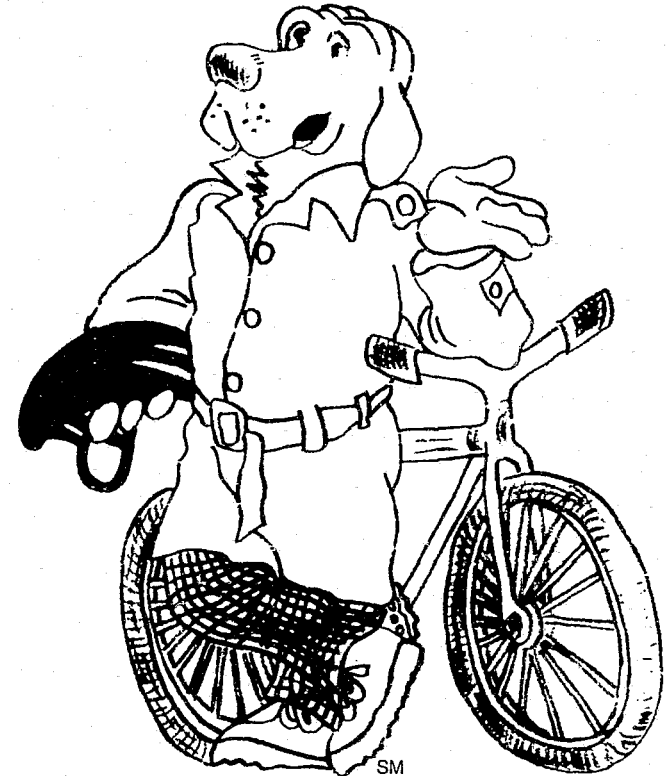
- Always lock your bicycle securely, whether you're gone for a few minutes or a few hours. Use a U-lock, securing both wheels and the frame to a stationary object such as a post, fence, tree, or bike rack. For extra security, add a chain or cable with a good padlock.
- Record the serial number of your bicycle and keep it with the sales receipt and a photograph of the bike.
- Mark your bicycle with an engraver to deter thieves and to help the police in identifying and returning a stolen bike to the rightful owner. Use a unique number such as your social security number.

Take Action for Bicycle Safety

- Parents, schools, and young people can work together to identify safe routes to school and develop bicycle safety education programs. The National Highway Traffic Safety Administration and police departments offer booklets and other information explaining bicycle safety rules and suggestions for teaching them.
- Teach safety through a Bicycle Rodeo. This event can help to teach children the rules of the road and offer neighbors a chance to work together. Activities are limited only by the site and your group's imagination. Typical events include a safety check for bicycles, testing of rider skills, and contests such as a bicycle obstacle course.

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

Ten Smart Routes to Bicycle Safety



TAKE A BITE OUT OF
CRIME

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

Ten Smart Routes to Bicycle Safety

Riding a bicycle is more than basic transportation — it can be a fun and exciting hobby. When you ride you're not alone. You share the road with cars, trucks, pedestrians, and other cyclists. Since accidents can turn a bicycling adventure into a bicycling tragedy, here are some tips to help make your ride a safe one.



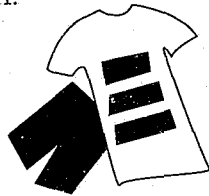
1. Protect your head. *Wear a helmet.*

Studies have shown that using a bicycle helmet can reduce head injuries by up to 85%. Select a helmet that has a snug, but comfortable fit. Look for the helmet labels that show they are recommended by either the American National Standards Institute (ANSI) or the Snell Memorial Foundation.

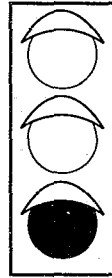
2. See and Be Seen. *Wear proper clothes.*

Wear clothes that make you more visible.

Clothing should be light in color and close fitting to avoid being caught in the bicycle's moving parts. Also, be sure that books and other loose items are secured to the bike or are carried in a back pack.



3. Go With the Flow of Traffic. *The safe way is the right way.*



You must obey the rules of the road. These include all traffic signs, signals, and road markings. Ride on the right side of the street in single file. Use proper hand signals. Never weave from lane to lane or tailgate to hitch rides on moving cars or trucks.

4. Look Both Ways.

Be aware of traffic around you.

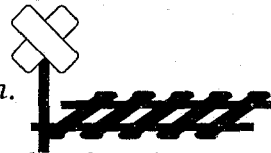
Seven out of ten car-bicycle crashes occur at driveways or other intersections. Before you enter a street or intersection, check for traffic and always look left-right-left. Walk your bicycle across busy streets at corners or crosswalks.



5. Stay Alert.

Keep a look-out for obstacles in your path.

Watch out for potholes, sewer gratings, cracks, railroad tracks, loose gravel, and broken glass. Before going around any object, look ahead and behind you for a free gap in traffic. Plan your move, and then signal your intentions. Be especially careful in wet weather, as water can make you slip and make your brakes work improperly.



6. Beware the Dark Side.

Be cautious when biking at night.

If you have to ride at night, display front and rear reflectors on your bicycle.

Wear reflective clothing or materials, especially on your ankles, wrists, back, and helmet. Ride in areas that are familiar and on streets that are brightly lighted.

7. Go Off-Road.

Follow designated bike routes if available.

Bicycle routes are marked by special signs or lines. Bike paths are special areas reserved for bikes. Become familiar with such accommodations for cyclists in your area.



8. Fix It Up.

Make sure your bicycle is adjusted properly.

Your bicycle should be correctly adjusted to fit you; your feet should rest on the ground while sitting in the seat. Before using your bike, check to make sure that all parts are secure and working. The handlebars should be firmly in place and turn easily; the wheels should be straight and secure.



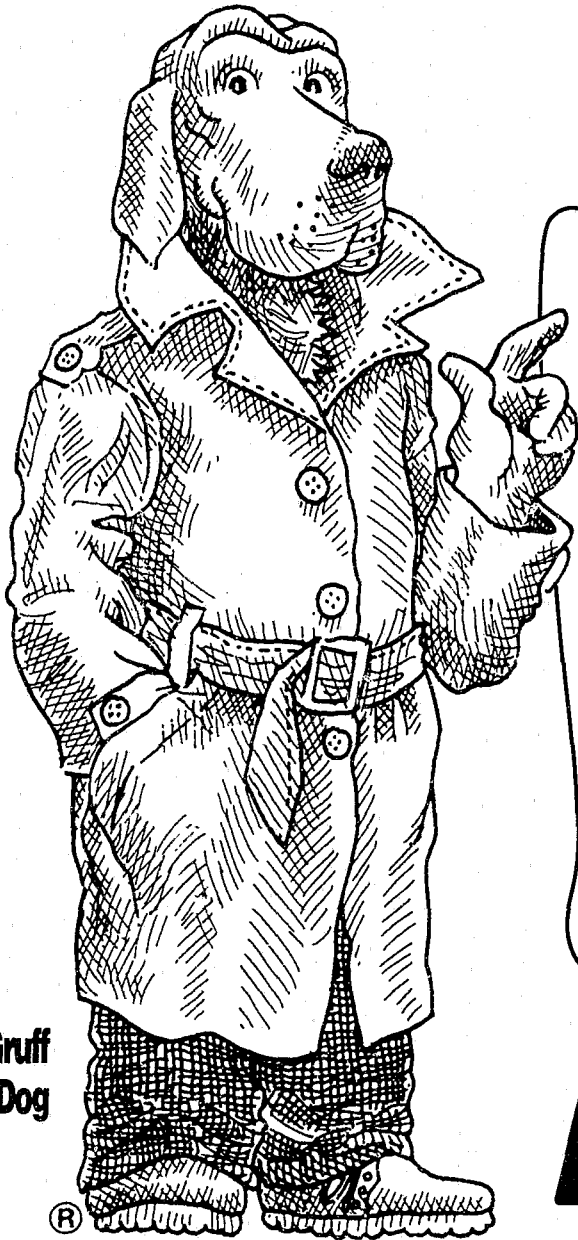
9. Stop It.

Check brakes before riding.

Control your speed by using your brakes. If your bicycle has hand brakes, apply the rear brakes slightly before the front brake. Remember to ride slowly in wet, slippery weather and to apply brakes earlier since it takes more distance to stop.



