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CRIME WATCH: IMPLEMENTATION OF STATEWIDE CRIME PREVENTION PROGRAMS

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A. THE NEED FOR A UNIFIED CRIME PREVENTION EFFORT: A CALL FOR ACTION

In the past five years, a long neglected concept of law enforcement has been revived and is rapidly becoming an integral part of many states' fight against crime. "Crime Prevention," although dormant for several hundred years, is now in the process of resuming its proper role as a basic tool of the criminal justice system. The rationale underlying this shift in emphasis is the realization that we have failed to curtail substantially the spiraling increase in serious crime over the past several decades by utilization of "conventional" means. Previously, solutions to the dilemma of crime control have focused upon improvements in the methods of detection and arrest of criminal suspects, fair and swift court proceedings, stiffer penalties and reform of the correctional system. While these efforts should not be denigrated, our experience clearly indicates that they alone cannot abate the problem.

Inertia in the development of crime prevention programs is also attributable to the fact that law enforcement authorities have been socialized to accept the responsibility for the occurrence and frequency of crime. Yet, as the police have a duty to protect the public from criminal attack, the community has a concomitant

responsibility to secure itself against crime. Public awareness and community action are the very essence of crime prevention.

Crime prevention is classically defined as the anticipation and recognition of a crime risk and the initiation of some action to thwart it. In short, the basic measure of an effective crime prevention program is the reduction of crime in any given area occasioned by affirmative preventive action. The criminal justice system in the United States presently deals with crime after its occurrence. The inherent flaw in this form of response is that most crimes are amenable to crime prevention techniques. The fact that a weapon as potent as crime prevention has been ignored for so long points to the urgent necessity for educating both the public and the police.

The importance of community involvement in crime prevention and control cannot be gainsaid. As noted, individual citizens should not rely solely on established criminal justice agencies to deal with the problems of crime. Citizen concern about crime must be translated into action. In a significant number of cases, and largely out of ignorance, the victim of an offense has contributed to his own misfortune by not having taken basic security measures to protect his person and property. Thus, crime prevention is premised on the ability of citizens to reduce the self-imposed opportunities for crimes to occur.

For citizen participation to be effective, however, there must be centralized coordination of programs and allocation of resources. While broad based community involvement and awareness are necessary, the individual citizen must be afforded guidance to channel his participation in a constructive fashion. In short, rather than merely advocating that the public "get involved," the citizenry must be shown exactly what it can do to aid in the crime reduction effort. This is the task of the local police and other law enforcement agencies. The police must involve and motivate communities and citizens to reduce criminal opportunity. Therefore, it follows that the local police officer must be involved and trained in crime prevention.

The partial success of independent or local crime prevention efforts in various portions of the country indicates that most communities possess the basic components for reducing crime. Nevertheless, it has also been demonstrated that municipalities acting alone cannot marshal the necessary resources to insure continuity of action. Moreover, frequently there is needless duplication of work product which manifests a lack of coordination of crime prevention efforts. This deficiency has been remedied by 17 states with the creation of statewide crime prevention units. Another 12 states are also in the process of formulating their own statewide programs.

These states have determined that the establishment of statewide crime prevention units should proceed on a priority basis. The objective of these programs, which are generally denominated as "Crime Watch" is to cause a reduction of crime in the state as an entity. In conjunction with this reduction in crime, is an increase in community support and involvement with law enforcement agencies. To achieve these goals the following objectives have been articulated:

1. to increase citizen awareness of the problems engendered by crime;
2. to inform, educate and assist citizens in the specific measures they can undertake to prevent crime;
3. to provide law enforcement agencies with the resources, materials and training necessary to educate citizens in the specific measures they can undertake to prevent crimes from occurring to their property or to their person.

