

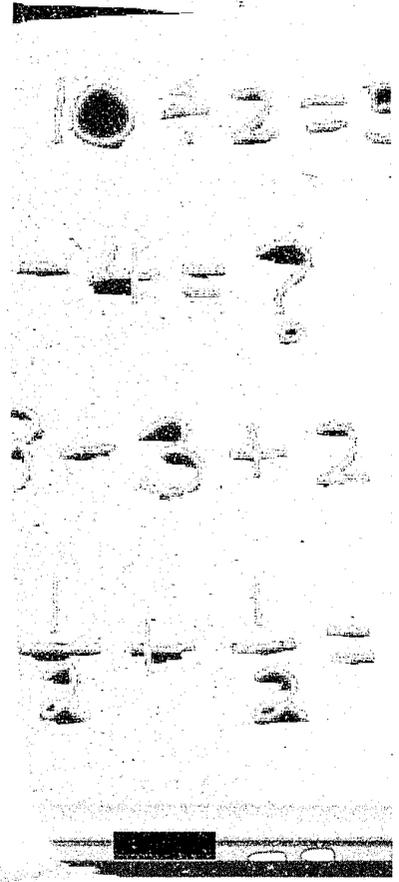
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Sending Kids  
INTO A  
SAFER WORLD



CRIME PREVENTION MONTH  
OCTOBER 1993



143495



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

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# SENDING KIDS INTO A SAFER WORLD

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## **THE CHALLENGE FOR CRIME PREVENTION MONTH 1993**

Today's world offers fewer and fewer safe havens for children. Crime and violence touch them daily—on the way to and from school, at school, and at home.

- ▲ About 37 percent of violent crimes and 81 percent of crimes of theft against younger teenagers occur at or around school.  
(U.S. Department of Justice)
- ▲ An estimated 90,000 guns and over 600,000 knives are taken to school every day.  
(National School Safety Center)
- ▲ One out of every seven children is either a bully or the victim of a bully at some time.  
(National School Safety Center)
- ▲ The average child in the United States sees 8,000 murders and 100,000 acts of violence on TV and in the movies by the time they reach junior high.  
(Center to Prevent Handgun Violence)
- ▲ More than 1 million students report they have avoided some part of their school building out of fear of an attack at least once during the school year.  
(U.S. Department of Justice)

### **There Is Hope as We Move Toward the 21st Century**

Recent polls reveal striking changes in public attitudes. A growing majority of Americans state that children's issues should be given priority in terms of budget and policy. More businesses argue that future productivity and competitiveness abroad demand increased investment in improving children's lives now. The media recognize that children's health and safety issues are "hot" and focus their attention accordingly. Finally, policymakers are listening and proposing more laws to help and protect children and families.

Crime Prevention Month gives everyone—law enforcement, parents, community institutions, businesses, policymakers, schools, social services—the opportunity to take at least one step toward making the world safer for children. This year's guide spotlights three areas, building from self-protection to interpersonal relationships to community support:

- ▲ Children need to know how to take care of themselves;
- ▲ Children need problem-solving and conflict management skills; and
- ▲ Children need communities that don't tolerate crime, drugs, and violence.

### **Our Children Are Our Future**

We must work together to provide safe schools and neighborhoods where all young people—from preschoolers to teenagers—can learn and grow. We must try to instill a sense of responsibility and civic pride in youth and respect the power of their energies, ideas, and commitment to change communities for the better.

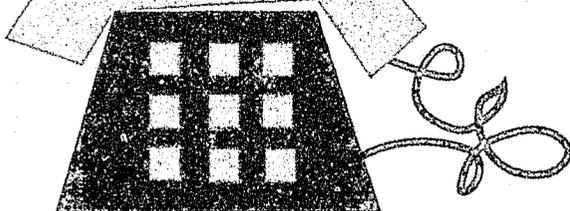


## CHILDREN NEED TO KNOW HOW TO TAKE CARE OF THEMSELVES

*"Sending kids out into a safer world" starts at a very basic level—teaching children how to take care of themselves both in everyday and emergency situations. Learning simple skills—from what to do if lost at a shopping mall or offered a ride from a stranger to making emergency phone calls—builds a child's confidence and self-esteem. In developing these educational programs, ask children and teens what they worry about most and how they would teach self-protection skills. Use the new brochures and handouts in this Guide to revitalize your child-protection efforts. Consider these innovative programs as models for your own efforts.*

### Students Take Leadership Role

Children at Public School 163 in New York City are taking crime prevention into their own hands through the first-ever Youth as Resources program based in an elementary school. With funding from a New York businessman, an advisory board composed of teachers, students, and community representatives awards small grants to classes for projects that students design and implement after school. Projects include creating a puppet show to teach "home alone" skills to children, publishing a directory of neighborhood stores willing to be "safe havens" for children in emergencies, and a crime prevention poster contest. Students at P.S. 163 have already played a direct role in reducing fights by helping develop a school code of conduct and serving as peer mediators. Principal Jorge Izquierdo has worked hard to create strong ties between the school and the community, building partnerships with the police, businesses, health services, churches, and other institutions.



### "Kid With A Gun" Captures Public Eye

Alarmed by dramatic increases in neighborhood violence, accidental shootings of children by children, and incidents involving weapons in schools, law enforcement and other community agencies in Mobile, Alabama, developed the "Kid With A Gun, Call 9-1-1" campaign. Its unique feature was law enforcement's agreement to respond immediately to any report of a "kid with a gun" phoned into 9-1-1. Spearheaded by the Mobile Bay Area Partnership for Youth, the campaign sought to raise community awareness about escalation of juvenile violence and death and to educate youth and adults about the consequences of possessing handguns. Educating adults about their responsibility for children's safety was another key goal. Members of the campaign's broad-based Ad Hoc Committee distributed bumper stickers and posters, put up billboards, and worked with the media to get the word out. Costs were minimal, the police department was able to handle the extra calls, and excellent media coverage focused public attention on the issues. The Ad Hoc Committee also developed state legislation addressing parental and adult responsibility for storing firearms that was introduced in February 1993.

### Drug-Free School Zone Protects Students

The Harambee Watch program, one crime prevention initiative of the SHAPE (Self Help for African People Through Education) Community Center in Houston, Texas, involves approximately 200 volunteers who escort children to and from school. SHAPE has also created Drug-Free School Zones and uses the escort patrols to report drug-related activities. Federal

laws, as well as many state and local laws, increase penalties for drug-related arrests in drug-free school zones. Such zones not only guarantee students a space to play and meet with friends without fear, but signal the community's serious intentions to reclaim its streets from drug dealers.

## **McGruff Computes!**

Why not create a computer game to teach children how to take care of themselves? The Rhode Island Crime Prevention Officers Association (RICPOA) worked with one of its members, Dr. Cynthia Field (a consultant to Apple Computer and contributing editor to its magazine) to create McGruff's "Better Safe Than Sorry" interactive computer program. The program uses games and puzzles to teach children how to avoid being victims of crime at home, at school, and while traveling. It also covers Halloween safety, drug prevention, and the importance of being a good neighbor. RICPOA distributed free copies to every school in the state and offers the software to other crime prevention organizations and schools, charging only for shipping.

## **Action Ideas**

- ▲ Start a school callback program. When a student—elementary, middle, or high school age—doesn't arrive as scheduled, volunteers at the school call the parents or caregivers at home or work to make sure the absence is excused.
- ▲ 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 to offer children help in emergencies or frightening situations.
- ▲ Work with schools, youth groups, and parent organizations to open schools before and after regular hours to give kids a place to study and read.
- ▲ Work with student governments in secondary schools to launch a Youth Crime Watch program that asks students to report crime, join together to build school pride, and to raise awareness of crime's effects on the community.

## **Helpful Resources**

### **Center to Prevent Handgun Violence**

1225 Eye Street, NW, Suite 1100  
Washington, DC 20005  
202-289-7319

### **National Clearinghouse for Alcohol and Drug Information (NCADI)**

PO Box 2345  
Rockville, MD 20852  
800-729-6686 • 301-468-2600

### **National McGruff House Network**

1879 South Main, Suite 180  
Salt Lake City, UT 84115  
801-486-8768

### **National SAFE KIDS Campaign**

111 Michigan Avenue, NW  
Washington, DC 20010-2970  
202-939-4993

### **National School Safety Center**

4165 Thousand Oaks Boulevard, Suite 290  
Westlake Village, CA 91362  
805-373-9977

### **U.S. Department of Education**

Drug-Free Schools and Community Act  
Drug Planning and Outreach Staff  
400 Maryland Avenue, SW, Room 1073  
Washington, DC 20202  
202-401-3030

## **Programs**

### **Mobile Bay Area Partnership for Youth, Inc. "Kid With A Gun" Campaign**

305A Glenwood Street  
Mobile, AL 36606  
205-473-3673

### **Rhode Island Crime Prevention Officers Association McGruff's "Better Safe Than Sorry" Program**

40 Caswell Street  
Narragansett, RI 02882  
401-789-1091

### **Self Help for African People Through Education Harambee Watch Program**

SHAPE Community Center  
3903 Ammeda Road  
Houston, TX 77004  
713-521-0629

### **Youth Crime Watch of America**

5220 Biscayne Boulevard, Suite 207  
Miami, FL 33137-3222  
305-758-9292

"Stop the Violence, Start Something": A free booklet (Item J22, color; J22A, black and white reproducible) from the National Crime Prevention Council, Attn: Distribution, 1700 K Street, NW, Second Floor, Washington, DC 20006-3817 (single copies only).

# **CHILDREN NEED PROBLEM-SOLVING AND CONFLICT MANAGEMENT SKILLS**

*As children grow and broaden their horizons, simple self-protection rules don't hold all the answers. Young people also need guidance and experience in handling problems like bullies, fights in school, bias-motivated violence, and pressures to join gangs or experiment with alcohol and other drugs. The concepts of open communication, respect for self and others, and individual responsibility must be introduced. It's difficult to teach these skills, but pioneering efforts in this area could be vital elements in long-term violence prevention. Use the materials on gangs and drug abuse prevention in this kit as starter points, and let the programs below spur your thinking in new directions.*

## **Why Let Bullies Damage a School's Environment?**

Schools in South Carolina have learned that bullying doesn't have to be an unpleasant fact of school life. Selected elementary schools are using the "Nobody Likes a Bully" program and training video in the third through sixth grades. After talking about bullying and its effects, teachers ask students to participate in a Student Watch program where they are taught mediation skills. This training stresses that students should handle problems with their heads and hearts, not their hands. Teachers rotate Student Watch appointments daily, so every student is involved. Student Watch representatives watch out for potential bullying situations and encourage classmates to reach peaceful solutions to conflicts themselves, before calling an adult to intervene. Surveys show that the program has reduced conflicts and improved the majority of students' satisfaction with their schools.

## **Mediation Builds Trust Between Gangs and School Administrators**

Two years ago at Washington Middle School in Albuquerque, New Mexico, youth gangs fought regularly and frequently. Students didn't feel safe alone in restrooms or hallways, and some began bringing weapons to school. After trying several approaches—such as weapon searches, banning gang T-shirts, and suspensions—the school turned to mediation. Today, Washington still has 11 gangs represented, but they no longer disrupt school life. With assistance from the New Mexico Center for Dispute Resolution (NMCDR) and funding from the Albuquerque Community Foundation, Washington first asked gangs to select three representatives to sit at the negotiating table and identify issues that most worried them. Members' safety emerged as a primary concern, followed by provocations such as defacement of gang graffiti and the desire for fair and respectful treatment. Full-scale mediation meetings began after 12 representatives from the gangs and administration were chosen. After several weeks of negotiations, the first point of agreement was reached: all gangs agreed to refrain from actions that would provoke rival gang members. School staff noticed an immediate drop in referrals to their offices. Other points of agreement were worked out gradually, and NMCDR withdrew from the process because students and administrators trusted each other enough to continue the work of negotiating ongoing problems. In addition, some gang members volunteered for training to serve as student mediators in a separate program.

