

Staying  
**SAFE**  
in a **HIGH**  
 **-TECH**  
**WORLD**



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## REPRODUCIBLES:

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Contract for Responsible Wireless Phone Use

Preventing Theft of Personal Portable Electronics

Online Safety Tips for Parents

Online Safety Tips for Teens

Online Safety Tips For Kids

Safe Social Networking

Making 9-1-1 Work for You

NCPA membership brochure

CPCA membership brochure

## Dear Crime Prevention Practitioner,

On the occasion of McGruff the Crime Dog's® 30th anniversary, I am happy to present to you the National Crime Prevention Council's 2009 – 2010 *Crime Prevention Month Kit*. This year's kit focuses on the role of technology in our children's lives, and is funded by The Wireless Foundation, which is committed to advancing safe communications technology.

Our children face daunting challenges. Drug and alcohol abuse, gang membership, and illicit sexual behavior are tempting to many. Bullying, once thought to be a rite of passage, is in fact a destructive behavior that can result in permanent psychological damage. That has now been made all the worse by the advent of cyberbullying, in which rumors and derogatory statements about a young individual are spread by the Internet, social media sites, email, and cell phones. The Wireless Foundation and NCPC are working to make our tweens and teens more responsible users of this technology, and it's a tough challenge.

Now, another abuse of wireless technology has taken place with the onset of sexting. Sexting refers to the transmission of revealing or other inappropriate photographs of someone by camera cell phone or email. Whether people are showing pictures of themselves or someone else, whether the sender has permission to use the picture or not, this behavior is reprehensible and can end up in criminal charges being pressed against the sender. NCPC, The Wireless Foundation, and crime prevention practitioners can publish tips and educate the public about the dangers and harm of sexting, but parents must take the first step in talking with their children, imparting the right values, and teaching them what is right and wrong.

NCPC works with local, state, and federal jurisdictions to promote legislation that will encourage measures to make our communities safe places to live, learn, work, and play. We work with individuals and communities to join them in making their neighborhoods safe and free from drugs, loiterers, and street crime. Our trainers teach courses aimed at changing the urban landscape to help make it safe. Our staff works with schools to ensure the safety of students. We teach the basics of crime prevention to the youngest of children in our McGruff Clubs, and the McGruff Trucks and McGruff Houses provide safe havens to children in need.

The advances in communications technology, featured in this year's *Crime Prevention Month Kit* (along with other safety topics) present a new frontier. We hope that each month's message will help illuminate both the benefits and the challenges that this new technology brings. We hope that you will find these messages useful in your daily work to prevent crime. And we hope that you will go to our website, [www.ncpc.org](http://www.ncpc.org), or contact us at 202-466-6272, if you need more information.



Sincerely,

Alfonso E. Lenhardt  
President and CEO

# CELEBRATING 30 years —of McGruff!

McGruff the Crime Dog®, the trench coat-wearing icon of the National Crime Prevention Council who has taught tens of millions of Americans to “Take A Bite Out Of Crime®,” celebrates his 30th birthday in 2010. First sketched on an airline cocktail napkin and named following a national competition, McGruff has gone on to become the messenger of crime prevention for kids, adults, and seniors wherever they live, learn, work, and play.

In his first public service announcement, McGruff introduced himself with the words, “You don’t know me ... yet. But you will.” And he was right. A June 2009 survey by Stewart and Partners found that 83 percent of adult Americans have heard of McGruff the Crime Dog. A 2006 survey found that more than 90 percent of adults see McGruff as informative, helpful, trustworthy, caring, approachable, and relevant. Seventy-two percent say that he is “cool!” Teens, though notorious for not listening to authority figures, listen to McGruff. Seven out of ten are “likely,” “very likely,” or “extremely likely” to listen to his information, tips, and advice. The figure was even higher for children ages eight to 12. Eight in ten are similarly likely to listen to his advice on important crime prevention issues.

McGruff has taught millions of people that law enforcement can’t prevent crime alone. At first he gave common-sense advice about crime prevention. He told adults that neighbors should watch out for



each other. He taught children to beware of strangers. As he has grown up, his focus has evolved to address 21st century concerns such as bullying in schools, cyberbullying, Internet safety, identify theft, telemarketing fraud committed against seniors, and even homeland security.

McGruff is celebrating his birthday this year doing all the special things he does all year. He’s appeared at county fairs, state fairs, community days, Celebrate Safe Communities events, school assemblies, Boys & Girls Clubs, Neighborhood Watch events, take-back-the-streets marches, and just about any other kind of crime prevention gathering you can imagine. He has a soft spot in his heart for children. He says, “The more I can mix and mingle, especially with children, the better. The more folks I can meet, young and old and in between, the more I like it. I always seek out every opportunity I can find to spread the good word about preventing crime.”

When asked about the best way to fight crime, McGruff had this to say: “The best way to fight crime is to prevent it before it happens. Remember, an ounce of prevention is worth a pound of cure. If we can all be alert to danger signs—derelict buildings or strangers

congregating in our neighborhoods—we can intervene and stop crime from happening in the first place.”

**SOME FUN FACTS ABOUT McGRUFF THAT CRIME PREVENTION PRACTITIONERS MIGHT FIND USEFUL ON THE OCCASION OF McGRUFF'S BIRTHDAY APPEAR BELOW.**

**WHAT IS McGRUFF'S FAVORITE FOOD?**

A sugar cookie in the shape of a bone. Of course, this year, he likes birthday cake, too. But don't expect him to eat these treats when he's in costume; he just likes to watch others enjoy them!

**WHERE DOES McGRUFF SLEEP?**

In a bed, of course!

**DOES McGRUFF HAVE A FAVORITE SPORT?**

He likes to play basketball and throw out the first pitch of the season at baseball games.

**WHAT KIND OF RAIN COAT DOES McGRUFF WEAR?**

Well, it's no particular brand. His trench coat is simply a guy-type raincoat—one that is comfortable and that lets him move swiftly if he needs to help a friend or child.

**HOW MANY McGRUFFS ARE THERE?**

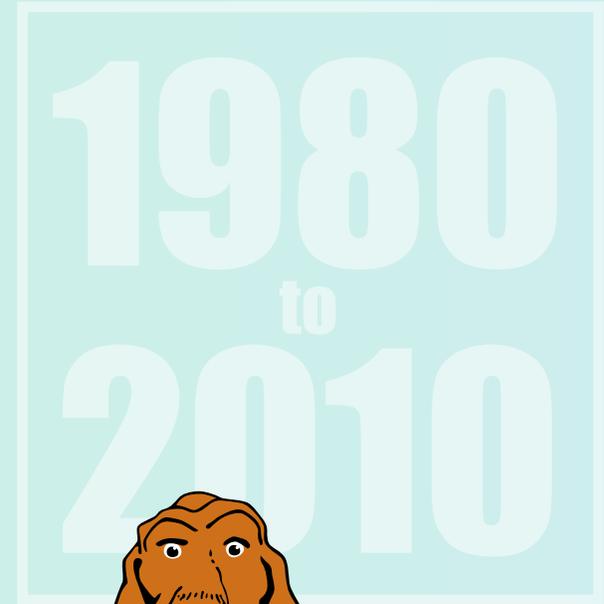
There are over 4,000 McGruff costumes nationwide. Call your local law enforcement agency or email [mcgruff@ncpc.org](mailto:mcgruff@ncpc.org) if you would like McGruff to make an appearance at your event.