The need for a concerted effort to bring about a reduction in crime can best be exemplified by an examination of the increase in New Jersey during the past 5 years of offenses which are amenable to crime prevention efforts. While New Jersey figures are

being utilized, it should be emphasized that this trend is typical nationwide. New Jersey has experienced an enormous growth in crimes against property. An analysis of the 5 year period between 1972 and 1976 discloses a considerable percentage increase of property offenses in urban, suburban and rural areas. Burglaries, larcenies and other thefts increased by 33% in urban municipalities, 59% in the suburban communities and 72% in rural areas. The growth rate during this same period of crimes against the person, although not as great as the previous category, also compel action. While urban municipalities only registered a net gain of .3%, suburban communities and rural areas showed increases of 34% and 51% respectively. This unconscionable growth in crime, coupled with the unassailable premise that crimes against property and person may be prevented by victim reduction of criminal opportunity, clearly bespeaks the need to initiate statewide crime prevention efforts in each State.

The model program which is the subject of this article may be implemented in three six month phases. By the end of this initial 18 month period, it is believed that each participating State will have established the most comprehensive and effective crime prevention program possible. A staggered scheme of implementation is necessary in order to properly allocate financial and other resources. Moreover, each state presently involved in similar projects has cautioned that it is unwise to attempt to simultaneously initiate all phases of a prevention program. Experience has demonstrated that such a course of action can only lead to citizen confusion, lack of coordination, and eventually total program failure. Therefore, it is proposed that the three phases of the Model Crime Prevention Program be implemented in the following order: (1) residential security, (2) commercial security and (3) personal security. By the end of the initial 18 month implementation period each phase of Crime Watch will be fully developed and simultaneously pursued.

In view of the disproportionate increase in offenses against property, especially residential dwellings, the initial phase of Crime Watch should concentrate on prevention of residential and rural burglary. The specific objectives of this first phase of Crime Watch will be to instruct citizens on how to make their homes less inviting targets for burglars and other intruders. Moreover, should a home be selected as a target, citizens will be instructed regarding methods to make their homes less accessible. Emphasis should be placed on the establishment of inexpensive security standards, and the supplying of technical assistance necessary to assure basic security for the home or apartment. A program of citizen watchfulness must be designed to encourage neighbors to intelligently and vigilantly observe and report suspicious activities in their neighborhoods. Participation in "Operation Identification" should be a principal component of the residential security program.

Operation Identification is the project in which citizens mark their valuable possessions with a Permanent Identification Number, register this number with the police, and then post window decals warning would-be burglars of the risk in entering their homes. A burglar is discouraged in two ways. First, he knows he cannot sell the stolen goods to a dealer in stolen merchandise. Second, the burglar knows that if he is apprehended with another's marked property in his possession, it is evidence which will readily convict him in court. Operation Identification is proving effective in reducing the incidence of burglary throughout the country. In Minnesota, where this program has been in operation since 1973, the burglary rate for homes not enrolled in this plan was 4.5 times greater than that for enrolled homes.

Crime Watch should attempt to implement the Residential Security Program in every community in the State. It is important to observe, however, that this project can only succeed with the help of the local police and the communities they serve.

The second phase of Crime Watch will focus on commercial security or the prevention of crimes against businesses. The basic objective will be to educate and alert

businessmen with respect to the steps they can take to make their businesses more secure, thereby reducing the likelihood of becoming needless victims of crime. "Operation Business Security" will assist businesses in securing their premises against burglary, robbery, shoplifting, bad checks, credit card fraud and employee theft. The cooperation of all businessmen, police and insurance companies will be integral to the success of this program.

The third, and perhaps most significant, target of Crime Watch will deal with Personal Security. This phase of the program will emphasize the precautionary measures that citizens can take to reduce their chances of unnecessarily becoming the victims of crime. Emphasis should be placed on tactics that can be employed to deny criminal opportunity for such offenses as assault, rape, robbery and child abuse. Theft, fraud and confidence scheme prevention measures must also be stressed. Also, the elderly should be advised of techniques that they may employ to reduce the risk of crime associated with senior citizens. The Personal Security phase of Crime Watch will be the most ambitious and difficult to implement since it will require the cooperation of every citizen and police officer in the State.