Working Together To Stop the Violence

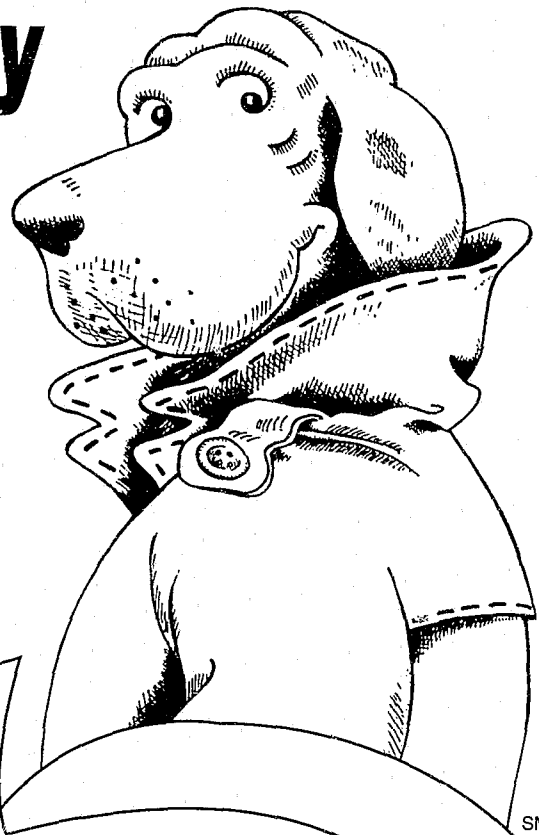


McGruff
the Crime Dog

Celebrate
Crime Prevention Month October 1994

(Use the space on the blueprint above to announce your Crime Prevention Month events)

HallowEEEn Safety Tips



SM

- ☾ **Trick-or-treat in your neighborhood.**
- ☾ **Go with friends. Ask your parent, older sister or brother, or a neighbor to go along.**
- ☾ **Carry a flashlight, glowstick, or reflective bag.**
- ☾ **Have parents check all treats before you eat them.**
- ☾ **Wear white or reflective clothing.**



Have FUN!

How To Use: Hand out for kids to color. For a poster, enlarge to 11" x 17" and copy on brightly-colored paper or posterboard. (Before copying, remember to white out these suggestions.)

10

TEN THINGS YOU AND YOUR NEIGHBORS CAN DO

Work with public agencies and other organizations — neighborhood-based or community-wide — on solving common problems. Don't be shy about letting them know what your community needs.

Make sure that all the youth in the neighborhood have positive ways to spend their spare time, through organized recreation, tutoring programs, part-time work, and volunteer opportunities.

Set up a Neighborhood Watch or a community patrol, working with police. Make sure your streets and homes are well lighted.

Build a partnership with police, focused on solving problems instead of reacting to crises. Make it possible for neighbors to report suspicious activity or crimes without fear of retaliation.

Take advantage of "safety in numbers" to hold rallies, marches, and other group activities to show you're determined to drive out crime and drugs.

Clean up the neighborhood! Involve everyone — teens, children, senior citizens. Graffiti, litter, abandoned cars, and run-down buildings tell criminals that you don't care about where you live or each other. Call the city public works department and ask for help in cleaning up.

Ask local officials to use new ways to get criminals out of your building or neighborhood. These include enforcing anti-noise laws, housing codes, health and fire codes, anti-nuisance laws, and drug-free clauses in rental leases.

Form a Court Watch to help support victims and witnesses and to see that criminals get fairly punished.

Work with schools to establish drug-free, gun-free zones; work with recreation officials to do the same for parks.

Develop and share a phone list of local organizations that can provide counseling, job training, guidance, and other services that neighbors might need.



TAKING BACK YOUR NEIGHBORHOOD

If crime has a strong grip on a neighborhood, it's hard to take the first steps toward reclaiming your streets.

People are afraid that if they act, criminals will take revenge. You can counter this fear, and protect each other, by working closely with police and organizing group activities — there's safety in numbers. You may want to meet outside the neighborhood at first.

Neighborhoods across the country have used these tactics to take a stand against drugs and violence

- Ask police for help in forming a citizen patrol that walks the neighborhood, intimidating drug dealers by writing down license plate numbers and descriptions of suspected dealers. Videotape or photograph activities. Pass this information on to law enforcement. Wear a "uniform" — a brightly colored cap or special T-shirt.
- Use a bullhorn or loudspeaker to broadcast "Drug dealers on the block. Police are being notified."
- Demonstrate against landlords who rent property to drug dealers.
- Make public your dissatisfaction with businesses, including restaurants and bars, that ignore drug dealing. Do the same to stores that sell drug paraphernalia — such as pipes or rolling papers.
- Organize neighborhood clean-up campaigns to sweep litter and drug paraphernalia off the streets, clean off or paint over graffiti, plant flowers and trees, and repair broken equipment in playgrounds.
- Make young people part of your neighborhood improvement team. Find other creative, constructive activities for youth, especially teens.
- Put up large, colorful banners or signs that warn drug dealers that residents are watching for crime and reporting it to the police.
- March or organize a vigil to demonstrate the community's will to drive out drug dealers and other criminals.
- Make sure the newspapers and television cover this good news — show the world that neighbors and police care and are taking action!

Use good judgment when faced with problems of illegal drug use or sales or other criminal activity in your neighborhood. Think about how you can report a drug problem without subjecting yourself to retaliation. It's important to report, but it's equally important to report safely.



TAKE A BITE OUT OF
CRIME

Developed by the
National Crime Prevention
Council in Partnership with
MOTOROLA

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

proudly presents this
Certificate of Appreciation
to



McGruff[®]
the Crime Dog

SM

for outstanding efforts
to help build a safer,
better community.

TAKE A BITE OUT OF
CRIME

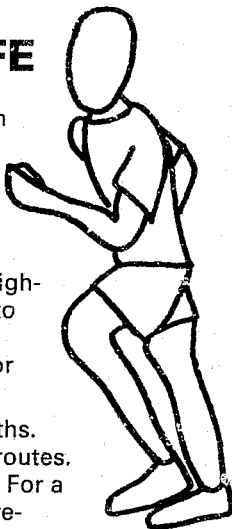
Date

Signed

KEEP FIT, STAY SAFE

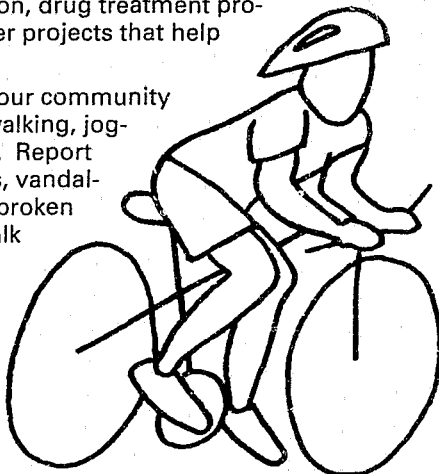
Taking time out for exercise — and fun — is healthy for mind and body. Whether you're cycling, hiking, jogging, walking, rollerblading, or skateboarding, look out for yourself and others on the move!

- Team with a partner — a friend, neighbor, family member. If you prefer to go it alone, consider joining a club with an indoor track or try an indoor sport.
- Avoid isolated roads, trails, and paths. Stick to well-traveled, well-lighted routes. Vary your exercise time and route. For a change of pace, check with the recreation department or library for scenic and safe trails or roads.
- Wear clothing that helps motorists see you — bright colors for day and white or reflective clothes at night. Carry identification.
- Carry change for an emergency phone call.
- Consider buying a whistle or shriek alarm.
- Stay alert. If you wear headphones, keep the volume down.
- Always wear your glasses or contacts.
- Follow the rules of the road. Cyclists — ride with the traffic. Joggers and walkers — face the traffic.
- When away from home, check with your hotel or motel, a bike shop, book store, or tourist bureau for safe local routes.



MOVING OUT AGAINST CRIME AND DRUGS

- Enter marathons, fun runs, and walkathons that raise money for crime and drug abuse prevention education, drug treatment programs, and other projects that help the community.
- Watch out for your community when you are walking, jogging, or cycling. Report abandoned cars, vandalized signs, and broken street lights. Talk to the police about any activities that raise your suspicions.
- Volunteer to help with sports and exercise programs at a school or recreation center.



TAKE A BITE OUT OF
CRIME

Developed by the
National Crime Prevention
Council in Partnership with
MOTOROLA

VOLUNTEERS —



THE BOTTOM LINE

Do you believe that people can make a difference?

Are you willing to prove it?

Be a volunteer.

What's the Payoff?

- ✓ Helping others.
- ✓ Learning new skills.
- ✓ Exploring a new career.
- ✓ Meeting interesting people who are different from you.
- ✓ Discovering new interests and aspirations.



Want to Volunteer? Check Out...