**WHO CAN PORTRAY McGRUFF?**

A law enforcement officer of normal height and not obviously female may portray McGruff unless an exception is granted by NCPC. A shorter person may portray McGruff's nephew, Scruff. Download *Guidelines for McGruff and Related Marks* from our website or order it from the McGruff Store ([www.McGruffStore.org](http://www.McGruffStore.org)).

**WHAT ARE SOME NEW, HI-TECH CRIME McGRUFF CAN HELP FIGHT?**

McGruff has prevention materials on identity theft, online charity fraud, sexting, cyberbullying, cell phone safety, and many other topics. Turn to the end of this calendar for new handouts that you can use at your event.



# CELL PHONES

## and COLLEGE STUDENTS:

### Playing It Safe

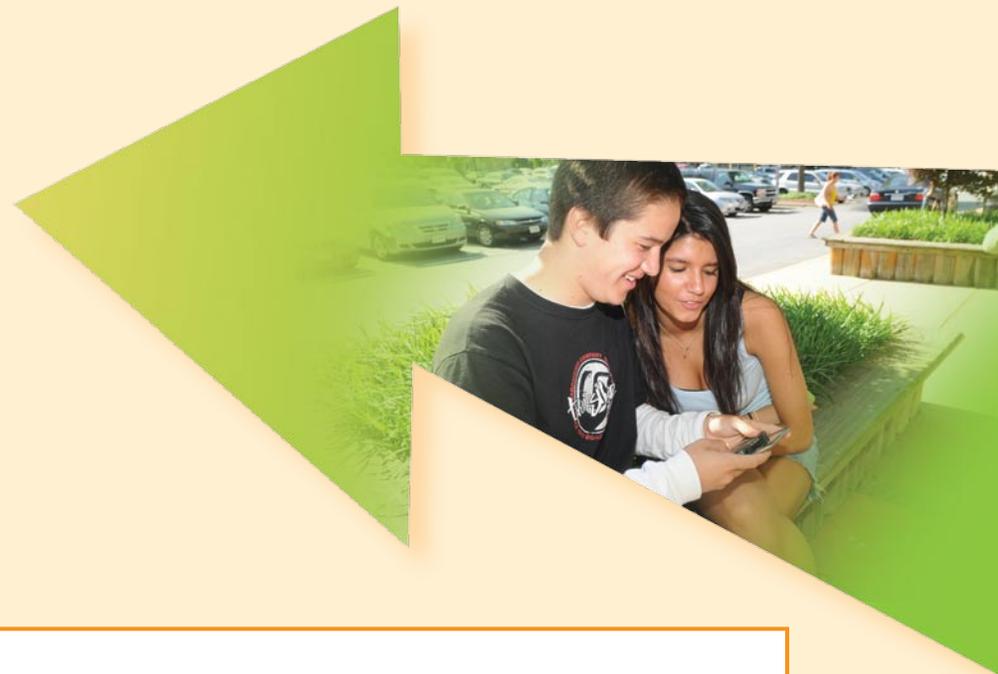
#### Cell phones are everywhere, and the facts are dizzying.

In 2009, CTIA – The Wireless Association estimated that there were more than 270 million wireless subscribers in the United States—in other words, that 87 percent of Americans had wireless devices that could be used for voice calls and/or texting. Seventeen and a half million households use wireless service exclusively. And the next figure is staggering—there were 2.23 trillion minutes of use that year and 75 billion monthly text messages over cell phones. Cell phone callers also make more than 300,000 emergency 9-1-1 calls per day.

Ninety percent of Americans between 18 and 29 reported owning a cell phone as of December 2007, “with 32 percent of these young adults indicating they ‘couldn’t live without’ their mobile device,” according to a Pew Internet and American Life Survey. One can safely assume that the number of college students carrying cell phones is higher, because of their young age, and the fact that cell phone usage has increased since the reporting period.

Recent studies have helped fill in the picture of cell phone use on campus. A February/March 2005 survey by researchers at Virginia Polytechnic and State University found that four out of five parents pay their children’s wireless bill because they want their children to have the safety afforded by having a cell phone. Overall, students called their immediate family members, boyfriends or girlfriends, and friends and relatives in fairly even numbers.

A December 2007 study by three researchers looking at wireless usage among students at Ohio State University, shows that college students are changing their behavior because they carry and use cell phones. While carrying cell phones presents definite benefits, practice common sense wherever you are.



#### THE RESEARCHERS FOUND THAT

- Students feel safer when they carry a cell phone.
- Students, especially females, go places they ordinarily wouldn’t go when they have a cell phone with them.
- Females engage in more risk-taking behavior when they carry a cell phone.
- Students with cell phones are more likely than those without cell phones to alert law enforcement to trouble.

#### THE RESEARCHERS CROSS-CHECKED THEIR FINDINGS WITH SAMPLES OF STUDENTS AT OTHER UNIVERSITIES AND THE RESULTS WERE THE SAME. SO PROVIDE STUDENTS WITH THESE SAFETY TIPS:

- Don’t give in to a false sense of security just because you have a cell phone.
- Take a friend with you when you go out, especially at night.
- Always tell someone where you’re going and when you expect to come back.
- Stick to well-lighted locations.
- Don’t go anywhere with someone you’ve just met.



# November 2009

**TIP:** Don't forget to put the Celebrate Safe Communities banner on your website. [www.celebratesafecommunities.org](http://www.celebratesafecommunities.org)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11 Veterans Day	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26 Thanksgiving Day	27	28
29	30					

The Great American Smokeout  
The American Cancer Society,  
800-ACS-2345

# SHOPPING ONLINE?

## —Be Wary of Holiday Crime!—

**It's that time of year again**—when glowing candles, sparkling snowflakes, jingling bells, and singing snowmen take center stage, relegating scary Halloween goblins and ghost costumes to the clearance shelves. But for many, the holiday season is the busiest and most stressful time of the year, as they host holiday festivities and search for that perfect gift.

Thieves like to take advantage of consumers at this time of year. They exploit the giving nature of the season and turn the elevated stress levels and hectic schedules of consumers to their advantage. It's important that consumers know how to protect themselves from threats that exist on the Web.

As a crime prevention practitioner, you can help keep consumers safe on the Web when they go online to make their holiday purchases by passing on the tips on the right. You might want to offer these tips to popular websites where consumers may see them, or download and photocopy them for posting at places where people gather (educational institutions, community centers, senior centers, libraries, and religious congregations, for example).

- Before you begin shopping online, secure your computer by updating your security software. Every computer should have antivirus software, antispyware, and antispam software, as well as a good firewall. Firewalls and antivirus software are the first line of defense. They help keep your computer safe and secure.
- Keep your personal information private and your password secure. Don't respond to any requests to "verify" your password or credit card information unless you initiated the contact. Legitimate businesses won't ask for this information.
- Beware of bargains from unfamiliar companies. If an offer sounds too good to be true, it probably is!
- Use secure websites for purchases. Look for the icon of a locked padlock at the bottom of the screen or "https" in the URL address. They indicate that you are dealing with a secure website.
- Shop with companies you know and trust. Check a company's background if you're not familiar with it.
- Donate to charities online only if you have investigated the charity. Be sure that the charity's site is secure or make your donation through the mail.
- Consider alternate options to pay for your merchandise, such as onetime or multiuse disposable credit cards or money orders, at online stores and auction sites. Also, make sure you know all the rules and policies of these sites.



Tell consumers to keep these shopping tips in mind as they shop from the comfort of their homes this year and they'll be able to keep their holiday season bah-humbug free!

