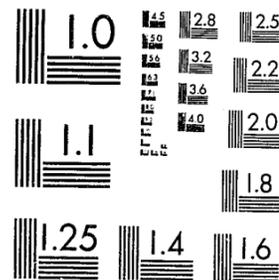


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A GUIDE TO STATE-WIDE
CRIME PREVENTION PROGRAMMING

U.S. Department of Justice
National Institute of Justice

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INTRODUCTION

The purpose of this guide is to provide CJC Directors guidance in developing and promoting state-wide initiatives to respond to the need for a uniform crime prevention effort to assist local law enforcement agencies in (1) informing their communities about methods citizens can utilize to prevent crime and; (2) involving the community in crime prevention activities.

WHAT IS CRIME PREVENTION?

Crime prevention is: The anticipation, recognition and appraisal of a crime risk and the initiation of some actions to remove or reduce it. Remember, the key to the prevention of crime is the removal of the opportunity.

Burglary, larceny, motor vehicle theft and robbery have a high probability of success in crime prevention activities while murder, rape and arson have a low success probability.

WHY SHOULD A STATE HAVE A STATE-WIDE CRIME PREVENTION PROGRAM?

There are many reasons for implementing a state-wide crime prevention initiative. Perhaps the most significant reason and the most difficult one to address is the debilitating fear of crime that has compromised the quality of life in communities across the nation. A study conducted by the U.S. Department of Justice published in 1977 indicated that 63% of the persons interviewed (about 176,000 people) expressed the belief that their chances of being attacked or robbed had gone up in the past few years. There are also other factors which encourage the use of crime prevention techniques:

1. The increased frustration of citizens who feel helpless against a rising crime rate.
2. The inability of traditional methods to cope with the crime problem.
3. The lack of resources — both personnel and financial at the state and local level.
4. Crime prevention has proven to be an effective strategy.
5. Crime prevention is a visible, popular initiative that doesn't require increasing staff and the expenditure of large sums of money.
6. State and local efforts in crime prevention can increase the capabilities of government agencies and private organizations to deal with crime. As crime decreases or maintains a constant level, fear of crime should decline.
7. Citizens will organize out of frustration. Crime prevention programs can assist the local government in channeling their citizens' efforts into acceptable activities.

A real opportunity is to piggy-back state and local program efforts with the Crime Prevention Coalition's "McGruff" national media campaign.

WHAT MAKES A SUCCESSFUL PROGRAM?

The major components of a successful crime prevention program are the same for any state:

1. Citizen participation.
2. Targeting of crime prevention activities and resources to specific criminal activities.
3. Commitment of the chief executives at the state and local level.
4. Long range program planning — don't promise or expect instant results. Increased reporting could show a rise in the crime rate in the short-run.
5. A public awareness campaign coordinated at the state level.
6. A cooperative effort between state and local agencies.

GAINING PROGRAM ACCEPTANCE

ANALYSIS OF STATE/LOCAL CRIME PROBLEM

You must document the crime problem and the need for a crime prevention initiative.

Based on a recent national projection, one in three American households will be victimized in the next year. How does your state's crime picture compare to this national projection? Realistically, however, any degree of victimization is unacceptable; and secondly, statistics of this dimension indicate that crime has reached epidemic proportions.

What will crime analysis show?

1. Property type crimes comprise the majority of major crimes reported.
2. A large number of crimes will go unreported — the National Crime Survey has reported that as many as two out of three violent crimes may go unreported; the Bureau of Justice Statistics estimates that only one of every four property crimes is reported to the police.
3. A very low percentage of property lost to crime is ever recovered, with the majority of the total property recovered being motor vehicles.
4. Robbery, larceny and burglary rates are increasing dramatically.
5. Coupled with constantly increasing crimes against property are the distressingly low clearance rates for these type crimes.
6. Fear of crime is in itself victimization — citizens are changing their daily activities because of their perceived fear of crime. This has an enormous psychological as well as economic impact in communities.