## **Students Vent Feelings and Concerns About Racism**

Following the first Rodney King verdict and subsequent civic disturbances in Los Angeles, the principal and student government officers of a Vienna, Virginia, middle school decided the school needed an outlet for concerns about racism and a forum to talk about a volatile subject. The result was a "Students Against Racism" plan that started with a statement of four principles: (1) all newcomers to the school should be welcomed and treated with respect; (2) all individuals should be judged by the content of their character and not by skin color or cultural background; (3) students should learn as much as possible about the diverse cultures represented by the school's population; and (4) the use of negative racial or cultural words directed at any individual will not be tolerated. The statements were read over the public address system and posted in the cafeteria with space for students to express their approval and commitment by signing their names.

## **Curriculum Builds Bridges Between Students and Community**

"If you enable students to make a contribution, they will. We have a responsibility to educate our youth in a way that claims them," says Dan Philips who teaches the Teens, Crime, and the Community (TCC) program at Sigourney High School in Sigourney, Iowa. TCC consists of a curriculum that can be incorporated in a variety of courses and action projects developed by students to address crime problems in their schools or communities. Philips teaches TCC as part of his semester-long social studies course, supplementing the text with outside materials, field trips, and team teaching with community resource people. He actively involves students through role plays, simulations, and brainstorming sessions, as well as turning over chapters of the text for class members to team-teach

to their peers. Adults from the community have sponsored different action projects. A local businesswoman helped students create graphics for posters, calculate a budget, and develop marketing plans. The county sheriff worked with students to design a property identification program for the elderly. An evaluation of TCC concluded that the program made young people feel safer, reduced their delinquency-related behavior, increased their self-esteem, and enhanced their ties with the community.

## **Action Ideas**

- ▲ Work with parents' groups to organize a community meeting to examine possible sources of "hate" or bias-motivated violence, to raise awareness of the impact of intolerance on all residents, and to brainstorm preventive actions.
- ▲ Find out if your community offers mediation services and conflict management training for children, teens, and adults. Check with schools, courts, and religious organizations.
- ▲ Write letters to radio and TV stations and sponsors asking for advertising and programs, particularly those targeting children and adolescents, that do not glamorize violence, gang activity, sex, and alcohol and other drugs.
- ▲ Work with parent groups or civic clubs to create a directory of programs that offer activities (both free and for fees) for young people after school and during vacations. Try involving teens in the research and production.

## Helpful Resources

**Anti-Defamation League**  
**A World of Difference Educational Program**  
1100 Connecticut Avenue, NW, Suite 1020  
Washington, DC 20036  
202-452-8310

**Boys & Girls Clubs of America**  
**Gang Prevention and Early Intervention Through Targeted Outreach Program**  
National Headquarters  
771 First Avenue  
New York, NY 10017  
212-351-5941 or 5911

**Community Board Program**  
**Neighborhood Conciliation Program**  
1540 Market Street, Suite 490  
San Francisco, CA 94102  
415-552-1250

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

**National Teens, Crime, and the Community Program Center**  
711 G Street, SE  
Washington, DC 20003  
202-546-6644

**National Youth Gang Information Center**  
4301 North Fairfax Drive, Suite 730  
Arlington, VA 22203  
800-446-4264

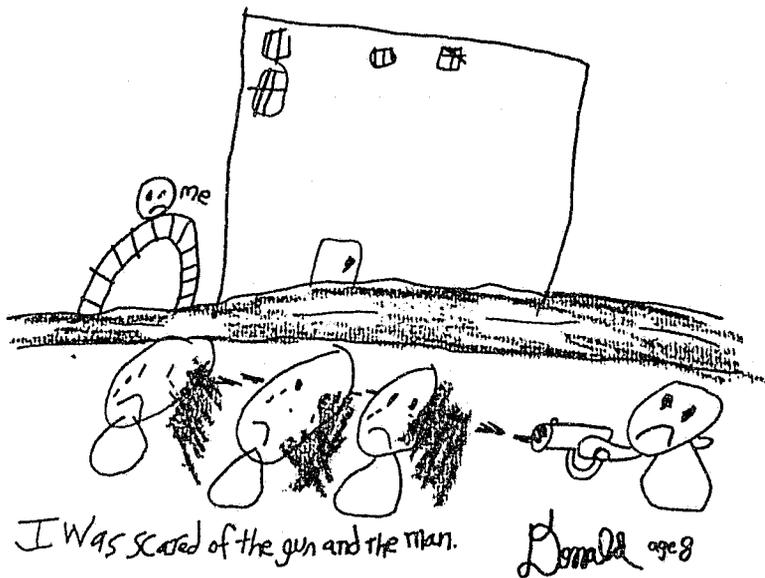
## Programs

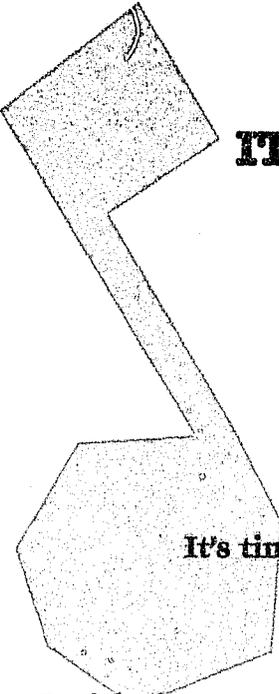
**New Mexico Center for Dispute Resolution**  
620 Roma, NW, Suite B  
Albuquerque, NM 87102  
505-247-0571

**Thoreau Middle School**  
**"Students Against Racism"**  
2505 Cedar Lane  
Vienna, VA 22180  
703-846-8000

**Winthrop University**  
**"Nobody Likes a Bully" Program**  
Rock Hill, SC 29733  
803-323-2151

Children draw  
what they see,  
and what they see  
is a crime.





# **IT'S TIME FOR A CHANGE TODAY!**

**It's time for a change today, there's no place for a child to play.**

**The crime rate is up and the people are down.**

**It's time for a change today.**

**I wish there was something that I could do. Just thinking about it makes me blue.**

**I can't understand why they act this way; no one has anything to say.**

**It's time for a change today.**

**People runnin' in the streets; the drug war it seems it just can't be beat.**

**Can't you see all those people cryin'; all the killin', and all the dyin'?**

**It's time for a change today.**

**Everyone wants money, but to get it this way ain't funny.**

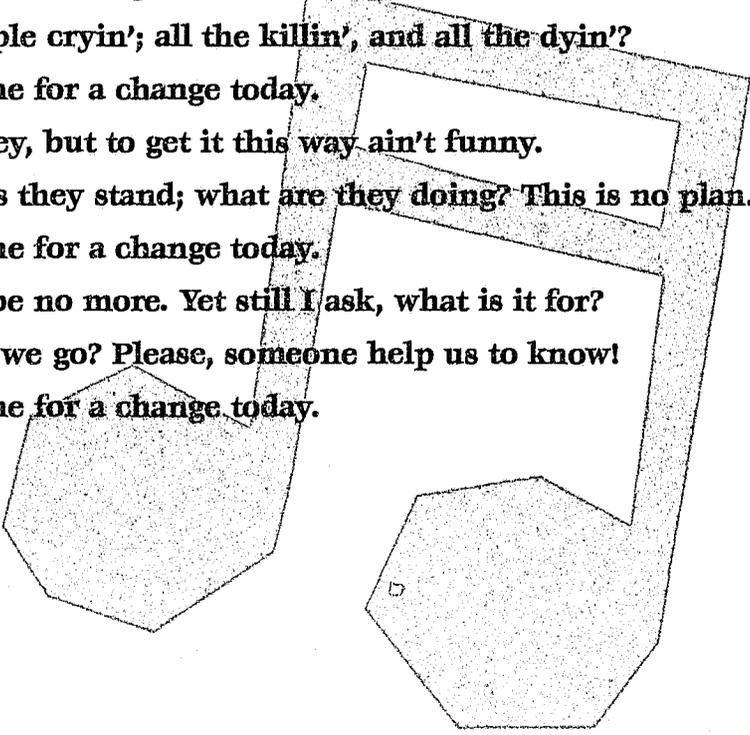
**Drug dealers you see on the corners they stand; what are they doing? This is no plan.**

**It's time for a change today.**

**If this keeps up we'll all be no more. Yet still I ask, what is it for?**

**What do we do? Where do we go? Please, someone help us to know!**

**It's time for a change today.**



# **CHILDREN NEED COMMUNITIES THAT DON'T TOLERATE CRIME, DRUGS, AND VIOLENCE**

*Children today are growing up in a world where concrete walls are built around playgrounds to deflect stray bullets, gun ownership is on the rise, gang graffiti signals turf boundaries as it defaces neighborhoods, and murders of teenagers are pushed to the back pages of the newspaper. As levels of aggression increase on all fronts, children begin to accept violence as commonplace—and become numbed to its consequences. We should not only work together to make neighborhoods and schools safer, but we must teach young people to solve problems in nonviolent ways both through community partnerships and individual behavior. Here's how some communities have tackled these complex issues.*

## **“Voices Vs Violence” Challenges Community To Speak Out**

Good old-fashioned manners, incentives to encourage the development of businesses, racial harmony, more community involvement, a larger police force, stricter gun laws, and parenting education were among the many ideas expressed by high school sophomores in an essay contest sponsored by the Mental Health Association of Montgomery County (MHAMC), Maryland, to kick off its “Voices Vs Violence” (VVV) campaign in January 1993. VVV is being implemented by a broad coalition that includes businesses, schools, social service agencies, religious groups, and law enforcement. Its goals are to heighten awareness of the role parents and the community play in guiding children to lead nonviolent and productive lives. VVV's second event was a highly successful rally against violence held on a Saturday afternoon at a local high school. Free food and giveaways, information about what average citizens can do about violence, face painting, music, and a speech by Attorney General Janet Reno attract-

ed families from across the county. The county executive and county council presented a proclamation urging all residents to work for a safer environment for children and youth. All who came to the rally were asked to sign a pledge card to start to take small steps to reduce and prevent violence.

## **Public Housing Complex Provides Parent Training**

Under the auspices of the Juvenile Substance Abuse Prevention Project, residents of Florida's Dade County (metropolitan Miami) public housing projects can improve their parenting skills. Working from the premise that the family is the basic fiber of our social structure, the training seeks to help parents play key roles in building their children's self-esteem, nurturing decision-making skills, and instilling a sense of responsibility for one's actions. Its components address three areas: (1) empowering parents to solve problems and become agents for change; (2) building resiliency factors in families by identifying and building on parents' strengths; and (3) developing a caring environment, a sense of responsibility, and the abilities to adapt and delay gratification. Parents participate in weekly sessions that provide information on preventing alcohol and other drug abuse and emphasize the importance of parents as role models. The Juvenile Substance Abuse Prevention Project also helps these parents cope with day-to-day survival problems, such as food stamps, rent past due, furniture, medical needs, employment, English classes, and naturalization matters.

## **Celebrating Crime Prevention Month, Milwaukee Style**

The murder of a seven-year-old girl in the summer and a succession of drive-by shootings on Milwaukee's Northside spurred the Reverend Sammie J. Jones to take the lead in organizing Crime Prevention Month. Jones, a community organizer for Milwaukee United for Better Housing, gathered 25 community organizations, businesses, schools, and government agencies for his team. A comprehensive outreach campaign produced information packets, press releases, and proclamations from the governor, mayor, county executive, and city council. More than 30 organizations participated in the major event of the month-long campaign, a Crime Prevention Fair held on a Saturday at a major shopping center. The Fair served as a springboard for other initiatives; more than 100 young people from the city's youth organizations and schools attended a November planning meeting for a Youth Council and talked about their prime concerns—the lack of recreational activities, jobs, handling peer pressure, and fear of crime. While kudos for Crime Prevention Month 1992 were still coming in, Jones started planning for 1993. "We're still in the divide and conquer mentality stage," he said. "My goal is to break the wall down. How can our community stand up against crime if we are divided?"