To find more information about how consumers can protect themselves from online fraud and identity theft, visit the National Crime Prevention Council's website at [www.ncpc.org](http://www.ncpc.org) or the Federal Trade Commission's website at [www.ftc.gov](http://www.ftc.gov).





# 21<sup>ST</sup> CENTURY BULLYING, Crueler Than Ever

**Bullying is a heart-breaking problem.** It is defined as aggressive behavior that is persistent, intentional, and involves an imbalance of power or strength. Bullying includes everything from being threatened or physically assaulted to being called derogatory names or being ostracized.

Children and teens who are bullied were once seen as the victims of harmless pranks. Bullying was called a “rite of passage.” Parents told victims to take the Biblical advice to “turn the other cheek” in the belief that if their child didn’t react, the perpetrator would derive no satisfaction from his teasing and go away. Studies over the last few decades, however, have documented the damage of bullying to the self-esteem of children and the other scholastic and mental health issues bullying may cause. Bullying is now seen as a serious problem by parents, educators, medical and mental health professionals, and scholars.

Now, bullying has followed teens online. Cyberbullying is a modern twist on traditional bullying. Cyberbullying is defined as use of the Internet, cell phones, or other devices to send or post text or images intended to hurt or embarrass another person. Cyberbullying includes such things as sending malicious emails, spreading rumors or threats, and posting embarrassing or intimate photos of a person—sometimes altered—without their permission. Frequently, the audience is enormous. And what lives in cyberspace can never be fully erased.

One 2008 study by Sameer Hinduja and Justin Patchin, *Cyberbullying: An Exploratory Analysis of Factors Related to Offending and Victimization*, shows that children need to be educated about bullying at an early age, because traditional bullying is linked to cyberbullying. The two researchers found that youth who experience a range of problems, including being bullied the traditional way, are often more likely to be cyberbullied—or to *cyberbully*—others. Specifically, they found that those “who reported recent school problems, assaultive behaviors, or substance abuse were more likely than their counterparts to experience cyberbullying, both as an *offender* and a *victim*.”

The consequences of being either a victim or perpetrator of bullying are severe. Victims have suffered life-long depression and even committed suicide. And, according to one study, 60 percent of those who were bullies had committed one criminal act by the time they were 24. Clearly, early intervention is a must for both victims and bullies.

For more information on bullying and cyberbullying go to NCPC’s websites, [www.ncpc.org](http://www.ncpc.org) or [www.mcgruff.org](http://www.mcgruff.org); Stop Bullying Now, [www.stopbullyingnow.hrsa.gov](http://www.stopbullyingnow.hrsa.gov); [www.wiredsafety.com](http://www.wiredsafety.com); and [www.connectsafely.org](http://www.connectsafely.org).



# January 2010

STALKING AWARENESS MONTH  
National Center for Victims of Crime,  
202-467-8700

CRIME STOPPERS MONTH  
Crime Stoppers International, Inc.,  
601-987-1335

**TIP:** Make sure to reserve a location early for your 2010 Celebrate Safe Communities event.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 <small>New Year's Day</small>	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18 <small>Martin Luther King, Jr.'s Birthday</small>	19	20	21	22	23
<u>24</u> 31	25	26	27	28	29	30

# What NCPC Is Doing About CYBERBULLYING

**Cyberbullying takes a huge toll on its victims**, affecting not just their scholastic performance, but their emotional well-being—sometimes into adulthood. And many victims are so embarrassed, they don't even tell their parents. Teen suicides have resulted from cyberbullying.

Because cyberbullying is so serious, NCPC has recognized it as a major threat to children. Most recently, it launched its Circle of Respect campaign, whose overall goal is to shift the public perception from one of bullying and harassment being a rite of passage to recognizing them as unacceptable behavior. It features a customizable approach in which the private and public sectors join to build workplaces, homes, schools, and online spaces that are free from the destructive social and economic costs of bullying and cyberbullying. The Circle of Respect campaign combines printed materials, an education campaign, marketing strategies, and partnerships to reach the target audience of children ages 11 to 16 and a secondary audience, the parents and educators of those children, with public service messages, helpful information, and remedies that can be used to create a climate that keeps children safe from bullying and cyberbullying.

Earlier, in 2006, NCPC launched its ongoing Cyberbullying Campaign in partnership with the Advertising Council. The campaign's theme is "Don't Write It, Don't Forward It." The campaign features audios, videos, and Web banners that crime prevention practitioners responsible for children's activities will want to check out both for their own use and to refer to others.

The audio announcements—entitled "In the Kitchen With Megan" and "Rant With McGruff," are available for downloading from NCPC's website, [www.ncpc.org](http://www.ncpc.org). They feature children who are threatened by online bullies and present information about appropriate responses. These audio messages can be copied and transferred into other media.

In addition, anti-cyberbullying banners can be downloaded from the NCPC website. The Web banners—which feature short anti-bullying messages and images—can be cut and pasted directly into any website. NCPC's website presents information about stopping cyberbullying before it starts. McGruff's website, [www.mcgruff.org](http://www.mcgruff.org), also has information on bullying and cyberbullying.

NCPC also joined with Sony Creative Software and The Ad Council in a national cyberbullying public service advertising contest that was designed to raise awareness about preventing cyberbullying. The winning entries, which anyone can access, are entitled "Illuminate Cyberbullying" and "Words Really Hurt." They are powerful reminders of the anguish that can be caused by this type of abuse and can be viewed at NCPC's website.

Crime prevention practitioners might want to visit NCPC's website (and refer others to the site), to get information for parents that addresses these topics:

- How teens are cyberbullied
- How victims react
- How cyberbullying can be prevented



# February 2010

**TIP:** "I don't know what to do for my CSC event!" Go to [www.celebratesafecommunities.org](http://www.celebratesafecommunities.org) and look under tools for Ideas for Your Event.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15 Washington's Birthday	16	17	18	19	20
21	22	23	24	25	26	27
28						

# Five Ways Good COMMUNICATION Can Boost School Safety

**Good communication can resolve many of the issues that parents worry about while their kids are at school**—bullying, fights, hate crimes—and their effect on scholastic performance. Crime prevention practitioners can help in the following five ways.

- **ASSIST SCHOOL ADMINISTRATORS IN BECOMING THE VOICE OF SCHOOL SAFETY.** Fewer than 20 percent of parents hear about bullying, theft, and other safety issues from school administrators; most of the time they learn about incidents from their children. However, young people may not have all of the facts. Parents can help quell the rumor mill that can feed conflict or bullying at school, which can affect the scholastic environment. Work with schools to identify ways to communicate directly to parents about school activities designed to make the school safer.
- **HELP SCHOOLS FIND WAYS TO COMMUNICATE ROUTINELY ABOUT SAFETY EFFORTS.** Two-thirds of parents have never talked to their children's teachers about safety issues, and fewer than one-quarter of parents say their child's school frequently communicates with them about safety measures, safety curricula, and disciplinary policies. Don't wait until a tragedy leaves parents questioning how safe their children are. Encourage administrators to be proactive and inform parents of programs they implement to prevent violence.
- **ENCOURAGE SCHOOLS TO HIGHLIGHT BULLYING PREVENTION AND CONFLICT RESOLUTION EFFORTS.** Bullying and fighting are among parents' top safety concerns. Thirty percent of parents of middle school students are worried that their child will be bullied, and more than 25 percent of black and Hispanic parents worry that their child will be a victim of a hate crime. Many parents—14 percent overall and 22 percent in urban areas—are also worried that their child will be involved in fights. Show schools how to publicize their bullying prevention and conflict resolution training for staff and their counseling and peer mediation training for students. *Remember:* Parents can help their children deal with such issues as bullying only if they have the facts and know what resources are available, and bullying can have a dramatic impact on academic performance.