CONCLUSIONS OF CRIME ANALYSIS

1. Reported crime is rising at an alarming rate.
2. Property crimes, which account for most of the problem, are difficult to solve.
3. Fear of crime has a devastating impact on our quality of life.
4. Traditional law enforcement methods alone have not been able to prevent this rise.
5. The average citizen wants and demands that government do something about crime.

CRIME DETERRENT STRATEGIES

The next step is to discuss what can be done. Crime deterrence has many meanings and its application depends on each person's relationship to the criminal justice system. However, there are four major crime deterrence techniques or strategies. You may know them by other names, or in combinations of these four, but there are basically four strategies:

- (1) Crime Interruption Strategy: This method involves law enforcement's traditional strategy to crime prevention. It seeks to prevent crime by increasing the likelihood that the potential criminal will not be successful in committing his/her crime. This process relies on large numbers of police to observe and respond to crime-in-progress situations.
- (2) Incarceration Strategy: This approach involves the courts and the correctional systems of the criminal justice system. This strategy seeks to prevent crime by removing the criminal from contact with society and thereby eliminating his/her ability to commit criminal acts. It relies on large numbers of correctional facilities to contain an ever-increasing and already over-crowded prison population.
- (3) Crime Causes Strategy: This approach involves the sociological strategy to crime prevention by attempting to prevent crime by removing the social, economic and environmental factors which can cause an individual to commit a crime. This method relies on special programs to focus assistance in each area related to crime causation.
- (4) Opportunity Reduction Strategy: This method relies on involving the entire community in a comprehensive approach to crime prevention. This strategy seeks to prevent crime by denying potential criminals the easy opportunity to commit a crime by involving all facets of the community — citizens, businesses, community organizations and law enforcement, in a joint effort to reduce the chances of a crime occurring by making it too difficult for criminals to operate.

Clearly, none of these approaches are, by themselves, a panacea to the crime problem. Each one works to reduce crime although not with the same level of effectiveness or efficiency. One effective method of comparison is cost:

- (1) Crime Interruption: The cost of law enforcement is a major portion of municipal budgets and states are bearing a larger and larger share of these law enforcement expenditures. Fiscal constraints limit the necessary personnel increases required. (Provide average costs of an officer plus support costs for your state.)
- (2) Incarceration: Corrections construction, renovation and operating costs are extremely costly. (Provide average costs of construction operation in your state plus cost of additional personnel, their training, etc.)
- (3) Crime Causes: These have traditionally been funded by Federal programs which have been and will continue to be reduced and turned back to state and local governments.
- (4) Opportunity Reduction: This method can utilize existing resources of law enforcement agencies plus private initiatives to plan and implement this type program. This allows practically every community to participate.

In addition, opportunity reduction can address the preventable types of property crime which probably represent the majority of crimes reported in your state. (Refer to previous crime statistics developed in initial crime analysis.)

Next, an analysis of the status of on-going crime prevention activities at the state and local level must be done. Types of information needed, but not limited to, are the following:

- (1) On-going activities
 - (a) How many and where are they located — urban areas versus rural, etc.
 - (b) How are they funded and how many personnel are involved?
 - (c) What kind of training have they received?
 - (d) What are their major activities?
 - (e) What do the crime prevention practitioners perceive as their needs?
- (2) What state or local organizations are involved?
 - (a) Chiefs of Police and Sheriff's Associations.
 - (b) Crime Prevention Officer's Association, if one exists.
 - (c) Citizen groups — Jaycees, Federation of Women's Club chapter, Association of Retired Persons, etc.
 - (d) Business/Labor organizations — Chamber of Commerce, AFL-CIO, etc.
- (3) What LEAA funded activities have succeeded or failed in your state? Why did some succeed and some fail?
- (4) What is being done in other states? Consider the political aspects of individual Governor's state programs and how they compare with your state. Is your Governor or Attorney General up for re-election?

WHAT SERVICES SHOULD YOUR STATE PROVIDE?

