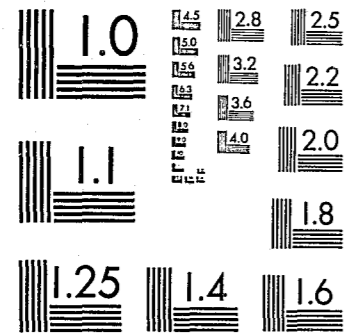


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COST BENEFIT

"making sense out of dollars"

80-MU-AX-0009 (S-1)
An
EVALUATION
of the
COMPREHENSIVE CRIME
PREVENTION PROGRAM
COLORADO SP9S ICAP

86806

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An
EVALUATION
of the
Colorado Springs Police Department
COMPREHENSIVE CRIME PREVENTION PROGRAM
(CCPP)

Kristann S. Jones
Cost Benefit

December 30, 1982

A program entitled the "Comprehensive Crime Prevention Program" (CCPP) was also funded through the ICAP enhancement grant. This program involved the distribution of football trading cards via uniformed police officers to youth in the Colorado Springs community. It was patterned after previous successful programs in Miami and Seattle.

BACKGROUND OF CCPP

The purpose of the program was to foster interaction between youth and the police officer in a nonconfrontive, nonaggressive situation. It was designed to help youth see the uniformed officer in a different light - as a human being who shared interest in sports.

PROGRESS OF CCPP

The ICAP enhancement grant paid for the printing of 99,000 football trading cards and associated publicity. Fifteen different Broncos football players were featured on the front of the cards, crime trips on the backs (see Appendix A). The cards were distributed one each Friday to the main police station, the east and west substations, and the Detective Bureau as indicated in Table 1. Names and numbers of players and the week of distribution are indicated in Appendix B.

Table 1. Number of cards distributed weekly

Place	Number of cards
Main police station	240
Eastside substation	2200
Westside substation	2200
Detective Bureau	240
Other	320
Total	5200

Officers were instructed to pick up cards at these locations for distribution to youth. At the same time, the youth in the city were also informed of the program via television, radio and posters (see Appendix C for copy of poster used). Police officers initially reluctant to participate in the program had no choice after being repeatedly approached by the youth on his/her beat.

Distribution of the cards to police officers was handled by the Crime Prevention Unit. Crime prevention personnel were at first apprehensive of the degree of cooperation they might expect from police officers. They were, however, pleasantly surprised; they claim that 97 percent of the officers were "enthusiastic" about the program. Detectives were not originally included in the program. They, however, requested that they also be involved.

The only negative aspect of the program was that youth did in some cases interfere with the police officer in the administration of his/her duties. Crime prevention officers anticipated this problem, and when it occurred, they again appeared on radio and television asking the youth to not interfere with the police officer if red lights were flashing. The problem did persist to some extent after these announcements. Kids still ran out into the streets in gangs to stop police cars. Crime prevention personnel did not know of any better way to deal with this problem in the future. The

cards, it should be noted, were also available from uniformed officers at the substations. Families were, in particular, known to stop by the Eastside substation on their way home from church.

The Colorado Springs CCPP, unlike its predecessors elsewhere, included at the end of the 15-week distribution period a drawing for kids who had managed to collect complete sets of the 15 cards. The following prizes were donated for the drawing by the Police Protective Association: four \$50 savings bonds and a 10-speed bicycle. The Denver Broncos also offered a mystery prize, which was to be an autographed football.

The drawing worked this way. It was scheduled for approximately seven weeks after the distribution of the cards. Kids were instructed by radio and television to bring their sets of 15 cards to the main police station or the east or west substations. Cards were to be punched at this time and the kid's name and address entered into a box for the drawing. Representatives from the Denver Broncos were to be available for the presentation of the prizes.

Crime prevention personnel report that the program has been enthusiastically received, not only by the Colorado Springs community but also by other Colorado municipalities. The officer in charge of CCPP supports a state-wide program of this nature. This is due to the fact that publicity in one community also affects other communities. The public requests cards from officers whose departments may or may not be involved in the program.