- **PROMOTE COMMUNICATING TO PARENTS VIA PHONE AND EMAIL, AND AT SCHOOL EVENTS.** More than half of middle school parents prefer phone calls and emails as the primary method of communication from schools. Only 30 percent prefer paper newsletters mailed home, while 25 percent prefer newsletters brought home by children. Fewer than 15 percent prefer postings on the school's website, online newsletters, or text messages. Encourage and help schools to use school events to educate parents about safety and how to keep their children safe.
- **HELP SCHOOLS IDENTIFY OPPORTUNITIES FOR PARENTS TO GET INVOLVED IN SCHOOL SAFETY.** Suggest that the school safety committee recruit one or two parents. If the school asks you to conduct a safety walk-through, invite parents to join. Suggest that schools ask parents to join staff at training events on safety. Propose that the school start NCPC's Be Safe and Sound in School program, which provides a model for engaging parents in making schools safer.

For more information on engaging parents or building safer schools, visit the National Crime Prevention Council's website, [www.ncpc.org](http://www.ncpc.org).





# McGruff Has Some RULES TO LIVE BY

**With the onset of spring**, you'll soon be getting an increased number of requests for appearances by McGruff. Schools, Neighborhood Watch groups, faith groups, charities, Boy Scouts, Girl Scouts, civic organizations, and many other groups will soon want McGruff on hand to help provide tips on preventing crime. One event that's coming up soon—Bring Your Child to Work Day on Thursday, April 29, 2010—is sure to bring a lot of requests. So will company picnics.

NCPC will forward requests it receives for appearances by McGruff to the nearest law enforcement agency that owns a McGruff costume. In the meantime, be prepared for the responsibilities that go with wearing the McGruff costume and making public appearances. It's an important role and, like any established tradition, public appearances must be carried out honorably and ethically.

Detailed rules for appearances by McGruff are contained in the *McGruff Guidelines*, which can be downloaded from NCPC's website, [www.ncpc.org](http://www.ncpc.org). Some of the most important ones are presented here.

- McGruff's goal is to prevent crime, and this goal must be clearly portrayed. He provides helpful crime prevention advice and may only be portrayed as a teacher or mentor figure. He does not fight crime, apprehend criminals, or enforce the law.
- McGruff must always present a constructive, helpful, and positive message and image.
- McGruff must be portrayed at all times as someone who values and is respectful of good relations with law enforcement, community officials, teachers, parents, youth, senior citizens, businesses, and community organizations.
- McGruff never blames anyone for failing to take action; rather, he helps people learn what they can do.
- McGruff never endorses any person, product, company, or political position.
- McGruff may not appear to admonish, frighten, or threaten children. McGruff may not convey his message in a negative manner.
- McGruff may not be shown holding a weapon of any type or any weapon-like object or behaving in a threatening manner. He may not imply that he is carrying a weapon. A weapon, or anything that might look like one, must never be in McGruff's hands or near him. McGruff may never be directly associated with violence and may not be portrayed in a violent scene.
- McGruff may not be shown using tobacco or drinking alcohol, nor may McGruff be used in connection with advertisements or promotions for tobacco or alcohol. McGruff may never be shown handling any drugs or drug paraphernalia, nor can he be shown taking any drugs, even if the message is positive.
- McGruff may never swear or curse, nor may he ever make inappropriate gestures.
- McGruff may never be shown in any sexually suggestive way.
- An appearance by McGruff at any national or international event must be approved by NCPC. Please notify NCPC of all appearances by McGruff by emailing [m McGruff@ncpc.org](mailto:m McGruff@ncpc.org).



Before you make your appearance as McGruff, be sure to read up on *all* the rules in the *McGruff Guidelines*!



# April 2010

SEXUAL ASSAULT AWARENESS MONTH  
National Sexual Violence Resource Center,  
717-909-0710

CHILD ABUSE PREVENTION MONTH  
Prevent Child Abuse America,  
312-663-3520

**TIP:** Download your free Rapid Response public service announcements from [www.ncpc.org](http://www.ncpc.org) when you register to be a part of Celebrate Safe Communities.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
National Crime Victims' Rights Week, Office for Victims of Crime, 202-307-5983						
25	26	27	28	29	30	

# NEW GPS TECHNOLOGY Fosters Advances in CRIME PREVENTION

**According to Steve Largent**, president and CEO of CTIA-The Wireless Association, consumers throughout the history of wireless in America have reaped the benefits of an intensely competitive and innovative marketplace. Wireless competition, he said in an article in *USA Today*, has brought “an avalanche of new services and consumer-friendly policies.” That is nowhere more obvious than in the rapid development and exploding popularity of GPS (global positioning system) devices.

GPS devices, once the fare of science fiction novels, then the province of the military, are opening the door to a host of crime prevention applications. In fact, it isn't just law enforcement personnel who are using GPS systems; more and more cell phones include built-in GPS capability. Even wireless phones without GPS include location technology that can help first responders find callers in case of an emergency. Over 95 percent of the U.S. population lives in areas served by 9-1-1 call centers that have the capability to get your location when you call 9-1-1 from a cell phone. That's why it's important to call 9-1-1 before making any other calls if you have an emergency, so first responders can find you.

Many people now use GPS in their cars to get to their destination without getting lost or ending up in dangerous areas. Moreover, the ability to get where you are going and know what is going on around you is an important personal safety principle. And not having to fumble with maps and look for street signs allows you to better respond to trouble, should it arise.

GPS is also being used as a theft deterrent. Small GPS units can be attached to construction equipment, shipping containers, inventory lots, and the like. Should there be a theft, the GPS unit enables tracking, thus adding to the chances of finding the stolen goods. Small GPS units can also be attached to cars. If the car is stolen, the GPS unit can help track it.

Law enforcement uses GPS units several ways. Many police cars have GPS units in them. This allows a dispatcher to know where the cars are, helping them send the closest officer to a call and reducing response time. It also allows the dispatcher to know how close a backup officer may be, should one be needed, and provides a way of tracking patrol routes, allowing police commanders to decide how many officers to assign to a particular district.

Other applications of vehicle-mounted GPS devices include providing parents with the ability to track their teen children's whereabouts if they don't come home at a designated time. Campus security has benefited from GPS-based personal safety devices that students carry with them and that track their geographic location and the time they set out from a particular departure point. In addition, GPS devices have been proven useful to outdoor enthusiasts both as a means of navigating difficult terrain and as a tracking device in case they become lost.

Another use of the technology is wireless location services that provide real-time tracking of a phone on a handset or PC. The phones can be set to designated areas and parents or guardians can receive emails if the cell phone leaves that designated area. Now available on several types of phones, parents can track children or their aging parents to make sure that they stay safe.

Once an idea in the minds of science fiction writers, GPS has become a day-to-day reality. Anyone who has taken a taxi recently has no doubt seen a GPS unit mounted just below the dashboard. As GPS technology continues to advance, its usefulness will only continue to grow. It is already a valuable tool for crime prevention.