- ✓ Schools near your home or workplace and their parent associations.
- ✓ Churches and other religious groups.
- ✓ Volunteer clearinghouses operated by county or municipal governments.
- ✓ Ads in newspapers and newsletters.
- ✓ Police departments, victim assistance agencies, and Neighborhood Watch groups.
- ✓ Organizations known for their volunteer work like service clubs and local chapters of national groups such as the American Association of Retired Persons, General Federation of Women's Clubs, and Mothers Against Drunk Driving.
- ✓ Public and private sector organizations that serve children and young people.
- ✓ Shelters for battered women and their children.
- ✓ Crisis (rape, suicide, etc.) hotlines in your community.
- ✓ Services for recent immigrants or refugees.

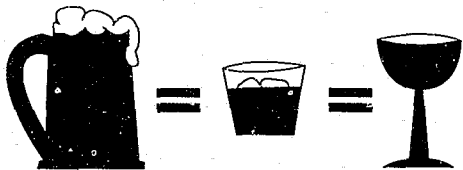
TAKE A BITE OUT OF
CRIME



HOW TO USE: Cut apart. Use as handouts, bookmarks, newspaper/newsletter articles, or envelope stuffers.

Anyone can become an alcoholic — young, old, rich, poor, married, single, employed, or out of work.

- The earlier young people start drinking and using drugs, the more likely they are to become addicted.
- Alcohol ages and damages the brain.



Take Action

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

For Information

National Clearinghouse for Alcohol and Drug Information (NCADI)

PO Box 2345

Rockville, MD 20852

800-SAY-NO-TO • 301-468-2600

800-662-HELP

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

Alcohol
**Is
Number
One**



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



**TAKE A BITE OUT OF
CRIME**

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

Alcohol Is Number One

Alcohol is the *number one* drug of choice for teenagers.

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

Alcohol is the *number one* drug problem in America.

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

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

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

How Does Alcohol Affect You?

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

speech
slurs

seeing
double



Be Aware of Advertising

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

- Wine coolers are displayed in stores next to fruit drinks. Maybe they don't think you'll notice the difference between a fruit drink and one with alcohol.

- Different brands of beer and other alcoholic beverages are slipped into the movies you watch. They think if you see your favorite actor drinking it, you will too.
- The models on the beer commercials are always young, thin, and beautiful. But alcohol has plenty of calories and little nutritional value. Drinking it will not make you younger or more beautiful.
- Advertisements feature celebrities and sports figures. But drinking will not make you famous or athletic.
- Alcohol advertisers are now trying to be more responsible by telling you not to drink and drive. But drunk driving is not the only way alcohol can affect your life.

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

Some More Facts About Alcohol

- Drinking coffee, taking a cold shower, or breathing fresh air will not sober you up. The only thing that sobers you up is time.
- One beer, one shot of whiskey, and one glass of wine all have the same amount of alcohol. Don't fall for the notion that beer and wine are less intoxicating than hard liquors.
- Only 3-5% of alcoholics are what we think of as bums. Most alcoholics are just like the people you know.

A WORD ABOUT CURIOSITY...

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



TAKE A STAND!

- ✓ Work with schools, religious institutions, libraries, recreational and community centers, and local youth organizations to create programs that give children ages 10 and older a place to go and something to do after school — a "homework" haven, sports, craft classes, tutoring. Or what about a community improvement project that young people can design and carry out?
- ✓ Ask your workplace to sponsor a Survival Skills class for employees' children. Kick it off with a parent-child breakfast or lunch.
- ✓ Does your community have a crisis hotline service? Ask it to experiment with a "warmline" that latchkey kids can call for help with homework or cooking, or just to talk.

- ✓ Work with the phone company to distribute 9-1-1 cards with space for a child to write directions to his or her home and parents' work numbers.
- ✓ Join (or start) a McGruff House* or other block parent program in your community to offer children help in emergencies or frightening situations.

* A McGruff House is a reliable source of help for children in emergency or frightening situations. Volunteers must meet specific standards, including a law enforcement records check. Programs are established locally as a partnership among law enforcement, schools, and community organizations. For information, call 801-486-8768.

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

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



TAKE A BITE OUT OF
CRIME

Developed by the
**National Crime Prevention
Council in Partnership with**
MOTOROLA

AT HOME ALONE A Parent's Guide



Your 10-year-old comes home from school at three and takes care of himself — gets a snack, talks on the phone, does homework, watches TV — until you get home at six.

He's too old for day care, but far from grown up. You worry, but what can you do?

You're not alone.

Working parents — and that's the majority of American families today — share the anxiety, frustration, and even fear involved in leaving children "on their own" when school lets out, child care arrangements with neighbors and relatives break down, or there simply aren't any alternatives.

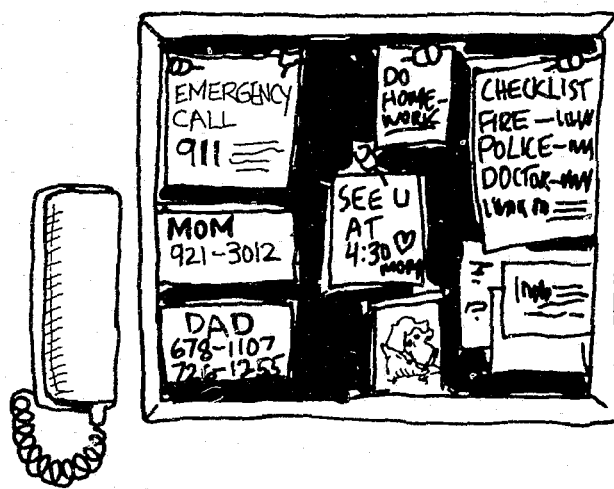
WHAT CAN YOU DO?

- ✓ Make sure your children are ready to care for themselves.
- ✓ Teach them basic safety rules.
- ✓ Know where your kids are, what they are doing, and who they are with.

ARE THEY READY? CAN YOUR CHILDREN —

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

Talk it over with them, and listen to their worries and ideas. Work out rules on having friends over, household chores, homework, and television. Remember, staying at home alone can build a child's self-esteem, sense of responsibility, and practical skills.



TEACH YOUR "HOME ALONE" CHILDREN

- ✓ How to call 9-1-1 or your area's emergency number, or call the operator.
- ✓ How to give directions to your home, in case of an emergency.
- ✓ To check in with you or a neighbor immediately after arriving home.
- ✓ To never accept gifts or rides from people they don't know well.
- ✓ How to use the door, window locks, and the alarm system if you have one.
- ✓ To never let anyone into the home without asking your permission.
- ✓ To never let a caller at the door or on

the phone know that they're alone (say "Mom can't come to the phone right now").

- ✓ To carry a house key with them in a safe place (inside a shirt pocket or sock) — don't leave it under a mat or on a ledge.
- ✓ How to escape in case of fire.
- ✓ To not go into an empty house or apartment if things don't look right — a broken window, ripped screen, or opened door.
- ✓ To let you know about anything that frightens them or makes them feel uncomfortable.

KEEP THESE IMPORTANT NUMBERS NEAR THE PHONE!

Mom's or dad's work _____

Neighbor _____

Family friend who lives or works nearby _____

Police _____

Fire department _____

Poison control center _____

Paramedics _____

Emergency Help 9-1-1 or Operator



In the Community

- Launch a public education campaign to raise awareness of the dangers of firearms, and the risks of keeping a gun in the home.
- Report stolen weapons and carry and use violations to the police or sheriff's department.
- Work with your Neighborhood Watch or other group to hold a forum on how guns and violence affect the community. Include police, schools, youth, local government, youth agencies, and religious organizations.
- Ask local officials to advocate a variety of ways to prevent handgun violence, such as increasing local regulation of those with Federal Firearms Licenses, consumer protection regulations governing manufacture, taxes on ammunition, bans on assault weapons, gun turn-in days, and liability legislation.

Each year, guns end the lives of thousands of young people. Their families and friends are left to cope with the loss of a life barely lived and to face a future overshadowed by violence.

