



NATIONAL CRIME PREVENTION COUNCIL

Public Service Advertising

Telemarketing Fraud Prevention for Seniors



Studies show that fraudulent telemarketers direct 56 to 80 percent of their calls at senior citizens. This campaign seeks to get information to seniors and law enforcement to help prevent telemarketing fraud and related scams against seniors.

Target Audience: Adults, 55+
Available Materials: Television, Print

Identity Theft



Identity theft is one of the fastest growing crimes in America. McGruff explains some common ways people can steal your identity such as "shoulder surfing" and "dumpster diving" or stealing your information online. The Crime Dog points out easy steps to avoid becoming another victim and where to go for more information.

Target Audience: Adults
Available Materials: Television, Radio

Bullying Prevention



Designed to counteract bullying at a young age, this campaign features McGruff encouraging kids to intervene in a bullying incident. For parents, McGruff teams with Kelly Ripa, co-star of *Live with Regis and Kelly*, to educate them on how to spot the clues that their child is being bullied.

Target Audience: Children, Adults
Available Materials: Television, Radio, Print

Internet Safety



The Internet is an exciting educational tool for kids, but it also has many potential dangers. Children may fall victim to child predators they meet online, be harassed online by classmates, or see inappropriate material through email and websites. McGruff and Scruff® give simple, easy-to-follow advice for kids and their parents on staying safe on the Internet.

Target Audience: Parents, Children
Available Materials: Print, Radio

Neighborhood Involvement



McGruff the Crime Dog® has three radio spots featuring easy tips for neighborhood safety. The ads originally launched as part of McGruff's 25th anniversary. Joy Behar, co-host of ABC's *The View*, interviews McGruff in the ads. McGruff and Behar suggest ways to "Take A Bite Out Of Crime®" at home and in the neighborhood.

Target Audience: Adults
Available Materials: Radio

Coming Soon

Preventing Cyberbullying

Cyberbullying occurs when the Internet, cell phones, or other technologies are used to send or post text or images intended to hurt or embarrass another person. This effort will focus on girls 12-13 years old to educate them about the issue and inspire them to act to stop it.

Target Audience: Pre-Teens
Available Materials: Radio, Internet media

To Order PSAs

To request PSA materials from the National Crime Prevention Council, please go to www.ncpc.org or call 202-466-6272.

Mail your request to:
National Crime Prevention Council
Public Service Advertising Request
1000 Connecticut Avenue, NW, 13th Floor
Washington, DC 20036-5325

About the National Crime Prevention Council



The National Crime Prevention Council (NCPC) is a private, nonprofit tax-exempt [501(c)(3)] organization whose primary mission is to enable people to create safer and more caring communities by addressing the causes of crime and violence and reducing the opportunities for crime to occur. NCPC publishes books, kits of camera-ready program materials, posters, and informational and policy reports on a variety of crime prevention and community-building subjects. NCPC offers training, technical assistance, and a national focus for crime prevention: it acts as secretariat for the Crime Prevention Coalition of America, more than 300 national, federal, state, and local organizations representing thousands of constituents who are committed to preventing crime.

It hosts www.mcgruff.org for children, which has games, stories, and advice from McGruff, and www.ncpc.org for adults, which offers prevention tips, describes prevention practices for community building, and helps anchor prevention policy into laws and budgets. The Council operates demonstration programs in schools, neighborhoods, and takes a major leadership role in youth crime prevention and youth service. NCPC manages the McGruff® “Take A Bite Out Of Crime®” public service advertising campaign. NCPC is funded through a variety of government agencies, corporate and private foundations, and donations from private individuals.

Other Resources From NCPC

Topical Experts for News Media

NCPC has crime prevention experts on a wide range of topics, such as identity theft, bullying, cyberbullying, youth violence, home safety, community relations, fraud, crime prevention through environmental design, shoplifting, volunteering, holiday shopping, and basic crime prevention tips.

Research

NCPC is leading the way with cutting-edge research on new and emerging crimes, such as bullying, cyberbullying, and Identity theft as well as other areas of crime prevention such as the cost of crime and the effectiveness of prevention.

Cause Marketing

NCPC offers organizations and companies the opportunities to partner with McGruff, including cause marketing, corporate sponsorship, and official McGruff licensed products. Our valued partners bring McGruff and his crime prevention education to their employees and, their families, customers, and their hometowns. Partnerships demonstrating good corporate citizenship and a commitment to the safety and well-being of our communities.

Publications

NCPC publishes books, brochures, kits of camera-ready program materials, posters, and informational and policy reports on a variety of crime prevention and community-building subjects. The Council publishes work by expert authors and collaborates with NCPC partners to produce publications that balance the needs of law enforcement and crime prevention practitioners, as well as parents, teachers, teens, children, senior citizens, and volunteers.