## **Citizens Say "Enough!" to Drugs and Violence and Rebuild a Neighborhood**

Gunshots, screams, and squealing tires were a nightly occurrence in the Upshur Street neighborhood in northern Washington, DC, until a group of residents put their anger, perseverance, and courage into an organized effort to reclaim the streets from drug dealers. Several things provided the catalyst for action—a murder, the burning of a building, a newcomer to the neighborhood who possessed community

mobilizing skills, and a growing awareness among longtime residents that they had simply had enough. Citizen patrols recorded the license numbers of drivers who came to buy drugs, withstanding harassment and intimidation. They pointed out crack houses to police and persuaded the telephone company to remove a phone booth used by dealers. Helped by information supplied by residents, law enforcement agencies mounted a major sweep that arrested several drug dealers and put them behind bars. Crime and violence dropped immediately, as a sense of community grew. During the efforts to drive out drug dealers, people got to know each other; now elderly women look out for neighborhood kids and talk to parents about their responsibilities. An after-school program, staffed by volunteers, operates out of a church. A group of older men who gather every day to talk also watch over a flower bed they've planted. "Everyone feels free," says one resident. "Children can come out on the street again, and so can elderly people."

## **Action Ideas**

- ▲ Organize a candlelight vigil in memory of victims of violence to focus attention on the consequences of violent crime. Work with victim services, child protection services, shelters for battered women, and law enforcement. Spin off a directory of resources based on contacts made during this event.
- ▲ Start a task force to gather information on increases in violence, survey residents about fears and concerns, and hold town meetings to start the ball rolling on prevention plans. Make sure that young people are involved in all stages.
- ▲ Ask the police to open a mini-station where residents can report crimes in person and just talk to officers about the neighborhood. Consider installing a 24-hour telephone line that people can call to report crime anonymously to law enforcement or public housing security officers.

## **Helpful Resources**

### **Center for Media Education**

PO Box 33039  
Washington, DC 20033-0039  
301-270-3379

### **National Association of Neighborhoods**

#### **National Leadership Training Institute**

1651 Fuller Street, NW  
Washington, DC 20009  
202-332-7766

### **National Association of Town Watch**

#### **National Night Out**

7 Wynnwood Road, Suite 215  
PO Box 303  
Wynnwood, PA 19096-0303  
215-649-7055

### **National League of Cities**

Making Government Work for Your City's Kids and other publications  
1301 Pennsylvania Avenue, NW  
Sixth Floor  
Washington, DC 20004  
202-626-3010

## **Programs**

### **Mental Health Association of Montgomery County**

#### **"Voices Vs Violence" Campaign**

1000 Twinbrook Parkway  
Rockville, MD 20851  
301-424-0656

### **Metropolitan Dade County**

#### **Juvenile Substance Abuse Prevention Project**

Youth & Family Development  
1701 NW, 30th Avenue  
Miami, FL 33125  
305-576-1071 or 305-633-6481

### **Milwaukee United For Better Housing**

4011 West Capitol Drive  
Milwaukee, WI 53216  
414-445-6677

"Getting Together To Fight Crime": A free booklet (Item J23, color; J23A, black and white reproducible) from the National Crime Prevention Council, Attn: Distribution, 1700 K Street, NW, Second Floor, Washington, DC 20006-3817 (single copies only).

## **REPRODUCIBLE MATERIALS: BROCHURES, POSTERS, ARTICLES, AND ACTIVITY SHEETS**

This section offers 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 can be individualized by adding community phone numbers and addresses in the space provided.

Though 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, 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:

- ▲ Enlarge the mini-posters and print on brightly colored paper.
- ▲ Use the Celebrate Crime Prevention Month poster to announce your events throughout October.
- ▲ 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 hand out.
- ▲ Create bookmarks, bumper stickers, fliers, and envelope stuffers.
- ▲ Use articles in newspapers and newsletters.
- ▲ Organize a coloring contest for elementary children, using the Halloween poster.



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# Celebrate Crime Prevention Month

October 1993

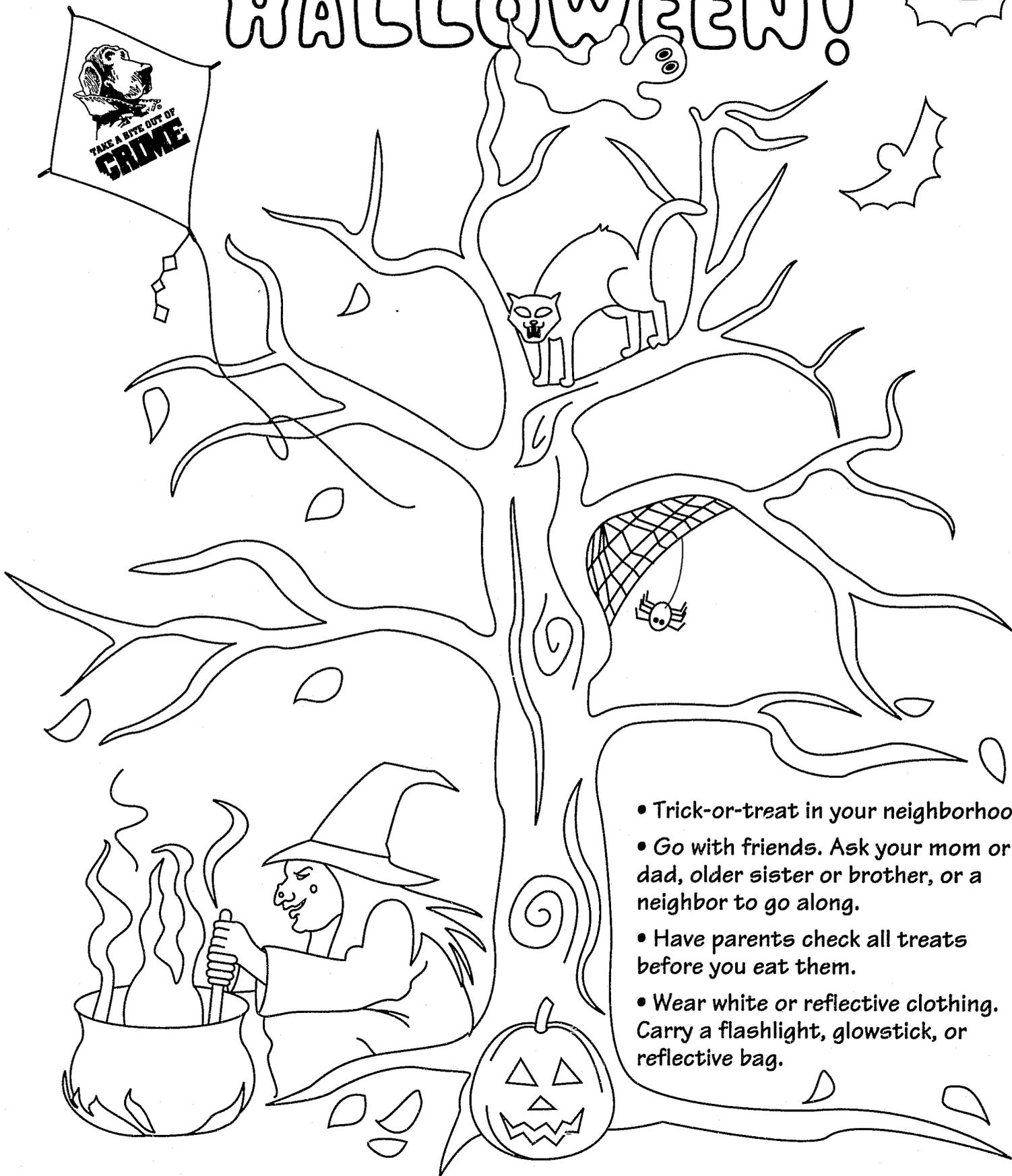
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(Use the space above to announce your Crime Prevention Month events.)

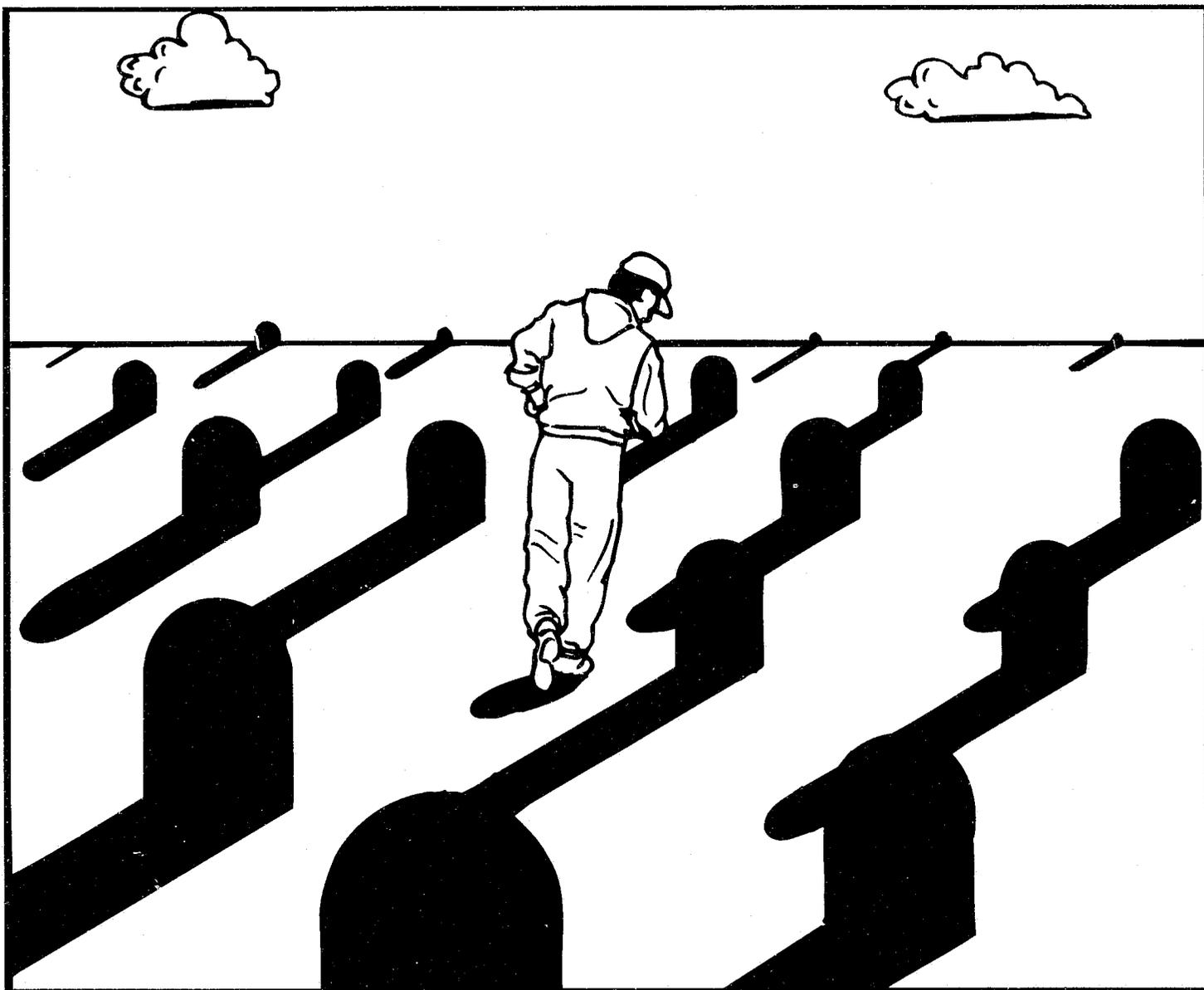
# HAVE A FUN AND SAFE HALLOWEEN!



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

**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.)

# Hail, Hail, the Gang's All Here



**This is no way to visit with your friends. Stick with friends who aren't in gangs—they'll be around much longer.**

# Calling for Help



## Remember to

- Stay calm.
- Speak slowly.
- Give your full name.
- State the problem clearly.
- Explain where you are and where the problem is.
- Follow the emergency operator's instructions carefully.



In many areas,  
9-1-1 is the all-purpose  
emergency number.



The emergency number where I live is

\_\_\_\_\_ (Police)

\_\_\_\_\_ (Fire)

\_\_\_\_\_ (Rescue)

## 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 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

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



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## 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.