The funding and administration of such a program remain unresolved problems. In other cities, private industry has helped to support the program. Companies have also indicated interest in Colorado. The executive board of the Colorado Crime Prevention Association has passed a resolution to evaluate a state-wide program should the Colorado Springs program prove successful. The success of the CSPD program has already been demonstrated from the standpoint that city funds have been requested for its continuation.

EVALUATION OF CCPP

The purpose of the program was to improve positive interaction between uniformed police officers and the youth of the community. Such interaction was obviously fostered. A better count of the number of youth involved will be possible through the registration for the drawing.

From all appearances, the image communicated of police officers was a positive one. The one drawback was the interference of youth with the patrol officer's performance of official duties.

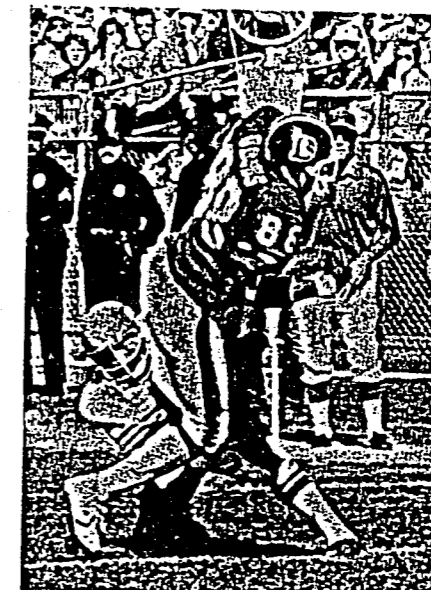
RECOMMENDATIONS FOR CCPP

The writer supports the crime prevention officer's efforts to seek outside funding for this project. Its continuation should also be sought with full support of the Colorado Springs Police Department.

APPENDIX A
TRADING CARDS



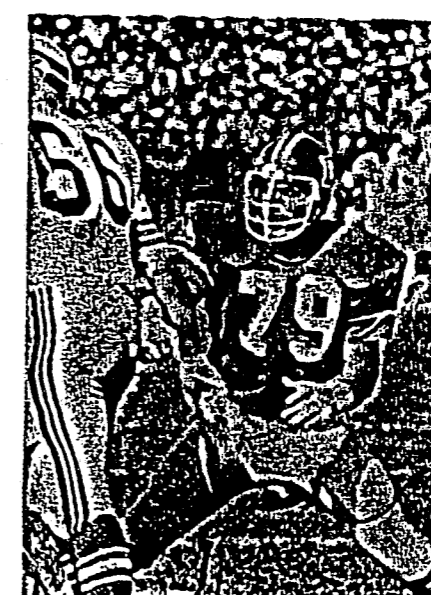
53 • Randy Gradishar
Linebacker
DENVER BRONCOS



88 • Riley Odoms
Tight End
DENVER BRONCOS



11 • Luke Prestridge
Punter
DENVER BRONCOS



79 • Barney Chavous
Defensive End
DENVER BRONCOS

Bronco Tips

HUDDLE

Prior to each down, the offensive and defensive teams form a tight circle to find out what play will be used next. The plays are called by the quarterback on offense and the middle linebacker on defense.

Don't be a fool
Stay in school.

Compliments of
Colorado Springs Police
Department

Bronco Tips

CATCH

When a player that is in-bounds secures possession of a pass, kick or fumble in flight.

You can help the police "catch" criminals by observing and reporting suspicious activities.

Compliments of
Colorado Springs Police
Department

Bronco Tips

VICTORY

The goal of a football team is to be victorious in every game it plays. A team that wins more games than it loses is a winning team.

Winning takes cooperation from all members of the team. Without people working together, a team soon becomes a loser.

Compliments of
Colorado Springs Police
Department

Bronco Tips

SUDDEN DEATH

When the score is tied at the end of regulation play, the team that scores first in the "Sudden Death" overtime period wins the game.

"Sudden Death" should be a quick play off - Not a drug overdose.