The success of Crime Watch and the effectiveness of its programs will be entirely dependent on the methods and extent of State control over public and police education in crime prevention techniques. Therefore, it will be necessary to focus our attention on three major categories of action: (1) public awareness of crime prevention programs, (2) education of police regarding crime prevention techniques and, (3) formation of a State Crime Prevention Bureau to coordinate and assist both citizen and police prevention efforts.

It is vital to recognize that while Crime Watch is designed to provide law enforcement agencies and private citizens with necessary resources and support materials, the focal point of the program is local in its execution and implementation. Participating local law enforcement agencies must provide the manpower and leadership to implement the program within their own communities. Therefore, it is incumbent on local law enforcement to assume the leadership role to develop the local community's awareness and knowledge about specific precautionary measures which will spark widespread citizen involvement in crime prevention activities.

B. PUBLIC AWARENESS OF CRIME PREVENTION: PROGRAMS AND TECHNIQUES.

Perhaps the most important single objective of Crime Watch will be to create citizen awareness of methods to reduce public vulnerability to crime, to recognize criminal activity and to take steps to eliminate its presence. Unfortunately, while crime prevention techniques are rather obvious and simple to implement, few citizens practice, or are even aware of the existence of, this viable alternative to crime. Therefore, as with all "products," crime prevention must be "sold" to the community. The various means which must be utilized to attain this goal are mass media advertising, dissemination of descriptive materials, local and regional conferences and presentations and citizen-police sharing of information. The expenses associated with this endeavor can be truly awesome. Therefore, to offset this potential difficulty the necessary media campaign must be staggered to coincide with the launching of specified programs. Also, Crime Watch must solicit free media advertising as a public service. Lastly, preexisting resources in the form of personnel and materials must be utilized to the utmost. In this manner, Crime Watch will be as economically feasible as it is socially desirable.

The State of Minnesota has established the most effective public information system in the country with respect to crime prevention. Therefore, it would be duplicative and wasteful to independently create and produce a media campaign in

view of the availability of a preexisting plan. The Minnesota materials consist of slides, movies, television and radio spots, newspaper advertisements, billboards, brochures, bumper stickers and posters. It is recommended, therefore, that Crime Watch should during the three phases of its initial program, purchase all of the materials from those who devised the Minnesota public education campaign. It would be relatively easy to alter these materials to conform to each state's needs. Also, the Minnesota materials must be supplemented with additional information peculiar to individual states.

Crime Watch must be coordinated by a unit within the Office of the Governor or the Attorney General. As with most state agencies, Crime Watch personnel will possess little expertise concerning methods of public advertising. Therefore, at least with respect to mass media efforts, it will probably be necessary to retain, through public bidding, a private advertising agency. Each State that has formulated a viable public information program has followed this course of action.

Without exaggeration, the most effective means of initially reaching the citizen is through the mass media. Television, radio and newspapers, for example, must be utilized to arouse public interest in crime prevention and, to an extent, to educate in prevention techniques. The media, however, is not the only viable resource. Brochures, home movies, slides and other materials are beneficial in that they possess a longer lasting educational impact and generally bring crime prevention into closer proximity to each citizen. The following is a list of public education materials and techniques which Crime Watch should utilize:

- (1) **Logo** — Crime Watch should adopt the logo used by many states to symbolize their Crime Prevention Programs. This logo is readily recognizable and will assist in establishing an identity for Crime Watch. It should appear on all materials produced for the program.
- (2) **Television and Radio** — The most pervasive means of communication in most states are the television and radio networks. For this reason it is imperative that professionally-produced commercials and advertisements featuring Crime Watch be "aired" on television and radio. The benefits of this mode of communication have been reported by all states engaged in crime prevention. As noted, Minnesota has developed the best and most extensive library of television and radio spots. All phases of Crime Watch, *i.e.*, residential security, commercial security and personal security, have already been professionally produced. Therefore, as each phase of the program is initiated, Crime Watch should purchase the Minnesota counterpart. The major difficulty to be resolved is the dissemination of these messages to the public. The cost of commercially airing such messages could be prohibitive. However, most television and radio stations would probably be willing to air Crime Prevention advertisements as a public service. Indeed, federal licensing requires such public service broadcasts. Each major radio station and all television stations serving the State should be supplied with prints of Crime Watch spots. The costs associated with this aspect of the media campaign would be principally those associated with the purchase price of the Minnesota materials.
- (3) **Newspapers** — Newspaper advertising is an effective means of "selling" a crime prevention program and informing the general public of how they can become involved in Crime Watch. As with television and radio spots, Minnesota has developed an extensive set of newspaper advertisements that are readily adaptable to any state. The cost of purchasing these materials would be minimal. Nevertheless, Crime Watch must also convince the larger newspapers to publish these advertisements as a public service. This may be a formidable task. Local