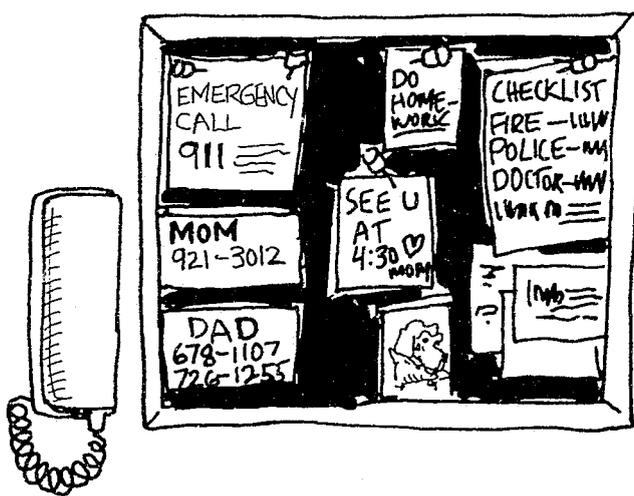
### WHAT CAN YOU DO?

- ✓ 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 or lonely?

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 \_\_\_\_\_

- ✓ Don't force kids to kiss or hug or sit on a grown-up's lap if they don't want to. This gives them control and teaches them that they have the right to refuse.
- ✓ Always know where your child is and who he or she is with.
- ✓ Tell your child to stay away from strangers who hang around playgrounds, public restrooms, and schools.
- ✓ Be alert for changes in your child's behavior that could signal sexual abuse such as sudden secretiveness, withdrawal from activities, refusal to go to school, unexplained hostility toward a favorite babysitter or relative, or increased anxiety. Some physical signs of abuse include bedwetting, loss of appetite, venereal disease, nightmares, and complaints of pain or irritation around the genitals.
- ✓ If your child has been sexually abused, report it to the police or a child protection agency immediately.

If your child is a victim of any crime, from stolen lunch money to sexual abuse, don't blame him or her. Listen and offer sympathy.

### TAKE A STAND!

- ✓ Work with schools and recreation centers to offer study time, activities, tutoring, and recreation before and after school.
- ✓ Start a school callback program. When a student—elementary, middle or high school age—doesn't arrive as scheduled, volunteers at the school call the parents to make sure the absence is excused.
- ✓ Conduct an educational event at a library, mall, or church. Offer brochures on after-school programs, tips on making after-school snacks, presentations on home security and fire prevention, or hobby displays.

- ✓ Volunteer to help with a McGruff House\* or other block parent program. If you can't offer your home as a haven for children in emergencies, you can help in other ways—telephoning, fundraising, or public relations.

\* 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.

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 **MOTOROLA**

## RAISING STREETWISE KIDS A Parent's Guide



## WOULD YOUR CHILD KNOW

### WHAT TO DO IF —

- ✓ He got lost at a shopping mall?
- ✓ A nice-looking, friendly stranger offered her a ride home after school?
- ✓ A friend dared him to drink some beer or smoke a joint?
- ✓ The babysitter or a neighbor wanted to play a secret game?

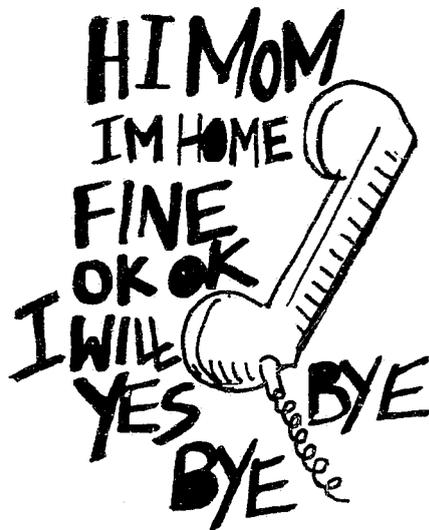
A great thing about kids is their natural trust in people, especially in adults. It's sometimes hard for parents to teach children to balance this trust with caution. But kids today need to know common-sense rules that can help keep them safe — and build the self-confidence they need to handle emergencies.

### START WITH THE BASICS

- ✓ Make sure your children know their full name, address (city and state), and phone number with area code.
- ✓ Be sure kids know to call 9-1-1 or "0" in emergencies and how to use a public phone. Practice making emergency calls with a make-believe phone.
- ✓ Tell them never to accept rides or gifts from someone they and you don't know well.
- ✓ Teach children to go to a store clerk, security guard, or police officer for help if lost in a mall or store or on the street.
- ✓ Set a good example with your own actions — lock doors and windows and see who's there before opening the door.
- ✓ Take time to listen carefully to your children's fears and feelings about people or places that scare them or make them feel uneasy. Tell them to trust their instincts.

## AT SCHOOL AND PLAY

- ✓ Encourage your children to walk and play with friends, not alone. Tell them to avoid places that could be dangerous — vacant buildings, alleys, playgrounds or parks with broken equipment and litter.
- ✓ Teach children to settle arguments with words, not fists, and to walk away when others are arguing. Remind them that taunting and teasing can hurt friends and make enemies.



- ✓ Make sure your children are taking the safest routes to and from school, stores, and friends' houses. Walk the routes together and point out places they could go for help.
- ✓ Encourage kids to be alert in the neighborhood, and tell an adult — you, a teacher, a neighbor, a police officer — about anything they see that doesn't seem quite right.
- ✓ Check out the school's policies on absent children — are parents called when a child is absent?

- ✓ Check out daycare and after-school programs — look at certifications, staff qualifications, rules on parent permission for field trips, reputation in the community, parent participation, and policies on parent visits.

## AT HOME ALONE

- ✓ Leave a phone number where you can be reached. Post it by the phone, along with numbers for a neighbor and emergencies — police and fire departments, paramedics, and the poison control center.
- ✓ Have your child check in with you or a neighbor when he or she gets home. Agree on rules for having friends over and going to a friend's house when no adult is home.
- ✓ Make sure your child knows how to use the window and door locks.
- ✓ Tell your child not to let anyone into the home without your permission, and never to let a caller at the door or on the phone know there's no adult home. Kids can always say their parents are busy and take a message.
- ✓ Work out an escape plan in case of fire or other emergencies. Rehearse with your children.

## PROTECTING YOUR CHILD AGAINST SEXUAL ABUSE

- ✓ Let your child know that he or she can tell you anything, and that you'll be supportive.
- ✓ Teach your child that no one — not even a teacher or a close relative — has the right to touch him or her in a way that feels uncomfortable, and that it's okay to say no, get away, and tell a trusted adult.

## 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 out 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 design and carry out?

## FOR INFORMATION

National Clearinghouse for Alcohol and Drug Information (NCADI)

PO Box 2345

Rockville, MD 20852

800-729-6686 • 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.

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## DON'T LOSE A FRIEND TO DRUGS



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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

**TALK!  
TALK!  
TALK!**

- ✓ 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.

- ◆ you see your child as special, and worth protecting;
- ◆ you want to help your child with problems;
- ◆ family members don't keep secrets from each other; and
- ◆ you and other parents are working together against gangs.

Don't forget to listen to your child as well!

## **3**. Help Keep (or Put) Gangs Out—Four Things You Can Do

Everyone (except gang members) wants a gang-free community. Parents stand to lose the most—the well-being or even the life of a child—if gangs take or keep hold. But gangs are often violent and intimidating. What can you do in the face of this?

*First*, develop positive alternatives. Are there after-school and weekend activities kids can enjoy? Can the school offer its facilities? Can parents organize clubs or sports? Can older kids tutor or mentor younger ones? Can the kids themselves help with ideas?

*Second*, talk with other parents. For one thing, you'll find out what everyone else's parent really said. For another, you can support each other and share knowledge that will help spot problems sooner than you can on your own.

*Third*, work with police and other agencies. Report suspicious activity; set up a

Neighborhood Watch or a community patrol; let the police know about gang graffiti; get (and share with other parents) the facts on the gang problem in your community; find out what local services—nonprofit as well as government—will work with communities against gangs.

*Fourth*, get organized against the gang organization. Use your neighborhood association or a new group. Get help from a variety of sources right in your community. Try these kinds of people in addition to the police: priest or minister, family counselor, community association, school counselor or principal, athletic coach, Boys & Girls Club, YM/WCA, Scouts, drug abuse prevention groups, youth-serving agencies, and community centers—just to name a few.

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For details on getting a neighborhood group organized, write to the National Crime Prevention Council for a free copy of *Getting Together to Fight Crime*.

# 1-2-3



## **A Parent's Guide for Preventing Gangs**

Many communities—maybe the one you live in—have serious problems with gangs. There are many kinds of gangs, but whatever kind your community is dealing with, gangs spell trouble. They cause fear, destroy property, threaten or hurt peaceable residents, and drive out businesses.

Parents can do a lot to prevent gang problems or to reduce gang problems already in place. Most important, there's a lot that parents like you can do to keep your own children from joining gangs:

- ◆ Learn about gangs and signs of gang activity.
- ◆ Sharpen your skills as a parent and use them.
- ◆ Join with others to make or keep your neighborhood gang free.

## **I. Learn About Gangs**

Young people (as young as nine or ten) join gangs for reasons that makes sense to them, if not to adults. They give reasons like these:

- ◆ to belong to a group;
- ◆ for excitement;
- ◆ to get protection;
- ◆ to earn money; and
- ◆ to be with friends.

Gangs leave signs of their presence. Your child may adopt some of those signs as either a gang member or an imitator:

- ◆ specific colors or emblems;

- ◆ special hand signals;
- ◆ gang symbols on walls as graffiti or on books or clothing;
- ◆ major and negative behavior changes, such as:
  - ◇ worse grades,
  - ◇ staying out without good reason,
  - ◇ “hanging” with known or suspected gang members, or
  - ◇ carrying weapons.



- ◆ wearing certain kinds and colors of clothing in very specific ways; and
- ◆ possessing unexplained, relatively large sums of money.

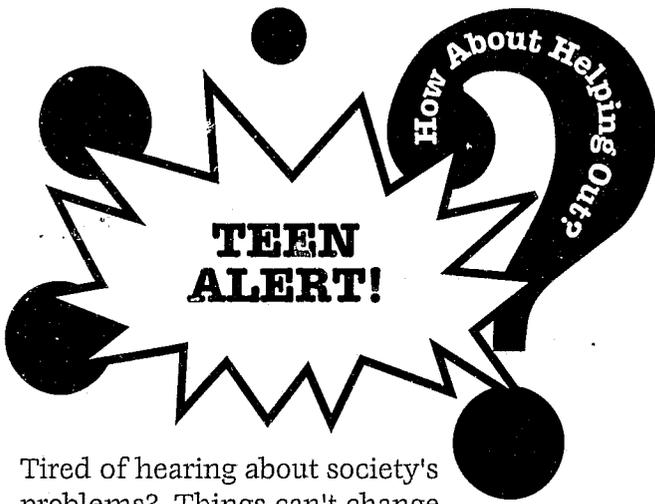
## **2. Sharpen Your Skills as a Parent**

Many gang members say they joined because the gang offered them support, caring, and a sense of order and purpose—all the things that most parents try to give their kids. The odds are that the better you meet these needs, the less need your children will see for gangs. Here are some parenting skills that are especially important:

- ◆ Talk with and listen to your child. Spend some special time with each child.
- ◆ Put a high value on education and help your child to do his or her best in school. Do everything possible to prevent dropping out.
- ◆ Help your kids identify positive role models and heroes—especially people right in your community.
- ◆ Do everything possible to involve your children in supervised, positive group activities.
- ◆ Praise them for doing well and encourage them to do their very best—to stretch their skills to the utmost.
- ◆ Know what your children are doing and whom they are with. Know about their friends and their friends' families.

Don't forget to talk about gangs. The best time is before there's a major problem. Tell your child that

- ◆ you disapprove of gangs;
- ◆ you don't want to see your child hurt or arrested;



Tired of hearing about society's problems? Things can't change unless you lend a hand. Join young people across the country who are helping their schools and communities become safer, better places. You can:

**Reduce crime and violence in schools** by learning conflict management and mediation skills, starting a School Watch modeled on the Neighborhood Watch idea, talking to younger kids about practical ways to resist the pressures to try alcohol and drugs.

**Improve the neighborhood** by joining a graffiti removal team, picking up trash and litter from a park, planting flowers and shrubs around your school, working with other groups to organize a community clean-up day.