# May 2010

OLDER AMERICANS MONTH  
 US Department of Health and Human Services,  
 202-619-0724

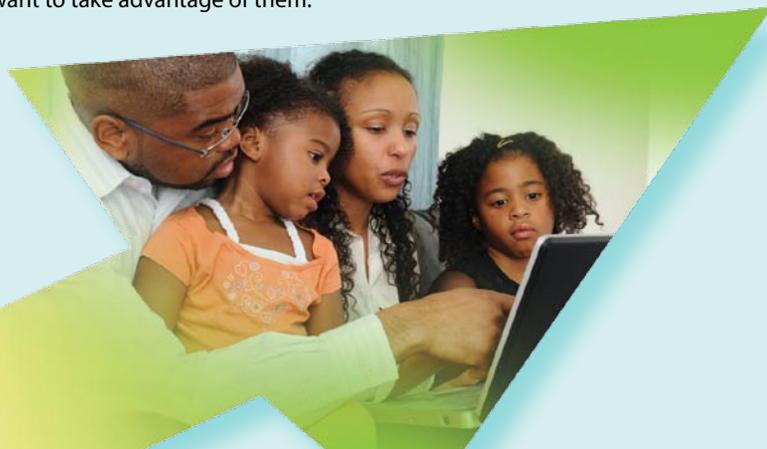
**TIP:** What do free stickers, free posters, banners, and publications have in common? They are part of the Celebrate Safe Communities incentives package, free with your community's registration at [www.celebratesafecommunities.org](http://www.celebratesafecommunities.org).

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
						Law Day, The American Bar Association, 312-998-5000
2	3	4	5	6	7	8
9	10	11	12	13	14	15
	National Police Week, Concerns of Police Survivors, 800-784-COPS					
16	17	18	19	20	21	22
National Police Week, Concerns of Police Survivors, 800-784-COPS						
<u>23</u>	<u>24</u>	25	26	27	28	29
30	31 Memorial Day					
		National Missing Children's Day, National Center for Missing and Exploited Children, 800-843-5678				

# Parents Must Keep Their CHILDREN SAFE on the INTERNET

**The Internet and wireless communication have opened up a wonderful world** of instant information and communication for adults and children alike. Children learn about computers and cell phones at very early ages. These devices present countless virtues: They are sources of news and research for homework, games and entertainment for free time, and communication with friends and parents through everything from email to blogs and social networking. But just as parents wouldn't send their children near a busy street without some safety rules, they shouldn't send them onto the information superhighway without knowing the rules of the road. Too many dangers, from pedophiles to con artists, can reach children (and adults) through the Internet and wireless access and communication.

One of the greatest challenges parents face today is managing their children's use of the Internet. Parents must make sure that their children's use of the Internet is balanced with other, healthy activities—sports or the art club, for example. They must ensure that their children's use of the Internet is age-appropriate. And they must ensure that their children don't unwittingly give out information that could make them susceptible to the con artists and deviants that might want to take advantage of them.



## TO KEEP THEIR KIDS SAFE, PARENTS SHOULD

- Agree on a list of rules and post it by each computer in the house. They should put the computer in a central location where it can be observed by a parent and post the rules there. Have everyone in the family agree to an Internet safety pledge (visit [www.safekids.com/contract\\_kid.htm](http://www.safekids.com/contract_kid.htm)). The Wireless Foundation, [www.wirelessfoundation.org](http://www.wirelessfoundation.org), has a Contract for Responsible Wireless Phone Use (see reproducible section of this kit) that should be signed by family members and also placed in a central place.
- Talk to their kids. If a child tells them about an upsetting event experienced online, they should never blame him or her. Keeping the lines of communication open is crucial.
- Tell their children never to give out personal information—their last name, their address, their phone number.
- Tell their children never to arrange to meet an online acquaintance in person without their parents' prior permission.
- Tell their children that if an online acquaintance sends a message or picture that makes them uncomfortable they should tell them at once.
- Tell their children they should never sign up for an offer that is "free" without asking them first. If it sounds too good to be true, it probably is.

Fortunately, there are parental control services that can help parents keep their children safe on the Internet. McGruff® SAFEGUARD intelligently monitors all Internet activity for potential danger. The service allows parents to conveniently review their kids' activities on a secure website, or to be notified of potentially dangerous situations via cell phone and email alerts. Go to [www.gomcgruff.com/m/about.asp](http://www.gomcgruff.com/m/about.asp) to learn more. The Wireless Foundation ([www.wirelessfoundation.org](http://www.wirelessfoundation.org)) provides a comprehensive list of parental controls available from major wireless carriers with descriptions of the services they provide.

The world can be a dangerous place, especially on the Internet. But with the right precautions, our children can be free to enjoy the virtually limitless opportunities to learn and thrive that the Internet and wireless communications provide.



# GOOD NEIGHBORS

## Make Safer Communities

### Watching out and helping out is a key principle of crime prevention.

Not everyone knows and trusts his neighbors. How can crime prevention practitioners encourage the development of more neighborly relationships? How can practitioners themselves develop better relationships with the public? Here are some recommendations.

- **PLAN EVENTS TO HELP NEIGHBORS GET TO KNOW EACH OTHER.** Hold neighborhood block parties, beautification efforts, and safety fairs. They will provide opportunities for neighbors to meet each other, build positive relationships, and show children that they have a community safety net of caring adults who are willing to help them. Neighborhood events are also opportunities for residents to meet law enforcement officers and other professionals who provide services to the community.
- **HIGHLIGHT COMMUNITY CRIME PREVENTION EFFORTS.** Send consistent messages that local law enforcement and community partners are working to prevent crime and build safer communities. Highlight crime prevention efforts in the local media or through the fliers and newsletters of apartment buildings or condominium or homeowners' associations.

- **WORK WITH SCHOOLS TO REACH PARENTS.** A 2008 survey by JustKid on behalf of NCPC found that more than 90 percent of parents reported that they often or occasionally attend school activities and meet with their children's teachers. Among African American and Hispanic parents, more than 80 percent said they believe it is important to meet with school administrators and nearly 70 percent said they believe it is important to join a parent-teacher group at school.

Crime prevention practitioners should work with school administrators to schedule times to speak to parents. A short presentation at a back-to-school night, PTA meeting, school concert, or sporting event can raise awareness of what parents can do to keep their children safe. Practitioners can offer to conduct longer awareness sessions on topics such as bullying and drug abuse prevention at brown-bag lunches or evening seminars and introduce school resource officers and other safety personnel whenever possible.

- **CONTINUE TO USE MCGRUFF IN CRIME PREVENTION EFFORTS.** Crime prevention practitioners should tell parents about NCPC's website, [www.ncpc.org](http://www.ncpc.org), where they can learn about crime prevention and download or order all sorts of free or low-cost materials.



# July 2010

**TIP:** To find out more or to register your Celebrate Safe Communities event visit [www.celebratesafecommunities.org](http://www.celebratesafecommunities.org).

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4 Independence Day	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Resources: If It's About  
**CRIME PREVENTION,**  
 We've Got it at NCPC

For more information about any of the topics below, please go to [www.ncpc.org](http://www.ncpc.org) or call 202-466-6272.

**At NCPC, we aim to be the nation's leader in helping people keep themselves, their families, and their communities safe from crime.** To do this, we produce tools, publications, and programs that crime prevention leaders and communities can use to learn crime prevention strategies, engage community members, and coordinate their efforts with local agencies, *all to protect what matters most.*

Our fee-for-service training programs are one of our most visible resources. These training programs address a host of crime prevention topics and some offer continuing education or professional credit. Current topics include Crime Prevention Through Environmental Design, Campus Crime Prevention Training, Safer Schools by Design, and Bullying Prevention. In addition, NCPC custom designs crime prevention training upon request to meet the needs of specific audiences.