This depends entirely on available resources, however, the following services should be provided at some level:

- (1) Clearinghouse/Resource Center for crime prevention material.
 - (a) State can provide to users with the state program paying 100% of costs of production of brochures.
 - (b) State program can print and require user to pay a portion or all of the costs for brochures, etc.
 - (c) State can provide camera-ready reproducibles to allow locals to print and localize the program material at their expense.
 - (d) Assistance in "state of the art" and what is being done in your state.
 - (e) Make equipment and support material available, including engravers, films and television and radio spots.
- (2) Technical Assistance.

If feasible, a central cadre of experienced crime prevention personnel should be offered by the state program to provide on-site assistance to requesting agencies or organizations. This team could arrange for requesting agency personnel to visit successful programs to gain first-hand information and to learn how they can transfer the knowledge and program activities to their jurisdictions for little or no cost. The TA team can also provide assistance in addressing large scale problems where a specific need or problem is identified by a number of agencies or organizations.

More specifically TA can include:

- A. For local agencies or organizations.
 1. Sending letters to Chiefs, Sheriffs, Mayors, etc. announcing the state-wide crime prevention program and offering assistance in initiating a crime prevention program.
 2. Assisting local agencies in "selling" the idea of crime prevention to their executives and administrators.
 3. Program development — either on-site or with "model" type program guides.
 4. Organizing and utilizing citizens and community organizations.
 5. Other types of programmatic assistance which will be covered in the following Training section.
- B. For state agencies or organizations.
 1. Providing on-site or written assistance to state agencies or organizations to assist in their crime prevention activities.

2. Coordinating crime prevention activities and providing material for employee newsletters, etc. concerning crime prevention.
3. Having competent speakers to provide for annual meetings, etc.

The main objective will be to work with local and state officials to insure a coordinated state-wide approach. These local and state personnel will determine the effectiveness of your program.

(3) Training.

Training is an area that the state should and can play a major role.

- (1) Training methodologies.
 - (a) Direct staff instructors.
 - (b) Brokering crime prevention experts in your state as instructors.
 - (c) Developing curriculum for use by existing state training facilities.
 - (d) Contract training using outside instructors such as the National Crime Prevention Institute.

Types of Training Courses

1. Basic Crime Prevention Techniques.
 - (a) Neighborhood Watch.
 - (b) Operation ID.
 - (c) Security Surveys.
 - (d) Security Hardware.
 - (e) Alarms and Electronic Systems.
 - (f) Crime Analysis/Targeting
2. Risk Assessment.
3. Program Development.
4. Evaluation.
5. Dealing with the Media.
6. Utilization and Organization of Volunteers and Community Organizations.

The above listed training programs are aimed primarily at the local crime prevention officer and community participants. All primary participants must be adequately trained to insure successful local program implementation.

State agency personnel which should be involved in your state-wide program, agricultural extension agents, state police, probation/parole officers, etc., should receive training in crime prevention techniques.

Your program support staff must be trained in all facets of crime prevention to be able to provide technical assistance to requesting agencies, groups or individuals.

(4) Public Awareness

The objective of the public awareness aspect of a state-wide program is to promote the importance of crime prevention and the existence of a state-wide initiative – to encourage citizens to get involved. The initial public awareness materials and messages need continuous enhancements to gain maximum exposure. Brochures for distribution to participating agencies or the necessary camera-ready reproductions to allow the participating agency to produce the materials themselves must be available.

All public awareness efforts should be in support of local programming. A state-wide logo should be utilized to enhance the recognition of the state program. All state programs should affiliate with the Crime Prevention Coalition's McGruff national crime prevention campaign to benefit from the media exposure and to have access to the materials which are provided to affiliates.

Affiliates of the campaign can receive new television and radio spots from the Ad Council which can be localized with the state program's agency identified on the spots aired in their state. Transit advertising, billboards and many other types of media material utilizing McGruff and "Take A Bite Out of Crime" are available. By using the McGruff symbol as your program logo and the other media material available to affiliates, the public awareness success of your program can be increased immensely.