**Help others** by collecting donated food for shelters, taking an elderly neighbor to the grocery store, tutoring or mentoring younger children, supporting a friend who's been a victim of crime, volunteering to help out in after-school programs or daycare centers.

#### FOOD FOR THOUGHT . . .

**Why not** start a contest and give prizes for the best violence prevention essay, video, poster, or rap?

**Why not** take part in a national event — Crime Prevention Month, National Youth Service Day, National Night Out, or Victim Rights Week, for example?

**Why not** work to prevent crime and violence in a new, different way? Try a school pride day, a rally against drugs and violence, an alcohol and drug-free prom or graduation party, an original play or puppet show, a week when everyone in your class agrees to "turn off" violent TV shows, videos, and movies?



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

# WASTED TRASHED LOADED SMASHED

## What Can Alcohol Do For You?

- Wreck your car.
- Kill yourself or a friend.
- Make you act stupid.
- Make you vomit.
- Tick your parents off.
- Do something you'll regret.

## Is It Worth It?

Kick the keg off the agenda for the next party. Look for other ways to have fun. Go dancing, rent videos, take a hike, exercise, take up marathon walking or running, read a book, do something for your community—like cleaning up graffiti or tutoring younger kids. There are thousands of alternatives to drinking. The choices are up to you.



## Rules of the Road



Wear a helmet—  
**ALWAYS**— and never ride double.

If there's a  
bike path  
use it.



Obey all traffic  
signals.



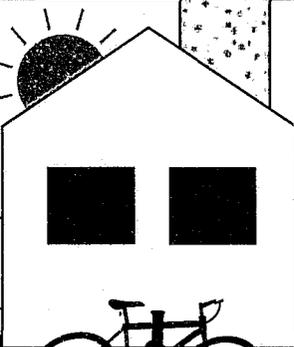
Ride with the traffic.

Stop at all  
intersections.



Use hand signals.

Don't ride at  
night without  
proper  
equipment.



Lock up  
your bike.



## McGruff Helps Keep Trouble Away

Try to play or walk with friends.

Don't take money, rides, candy,  
or gifts from someone you don't  
know well.

Always tell someone where you  
are going, when you will be back,  
and who you are with.

Learn your address and phone  
number, and how to call 9-1-1  
or dial "0" for the operator to  
get emergency help.

Tell an adult you trust if anyone  
—even a teacher or a person in  
your family— touches you in a  
way that you don't like.



**TAKE A BITE OUT OF  
CRIME**

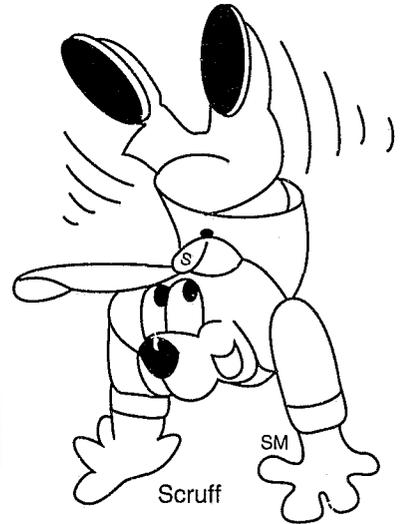
HOW TO USE: Cut apart. Use as handouts, bookmarks, newspaper and newsletter articles, or envelope stuffers.

# Decode the Secret Message From McGruff and Scruff

Add up the numbers. Find the letter that matches the sum, and write it on the line below to decode the secret message.

6		1		8
<u>+4</u>		<u>+2</u>		<u>+3</u>

9	3	4	7	0	7	6
<u>+9</u>	<u>+6</u>	<u>+1</u>	<u>+7</u>	<u>+16</u>	<u>+11</u>	<u>+9</u>



3	10	2		20	5	1	4
<u>+2</u>	<u>+10</u>	<u>+1</u>		<u>+2</u>	<u>+0</u>	<u>+1</u>	<u>+5</u>

15	15	3	1	10	11
<u>+1</u>	<u>+3</u>	<u>+7</u>	<u>+19</u>	<u>+2</u>	<u>+11</u>



## Key

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
K	F	D	P	A	Q	J	V	E	I	O	G	R	L	Y	T	C	H	W	N	Z	S	U	X	M	B

**HOW TO USE:** This secret message is designed to help students practice their math skills, and to provide a fun message to decipher ("I do healthy and safe things"). Discuss what kinds of healthy and safe things the children do.

# Descifra el mensaje secreto de McGruff y Scruff

Haz las sumas. Encuentra la letra que corresponda a la suma y escríbela en la línea de abajo para descifrar el mensaje secreto de McGruff y Scruff.

$$\begin{array}{r} 7 \\ +7 \\ \hline \end{array}$$

$$\begin{array}{r} 10 \\ +5 \\ \hline \end{array}$$

$$\begin{array}{r} 2 \\ +5 \\ \hline \end{array}$$

$$\begin{array}{r} 1 \\ +8 \\ \hline \end{array}$$

$$\begin{array}{r} 3 \\ +4 \\ \hline \end{array}$$

$$\begin{array}{r} 7 \\ +8 \\ \hline \end{array}$$

$$\begin{array}{r} 20 \\ +2 \\ \hline \end{array}$$

$$\begin{array}{r} 9 \\ +9 \\ \hline \end{array}$$

$$\begin{array}{r} 5 \\ +5 \\ \hline \end{array}$$

$$\begin{array}{r} 6 \\ +1 \\ \hline \end{array}$$

$$\begin{array}{r} 9 \\ +0 \\ \hline \end{array}$$

$$\begin{array}{r} 1 \\ +2 \\ \hline \end{array}$$

$$\begin{array}{r} 4 \\ +6 \\ \hline \end{array}$$

$$\begin{array}{r} 10 \\ +11 \\ \hline \end{array}$$

$$\begin{array}{r} 2 \\ +8 \\ \hline \end{array}$$

$$\begin{array}{r} 12 \\ +6 \\ \hline \end{array}$$

$$\begin{array}{r} 9 \\ +1 \\ \hline \end{array}$$

$$\begin{array}{r} 13 \\ +1 \\ \hline \end{array}$$

$$\begin{array}{r} 20 \\ +1 \\ \hline \end{array}$$

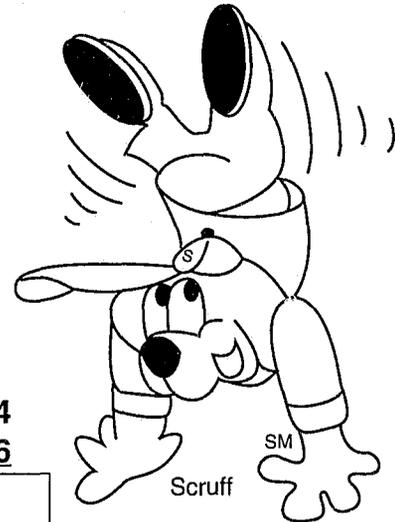
$$\begin{array}{r} 5 \\ +3 \\ \hline \end{array}$$

$$\begin{array}{r} 9 \\ +2 \\ \hline \end{array}$$

$$\begin{array}{r} 11 \\ +11 \\ \hline \end{array}$$

$$\begin{array}{r} 6 \\ +6 \\ \hline \end{array}$$

$$\begin{array}{r} 7 \\ +3 \\ \hline \end{array}$$



McGruff el perro guardián

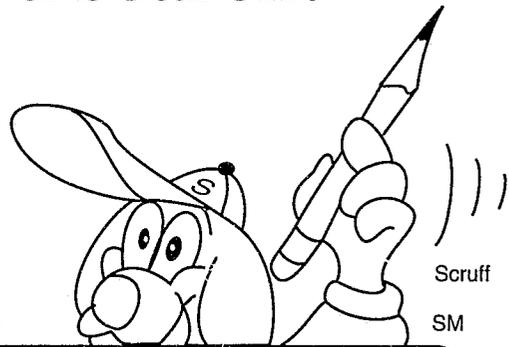
## Clave secreta

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
CH	F	D	P	Ñ	J	V	E	I	A	G	R	L	Y	O	C	H	N	RR	Z	S	U	X	M	B	LL	T	Q

**PARA USAR:** Este mensaje secreto está pensado para que los niños practiquen matemáticas y tiene un mensaje secreto para descifrar ("Yo vivo una vida sana y segura"). Hablen de las cosas que pueden hacer que sean sanas y seguras.

# Help McGruff and Scruff Finish This Word Search!

Search and find the activities you can do with friends and family. The words are horizontal, vertical, diagonal, and backwards.



k	r	o	w	e	m	o	h	o	s	k	a	t	e	p	l	e
l	o	t	o	s	a	k	e	w	r	s	o	c	c	e	r	i
a	r	i	a	t	n	i	a	p	u	l	e	r	g	d	o	v
d	u	n	p	l	a	y	g	a	m	e	s	h	o	g	n	o
e	n	p	r	f	k	t	f	p	e	r	c	o	o	o	t	m
w	l	t	g	e	d	o	r	c	h	r	a	t	n	f	e	a
o	s	e	o	o	a	i	n	s	u	e	o	e	v	o	r	e
r	d	l	c	m	f	a	c	t	o	t	a	a	a	e	i	e
s	r	l	o	p	d	o	p	o	h	i	k	e	c	s	d	s
h	o	s	o	a	i	o	r	e	u	e	h	a	a	t	e	n
i	w	t	k	e	t	t	b	a	b	e	p	v	t	i	a	n
p	s	o	i	o	f	e	u	m	w	d	i	h	i	g	b	i
l	s	r	g	e	a	m	i	d	r	a	o	r	o	e	i	n
a	o	i	q	c	v	w	e	r	s	e	l	a	n	n	k	b
w	r	e	h	r	s	o	t	a	t	r	t	k	f	r	e	h
o	c	s	w	r	i	t	e	w	i	t	s	h	o	p	e	s



homework  
 cook  
 dance  
 soccer  
 write  
 crosswords  
 paint  
 read

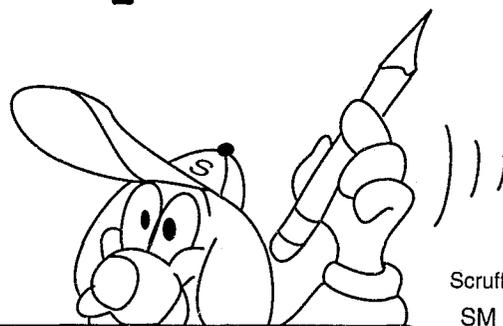
go for a walk  
 play games  
 go on vacation  
 ride a bike  
 see a movie  
 go to the beach  
 talk on the phone  
 tell stories

draw  
 swim  
 skate  
 hike  
 shop  
 worship  
 run

**HOW TO USE:** The purpose of this activity is to discuss healthy things children can do with friends and family. After the discussion, the children can find the hidden words in the word search.

# Ayuda a McGruff y a Scruff a terminar el buscapalabras

Busca y encuentra las actividades que puedes compartir con amigos y familia. Las palabras están escritas horizontal, vertical, diagonalmente y al revés.



Scruff SM

i	r	d	e	c	o	m	p	r	a	s	b	x	t	a	s	o
r	r	ñ	c	o	r	r	e	r	p	z	h	c	r	t	a	n
a	o	a	d	r	d	a	l	f	ú	t	b	o	l	e	ñ	o
d	s	w	l	p	x	p	i	n	t	a	r	c	s	l	a	f
a	o	p	s	a	n	t	c	o	y	s	y	i	x	c	t	é
r	r	q	e	t	p	s	u	t	a	ñ	n	n	m	i	n	l
u	b	k	n	i	w	l	l	m	o	c	ó	a	r	c	o	e
n	i	o	o	n	s	ñ	a	t	q	i	i	r	a	i	m	t
p	l	s	i	a	r	r	s	y	c	d	s	r	j	b	s	r
a	r	o	c	r	g	w	y	a	a	y	r	a	u	r	a	o
s	é	g	a	i	b	b	c	o	r	o	u	d	b	a	l	p
e	e	e	c	d	r	a	l	i	a	b	c	a	i	t	a	r
o	l	u	a	e	v	o	x	m	n	r	x	n	d	n	r	a
u	r	j	v	o	d	<b>s</b>	<b>e</b>	<b>r</b>	<b>e</b>	<b>b</b>	<b>e</b>	<b>d</b>	e	o	i	m
c	o	n	t	a	r	c	u	e	n	t	o	s	s	m	r	a
i	r	a	l	a	i	g	l	e	s	i	a	p	t	x	y	ll



SM McGruff el perro guardián

- deberes**
- llamar por teléfono
  - ir a la playa
  - leer libros
  - bailar
  - crucigramas
  - dibujar
  - ir a la iglesia

- fútbol**
- ir a dar un paseo
  - contar cuentos
  - ir de compras
  - montar bicicleta
  - patinar
  - vacaciones
  - ir a las montañas

- excursión**
- cocinar
  - pintar
  - correr
  - películas
  - nadar
  - juegos

**PARA USAR:** El propósito de esta actividad es analizar con los niños todas las cosas sanas que pueden hacer con sus amigos y familia. Después los niños pueden buscar las palabras escondidas en el buscapalabras.