papers, however, will probably be quite receptive to publishing Crime Watch material since they are harder pressed for copy.

- (4) **Billboards** — Yet another way of promoting the Crime Watch program is outdoor advertising. Billboards will be used to advertise the program and to "serve notice" to criminals that a city or region is participating in the program and that its citizens are involved. Minnesota also has prepared billboards which may be purchased at a nominal cost. As with other forms of advertising it is expected that billboard companies will furnish space as a public service. The printing cost for billboard posters is relatively inexpensive.
- (5) **Brochures** — One of the most effective means of providing information about crime prevention techniques is through the dissemination of brochures. A brochure is contrasted with the above-mentioned forms of advertising in that the citizen may retain and reread its contents. Also, a brochure offers the opportunity to give detailed explanations and instruction concerning specific programs. Minnesota and Ohio have developed 7 brochures which may be copied at virtually no expense and modified. It is recommended that all of these brochures be made available to the public at the commencement of Crime Watch. They are "*Operation Crime Alert: A Citizen's Handbook*"; "*What to do Before the Burglar Comes*"; "*Operation Identification*"; "*Commercial Security*"; "*Be on the Safe Side*"; "*Crime on Wheels*" and "*Rural Crime*." The costs of printing these materials may be minimized by utilization of existing state printing facilities. The dissemination of these brochures could be accomplished in a variety of ways and would be distributed to local civic and business groups, at local shopping centers, local and state police facilities and schools.
- (6) **Bumper Stickers and Decals** — One effective way of insuring that the Crime Watch name and logo will remain in the public view is the use of bumper stickers and decals. This form of public advertisement is also inexpensive. Bumper stickers should be distributed to all interested local groups, as well as placed on all State and local police cars. Model bumper stickers may be obtained at no cost from other Crime Watch states. Decals should be distributed to all local police departments for use by citizens who are participating in Operation I.D. They would be posted on windows of homes or businesses as a warning to potential thieves or burglars.
- (7) **Public Transit Advertisements** — Posters or placards on the sides of buses are also an effective means of displaying the Crime Watch message. The cost of producing these materials is relatively low. Also, bus companies would probably be most cooperative in filling empty advertisement spaces with public service messages.
- (8) **Movies** — Crime Watch should establish a movie library. This film library would serve to assist law enforcement agencies and citizen organizations in promoting crime prevention programs in their communities. There are available a number of excellent 16 m.m. films on a variety of crime prevention topics. These could be loaned to various civic groups or utilized by State or local officials as aids in presenting crime prevention concepts.
- (9) **Slides** — The Crime Watch program should purchase a series of four sets of slide presentations relating to residential security, personal security, commercial security, theft and fraud prevention. These slide presentations could be utilized in

the same manner as the movies described above. Each slide presentation is accompanied by a speech outline for presentation to civic or other citizen groups.

The Statewide Crime Watch program should establish a resource center for all the materials cited above. These materials should be made available at no cost to participating law enforcement agencies and other private crime prevention groups.

Citizen awareness of crime prevention is crucial to the success of a Crime Watch program. However, a crime prevention program cannot succeed without assistance from state and local police and coordination by a statewide crime prevention unit.