One of NCPC's most important endeavors is childhood safety education. Be Safe and Sound in School seeks to raise awareness of school safety and security issues and provide the tools and resources needed to address them effectively. McGruff Club is an elementary school program that teaches the youngest children about safety basics.

Another NCPC program, the Rapid Response Initiative, is supported by radio public service announcements available at NCPC's website. These PSAs, which deal with topics such as home invasion, school shootings, and crimes against seniors, can be used by the media and law enforcement to respond quickly to a community crime situation with proven prevention tips.

Want McGruff to come to your community?

Contact [mcgruff@ncpc.org](mailto:mcgruff@ncpc.org) to request an appearance. If you are currently teaching others about crime prevention, then join the McGruff Network. It's a free service that brings together law enforcement, school resource officers, and others to help promote personal safety and crime prevention to youth and adults. Contact [mcgruff@ncpc.org](mailto:mcgruff@ncpc.org) to join.

NCPC's main website, [www.ncpc.org](http://www.ncpc.org), provides a view of all of NCPC's programs and activities. It features tips on safety, descriptive information on all of NCPC's programs, and free downloadable resources, including educational curricula to be used with children and public service announcements on a variety of topics.

NCPC's website for children, [www.mcgruff.org](http://www.mcgruff.org), presents a kid-friendly cyberworld in which kids can learn how to stay safe through games, puzzles, stories, and other features.

Our flagship newsletter, *Catalyst*, provides readers with information on what's new in crime prevention. *Catalyst* also presents information about the latest crime prevention publications, conferences, and training opportunities.

Current, relevant publications are important resources for those in the crime prevention field, and NCPC has published more than 400 books, scholarly documents, activity books, and other materials for adults and children. Many are available free at the McGruff Store, [www.mcgruffstore.org](http://www.mcgruffstore.org).

The McGruff Store also offers all sorts of McGruff and crime prevention merchandise for adults, teens, and children for personal use or as gifts.

The National Crime Prevention Association is an important resource within the National Crime Prevention Council. It is an individual membership organization for those who work in the crime prevention field. It offers training, networking opportunities, and other resources to its members.



# August 2010

**TIP:** Make sure you register before September 1 to qualify for the CSC incentives package.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
		National Night Out, National Association of Town Watch, 610-649-7055				
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## IN CYBERSPACE, a Dangerous New Teen Phenomenon: —SEXTING—

**Teens are bombarded with sexually explicit messages these days.** On television, in music, and on video games, images and words are more graphic than ever. This sexual environment creates a conundrum for our youth. How should they behave? What is normal? What do they really want to do? And what about peer pressure? The environment our kids face is awash with sexual influences, especially in this era of technology.

Modern technology, in the age of the Internet, camera cell phones, and text messaging, provides an instant means of communication out of the sight of parents and other adults where teens gather. The latest phenomenon among teens, in which they send sexually explicit messages to one person or many, or send pictures of themselves or others, is called sexting—sexual text messaging—and it encompasses email, instant messaging, and photography.

The extent of this phenomenon is under debate but sexting is nothing to take lightly. Malicious sexting—sharing unflattering pictures of someone taken in the locker room at school, for example—can cause immeasurable suffering to the victim. Once the photos are sent, they can be used to bully, harass, intimidate, or embarrass victims online or via mobile devices. Often in sexting situations, photos shared between boyfriends and girlfriends are forwarded and shared with friends and classmates. And what's posted in cyberspace lives forever. Years from now, college admissions officers or potential employers could find sexually explicit content about the senders. Moreover, teens have faced legal problems, including in rare cases being charged with child pornography. They could face the same prison time as adult sex offenders.



# September 2010

NATIONAL PREPAREDNESS MONTH  
Federal Emergency Management Agency,  
800-BE-READY

**TIP:** Local law enforcement can be your best asset for community safety events, make sure to involve them in planning your CSC event.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6 Labor Day	7	8	9	10	11
					World Suicide Prevention Day, American Association of Suicidology, 202-237-2280	
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

McGruff Celebrates  
 His **30TH BIRTHDAY**  
 by Celebrating  
**SAFE COMMUNITIES!**

### October is Crime Prevention Month

McGruff the Crime Dog is celebrating his 30th birthday this year! What a long time it's been since an ad man first sketched McGruff on an airplane cocktail napkin. Next, a New Orleans crime prevention officer and his family won a national naming contest. Since then, McGruff has been showing children, teens, adults, and seniors how to "Take A Bite Out Of Crime®" as the beloved icon of the National Crime Prevention Council. Today, there are McGruff Clubs, McGruff Trucks, McGruff Houses, McGruff Neighborhoods, and a host of programs for children, teens, crime prevention professionals, and community volunteers, all aimed at keeping people safe where they live, learn, work, and play. McGruff has a special interest in protecting kids from bullying and cyberbullying and in keeping everyone safe from gangs, substance abuse, Internet safety, and identity theft.

McGruff is busiest in October, Crime Prevention Month. That's because Celebrate Safe Communities (CSC), an annual celebration of community crime prevention, kicks off at the beginning of Crime Prevention Month each year. In fact, the two events coincide, and that's deliberate. CSC events are intended to draw attention to Crime Prevention Month by highlighting what citizens and law enforcement can do to make our communities safer. These activities often go on all year long. The national partners behind Celebrate Safe Communities are the National Crime Prevention Council and the National Sheriffs' Association, which are supported in this endeavor by the U.S. Department of Justice, Office of Justice of Programs, Bureau of Justice Assistance.

Organizing a CSC event isn't difficult. First, go to the CSC website at [www.celebratesafecommunities.org](http://www.celebratesafecommunities.org) to register or reregister and check out what other CSC sites are doing. You may get some great ideas. Another site you

should visit is [www.usaonwatch.org](http://www.usaonwatch.org). This National Sheriffs' Association website sponsors Neighborhood Watch and has a lot of good information about starting and maintaining Neighborhood Watch groups.

You can choose from many different kinds of events for your Celebrate Safe Communities project or initiative. The decision about local CSC activities is up to your local community and will vary according to local needs and resources. Many jurisdictions will choose to organize a community-wide safety education fair and celebratory event on a weekend day or evening. CSC suggests that communities also consider a range of activities involving participants of different ages, including such events as a school assembly or contest, a park clean up or other community service project, a Neighborhood Watch membership recruitment drive, an awards program to recognize outstanding volunteers, a take-back-the-streets march, or an open house at the local law enforcement agency or fire house. Other, longer-range projects might include keeping an eye on the elderly, cleaning up graffiti, mentoring children, and the like.

Law enforcement should play a vital role in designing and implementing effective local CSC activities and initiatives. However, law enforcement cannot do it alone. City officials, civic organizations, community volunteers, neighborhood associations, business owners, religious congregations, and youth-focused organizations should each be recruited to help support local events and ongoing crime prevention and related safety programs.