# Ten Things Kids Can Do

- Settle arguments with words, not fists or weapons. Don't stand around and form an audience when others are arguing. A group makes a good target for violence.

- Learn safe routes for walking in the neighborhood, and know good places to seek help. Trust feelings, and if there's a sense of danger, get away fast.

- Report any crimes or suspicious actions to the police, school authorities, and parents. Be willing to testify if needed.

- Don't open the door to anyone you don't know and trust.

- Never go anywhere with someone you don't know and trust.

- If someone tries to abuse you, say no, get away, and tell a trusted adult. Remember, it's not the victim's fault.

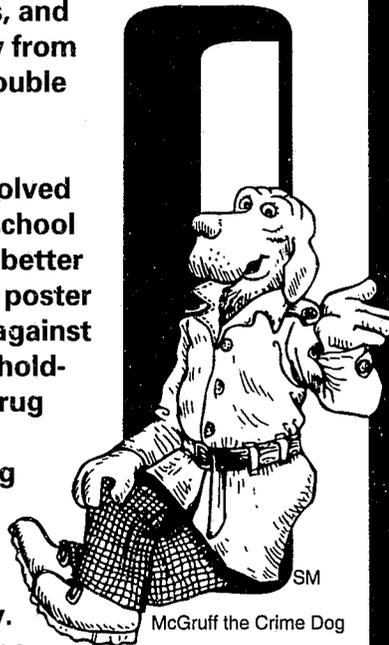
- Don't use alcohol or other drugs, and stay away from places and people associated with them.

- Stick with friends who are also against violence and drugs, and stay away from known trouble spots.

- Get involved to make school safer and better — having poster contests against violence, holding anti-drug rallies, counseling peers, settling disputes peacefully.

If there's no program, help start one!

- Help younger children learn to avoid being crime victims. Set a good example, and volunteer to help with community efforts to stop crime.



SM  
McGruff the Crime Dog

## To Stop Violence

**TOOLS TO HELP YOU LAUNCH  
CRIME PREVENTION MONTH 1993**

**Kick Off Crime Prevention Month With a Community Event**

**A Proclamation Symbolizes a Committed Community**

**McGruff's Public Service Campaign Spotlights  
Crime's Impact on Children**

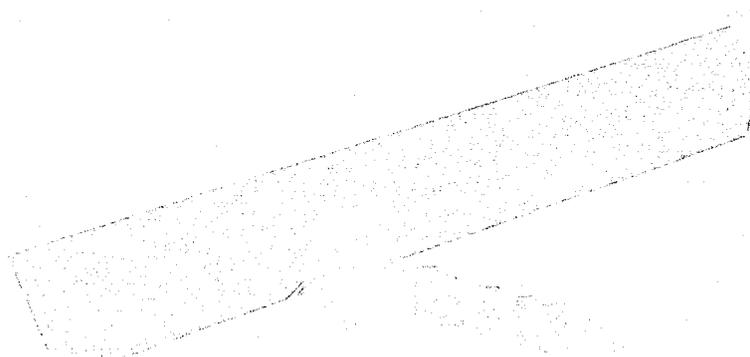
**Building Partnerships With the Media: Lists, Stories, and Releases**

**What's Happening to Young People in Today's World  
— A Statistical Portrait**

**Special Events Calendar**

**Fundraising Ideas**

**McGruff's Educational Products  
Spread Crime and Drug Prevention Messages**



# There's More Information That Can Help

Please send me NCPC's free catalog that offers posters, booklets, monographs, books, educational kits, videos, and other helpful resources.

Please add me to the Catalyst newsletter mailing list (free). Ten issues a year that provide timely coverage of what's happening in crime, violence, and drug prevention; in-depth profiles of innovative programs and resources.

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

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

# Please Let Us Know What You Think!

Please take a brief moment to answer these questions; then detach this postcard and mail it with a 29¢ stamp. Your comments will help us prepare for Crime Prevention Month 1994!

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: 1992  1991  Earlier  NO:
- Are you going to have a 1993 Crime Prevention Month proclamation? Yes  No   
 (Please send us a copy.)

•How helpful are these features of the booklet?

	Slightly Helpful			Extremely Helpful	
Themes	1	2	3	4	5
Activity Ideas	1	2	3	4	5
Program Ideas	1	2	3	4	5
Proclamation	1	2	3	4	5
Media Ideas	1	2	3	4	5
Fund/Resource Raising	1	2	3	4	5
Calendar of Observances	1	2	3	4	5
Statistics	1	2	3	4	5

•Which reproducibles do you think you will use?

		Expect To Use	# of Copies You Expect To Make
Posters:	Halloween	Yes <input type="checkbox"/> No <input type="checkbox"/>	_____
	Gang's Here	Yes <input type="checkbox"/> No <input type="checkbox"/>	_____
	Crime Prev. Month	Yes <input type="checkbox"/> No <input type="checkbox"/>	_____
	Ten Things	Yes <input type="checkbox"/> No <input type="checkbox"/>	_____
Brochures:	Streetwise	Yes <input type="checkbox"/> No <input type="checkbox"/>	_____
	At Home	Yes <input type="checkbox"/> No <input type="checkbox"/>	_____
	1-2-3 Parents/Gangs	Yes <input type="checkbox"/> No <input type="checkbox"/>	_____
	Don't Lose a Friend	Yes <input type="checkbox"/> No <input type="checkbox"/>	_____
Activities:	Teen Alert	Yes <input type="checkbox"/> No <input type="checkbox"/>	_____
	Wasted...	Yes <input type="checkbox"/> No <input type="checkbox"/>	_____
	Rules of the Road	Yes <input type="checkbox"/> No <input type="checkbox"/>	_____
	McGruff Helps	Yes <input type="checkbox"/> No <input type="checkbox"/>	_____
	Word Search(Eng)	Yes <input type="checkbox"/> No <input type="checkbox"/>	_____
	Word Search(Span)	Yes <input type="checkbox"/> No <input type="checkbox"/>	_____
	Secret(Eng)	Yes <input type="checkbox"/> No <input type="checkbox"/>	_____
Secret(Span)	Yes <input type="checkbox"/> No <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.



Please  
Place  
29¢ Stamp  
Here

ATTN: CP Month 1993  
National Crime Prevention Council  
1700 K Street, NW, Second Floor  
Washington, DC 20006-3817

## **KICK OFF CRIME PREVENTION MONTH WITH A COMMUNITY EVENT**

- ▲ Join with governors and mayors across the nation. Ask your local executive or legislative body to proclaim October as Crime Prevention Month. Schedule a rally against crime and violence or a press conference at a school or recreation center to announce the proclamation. (see page 14 for a sample proclamation)
- ▲ Launch a Youth Council with teens from schools, recreation programs, religious institutions, and clubs. Challenge them to identify the most important problems facing young people and help develop projects that address these concerns.
- ▲ Conduct an event that involves children: a poster or essay contest, a bike rodeo, a puppet show, a garage sale of toys, books, videos and games with the proceeds going to a local charity that benefits children and families, a fun walk just for kids and their parents with prizes and the chance to have photos taken with McGruff.
- ▲ Organize a community clean-up day; pay special attention to playgrounds and parks. Clean up and recycle trash; check to make sure equipment is safe and make any needed repairs; get local nurseries to donate flowers and shrubs.
- ▲ Talk to movie theaters about setting aside a Saturday matinee in October to show only family movies—no gratuitous violence, please. Encourage them to show the new McGruff public service advertisements introducing Scruff (see page 15). Ask local businesses for support: publicity, raffle prizes, discount coupons, and donations.
- ▲ Create a directory of community services for children and parents—organizations that offer counseling, classes, recreation, and mediation. Include crime and violence prevention tips and introduce it in October.
- ▲ Open a Homework Place for middle-school students that offers this age group, many of whom are “latchkey kids,” tutoring help, mentoring by older teens, arts and crafts activities, and computer classes.
- ▲ Organize a panel discussion (for radio, cable TV, or school assemblies) of young people who have been victims of crime or witnessed a crime. Let them tell adults and their peers about how it feels like to be victimized and suggest solutions.
- ▲ Work with churches and law enforcement to sponsor an Amnesty Gun Turn-In Day to help get guns off the street and unsafe weapons out of homes. People can turn in legally and illegally owned weapons with no questions asked.
- ▲ Create a “Turn Off the Violence” campaign by asking people to turn off violent television programs, not listen to violent music, and not go to violent movies or rent violent videos for one day. Recruit partners from all segments of the community and link to public education efforts about nonviolent methods of resolving conflict.

# A PROCLAMATION SYMBOLIZES A COMMITTED COMMUNITY

## Making a Proclamation Work

- ▲ Look for a top public official (e.g., mayor, city manager, council president) who has expressed concern over the well-being of young people and the impact of crime and violence on children and teens. It's also important to contact an official who has a good relationship with news media.
- ▲ This proclamation is only a sample—use the paragraphs you like and add local statistics or other examples to adapt the proclamation to your community.
- ▲ Does anyone in your organization personally know the person you want to issue the proclamation? Ask that individual to send it directly to the official and follow up with a phone call. Or deliver the proclamation to the official's press representative or community affairs liaison.
- ▲ 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, educational, health, social service, and youth agency professionals to participate.

## A Proclamation—Crime Prevention Month 1993

**Whereas**, the continued vitality of our nation depends on how safe we keep our neighborhoods and our communities because crime and the fear of crime diminish the well-being and quality of life of all;

**Whereas**, in the times of rising fear due to the violence that has erupted in our communities, citizens must be made aware of what they can do to prevent themselves, their families, their neighborhoods, and their entire communities from being victimized;

**Whereas**, we believe in the value of grassroots programs that emphasize self-reliance and cooperation in which people are encouraged to join together to eradicate crime and violence in their neighborhoods;

**Whereas**, every segment of the community, from school child to law enforcement officer, from teacher to business leader, must help to rebuild a sense of mutual responsibility and shared pride;

**Whereas**, effective crime prevention programs depend upon close partnerships among law enforcement, other government agencies, and citizens; and

**Whereas**, crime and drug abuse prevention are more than self-protection and security; they promote positive alternatives to delinquency and drug use among young people, and encourage youth to participate as citizens and enable them to make significant contributions to their communities;

**Now, Therefore**, I (name of leader), (title), do hereby proclaim October 1993 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 and drug prevention efforts, so that the fabric of the community can be more tightly woven and the spark of citizenship renewed.

*Mayor, Your Town*

# McGRUFF'S PUBLIC SERVICE CAMPAIGN SPOTLIGHTS CRIME'S IMPACT ON CHILDREN

## Meet Scruff!

A fully animated public service advertisement (PSA) released in July 1993 introduces McGruff's nephew Scruff, an energetic, inquisitive youngster about eight or nine years old. Scruff finds himself in situations that children might encounter or worry about, such as dealing with bullies, trouble on the bus, and finding drug paraphernalia or guns.

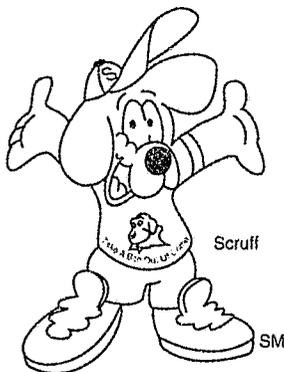
The PSA targets children ages five through nine because, tragically, at ever-younger ages they are experiencing or witnessing violence and often have to cope in the absence of adult supervision. Children see McGruff as a trusted adult mentor; hopefully they'll identify with Scruff as a peer.