For Information

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

Coalition To Stop Gun Violence
100 Maryland Avenue, NE
Washington, DC 20002
202-544-7190

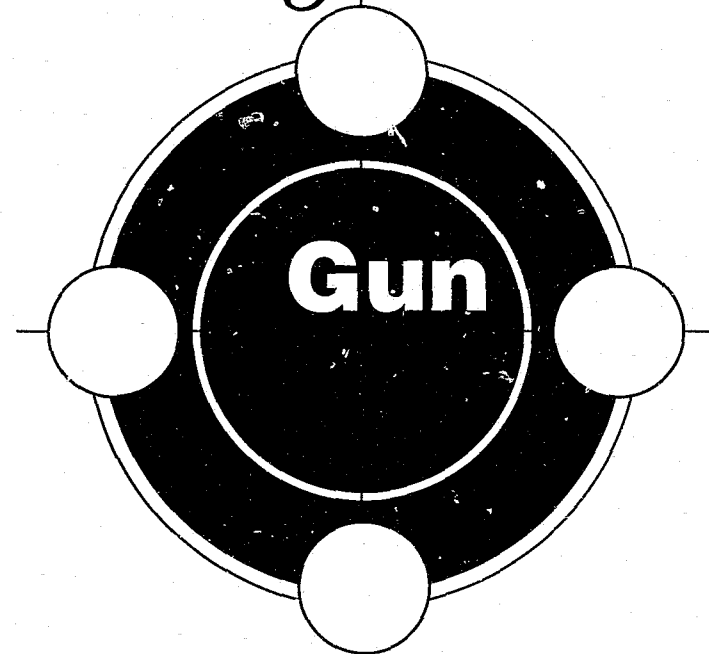
National School Safety Center
4165 Thousand Oaks Boulevard
Suite 1290
Westlake Village, CA 91362
805-373-9977

Pacific Center for Violence Prevention
San Francisco General Hospital
San Francisco, CA 94110
415-285-1793

Violence Policy Center
1300 N Street, NW
Washington, DC 20005
202-783-4071

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

Dealing With



Violence



**TAKE A BITE OUT OF
CRIME**

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

Dealing With Gun Violence

In television, the daily news, and conversations — guns seize our attention and fuel our fears.

Guns by the Numbers

- Every day 15 children under the age of 19 are killed by gunfire, and many more are injured.
- Homicide is the second leading cause of death for youth ages 10 to 19. For black males ages 10 to 19, it's the leading cause of death. Most are committed with firearms — especially handguns.
- An estimated 1.2 million elementary-aged, latchkey children have access to guns in their homes.
- More than half of suicides among youth ages 10-14 and roughly two-thirds of suicides completed by youth ages 15-19 are committed with firearms.
- Although the U.S. regulates the safety of countless products including teddy bears, blankets, toys, and pajamas, it does not regulate the safety of firearms.
- The average hospital bill for treating a child wounded by gunfire is \$14,434 — enough to pay for a year of college.

Centers for Disease Control and Prevention, National Center for Health Statistics; Journal of the American Medical Association; Children's Defense Fund; National Association of Children's Hospitals and Related Institutions.

Take Action To Stop Violence!



At Home

- Teach children — from preschoolers to teenagers — that guns and other weapons hurt and kill.
- Show children how to settle arguments without resorting to words or actions that hurt. Parents, relatives, older brothers and sisters, teachers, and baby-sitters should set a positive example.
- Consider removing guns, especially handguns, from homes with children or teens.
- Look at ways other than firearms to protect yourself. Invest in top grade locks, jamming devices for doors and windows, a dog, or a security system. Ask police to recommend a self-defense class.
- If you choose to own firearms — handguns, rifles, or shotguns — make sure they are unloaded and securely stored. Invest in trigger locks, gun cabinets with a lock, or pistol lock boxes. Lock up ammunition separately.



At School

- Support school staff in their efforts to keep guns, knives, and other weapons out of schools.
- Encourage students to report any weapons they know about on school grounds to the police or school authorities.
- Involve students in the issue. Young people can and do organize against handgun violence.
- Show students how to settle arguments without resorting to violence. Teach them to deal with conflict by calming down, identifying the problem, compromising, and asking someone else to listen to both sides.

TAKE A STAND!

- ✓ Organize drug-free activities (dances, movies, community service projects, walk-a-thons or marathons, etc.) to raise money for charities.
- ✓ Use plays, songs, and raps to show younger children the consequences of drug abuse.
- ✓ Organize an anti-drug rally.
- ✓ Tell the police, teacher, or parent about drug dealers in your school and community. Many areas have phone numbers to let people report these crimes anonymously.
- ✓ If your school doesn't have an alcohol or other drug abuse prevention program, start one.
- ✓ Check recreation centers, youth clubs, libraries, or schools to see if they offer after-school activities — tutoring, sports, study time, craft classes. What about a community improvement project that young people can design and carry out?

FOR INFORMATION

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

800-COCAINE
Answers emergency questions about
cocaine use.

800-662-HELP
This toll-free, 24-hour hotline can tell
you how and where to get help for
alcohol and other drug problems.

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

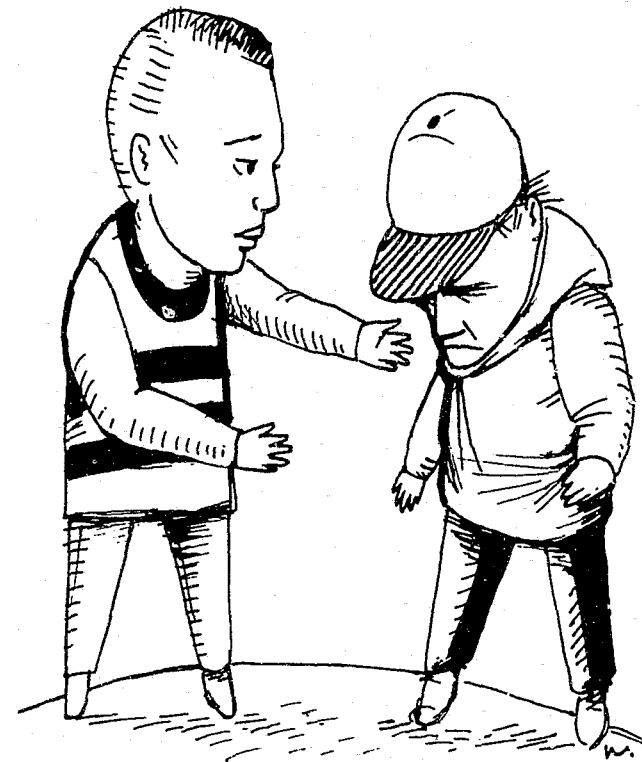
The National Citizens' Crime Prevention
Campaign is substantially funded by the Bureau of
Justice Assistance, Office of Justice Programs, U.S.
Department of Justice.



TAKE A BITE OUT OF
CRIME

Developed by the
National Crime Prevention
Council in Partnership with
 **MOTOROLA**

DON'T LOSE A FRIEND TO DRUGS



Has a friend become moody, short-tempered, and hostile? Does he seem "spaced out"? Is she suddenly failing courses and hanging out with kids you don't trust?

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

Here are some additional signs of drug or alcohol abuse:

- ✓ Increased interest in alcohol or other drugs; talking about them, talking about buying them.
- ✓ Owning drug paraphernalia such as pipes, hypodermic needles, or rolling papers.
- ✓ Having large amounts of cash or always being low on cash.
- ✓ Drastic increase or decrease in weight.
- ✓ Slurred or incoherent speech.
- ✓ Withdrawal from others, frequent lying, depression, paranoia.
- ✓ Dropping out of school activities.

If your friend acts this way, it is not a guarantee that he or she has an alcohol or other drug problem. You need to compare behavior now to behavior in the past. But it's better to say something and be wrong than to say nothing, and find out later that you were right to be worried.

HOW TO TALK TO A FRIEND WHO'S IN TROUBLE

- ✓ Plan ahead what you want to say and how you want to say it.
- ✓ Pick a quiet and private time to talk.
- ✓ Don't try to talk about the problem when your friend is drunk or high.
- ✓ Use a calm voice and don't get into an argument.

**TALK!
TALK!
TALK!**

- ✓ Let your friend know that you care.
- ✓ Ask if there is anything you can do to help. Find out about local hotlines and drug abuse counseling and offer to go with him or her.

- ✓ Don't expect your friend to like what you're saying. But stick with it — the more people who express concern, the better the chances of your friend getting help.
- ✓ Remember — it's not your job to get people to stop using drugs. Only they can decide to stop.
- ✓ Look for help. Talk about the situation with someone who knows about drug abuse and helping abusers.

TAKE CONTROL OF YOUR LIFE AND DECIDE NOT TO USE DRUGS

- ✓ Skip parties where you know there will be alcohol or other drugs.
- ✓ Hang out with friends who don't need alcohol or other drugs to have fun.
- ✓ Get involved in drug-free activities. Ask your friends to join.
- ✓ Remind friends that buying or possessing illegal drugs is against the law. Penalties for drug-related offenses are harsh, and can include loss of benefits like student loans.
- ✓ Remind friends that using intravenous drugs places them at risk of getting AIDS.

institution, make recommendations, and try to resolve problems. He or she has no enforcement power, but must use reason and persuasion to convince management that certain policies or practices should be changed. Newspapers, television and radio stations, government agencies, health care systems, and educational systems often use ombudsmen.