In addition, as an affiliate, you become a part of a national effort with opportunities to interact and help other states in their crime prevention activities. This ever-expanding network of state crime prevention programs is very effective. For more information concerning the Crime Prevention Coalition, contact the NCJA.

Examples of other public awareness activities are:

- 1) Have the Governor and other public officials endorse the program during its commencement with press releases, press conferences, etc.
- 2) Recognize/present awards to exemplary crime prevention programs, private citizens, businesses or other groups who support your state-wide program.
- 3) Publish a crime prevention newsletter and send it to police, community organizations, etc.
- 4) Make crime prevention presentations to community groups, criminal justice conferences and any other interested group or organization.
- 5) Personally contact program managers of television and radio stations in your city and state-wide, if possible, to encourage them to air the "McGruff" public service announcements, explaining how they are linked to your program activities.

- 6) Target industries, businesses and your state's Chamber of Commerce and encourage their involvement and support of crime prevention.
- 7) Have your legislature declare a state-wide Crime Prevention Week.
- 8) Have McGruff appear in parades, fairs, etc. and have brochures, buttons, etc., to distribute.
- 9) With local police, sponsor Crime Prevention Booths in major shopping malls to distribute material to shoppers.

A successful public awareness component is bound only by you and your staff's creativeness and willingness to seek out new partners in support of your program's activities.

SUMMARY

There you have it – four major components of a state-wide crime prevention program:

1. Information Clearinghouse
2. Technical Assistance
3. Training
4. Public Awareness

You will have to determine to what extent you can offer these services based on a number of factors – resources (financial and personnel), interest level in crime prevention of your Governor, Department Director, the decision-maker(s), anticipated support from law enforcement in your state and many other factors you will uncover as you do your preliminary research and contacting of potential supporters and participants.

STEPS IN PRESENTING STATE-WIDE CRIME PREVENTION PROGRAM TO DECISION MAKERS IN YOUR STATE

1. Briefly discuss the need for a state-wide crime prevention program.
2. Briefly describe what makes a program successful.
3. Provide visuals (charts, graphs, etc.) which shows the increase of crime over the last 5 years at least. Be sure to stress the fact that property type crimes are the majority of serious crime committed, they have a low clearance rate and are the crimes most easily prevented.
4. Discuss the 4 strategies to prevent crime and give a conclusion on cost and any other factor which would reinforce the selection of the opportunity reduction approach.
5. Outline the services or activities of a state-wide community crime prevention program focused on a) Neighborhood Watch, b) Operation ID, c) and Security Surveys. Provide examples of programs that are currently working. Tie in the availability of the Crime Prevention Coalition materials and show examples of the booklets, posters, etc.

6. Outline the range of services the state would/could offer. Stress that most of the personnel involved will be volunteer citizens and local law enforcement personnel. Have projected cost figures available for program staff, material production, etc. Again, tie in the Crime Prevention Coalition in the public awareness component.
7. Briefly discuss what the short-term and long-term objectives will be.

ADDITIONAL THINGS TO CONSIDER

1. Be sure you have adequate time allocated to enable you to cover all you need to cover.
2. Use visuals whenever possible, avoid talking in detail about statistics and numbers.
3. Be realistic in your anticipated results and goals. Be sure your efforts are targeted.
4. Solicit the support and endorsement of other state agencies and major criminal justice organizations in your state.

Nationally there is intense interest in crime prevention. The timing is right, public concern about crime is constant. A recent report by Penn State University, Pennsylvania the Citizen's Viewpoint, 1980, indicated that citizens surveyed felt that the highest priority should be placed on crime prevention and police services with a 72% response rate.

Other states are doing something about crime. Attachment I lists the 19 state programs that are affiliated with the Crime Prevention Coalition Campaign. They can provide a great deal of assistance and materials for your program.

Remember, together we can all "TAKE A BITE OUT OF CRIME".

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