A full-color comic-activity book, "Scruff Beats the Scary Streets," is available free to children who write in response to the ads. This book features scenarios in which Scruff and friends avoid problems because they remember and act on McGruff's good advice. The stories teach basic street sense, but also talk about ways to resolve conflicts that could erupt into violence, what to do if drugs or a gun are found, and how to handle an approach from a stranger.

Single copies of the comic-activity book are available by writing to the address given at the PSA's end: McGruff, Chicago, IL 60652. The book also provides information on obtaining bulk copies.

## UNETE A La Lucha Contra El Crimen<sup>SM</sup>

Released in May 1993, the first crime prevention television, radio, and print PSAs expressly developed for Hispanic audiences creates a riv-



eting image of children and young people living out their daily lives against a backdrop of gunshots, drug dealers, and gang violence. The ads feature messages from Hispanic celebrities who urge people to protect their children and community by joining the fight against crime. School children fill the final upbeat frame of the television ad as they shout "Unete a la lucha contra el crimen!" (Join the fight against crime!) Radio and print executions use a similar approach, with Hispanic celebrities urging friends not to lose faith but to take action. By calling 800-727-UNETE, individuals can obtain a

bilingual booklet, "Not Alone, Not Afraid—United Against Crime/Acompañados y sin miedo—Unidos contra el crimen)," with basic crime prevention and community organizing tips.

## Hardhitting Violence Prevention PSAs Reissued

The "Children draw what they see, and what they see is a crime" television PSA originally released in October 1992 drives home the devastating effects of crime and violence on children. That ad and earlier violence prevention television and radio ads were disseminated again to the top media markets in May 1993. Over 70,000 calls to the toll-free 800-WE-PREVENT have been logged from adults who want to take action against violence. The "Stop the Violence—Start Something" booklet spurred more than three-quarters of readers to take action. Two-thirds of them acted to protect neighborhood as well as self and family. New ads focusing on the anti-violence theme are under development, scheduled for fall 1993 release.

## Your Help is Needed

McGruff's PSAs carry prevention messages to millions of children, teens, and adults; they also give credibility to local crime, drug, and violence prevention efforts and offer these programs a nationally recognized symbol.

In deciding whether to use a public service ad, the broadcast and print public affairs managers and the newspaper/magazine editors look at the issue's importance to your community and how effectively the ad addresses that issue. You can influence that decision.

- ▲ Make phone calls and write letters. Visit the TV or radio station (ask to see the news editor or community affairs manager), the newspaper (talk to the city or features editor), your transit advertising agency, and posting companies who handle outdoor advertising. Promote the PSAs and also let them know if you can provide speakers for interviews, presentations, materials, and help with special events.
- ▲ Convince them that people in your community take crime, and drug prevention seriously and are both angered and distressed by the increasing amounts of violence that intrude into children's lives. Cite the track record of the McGruff campaign, emphasizing its potential as a catalyst for local action by individuals and organizations and the free educational materials available to their audience.
- ▲ Work with the media to individualize the McGruff television ads by adding a local phone number—the crime prevention unit of the police department, a community task force, or a hotline for reporting drugs and crime.
- ▲ Don't overlook radio stations with their diverse audiences—commuters in cars, teenagers, children at home alone after school, the retired. It's easy and inexpensive for a station to add a local phone number and address to a McGruff radio ad.

## 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 13th year—is one of The Advertising Council, Inc.'s top 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 him say they trust McGruff and would try to follow his advice.

# BUILDING PARTNERSHIPS WITH THE MEDIA

## Lists, Stories, and Releases

### Know Your Media

Assemble a list with names, addresses, and phone numbers of the media, and keep this "press list" on a Rolodex™ file, computer database, or index cards. Include:

- ▲ Daily and weekly newspapers;
- ▲ Radio stations;
- ▲ Television stations;
- ▲ Wire services;
- ▲ Community (club, church, civic groups, etc.) newsletters;
- ▲ Ethnic newspapers; and
- ▲ Locally published magazines.

Sources of help include libraries, public relations staff of local businesses or government, and community relations units in police departments.

Once you have compiled the press list, visit the newspapers, radio stations, television stations before you start sending news releases or ask for coverage for Crime Prevention Month events.

- ▲ Make an appointment. Talk to the television and radio stations' producers or managers in charge of public or community affairs and their news directors. See the newspaper's city editor or features editor.
- ▲ Be brief and concise in explaining what's happening and why.
- ▲ Ask about deadlines, the slowest news day, and what departments might be interested in different stories. Find out who's in charge and take down names and phone numbers.
- ▲ Leave fact sheets and a card with your name, address, and phone number.

### What is a PSA?

Public service advertisements are commercials that try to focus public attention on serious issues. In addition to McGruff the Crime Dog, memorable PSA campaigns include Smokey Bear for the U.S. Department of Agriculture's Forest Service, "Friends don't let friends drive drunk" for the U.S. Department of Transportation, and "A mind is a terrible thing to waste" for the United Negro College Fund.

Ad agencies volunteer their time to create campaigns, and the media—radio, television, newspapers, and magazines—donate airtime and space. Volunteer agencies for McGruff's work are Saatchi & Saatchi Advertising (general public), and Vidal, Reynardus, and Moya (Hispanic focus). The National Crime Prevention Council and The Advertising Council Inc., with support from the U.S. Department of Justice, make sure that television and radio stations, newspapers, magazines, transit authorities, and outdoor advertisers (billboards) receive the free McGruff ads.

### Forging a Partnership

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

Suggest photo opportunities and local story ideas which focus on the issue of violence and children to tie in with the theme of Crime Prevention Month and the McGruff PSA campaign. For example:

- ▲ A McGruff House success story—how a McGruff House volunteer helped a child

who was trying to escape from a potential molester or comforted a lost child.

- ▲ How teaching conflict management skills to school children can reduce fighting and improve school morale.
- ▲ Neighborhood Watch groups that organize drug-free, gun-free school zones.
- ▲ Student essays about how violent behavior is often spurred by prejudice and ignorance of other cultures.
- ▲ Public housing agencies that support after-school activities for youth in their projects.
- ▲ Police officers who volunteer time to appear as McGruff, coach sports activities for young people, help with a block party or clean-up day, or have lunch on a regular basis in school cafeterias just to talk with students.
- ▲ A recreation center that offers a low-cost summer day camp for children.

## Getting Out a Press Release

The news release presents your organization and its activities to the media and gives them a contact person for additional information. It should be concise and attention-getting.

Remember the five Ws when you write—who, what, when, where, and why. Send releases to newspapers, television, and radio stations at least one week before each event of Crime Prevention Month. Follow up with a phone call a day or two before the event.

Use this format for a professional look:

- ▲ Be sure your organization's name is at the top of the page. Use a regular letterhead, special news release letterhead, or the name and address typed onto plain paper.
- ▲ The release itself should be as close to one page as possible—and NEVER more than three. If your release is longer than one

page, put "MORE" at the bottom of each page and # or ### at the end of the last page of text to signal the close of the release.

- ▲ The first line on the first page gives the release date for the story (e.g., October 1, 1993) or "For Immediate Release," which is preferred.
- ▲ The second line gives the name(s) and phone numbers of those to be contacted for more information.
- ▲ The third line is your headline. It should be centered, simple, and factual; it should contain a strong verb to convey action. Look at the newspaper or weekly news magazines for ideas.
- ▲ Do your releases on a word processor and make high-quality photocopies. If you know people with desktop publishing skills, enlist their help.
- ▲ Proofread one last time before copying and sending (or faxing) your release.

A sample Press Release is shown on the next page. Add local information—statistics, your special events, your community's key concerns—to attract media attention.

## SAMPLE PRESS RELEASE

For Immediate Release  
[Date]

Further Information  
[Name, Phone Number]

### Celebrate Crime Prevention Month!

Mayor/Governor/Council President \_\_\_\_\_ issued a proclamation today recognizing October as Crime Prevention Month, a time for law enforcement, schools, community groups, civic leaders, businesses, and individuals to join in a commitment to preventing crime and rebuilding communities. Crime Prevention Month 1993 focuses on the theme "Sending Kids Into a Safer World" and emphasizes the importance of creating safer schools and neighborhoods for our young people, the community's future.

During the month, \_\_\_\_\_ # \_\_\_\_\_ activities in **YOUR TOWN** will demonstrate the power of crime prevention to mobilize citizens, to maximize resources, and to tackle problems that lead to crime. These events include an essay contest for high school students, a breakfast to honor law enforcement officers who help educate children, a fair at the **YOUR TOWN MALL**, and a community clean-up day sponsored by the **YOUR TOWN Youth Council**. [sample programs, replace with your own]

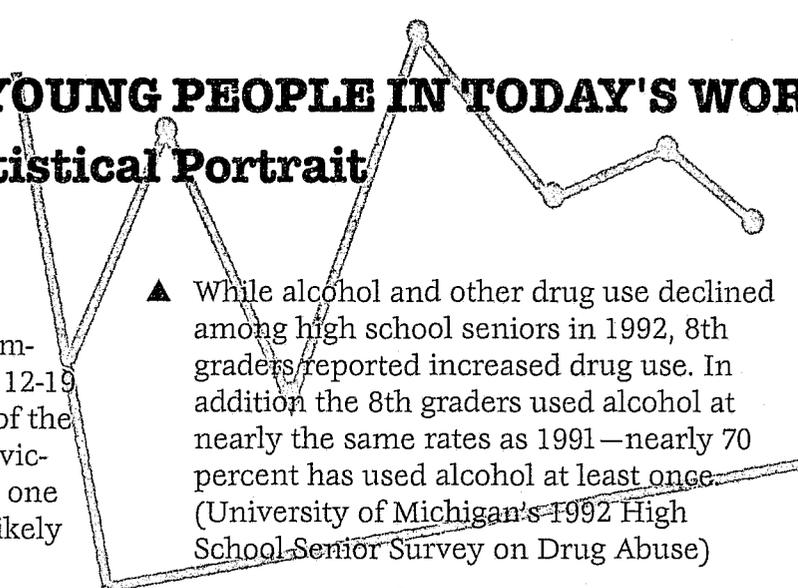
In her remarks, \_\_\_\_\_ stressed that "Crime Prevention Month is an opportunity to build partnerships to prevent crime—not just react to it—and to spotlight innovative and effective prevention programs."

Information on preventing a variety of crimes such as burglary, sexual assault, auto theft, con games, and carjacking is available during October at [list locations].

###

# WHAT'S HAPPENING TO YOUNG PEOPLE IN TODAY'S WORLD

## A Statistical Portrait



### On the Streets

▲ Teenagers are the age group most victimized by crime in the U.S. Although the 12-19 age group constitutes only 14 percent of the population age 12 and older, teens are victims in three of ten violent crimes and one of four thefts. Teenagers are the least likely group to report crime.

(Bureau of Justice Statistics, Office of Justice Programs, U.S. Department of Justice, 1991)

▲ Between 1986 and 1991, the juvenile violent crime arrest rate for youths ages 10 to 17 increased by 48 percent. In 1991, 130,000 youth arrests were made for rape, robbery, homicide, or aggravated assault—42,000 more than in 1986.

(Kids Count Data Book, 1993)

▲ Black males ages 16 to 19 face an enormous risk of death by murder (54.3 per 100,000 versus 12.6 for black females the same age). White males 16 to 19 face an 8.7 per 100,000 risk of murder; white females 16 to 19 face a 3.4 per 100,000 risk.

(Bureau of Justice Statistics, 1991)

▲ Women ages 12 to 24 were nearly three times more likely to be raped than women in older age groups.

(Bureau of Justice Statistics, 1990)

▲ The firearm death rate among teenagers 15-19 increased 77 percent from 1985 to 1990, reaching the highest level to date. The firearm homicide rate for black teenage males nearly tripled.