C. LAW ENFORCEMENT TRAINING IN THE TECHNIQUES OF CRIME PREVENTION AND THE FORMATION OF LOCAL UNITS

The training of local police officers in crime prevention techniques is a requisite to the success of Crime Watch. While public education and mass media programs may be helpful in securing citizen involvement, it is imperative that local police units become expert in crime prevention techniques. It would do little good to arouse public interest in crime prevention and not be able to deliver the necessary technical assistance to implement the public's response to the media campaign. Cooperation between members of the community and the police is essential to the success of any crime prevention program, either local or statewide.

Police service has traditionally been "re-active" in nature, *i.e.*, police react to the report of a crime. We have ignored as a discipline the "pro-active" aspect of police service and its attendant benefits. Police officers have experimented with limited crime prevention techniques for many years. They have tried such procedures as checking vacationer's homes, security surveys of businesses, homes and industry, and encouraging use of effective alarm systems and locking devices. Most of these efforts, however, were sporadically developed, of limited duration and were discontinued due to questionable priority reallocation.

The creation of permanent crime prevention units with trained officers rendering direction and assistance to the community, received sustained impetus in 1971 with the establishment of the National Crime Prevention Institute. Since that time significant progress has been made in the training of police officers. Most states, however, have failed to incorporate crime prevention training as a requirement for recruit police officers or as a subject for in-service training programs. Thus most police officers possess little or no knowledge respecting means to reduce criminal opportunity.

A primary objective of Crime Watch, therefore, should be to train law enforcement personnel in the importance of anticipating, recognizing and appraising crime risks and ways of initiating action to remove or reduce it. This training must have as a goal the establishment within police departments of crime prevention bureaus to institutionalize "pro-active" crime prevention programs. Emphasis should be on providing police services to enable citizens to become aware of, and involved in, crime prevention programs.

The ultimate goal of this phase of Crime Watch is to familiarize all local and state police officers with the concepts and methods of crime prevention. Attainment of this goal, however, will require a significant expenditure of time and resources. It is recommended that a statewide Crime Watch program be concerned with four phases of police training: (1) all police chiefs must be indoctrinated with respect to the viability of crime prevention, (2) a cadre of qualified instructors to provide recruit and in-service training must be retained, (3) all police academies must include crime prevention as a mandatory course of study for all recruit police officers, and (4) each police department should be encouraged to designate an officer or officers to assume

charge of a local crime prevention unit and to assist members of the community in implementing effective prevention measures. These police officers would be trained at the proposed State Crime Prevention Institute. In addition to in-depth training for officers assigned to crime prevention units, the State Institute would provide a more basic course of in-service training for all police officers.

1. Training of Police Chiefs

The police training phase of Crime Watch should be initiated by a series of regional workshops which would serve the dual purposes of (1) indoctrinating the local police chiefs respecting the validity of crime prevention as a tool and (2) ascertaining available resources for the launching of police training on a more formal basis.

It is imperative to the success of any state's Crime Watch program that local chiefs of police become acquainted with, and convinced of, the efficacy of crime prevention. In large measure, the local chiefs will determine whether crime prevention units will be formally structured within their respective departments. This decision, in turn, will have a vast impact on the ability to reinforce the media campaign as it relates to assisting citizens in implementing newly acquired knowledge concerning crime prevention techniques. For this reason a series of two day regional workshops for chiefs of police should be held in the first three months of the project.

The workshops should consist of the presentation of already existing local crime prevention programs. Most states already possess independent municipal programs which vary in content and depth. Each regional workshop would feature the existing programs in the area. In this manner, the chiefs of police and other ranking officers will be able to have the benefit of the experiences of other communities which have established programs.

Another facet of the workshops would be the instruction of the participants in the techniques of crime prevention. For this purpose experienced instructors from the National Crime Prevention Institute may be retained to present seminars on various phases of crime prevention. Also, representatives of the newly created State Crime Prevention Bureau should assist in the coordination and presentation of the workshops.

A secondary benefit of this plan will be the identification of police officers presently qualified to instruct in the various areas of crime prevention. These individuals should be immediately solicited to assist in the broader phases of the police training program.