It's a great time to mark Crime Prevention Month, Celebrate Safe Communities, and wish McGruff a **Happy Birthday!**



# October 2010

CRIME PREVENTION MONTH  
National Crime Prevention Council,  
[www.ncpc.org](http://www.ncpc.org)

**TIP:** What is Celebrate Safe Communities?  
Go to [www.celebratesafecommunities.org](http://www.celebratesafecommunities.org)  
and look under the FAQ section to  
find out more.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
				Celebrate Safe Communities, 202-261-4136, <a href="http://www.ncpc.org">www.ncpc.org</a>		
10	11 <i>Columbus Day</i>	12	13	14	15	16
17	18	19	20	21	22	23
<u>24</u> 31	25	26	27	28	29	30

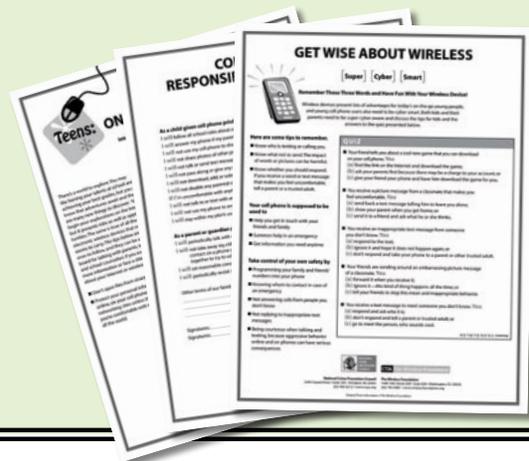


## To help you celebrate Crime Prevention Month,

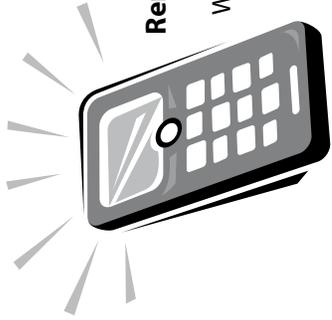
this calendar contains a selection of camera-ready materials designed to be printed or photocopied. You can download the brochures and the entire kit from [www.ncpc.org](http://www.ncpc.org). Although these materials are copyrighted to protect their integrity, you may produce as many copies as you would like for free distribution as long as you do not change the text or delete NCPC's or CTIA's credit line without written approval from NCPC. Some printers will need to see written proof that you have permission to print or copy these materials before they will proceed with the job; this page serves as that permission. You may add your local group's name, address, phone number, and website where space is provided. If you wish to change the text or if you wish to use McGruff® or Scruff® in locally produced materials or settings, contact the Trademark Control and Quality Review Committee at NCPC, 2345 Crystal Drive, Suite 500, Arlington, VA 22202. Call the NCPC Fulfillment Center at 800-NCPC-911 for a free copy of *Guidelines for McGruff® and Related Marks*.

Here are some ways to use these brochures.

- Hand out brochures at McGruff events, civic meetings, and school assemblies. Ask libraries, recreation centers, medical offices, mall kiosks, and local businesses to display and distribute materials. Ask social service agencies and doctors' offices to display brochures in their waiting areas. Enlist members of your Neighborhood Watch groups to pass them along to other residents.
- Organize a Crime Prevention Month parade or birthday party for McGruff in October and have McGruff help distribute materials to the crowd. Set up a crime prevention booth at a local mall. Hold a crime prevention fair during October.
- Look for an organization that may already be dealing with an issue covered in this kit. Youth centers and clubs, school guidance offices, and health clinics would be excellent places to leave the youth-related brochures in this kit.
- Link your crime prevention website to NCPC's website for downloadable brochures.



# GET WISE ABOUT WIRELESS



[ Super ] [ Cyber ] [ Smart ]

## Remember These Three Words and Have Fun With Your Wireless Device!

Wireless devices present lots of advantages for today's on-the-go young people, and young cell phone users also need to be cyber smart. Both kids and their parents need to be super cyber aware and discuss the tips for kids and the answers to the quiz presented below.

### Here are some tips to remember.

- Know who is texting or calling you.
- Know what not to send. The impact of words or pictures can be harmful.
- Know whether you should respond. If you receive a word or text message that makes you feel uncomfortable, tell a parent or a trusted adult.

### Your cell phone is supposed to be used to

- Help you get in touch with your friends and family
- Summon help in an emergency
- Get information you need anytime

### Take control of your own safety by

- Programming your family and friends' numbers into your phone
- Knowing whom to contact in case of an emergency
- Not answering calls from people you don't know
- Not replying to inappropriate text messages
- Being courteous when talking and texting, because aggressive behavior online and on phones can have serious consequences

## QUIZ

- Your friend tells you about a cool new game that you can download on your cell phone. **You**
  - (a) find the link on the Internet and download the game;
  - (b) ask your parents first because there may be a charge to your account; or
  - (c) give your friend your phone and have him download the game for you.
- You receive a picture message from a classmate that makes you feel uncomfortable. **You**
  - (a) send back a text message telling him to leave you alone;
  - (b) show your parent when you get home; or
  - (c) send it to a friend and ask what he or she thinks.
- You receive an inappropriate text message from someone you don't know. **You**
  - (a) respond to the text;
  - (b) ignore it and hope it does not happen again; or
  - (c) don't respond and take your phone to a parent or other trusted adult.
- Your friends are sending around an embarrassing picture message of a classmate. **You**
  - (a) forward it when you receive it;
  - (b) ignore it—this kind of thing happens all the time; or
  - (c) tell your friends to stop this mean and inappropriate behavior.
- You receive a text message to meet someone you don't know. **You**
  - (a) respond and ask who it is;
  - (b) don't respond and tell a parent or trusted adult; or
  - (c) go to meet the person, who sounds cool.

Answers: (1) b; (2) b; (3) c; (4) c; (5) b



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# CONTRACT FOR RESPONSIBLE WIRELESS PHONE USE

The \_\_\_\_\_ Family

## As a child given cell phone privileges, I agree

- I will follow all school rules about cell phone use.
- I will answer my phone if my parent calls, or return the call immediately if I'm in a restricted use area.
- I will not use my cell phone to share photos that could embarrass me or others now or in the future.
- I will not share photos of other people without their permission.
- I will not talk or send text messages about people in a way that hurts them or their reputation.
- I will not pass along or give any other support to a hurtful message sent to me about someone else.
- I will not download, add, or subscribe to anything on my phone without my parents' or guardians' permission.
- I will not disable any parental controls on my phone.
- If I'm uncomfortable with anything on my phone, I'll talk to my parents or guardians about it.
- I will not talk to or text with anyone I don't know. I will tell my parents if a stranger keeps trying to contact me.
- I will not use my phone to arrange meetings with anybody I don't know.
- I will stay within my plan's usage limits and review my usage with a parent or my guardian if I go over those limits.

## As a parent or guardian granting cell phone privileges, I agree

- I will periodically talk with my child about his or her use of the cell phone.
- I will not take away my child's cell phone if my child comes to me about a problem concerning content or contact on a phone unless my child is in danger or has disregarded family rules. Instead, we will work together to try to solve the problem and to make sure my child makes good choices.
- I will set reasonable consequences if any of the above rules are broken.
- I will periodically revisit these rules as my child matures and cell phone technology evolves.

Other terms of our family's contract include

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Signatures: \_\_\_\_\_

Signatures: \_\_\_\_\_

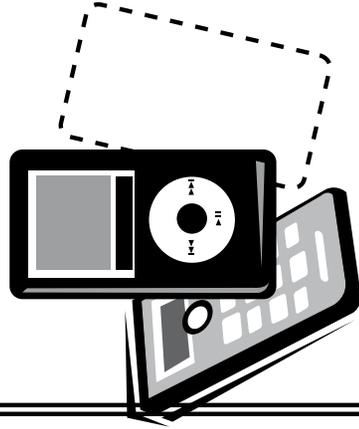


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# PREVENTING THEFT OF PERSONAL PORTABLE ELECTRONICS

## Don't Let e-Thieves Ruin Your Day



Who hasn't heard the ring tone of a cell phone while on a bus, in a subway car, or even while walking down the street? Doesn't almost everyone have a cell phone these days?