(Centers for Disease Control and Prevention, Public Health Service, U.S. Department of Health and Human Services, 1993)

▲ While alcohol and other drug use declined among high school seniors in 1992, 8th graders reported increased drug use. In addition the 8th graders used alcohol at nearly the same rates as 1991—nearly 70 percent has used alcohol at least once. (University of Michigan's 1992 High School-Senior Survey on Drug Abuse)

▲ Five percent of American teens have no productive role in society—they aren't in school and don't have jobs, either in or outside of the home.

(Kids Count Data Book, 1993)

### At School

▲ Over half of all violent crimes against teenagers ages 12-19 occur in school buildings, on school property, or on the street. Street crimes are three times more likely than crimes in school buildings to have been committed by an offender with a weapon.

(Bureau of Justice Statistics, 1991)

▲ One in eight students has feared being attacked going to or from school. In central cities, one in five students has feared such an attack.

(Bureau of Justice Statistics, 1992)

▲ One student in fifteen reported avoiding places at school out of fear of an attack. Younger students (age 12 or so) were twice as likely as students age 18 to avoid places at school because they feared attack.

(Bureau of Justice Statistics, 1992)

- ▲ Gang or drug disputes were the leading cause of school gun violence (18 percent). Longstanding arguments (15 percent), romantic disagreements (12 percent), fights over possessions (10 percent), and accidents (13 percent) were also common. (Center to Prevent Handgun Violence, 1990)
- ▲ Fifteen percent of students reported gangs present at their school. Of these students, 35 percent said they feared attack at school, and 24 percent feared attack going to or from school. Where gangs were reported present, 13 percent of students avoided areas inside the school for fear of attack. (Bureau of Justice Statistics, 1992)

## At Home

- ▲ In 1992, an estimated 1,261 children were known to have died from child abuse. Those who survive often suffer lasting pain and even disability from serious injuries and emotional trauma. (National Committee for Prevention of Child Abuse, 1993)
- ▲ In 1992, an estimated 2.9 million suspected child abuse incidents were reported in the United States. (National Committee for Prevention of Child Abuse, 1993)
- ▲ Being abused or neglected as a child increases the likelihood of arrest as a juvenile by 53 percent, as an adult by 38 percent, and for a violent crime by 38 percent. (National Institute of Justice, Office of Justice Programs, U.S. Department of Justice, 1992)

## Resources

**Bureau of Justice Assistance Clearinghouse  
National Criminal Justice Reference Service (NCJRS)**  
Box 6000  
Rockville, MD 20850  
800-688-4252 • 301-251-5500

**Center for the Study of Social Policy**  
Kids Count Data Book, 1993  
1250 Eye Street, NW, Suite 503  
Washington, DC 20005  
202-371-1565

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

**Centers for Disease Control and Prevention**  
National Center for Injury Prevention and Control  
4770 Buford Highway, NE  
Atlanta, GA 30341-3724  
404-488-4690

**Drugs & Crime Data Center & Clearinghouse**  
1600 Research Boulevard  
Rockville, MD 20850  
800-666-3332  
301-251-7502

**National Clearinghouse for Alcohol and Drug Information (NCADI)**  
PO Box 2345  
Rockville, MD 20852  
800-729-6686  
301-468-2600

**National Committee for Prevention of Child Abuse**  
332 South Michigan Avenue, Suite 1600  
Chicago, IL 60604  
312-663-3520

**National Council on Alcoholism and Drug Dependence**  
Public Information Department  
12 West, 21st Street  
New York, NY 10010  
212-206-6770

**U.S. Department of Justice**  
Federal Bureau of Investigation  
Uniform Crime Reports  
Criminal Justice Information Service Division  
FBI/GRB  
Washington, DC 20535  
202-324-2614

Crime Stoppers  
International, Inc.

**JANUARY**

Crime Stoppers  
Month  
505-294-2300

National Exchange  
Club

**FEBRUARY 6-13**

Crime Prevention  
Week  
419-535-3232

National PTA

**MARCH 6-12**

Drug Awareness  
Week  
312-787-0977

National Committee  
for Prevention of  
Child Abuse

**APRIL**

Child Abuse  
Prevention Month  
312-663-3520

Keep America  
Beautiful, Inc.

**APRIL**

Keep America  
Beautiful Month  
203-323-8987

National Victim Center/  
National Organization  
for Victim Assistance

**APRIL (varies)**

National Victims Week  
703-276-2880 or  
817-877-3355  
202-232-NOVA

Youth Service  
America

**APRIL (varies)**

National Youth  
Service Day  
202-296-2992

National Council on  
Alcoholism and Drug  
Dependence, Inc.

**APRIL 1-3**

Alcohol-Free  
Weekend  
212-206-6770

**SPECIAL**

**EVENTS**

**CALENDAR**

Points of Light  
Foundation

**APRIL 17-23**

National Volunteer  
Week  
202-223-9186

"Just Say No"  
International

**MAY (2nd week)**

Just Say No Week  
800-258-2766

National SAFE KIDS  
Campaign

**MAY (2nd or 3rd week)**

SAFE KIDS Week  
202-939-4993

Concerns of Police  
Survivors

**MAY 16-20**

National Police Week  
301-599-0442

National Center for  
Missing and  
Exploited Children

**MAY 25**

National Missing  
Children's Day  
703-235-3900

National Association  
of Town Watch

**AUGUST (1st Tuesday)**

National Night Out  
251-649-7055  
800-NITE-OUT

National Crime  
Prevention Council

**OCTOBER**

Crime Prevention  
Month  
202-466-6272

National Coalition  
Against Domestic  
Violence

**OCTOBER**

Domestic Violence  
Awareness Month  
303-839-1852  
202-638-6388

Fire Protection  
Association

**OCTOBER 3-9**

National Fire  
Prevention Week  
617-770-3000

National Federation of  
Parents for Drug-Free  
Youth

**OCTOBER 23-31**

Red Ribbon Week  
314-845-7955

# FUNDRAISING IDEAS

## Food Sales

ice cream sundaes  
Chinese fortune cookies  
(student fortunes)  
donuts  
fruit  
pies  
candy  
baked goods  
birthday cakes  
pizza kits  
lunch box auction  
pie auction  
snowcones  
popcorn

## Sports Activities

celebrity basketball  
softball game  
karate demonstration  
pro teams against varsity  
basketball shoot  
stick horse baseball  
weightlifting  
all-night bowling  
sports night

## Eating Events

breakfast with a local celebrity  
spaghetti dinner  
pot luck dinner  
ethnic dinner  
pizza night  
salad bar  
pancake breakfast  
barbecue  
ice cream social  
progressive dinner  
cheese tasting party  
coffee house

## Community Activities

community work day  
(rent a student)  
community flea market  
hometown fair  
dinner served to community clubs  
babysitting service  
newspaper drive  
housework/yard work  
shopping center cleanup  
calendars for the community  
paint house numbers on curb

## Contests/Raffles

a-thons (walk, bike, bowl, rock, skate)  
car raffle  
surfing contest  
limo and driver raffle  
student talent show  
jelly bean jar guess  
car rally/bike rally  
frisbee contest  
beard-growing contest  
exercise contest  
dance contest  
haircut-a-thon  
class-faculty competition  
match game (dating game)  
chess tournaments  
drawings  
raffle off marching band  
faculty vs. radio announcers  
newspaper staff vs. student council  
dance marathon  
gong show  
faculty baby picture  
contest



## Other Events

dance  
dunk tank  
bingo night  
teacher auction  
treasure hunt  
faculty talent show  
country western band  
bluegrass/square dance  
kids' game night  
board game day  
multi-cultural day  
laugh-a-grams  
silent movie day  
nighttime feature film  
people scavenger hunt  
singing/flower grams  
homecoming carnival  
Polaroid pictures with celebrity

cardboard models and you  
art floor-show (gym floor)  
private plane rides  
school bus wash  
drama in the round  
battle of the bands  
couples pageant  
parent pageant  
recycling drive  
fashion show  
pie throw  
fruit picking  
senior show  
parents' program  
concerts  
face painting  
antique show

## Other Sales

bicycle locks  
flash lights  
deadbolt locks  
used books  
flowers  
stuffed animals  
pocket calendars  
family portraits  
light bulbs  
balloons  
monograms  
coupon books  
newspaper space on front page  
(one dollar per name)  
bumper stickers  
customized stickers  
souvenir cups  
flea market  
hats  
clothing  
stadium pillows  
buttons  
garage sale  
sidewalk sale  
candles  
posters  
yearbook covers  
advertising in sports program  
giant coloring book  
magazine subscription sale  
emblems/colors  
stationery  
class T-shirts  
clothing with the school emblem

# McGRUFF'S EDUCATIONAL PRODUCTS SPREAD CRIME AND DRUG PREVENTION MESSAGES

## **AIMS Media**

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

*McGruff educational films and videos in English and Spanish (gangs, child abuse, vandalism, drug prevention, latchkey kids, Halloween safety, bicycle safety, and many other topics).*

## **Boerner & Tollefson**

217 Minnetoka Avenue  
Wayzata, MN 55391  
612-473-7322  
Fax 612-473-7123

*McGruff Safe Kids Identification Kit (educational fingerprinting kit).*

## **Commonwealth Toy and Novelty Co., Inc.**

45 West 25th Street, Fifth Floor  
New York, NY 10010  
212-242-4070  
Fax 212-645-4279

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

## **Create-A-Book, Inc.**

107 Caroline Street, SW  
Milton, FL 32570-4717  
904-623-9833  
Fax 904-623-9817

*McGruff personalized story books for children in English and Spanish. Also available in Braille.*

## **Walter Cribbins Co., Inc.**

Attn: Program Department  
2701 First Avenue, Suite 200  
Seattle, WA 98121  
800-992-1915, 206-441-5650  
Fax 206-441-5655

*McGruff pens, decals, pencils, stickers, umbrellas, coloring books, and hundreds of other specialty items.*

## **The Hawes Corporation**

201 Executive Way  
DeSoto, TX 75115-1066  
800-854-2151, 214-709-7400  
Fax 214-709-8849

*McGruff costume (standard & animated), law enforcement and classroom puppets with song cassettes, and Drug Abuse Prevention and Child Protection Program (an elementary school curriculum for grades K-6).*

McGruff  
the Crime Dog



## **JII Sales Promotion Associates**

Attention: McGruff  
PO Box 382  
Red Oak, IA 51566  
800-848-7668  
Fax 712-623-3328

*McGruff stickers that can be used as safety reflectors, Slap Wrap wristbands (safety tested), T-shirts, and many other reflective products that promote crime and drug abuse prevention and safety. Also McGruff calendars and other specialty products.*

## **McGruff Specialty Products Office**

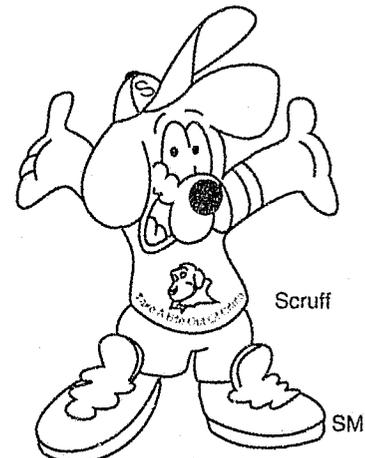
1 Prospect Street  
PO Box 229  
Amsterdam, NY 12010  
518-842-4388  
Fax 800-995-5121  
*Litter bags, polybags (all sizes—custom orders), Halloween bags, complete line of coloring and activity books, bookjackets, posters, pencils, and other specialty items.*

## **Stoffel Seals Corp.**

PO Box 825, Dept. 5  
400 High Avenue  
Nyack, NY 10960-0825  
914-353-3800  
Fax 914-353-3876  
*McGruff badges, shields, key tags, low-cost lapel pins, and other specialty products imprinted in English or Spanish.*

## **Wearhouse, Inc.**

10722 Hanna Street  
Beltsville, MD 20705-2199  
301-937-4843  
Fax 301-937-2916  
*McGruff-imprinted sportswear (T-shirts, sweatshirts, shorts, golf shirts, jackets, and other items).*



This is only a partial list of McGruff's licensees. For your free Licensed Products Packet with full-color photos (Item #D2), write to NCPC, Attn: Distribution, 1700 K Street, NW, Second Floor, Washington, DC 20006-3817.

# ***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