COMMUNICATION TIPS

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

WHERE TO FIND HELP

- ✓ Schools, colleges, universities.
- ✓ Local or state consumer protection offices.
- ✓ Community or neighborhood dispute resolution centers.
- ✓ Local government — district attorney, small claims court, family services.
- ✓ Better Business Bureau.

- ✓ Private organizations listed in the telephone directory's yellow pages under arbitration or mediation services.
- ✓ Law school legal clinics.

FOR INFORMATION

National Institute for Dispute Resolution
1726 M Street, NW, Suite 500
Washington, DC 20036
202-466-4764

National Association for Mediation in Education (NAME)
205 Hampshire House
University of Massachusetts
Amherst, MA 01003
413-545-2462

Community Board Program, Inc.
1540 Market Street, Suite 490
San Francisco, CA 94102
415-552-1250

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

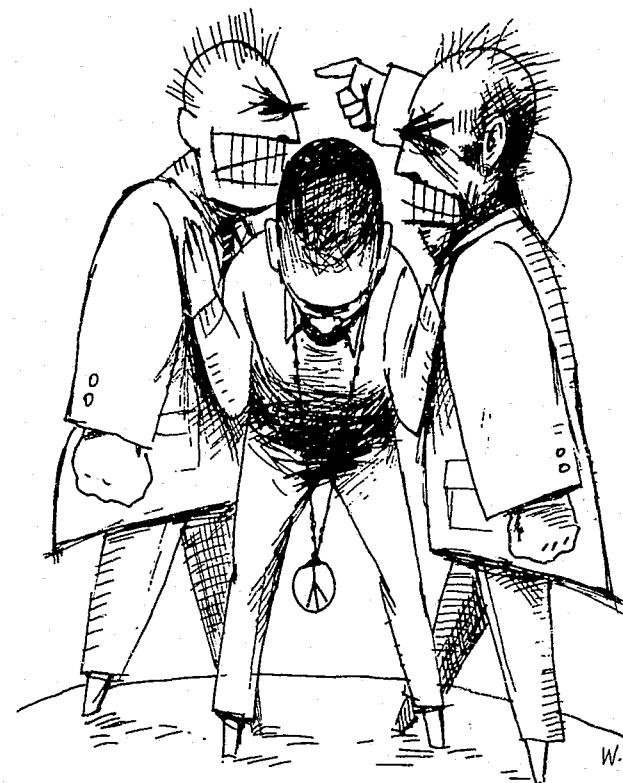
The National Citizens' Crime Prevention Campaign is substantially funded by the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice.



TAKE A BITE OUT OF
CRIME

Developed by the
National Crime Prevention
Council in Partnership with
MOTOROLA

MAKING PEACE Tips on Managing Conflict



Irritated?

Frustrated?

Angry?

Ready to Explode?

You're not alone. Whether it's an argument with a friend, irritation because a driver cuts in front of you, a disagreement about the best way to do a job — conflict is a part of everyday life.

Conflict produces stress, hurts friendships, and causes injury and death.

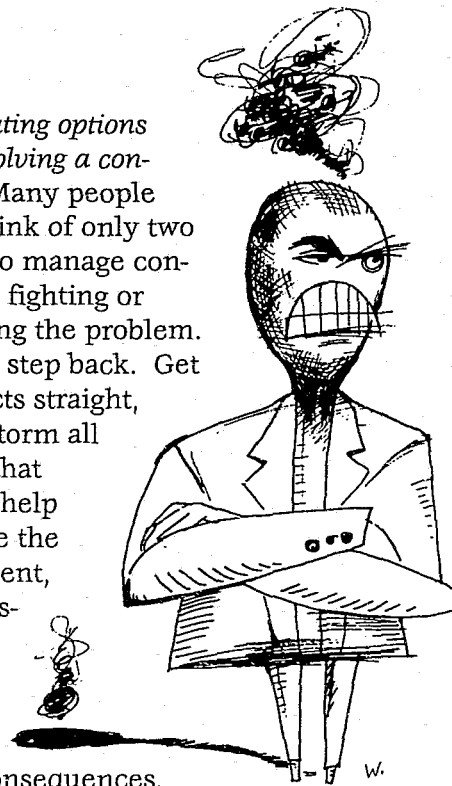
We can't always avoid conflict, but we can learn to manage it.

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

WHAT SKILLS ARE NEEDED TO MANAGE PERSONAL CONFLICT?

- ✓ *Understanding your own feelings about conflict.* This means recognizing your "triggers," words or actions that immediately provoke an emotional response, like anger. It could be a facial expression, a tone of voice, a pointing finger, a certain phrase. Once you know your "triggers," you can better control your emotions.
- ✓ *Active listening.* Go beyond hearing just words and try to understand what the other person is saying. Listen carefully, instead of thinking about what you're going to say next. Active listening requires concentration and body language that says you are paying attention.

- ✓ *Generating options for resolving a conflict.* Many people can think of only two ways to manage conflict — fighting or avoiding the problem. Take a step back. Get the facts straight, brainstorm all ideas that might help resolve the argument, and discuss the pros, cons, and consequences.



MOVING AWAY FROM CONFRONTATION AND TOWARD AGREEMENT

- ✓ Look at your response to conflict. If your style isn't working — you're left with raging emotions which lead to more problems — try to change.
- ✓ State your needs and define the problem. Talk about the issues without insulting or blaming the other person. Don't state your position; that's simply your solution to the problem. Compare what is said (position) with what is really meant (needs).
- ✓ Together, discuss various ways of meeting needs or solving the problem. Be flexible and open-minded.

- ✓ Decide who will be responsible for specific actions after reaching agreement on a plan.

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

Try mediation. Courts, schools, and businesses are turning more and more to mediation to resolve disputes. Mediation relieves the backlog in overburdened courts, and people often are more satisfied with the results. Mediators do not make decisions for people — they help people make their own decisions.

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

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

Try an ombudsman. An ombudsman is hired by and works within an institution. The ombudsman's job is to investigate complaints from the public against the

Community Partners

- Law enforcement can report on the type of crimes in the surrounding community and suggest ways to make schools safer.
- Community-based groups, church organizations, and other services groups can provide counseling, extended learning programs, before and after-school activities, school watches, and other community crime prevention programs.
- State and local governments can develop model school safety plans and provide funding for schools to implement the programs.
- Local businesses can provide apprenticeship programs, participate in the adopt-a-school programs, or serve as mentors to area students.
- Colleges and universities can offer conflict management courses to teachers or assist school officials in developing violence prevention curricula.

**A McGruff House is a reliable source of help for children in emergency or frightening situations. Volunteers must meet specific standards, including a law enforcement records check. Programs are established locally as a partnership among law enforcement, schools and community organizations. For information call 801-486-8768.*

For Information

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

National Association of Elementary
School Principals
1615 Duke Street
Alexandria, VA 22314-3438
703-684-3345

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



**TAKE A BITE OUT OF
CRIME**

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



Working Together To Create Safe Schools

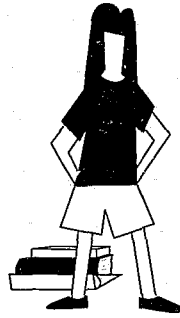
When crime, drugs, and violence spill over from the streets into the schools, providing a safe learning environment becomes increasingly difficult. More students carry weapons for protection. Gunfights replace fistfights. Many students must travel through drug dealer or gang turf. Violence becomes an acceptable way to settle conflicts.

When this happens, children cannot learn and teachers cannot teach.

Creating a safe place where children can learn and grow depends on a partnership among students, parents, teachers, and other community institutions. To prevent school violence:

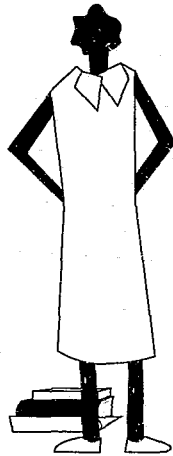
- Find out how crime threatens schools in your community;
- Take actions to protect children; and
- Promote nonviolent ways to manage conflict.

How do these ideas translate into action? Here are some practical suggestions for young people, parents, school staff, and others in the community.