Compliments of
Colorado Springs Police
Department

APPENDIX B CARDS DISTRIBUTED

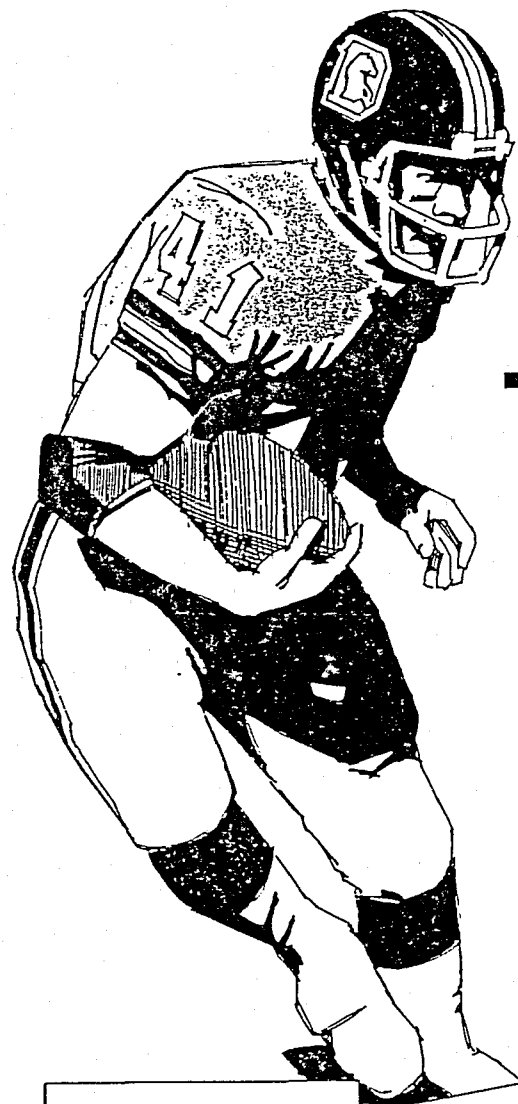
PLAYER OF THE WEEK TO GIVEN OUT

WEEK	DATE	PLAYER	NO.	PASSED OUT
1	AUGUST 30th	RANDY GRADISHAR	53	
2	SEPTEMBER 6th	RILEY ODAMS	88	
3	SEPTEMBER 13th	DAVE PRESTON	46	
4	SEPTEMBER 20th	LUKE PRESTRIDGE	11	
5	SEPTEMBER 27th	BARNEY CHAVOUS	79	
6	OCTOBER 4th	BOB SWENSON	51	
7	OCTOBER 11th	LOUIS WRIGHT	20	
8	OCTOBER 18th	RUBIN CARTER	68	
9	OCTOBER 25th	CRAIG MORTON	7	
10	NOVEMBER 1st	B.T.(BILL THOMPSON)	36(RETIRED)	
11	NOVEMBER 8th	RICK PARROS	24	
12	NOVEMBER 15th	ROB LYTLE	41	
13	NOVEMBER 22nd	PAUL HOWARD	60	
14	NOVEMBER 29th	RICK UPCHURCH	80	
15	DECEMBER 6th	T.J.(TOM JACKSON)	57	

IMPORTANT -----ALL REMAINING CARDS WILL BE GIVEN OUT WITH THE DECEMBER 6, 1982 CARDS.

DRAWING FOR THE PRIZES WILL BE ON FEBRUARY 3rd, 1983

KIDS!



**COLLECT
DENVER
BRONCOS
FOOTBALL
TRADING CARDS
FROM ANY
COLORADO
SPRINGS
POLICE
OFFICER
& WIN PRIZES!**

GRAND PRIZE: 10-SPEED BIKE

4-2ND PRIZES: \$25 U.S.

SAVINGS BOND! PLUS A

FANTASTIC MYSTERY PRIZE!

15 CARDS IN A COMPLETE SET!

You can obtain 1 card per week from any police officer. Cards may also be obtained from the officers at the Main Station (224 E. Kiowa), the East and West Sub-stations (Palmer Park and Academy, and 2335 Robinson St.), or from the Detective Bureau (115 N. Nevada.)

Bring your complete set to the East/West Sub-station and have your name registered for the prize drawing on February 1, 1983.

Sponsored by the Colorado Springs Police Department. Prizes donated by: Colorado Springs Police Protective Association. Families of employees of CSPD are not eligible to win prizes.

END

