



# BJA Bureau of Justice Assistance Fact Sheet

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## National Citizens' Crime Prevention Campaign

The National Citizens' Crime Prevention Campaign brings together the forces of public education and community empowerment to enable residents of urban and rural communities to fight crime, violence, and illicit drug use. This initiative allows criminal justice practitioners and residents across the Nation to share information about effective crime prevention methods and how to apply them to individual communities. As a national focal point for crime prevention, the campaign has stimulated the creation of similar efforts in nations around the world. Campaign members work with police, schools, and community groups to generate partnerships; build skills and abilities; stimulate individual and collective citizen action; and rally national, State, and local efforts.

### Background

The campaign is managed by the National Crime Prevention Council (NCPC), a nonprofit research organization staffed with crime prevention practitioners and funded through a cooperative agreement with the Bureau of Justice Assistance (BJA) of the Office of Justice Programs (OJP), U.S. Department of Justice (DOJ). In development from 1977 through 1979 and making its public debut in 1980, the campaign emerged out of focus-group findings that community-based prevention efforts represent a vital force in reducing violence and other crimes. Through its public education, training, and technical assistance services, the campaign reaches out to every community throughout the Nation.

### Key Campaign Elements

The overall mission of the National Citizens' Crime Prevention Campaign is to create safe and caring communities. Focusing on the prevention of violence against children and adults, crimes against households, and drug use, especially among youth, the campaign carries out its mission by providing the following services and re-

sources to members of the multiagency group, the Crime Prevention Coalition. Furthermore, the campaign works in partnership with bureaus of OJP to provide crime prevention assistance to grantees and subgrantees.

**Public education.** Through public service advertising and distribution of general educational materials, the campaign provides information that generates both a community and an individual sense of responsibility for preventing crime:

- ❑ Public service advertising includes highly successful television, radio, newspaper, magazine, billboard, and transit advertisements. The campaign's trademark is the well-known and trusted crime prevention symbol *McGruff the Crime Dog*, who carries the message "Take A Bite Out Of Crime." These public service advertisements can be localized and individualized by State agencies and associations, or major media market organizations.
- ❑ Educational materials offer proven solutions that can be applied to community crime prevention work. Books, monographs, workbooks, booklets, brochures, and program kits share the lessons learned from crime prevention programs and practitioners across the Nation. Kits provide "how to" information in the form of reproducible materials that can easily be adapted to the local level to enable law enforcement agencies, community groups, and other interested parties to establish and sustain high-quality, locally oriented prevention efforts.

**Training and technical assistance.** The National Citizens' Crime Prevention Campaign encompasses the following training and technical assistance activities:

- ❑ Hands-on, practical workshops conducted by NCPC staff offer the knowledge and skills needed to initiate and strengthen prevention efforts in

communities across the Nation. In fewer than 6 years, more than 3,500 people from more than 40 States have been trained in these formal workshops. Trainees range from local chief law enforcement executives to public housing residents.

- NCPC staff also offer training through presentations and workshops at national and State conferences, reaching more than 1,000 criminal justice practitioners every year.
- In addition, effective responses to specific community concerns are delivered via technical assistance. NCPC staff respond by mail, by telephone, and in person to thousands of technical assistance requests each year.

**A network of leaders.** Around the Nation, this campaign provides a network of leaders from all sizes and kinds of jurisdictions who value prevention as a priority. The formal embodiment of this network is the Crime Prevention Coalition, which consists of more than 120 member groups and for which NCPC serves as secretariat. Coalition members include national constituency-based organizations, State agencies and associations, and Federal agencies ranging from the Boys and Girls Clubs of America and the American Association of Retired Persons to the International Association of Chiefs of Police and the U.S. Department of Housing and Urban Development. The coalition helps to spread crime prevention messages both within and among its constituencies, assists in determining the crime prevention needs of professionals working in the field, sponsors the annual Crime Prevention Month, and serves as a forum for sharing crime prevention experiences and expertise among member organizations.

**Demonstration programs.** NCPC designs and manages several demonstration crime prevention programs for BJA. Findings and lessons learned from these programs are incorporated into campaign educational and training materials to show which strategies work. For example, the Community Responses to Drug Abuse program, which was conducted in 10 different sites from 1989 through 1992, has demonstrated the remarkable capacity of local groups in crime-besieged neighborhoods to tackle tough problems using appropriate training, responsive technical assistance, and modest financial aid. Furthermore, in 1992, the Texas City Action Plan brought together seven of the largest cities in Texas to develop grassroots-government planning partnerships that produced comprehensive crime prevention plans for each of the cities.

## For Further Information

For additional information about the National Citizens' Crime Prevention Campaign, contact:

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