Students

- Settle arguments with words, not fists or weapons.
- Report crimes or suspicious activities to the police, school authorities, or parents.
- Learn safe routes for traveling to and from school, and know good places to seek help.
- Don't use alcohol or other drugs, and stay away from places and people associated with them.
- Get involved in your school's anti-violence activities — have poster contests against violence, hold anti-drug rallies, volunteer to counsel peers. If there's no program, help start one.

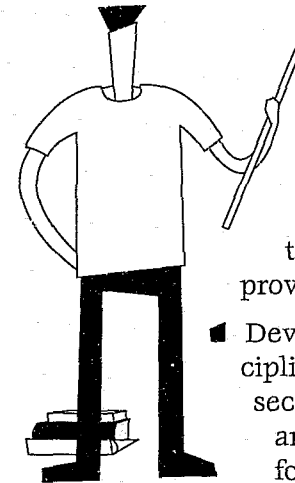


Parents

- Sharpen your parenting skills. Work with your children to emphasize and build their strengths.
- Teach your children how to reduce their risk of being victims of crime.
- Know where your kids are, what they are doing, and who they are with at all times.
- Help your children learn nonviolent

ways to handle frustration, anger, and conflict.

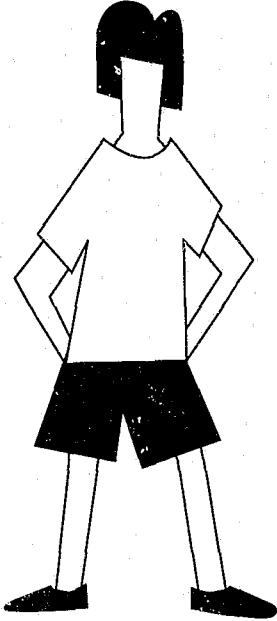
- Become involved in your child's school activities — PTA, field trips, and helping out in class or lunch room.
- Work with other parents in your neighborhood to start a McGruff House* or other block parent program.



School Staff

- Evaluate your school's safety objectively. Set targets for improvement.
- Develop consistent disciplinary policies, good security procedures, and a response plan for emergencies.
- Train school personnel in conflict resolution, problem solving, crisis intervention, cultural sensitivity, classroom management, and counseling skills.
- Work with students, parents, law enforcement, state governments, and community-based groups to develop wider-scope crime prevention efforts such as Drug-Free and Gun-Free School Zones.

GUNS HURT KIDS KIDS TAKE ACTION



I agree to...

- Never touch a gun — at home, at a friend's house, or on the streets.
- Not take any chances if I don't know if a gun is real or a toy.
- Never take a gun or any other weapon to school.
- Never give in if a friend or classmate wants me to play with or use a gun.
- Settle arguments with words, not fists, guns, or other weapons.

I will...

- Get away fast and tell a trusted adult or police officer.
- Treat it like it is real.
- Tell a teacher, hall monitor, or other adult I know about any weapons I see at school or on the street.
- Tell them guns can kill kids. Leave and do something else — play ball, go to the movies, help a friend or my parents.
- Work it out. Apologize if I've done something wrong, and not blame or name-

Name _____



1 Teach all children — from preschoolers to teenagers — that guns can hurt and kill.

5 Support school staff in their efforts to keep guns, knives, and other weapons out of schools.

2 Encourage children to report any weapon they know about at school or on the street to the police or an adult they trust. Tell them not to touch the weapon for any reason.

6 Because handguns are more likely to be used in suicide, homicide, or fatal accidents than in self-defense, it's safest not to keep a gun in the home.

3 Explain to children that gun violence in the movies, on TV shows, and in video games is not real. Stress that in real life guns hurt and kill people.



7 If you choose to own firearms — handguns, rifles, or shotguns — make sure they are unloaded and securely stored. Invest in trigger locks, gun cabinets with a lock, or pistol lock boxes. Lock up ammunition separately.

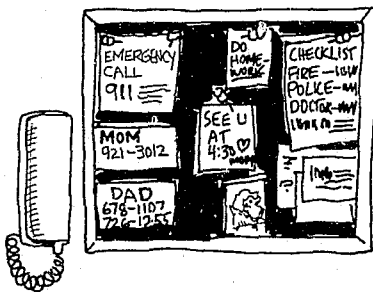
4 Show children how to settle arguments without resorting to words or actions that hurt. Talk openly with your children about their problems. Set a good example in how you handle anger, disagreements, and sadness.





**SO
I'LL BE
HOME
ALONE...
DO I KNOW...**

- ☎ How to call 9-1-1 or my area's emergency number?
- ☎ How to give directions to my home in case of an emergency?
- ☎ How to reach a parent or neighbor to tell them I am home?
- ☎ How to use the door, window locks, and the alarm system?
- ☎ How to answer the door or phone when I am home alone? Tell them that mom or dad can't come to the door or answer the phone right now.



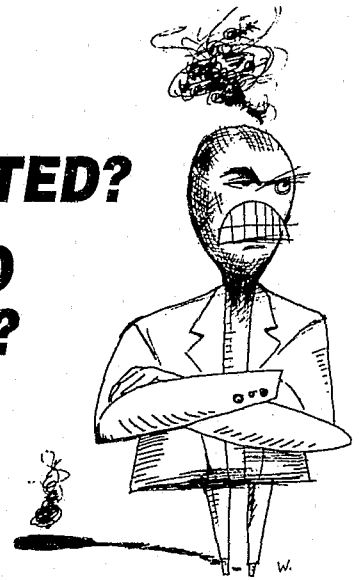
- ☎ What's a safe place for a house key? Keep it inside a shirt pocket or sock, not under a mat or on a ledge.
- ☎ How to escape from the house in case of fire?
- ☎ Not to go into an empty house if things don't look right — for instance, if the door is open, a window is broken, or a screen is ripped?
- ☎ Never to accept gifts or rides from people I don't know?
- ☎ To let someone know if something makes me feel unsafe?

Before I stay home alone, I will go over this list with a parent or trusted adult to make sure we agree on the answers.



HOW TO USE: Cut apart. Use as handouts, bookmarks, newspaper/newsletter articles, or envelope stuffers.

**MAD?
FRUSTRATED?
READY TO
EXPLODE?**



You're not alone. Whether it's a fight with a friend, an argument with your parents, or a run-in with a teacher — conflict is part of life.

We can't always avoid conflict, but we can learn to handle it without words or actions that hurt other people.

What skills do you need?

Understanding • What makes you mad? Which words or actions "trigger" a feeling like anger? Maybe it's the way someone looks at you, a tone of voice, a pointed finger. Once you know your "triggers," you can better control your feelings.

Listening • Really listen to what the other person is saying, instead of figuring out what you're going to say next. Put yourself in his or her shoes.

Creativity • Most of the time we only think of two ways to resolve a conflict — fighting with words or fists, or walking away. But many people think that walking away is somehow a coward's way out. To come up with other solutions, you need to be calm and creative. Focus on the problem, not the person. Get the facts straight and together think of as many solutions as you can. Look at the good and bad sides of each idea, and its consequences.

If you can't work it out, get help.

Try mediation. A mediator is a neutral third party who's been trained to help people make decisions. A mediator helps people who have been arguing talk to one another and reach an agreement both can live with. Your school may have student mediators or a student court to resolve conflicts. Often guidance counselors, the clergy, or social workers are trained in mediation. Local governments often sponsor mediation services that help resolve conflicts between neighbors, parents and children, businesses and customers, and landlords and tenants.



A Tip Sheet for Parents

Gangs? Not My Kid!

Children join gangs and commit vandalism or violent acts due to a need to belong to someone or something. Children who join gangs are as young as 14, sometimes younger. Gang membership, especially among hard-core members is strongly tied to drug use, sexual activity, violence and crime. It's a difficult cycle to break.

Parents can protect their children from a gang's influence:

- ◆ Spend time with each of your children to help convince them that they are an important part of the family.
- ◆ Supervise your children's activities. Make sure a reliable adult is present at all functions.
- ◆ Help your children get involved in athletics or other group activities that interest them so they can feel they belong.
- ◆ Talk with your children about your values. Let them know why you think gangs are dangerous. You could mention the following:
 - constant threat of violence, either to gang members or to innocent bystanders
 - hatred of other groups for no reason
 - drug use, which leads to its own problems
 - increased chance of being arrested

◆ Teach your children what to do if gang members approach them. The best response is to walk away. Warn children not to respond with the same gesture—the gang members may be “false flagging,” using the sign of a rival gang. The response could be a violent one.

It's possible, if there is gang activity in your area, that your children may become involved. Often parents don't recognize their children's gang activity until it is too late, such as when the children are hard-core members. How can you tell if your children are involved?