2. Training of Instructors

In order to provide training for police recruits, or to staff a State Crime Prevention Institute, it will be necessary to train a staff of qualified instructors. This task will be most effectively accomplished by training these individuals at the National Crime Prevention Institute in Kentucky. The National Institute offers a basic four week course in crime prevention which will prepare the participants to return to their states and to effectively instruct local police. Virtually every qualified crime prevention instructor in the country has graduated from the National Institute.

3. Recruit Training

An effective means of insuring police familiarity with crime prevention techniques is to encourage and require all police academies to include these concepts as part of their curriculum. Therefore, within 12 months of launching the Crime Watch program every police academy in the State should require successful completion of a course in crime prevention. As noted, it is recommended that the instructors for such classes be trained at the National Institute. The cost of such specialized training should be borne by the State Crime Watch program. However, the costs of training at the local police

academies should be borne by the various localities. The State Crime Prevention Bureau should assist each police academy in formulating an effective crime prevention curriculum. Moreover, members of the State Bureau would be available as guest lecturers upon request of the academies.

4. Crime Prevention Institute

The focal point of police training in crime prevention in your state will be the establishment of a State Crime Prevention Institute. This institute should be staffed by four to six qualified instructors who will have been trained at the National Institute in Kentucky.

The basic in-service course in crime prevention at the State Institute would be one week in duration. Each class could consist of approximately 50 officers selected from throughout the State. Preference should be given to those officers or departments which indicate a present willingness to create permanent crime prevention units. The primary fiscal responsibility will fall on the individual police departments. It is anticipated that the Institute could graduate approximately 1,000 to 1,200 police officers a year. An officer who successfully completes the course would be trained to:

1. Identify and distinguish between the various categories and principles of crime prevention,
2. Establish a crime prevention unit within a law enforcement agency,
3. Develop and evaluate statistical information to determine priorities for crime prevention activities,
4. Participate and contribute effectively to community planning procedures as they relate to the police function and crime prevention,
5. Differentiate between various types of security devices and systems to evaluate their effectiveness and to offer pertinent advice,
6. Conduct security surveys and to make cost effective recommendations,
7. Direct the implementation of community supported crime prevention programs, and
8. Communicate crime prevention principles to police officers and the public, effectively and persuasively.

The most significant of these objectives, of course, will be the development of local crime prevention units both within the local department and in the community. It is hoped that eventually each department or region would have at least one resident expert in crime prevention who would be available to assist the community. The curriculum of the Institute would consist of all phases of crime prevention, rather than just those being emphasized by the State media campaign. Moreover, at the expiration of the initial 18 months of the State program, consideration should be given to the initiation of an advanced crime prevention course similar to that offered at the National Institute.

D. STATE CRIME PREVENTION BUREAU

The success of a Crime Watch program will be largely dependent on the effective operation of a State Crime Prevention Bureau. The initiation and coordination of a statewide crime prevention program requires the full-time efforts of a Crime Prevention Unit at the State level. This unit would also establish and coordinate the efforts of police training schools. A principal function of the State Crime Prevention Bureau will be to provide participating law enforcement agencies and private groups with the necessary resources and support materials to implement local crime prevention programs.

Crime Watch should be implemented in three stages: residential security, commercial security and personal security. The Crime Prevention Bureau will coordinate each phase of the total program. In launching the major portions of the

project, the Bureau will be responsible for creating citizen awareness of the existence and components of each program. Therefore, the unit must direct the "Public Awareness Campaign" previously described.

The police training aspect of Crime Watch must also be coordinated at the State level. It is crucial that the training of police officers in crime prevention be uniform throughout each State. The Bureau should assist in the establishment of the Crime Prevention Institute. The Bureau must also develop the course of study for both the training of recruits at the police academies and the in-service training at the Crime Prevention Institute. Moreover, representatives of the Bureau should be available as guest lecturers.