◆ Be on the lookout for signs of possible gang involvement: change in a child's type of friends, changes in dress habits, such as wearing the same color combination all the time or purchasing a gang sweater or jacket, secretiveness about activities, new-found affluence from unknown sources, changes in behavior and diminishing interest in the family and school. An even more reliable, but often ignored, sign of gang activity is if a child is arrested or detained by the police.

◆ If you notice these patterns, you can get help. Contact the gang crimes unit of your police department. The unit may be able to help you find counseling and tell you how to help your child.



Used with permission from
The National PTA®,
330 North Wabash Avenue,
Suite 2100, Chicago,
Illinois 60611-3690



VANDALISM NOW

VANDALISM = DESTRUCTION

- Breaking windows in buildings or cars
- Painting or writing on walls, streets, or traffic signs
- Knocking over trash cans or mailboxes
- Breaking equipment in schools or playgrounds
- Slashing car tires or breaking car antennas
- Writing in or tearing out pages in library books or textbooks

It's all called vandalism.

VANDALISM ISN'T A JOKE

- People feel frightened, angry, and sad when something of theirs is destroyed for no reason.
- Schools pay millions of dollars each year to clean up graffiti, repair buildings, or replace vandalized equipment. This means less money for new books, art supplies, computers, sports equipment, and other student activities.
- Vandalism claims other victims. Parents can't take children to a park with broken, dangerous swings and slides. A child is injured because someone steals a stop sign. A person can't reach 9-1-1 to call police or paramedics because the public phone is broken.

TAKE ACTION! YOU CAN PREVENT VANDALISM

- Don't destroy or mark someone else's property or public places.
- Clean graffiti off walls in schools, libraries, and other public areas. Make it a community or club project!
- Help clean up your school campus, a park, or a vacant lot.
- Plant trees, bushes, and flowers. Paint murals and hang posters in areas plagued by graffiti.
- Immediately report any vandalism that you see to the police or to a concerned adult.

TAKE A BITE OUT OF
CRIME



PARENTS AND KIDS AND BULLIES



Children who hurt, frighten, or harass other children — they're bullies and they cause serious problems that schools, families, and neighbors often ignore.



Teasing at bus stops, practical jokes, taking someone's property from restrooms or

lockers, insults and threats, shoving or kicking — it's all fair game to a bully. Fears and anxieties about bullies can cause some children to avoid school, carry a weapon for protection, or even commit suicide.



To change attitudes about bullying, and to prevent children from becoming bullies or their victims, parents can:

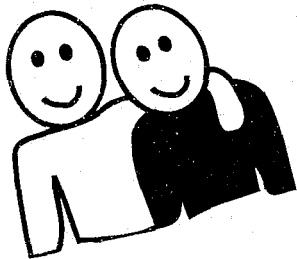
- Teach children ways to resolve arguments without violent words or actions.
- Teach children how to negotiate in an assertive but nonaggressive manner.
- Teach children self-protection skills — how to walk confidently, stay alert to what's going on around them, and know safe places to go for help.
- Encourage children to walk to school and go places with friends; there's safety in numbers.
- Provide opportunities for children to talk about bullying, perhaps when you watch TV together, read out loud, play a game, go to the park or a movie.
- Encourage children to talk about themselves, their strengths and weaknesses, and how to respect others.

TAKE A BITE OUT OF
CRIME

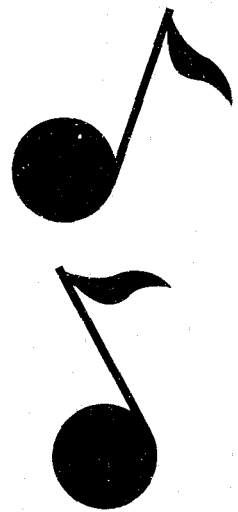


HOW TO USE: Cut apart. Use as handouts, bookmarks, newspaper/newsletter articles, or envelope sluffers.

Finding Your Strengths



Everyone has strengths—good things about them—that makes them special in some way. This includes you. Maybe you are a fast runner. Do you draw well? Do you make people laugh? Do you do your chores around the house?



Write your first name in capital letters going down the page in the space below. Then use each letter to begin a word or phrase that tells about one of your strengths. For example, "Maria" might look like this:

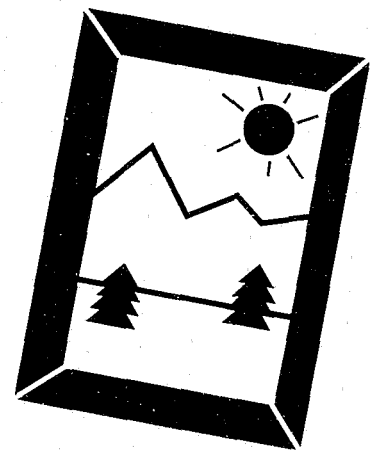
Makes good sandwiches

Always helpful

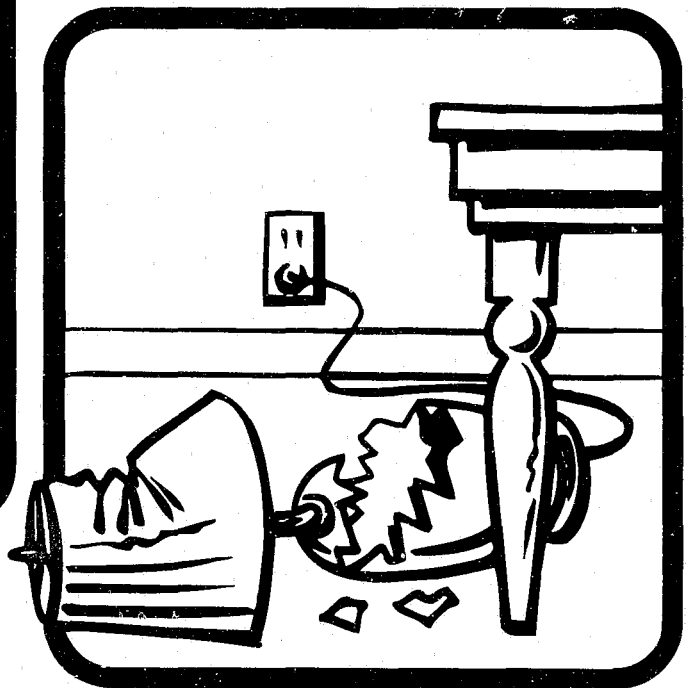
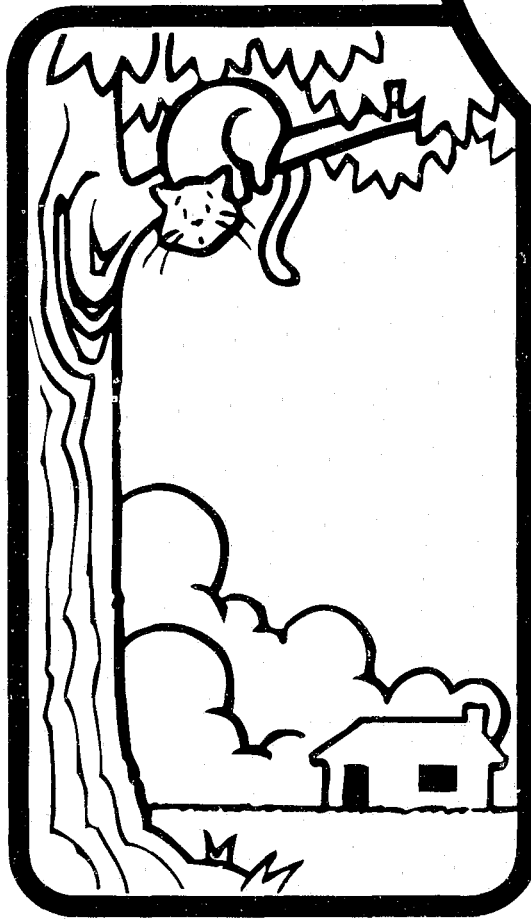
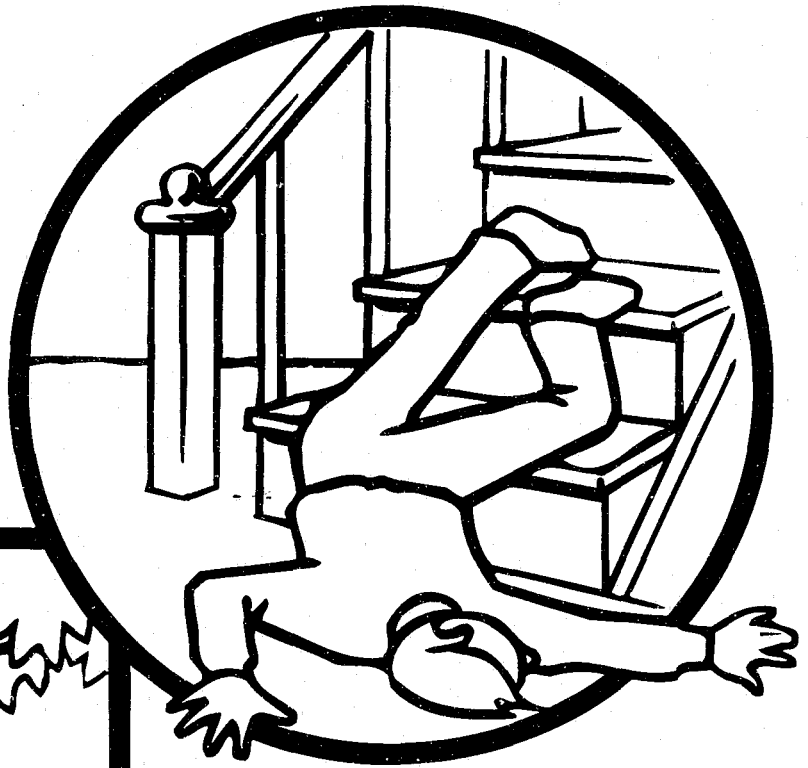
Really happy most of the time

Interested in sports

A good friend



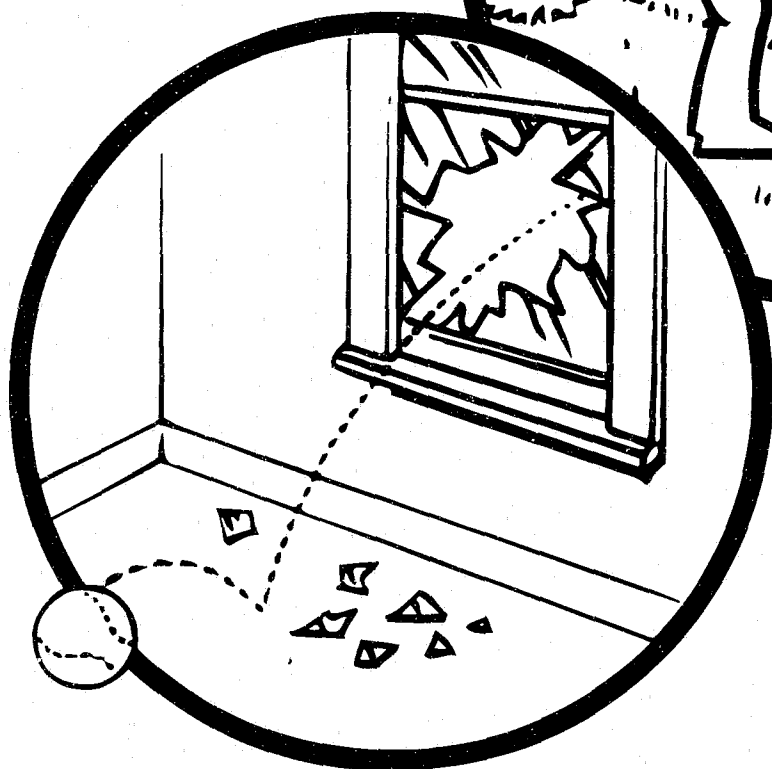
Dial 9-1-1 only for
"people" emergencies,
like fires, crimes,
injuries or sickness.



Color only the pictures that show a

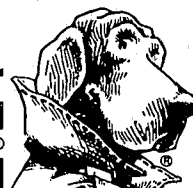


If you don't know whether
to dial 9-1-1 or not,
**calling is the right
thing to do!**



This book was prepared
and produced by
MOTOROLA
in association with the
National Emergency Number
Association and the
National Crime Prevention Council.

TAKE A BITE OUT OF
CRIME



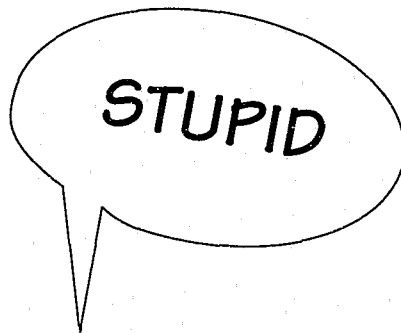
time when you should call 9-1-1.

Choosing Words Wisely

Sometimes we say disrespectful things without meaning to do so. Look at the list and pick out some of the disrespectful statements. Think of respectful ways they could be said.

Respectful or Disrespectful?

1. I'm interested in knowing about your religion, although my beliefs are different.
2. Those people are so hot-headed. It must be those spicy foods they all eat.
3. So what if your hitting's not great? Let's just play ball and have a good time.
4. Learning about different ethnic groups can make school interesting.
5. She's so skinny! She really needs to put on a few pounds.



6. He has his own unique style.
7. It's too bad you have to be in a wheelchair. Don't you hate it?
8. She's rich and stuck up — I hate her.
9. You should get a permanent; your hair needs some style.
10. I wonder how he feels about being the shortest kid in our class?
11. I'm glad we don't go to their church. Their holidays are stupid.
12. Isn't it scary living in such a bad neighborhood?
13. You act like you're on drugs.
14. What's it like living in a foster home?

Note: Use to stimulate discussion with children, teens, and adults.

Source: Adapted from Project Charlie's Peaceful Partners, A Violence Prevention Curriculum. ©1993, All Rights Reserved. 4570 W. 77th St. Edina Minnesota 55435. (612) 830-1432 or 1-800-279-KIDS.



SPECIAL STICKERS !!!

HIGHLIGHT YOUR CRIME PREVENTION EFFORTS DURING OCTOBER, CRIME PREVENTION MONTH



HELP McGRUFF® and SCRUFF®
Celebrate October, Crime Prevention Month



Here is a fun way to help McGruff® and his nephew Scruff® celebrate October, Crime Prevention Month. These stickers can go on T-shirts, jackets, notebooks, toys, book covers, posters, or just about anywhere.

Order Your Stickers Today While Supplies Last!

National Crime Prevention Council licensed products range from pencils, pens, key tags, stickers, lapel pins, T-shirts, dolls, books, safe kids kits, McGruff newsletters, posters, calendars, coloring books, cassette tapes, trick-or-treat bags, Buckle-Up Buddies, babysitter checklists, to educational videos and fully animated robots.

For information about additional products from other McGruff licensed companies featuring McGruff and Scruff with educational messages, please refer to the educational products section of the Crime Prevention Month guide.

McGruff the Crime Dog and Scruff
12 stickers per sheet
Sticker shown actual size ★



SHEET QUANTITY	250	500	1,000	1,500	2,500	5,000
PRICE PER SHEET	.74	.70	.67	.63	.39	.33

★ Stickers available with or without special October message. Twelve stickers per sheet ★

NAME _____

COMPANY _____

STREET ADDRESS (NO P.O. BOX) _____

CITY, STATE, ZIP _____

YES! Please send:

_____ sheets of stickers @ _____ ¢ each

_____ with October message

_____ without October message



WALTER W. CRIBBINS COMPANY

Official McGruff Licensee Since 1981

IMPORTANT INFORMATION • Billing terms are Net 20 Days. • Make checks payable to the Walter W. Cribbins Company. • Please allow 3-4 weeks for delivery. • Shipping and handling charges are based on weight and destination, and will be billed to your order. Please call for quote if you require this information beforehand. Call with credit card information.

MAIL OR FAX COMPLETED ORDER FORM TO:
WALTER W. CRIBBINS CO. Attn: Bruce Lewsadder
2701 First Avenue #200 • Seattle, WA 98121
Order Hotline 1-800-992-1915 • FAX 206-441-5655
Request a FREE Catalog by FAX today!

A portion of your purchase price is used to develop the McGruff® Public Service Advertising Campaign.

The Crime Prevention Coalition
believes **that**

Crime Prevention Is

Everyone's business • More than security • A responsibility of all levels of government • Linked with solving social problems • Cost-effective

Crime Prevention Requires

A central position in law enforcement • Active cooperation among all elements of the community • Education • Tailoring to local needs and conditions • Continual testing and improvement

Crime Prevention Improves

The quality of life for every community



Crime Prevention Month Is Sponsored by the Crime Prevention Coalition
National Crime Prevention Council
1700 K Street, NW, Second Floor
Washington, DC 20006-3817