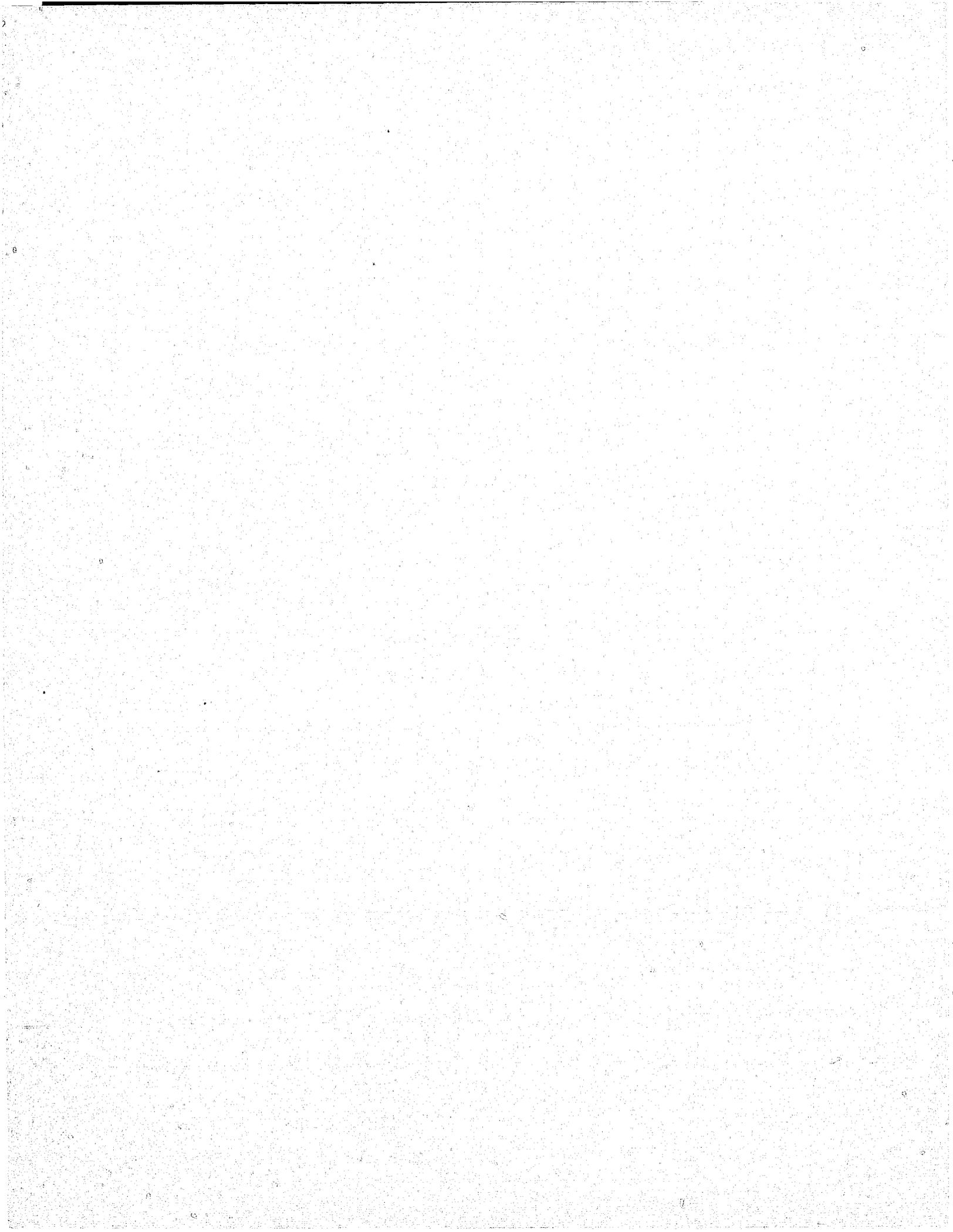
The most significant function of the Bureau will be the coordination and assistance provided to community crime prevention efforts. It has already been emphasized that crime prevention is essentially a local function in its execution and implementation. However, it must be the responsibility of a Crime Prevention Bureau to develop the necessary resources and expertise to assure that local programs realize the benefits of statewide coordination. Therefore, in order to attain this goal, and in addition, to administering the public awareness campaign and the police training program, the proposed Bureau should initiate the following steps:

- (1) Existing crime prevention programs in each State must be identified and their activities should be coordinated by the Bureau. The preexisting community programs will serve as a nucleus for the development and training of other community groups.
- (2) The Bureau must identify the areas in the state most affected by crimes which are amenable to prevention efforts. These communities should be targeted for concentrated public and police education efforts. Positive results obtained in these areas will enhance the image of crime prevention as an effective weapon against crime.
- (3) Area coordinators must be identified and enlisted as non-salaried advisory members of the State Crime Prevention Bureau. The Bureau could not possibly coordinate projects on a statewide level without the assistance of local officials. In all probability there are many individuals in each State who are already pursuing crime prevention on a local level. The most qualified should be selected and appointed as coordinators of their areas. This may be done on either a county or regional basis depending on population and geography. This group would work closely with the staff of the Bureau.
- (4) A Statewide Commission on Crime Prevention should be appointed by the Governor or the State Attorney General upon recommendation of their qualifications by the Bureau. Membership should include key police, business and community leaders. The Commission would assist the Crime Prevention Bureau in setting overall program goals and directions. When feasible the membership of this Commission should include Area Coordinators as described above.
- (5) The Bureau must establish a resource center consisting of all relevant materials on crime prevention as they pertain to the State. It is envisioned that these materials would be available to law enforcement agencies, private crime prevention groups, businesses and civil organizations. The materials would consist of slides, posters, stickers, displays, 16 m.m. movies, bumper stickers, brochures, model billboards, newspaper advertisements and other relevant literature.

- (6) The Bureau must have as its goal the creation of crime prevention units in every community in the State. This will require the staff to travel to every part of the state and to "sell" the concept of crime prevention. Thereafter, the progress of each local unit must be monitored.
- (7) A "Speaker's Bureau" should be formed. This group would be composed of members of the Crime Prevention Bureau staff, area coordinators and other individuals knowledgeable concerning concepts of crime prevention. Members of this group should be available to go to any part of the State to speak to interested audiences concerning crime prevention. The Crime Prevention Speaker's Bureaus should solicit speaking engagements from civic groups, schools, law enforcement agencies and businesses.
- (8) The Bureau should enlist the support of civic and business organizations.
- (9) The Bureau should publish a monthly newsletter entitled "(State's Name) Crime Check News." This periodical would be distributed to all police officers and interested civic and business groups. The major purpose of the newspaper would be to exchange workable crime prevention ideas.
- (10) One of the most important tasks of the Bureau will be to devise a method for evaluation of the progress of the Crime Watch program. Clearly, the most significant means of evaluating crime prevention will be a comparison of crime statistics prior to and after implementation of the program. These statistics must be measured against the number of participating local programs.

In order to accomplish its many tasks, the Crime Prevention Bureau must be adequately staffed and organized. The most logical agencies within which to house Crime Prevention Units in most states are the Governor's or Attorney General's offices. The Crime Prevention Bureau should be staffed with at least six full-time employees. The positions would be allocated in the following manner; (1) Bureau chief; (2) Deputy Chief in Charge of Public Awareness; (3) Deputy Chief in Charge of Police Training; (4) Crime Prevention Officer and (5) two secretaries. Each member of the Bureau should be required to receive intensive training at the National Crime Prevention Institute. Obviously, it will not be necessary for the Bureau to employ attorneys. In fact, the individual in charge of police training should be an experienced local or state police officer. The Public Awareness program should be administered by an individual familiar with public relations techniques. All personnel must be adept public speakers. The extent to which Crime Watch succeeds will depend in large measure on the quality and dedication of the staff of the Crime Prevention Bureau.

The ultimate objective of a Crime Watch program is a reduction in the rate of occurrence of crime in each State. This goal cannot be achieved without full implementation of the program set forth herein. Both our public officials and citizenry must realize that detection of criminal behavior following its occurrence is plainly not enough. Our system of laws must seek to deter crime, not merely to rectify a wrong already done. We must discourage and remove the criminal opportunities of those who might be inclined to embark on a course of misconduct.



END