Portable electronics are more popular than ever. Surveys show that more than 270 million Americans have a cell phone and Americans own more than 100 million iPods. Teens in particular carry all types of electronic devices including cell phones, portable music players, digital cameras, calculators, and laptop computers with them every day. What you may not know is that young people ages 12 to 17 are far more likely to be victims of property crimes and specifically the theft of personal items than adults, according to figures from the U.S. Department of Justice.

Follow the tips below to help keep your property safe.

- Don't show off your property. Keep electronic devices hidden from view when not in use.
- Don't make yourself a target. When using cell phones or music players in public, stay alert to what else is going on.

- Leave valuables at home. If you don't absolutely need one of your portable electronics during the school day, you should leave them at home. Most schools don't accept responsibility for stolen personal property.

- Never leave valuables unattended. Most items are stolen because they are left unattended. Tossing a backpack on a table while getting in the lunch line or leaving it on the bench next to a gym locker may lead to theft of the backpack or something inside it. Ask a friend to watch your things until you return.

- Secure lockers at all times. Many students report that their belongings are stolen from lockers. Lockers can be broken into easily, especially if they are not properly closed. Make sure your locker is shut tightly at the top, middle, and bottom. Don't share your combinations with anyone. Gym lockers are the most vulnerable to theft because they are often left unlocked, and changing they rooms are not usually monitored by security guards or cameras.

- Protect valuables that are left in a car. If you drive to school, never leave valuables in plain view inside the car, even when it's locked. Valuables should be placed in the trunk, or at least out of sight. Buy car radios and CD players that can be removed and locked in the trunk. Remember, school parking lots are often deserted during the school day, and car thieves know it.

- Report thefts immediately. You should immediately report any theft to your school resource officer, security staff, or to law enforcement. When reporting a theft, you will be asked to state the date, time, and location of the incident. Prompt reporting is an important factor in recovering stolen items and in catching the thief.

## Recovering Stolen Items

Stolen items may seem gone for good, but sometimes they can be recovered. It all depends on what steps are taken before the theft. Keep a record of all of the valuables you take to school. This includes each item's color, make, model, serial number, and any other identifying information.

It is important to remember that everyone can play a role in preventing theft of personal electronic devices in schools and communities by making sure that personal property is carefully watched or secured at all times.



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# Parents: ONLINE SAFETY TIPS

## PARENTS: Add Online Safety to the List

- Talk with your children about the benefits and risks of Internet and wireless phone use.
- Ask your children what they do online, what games they play, and what websites they visit. Make sure they aren't playing violent video games.
- Go online with your children. Have them show you what they do online.
- Make a list of any websites you find that your think your children will enjoy, and share the list with them.
- Make a list of any websites you think are inappropriate, and tell your children not to visit them or purchase parental control software from a commercial vendor.
- Agree with your children on rules about what they can and cannot do online, when they can go on the Internet, and how long they can stay.
- Keep the computer in a central area of the house where you can observe your child's behavior.
- Agree to a contract for family cell phone use with your child.
- Ask your children who they visit online and who they email or text.
- Set limits on how many messages or how much money children can spend on their wireless use each month.
- Tell your children never to give out personal information, such as their real names, school names, or their home or school addresses.
- Tell your children never to agree to meet online acquaintances in person.
- Tell your children never to harass anyone online.
- Being bullied online or in a text message is serious; make sure your children know they can come to you for help if this happens to them.
- Tell your children never to send a picture of someone to another person by email or text message without the prior permission of that person.
- Make sure your children know that if anything online or in a text message makes them feel uncomfortable, they can come to you and tell you about it.
- Make sure your children know that if they feel uncomfortable with something they receive online or by text message, or that they are in trouble because of something that happened online, that they can come to you for help. Remember, your children may need help, and penalties such as removing the computer or restricting access to a wireless device can be counterproductive. If your children come to you, listen to them and don't judge them.



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# Teens: ONLINE SAFETY TIPS

## Internet and Cell Phone Safety: It's a Teen's World

There's a world to explore. You may like honing your talents at school and achieving your best grades, but you also know that adventures await and there are many new things to discover. You can begin your explorations on the Internet, but it presents risks as well as opportunities. The same is true of all the new electronic wireless devices that everyone seems to carry. The tips below are good ones to follow, and they can be a springboard for talking with parents, teachers, and school counselors if you ever need more information or face a dilemma about your Internet or wireless use.

- Don't open files from strangers.
- Protect your personal information online, on your cell phone, or in social networking sites unless it's information you're comfortable with sharing with all the world.
- Remember, potential employers and college admissions officers search for information on you on social networking sites while they are weighing their decisions.
- Never arrange to meet someone in person you have talked to online. Stick to the friends you know.
- Don't open emails from someone you know is a bully. And don't harass anyone online or by email or text message. If you get a message that is meant to bully someone else, don't forward it.
- Don't send a picture of someone else by email or text message without their prior permission.
- Never send anyone a revealing or other inappropriate picture of yourself or someone else by Internet or text message, even just to flirt. Depending on your age, you could be charged under pornography laws with being a sex offender—with a police record that will last for life.

- If you are being bullied or harassed, whether by text message or photo, tell a parent or your guardian. You're never too old to ask for help.
- Protect your computer with a password—one that contains upper- and lowercase letters and numbers. Make them hard to figure out. Don't tell anyone your password, not even your friends.
- If someone sends a mean or threatening message, don't respond. Save it or print it out and show it to an adult.
- Learn what a firewall is and how it can protect your computer.
- Keep your antivirus and anti-spamware software up to date.



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# Kids: ONLINE SAFETY TIPS

Going online can open up doors to discovery, adventures, and games. But it can be just as risky as crossing a busy street. It's important to make your time online the wonderful experience it's supposed to be, and you can do just that by following the tips that are listed below—and that you should know by heart! As always, you should talk with your parents or a trusted adult if you have questions about these tips or anything else.

- ★ Tell your parents or guardian if you see something that makes you uncomfortable.
- ★ Let your parents know who you talk to online.
- ★ Never give out your full name or address.
- ★ Never give out the name of your school or tell anyone its address.
- ★ Talk with your parents about the dangers of meeting new friends online.
- ★ Ask your parents for their permission before you buy anything online or sign up for anything.
- ★ If you download music or movie files onto your computer, don't steal. Check out the rules of pay-per-download services.
- ★ Don't use your computer or cell phone to bully anyone.
- ★ If someone sends you an email or text message that is saying mean things about you or someone else, don't respond. Show the message to your parent or guardian.
- ★ Don't forward a mean or vulgar email or text message.
- ★ Don't send an email or message from your camera phone that contains a picture of someone else, especially a picture they might not like, without that person's permission.
- ★ Above all, make sure you talk with your parents about any question you might have about what's right or wrong about your Internet or cell phone use. Your cyber safety is a family affair!



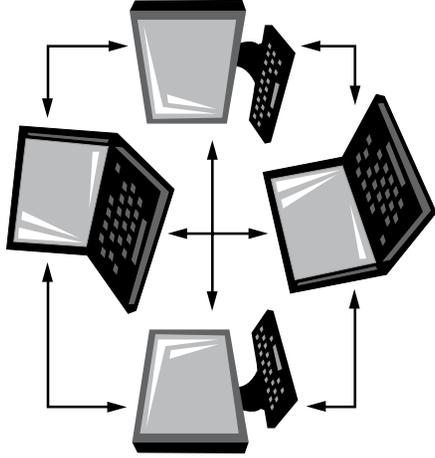
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# SAFE SOCIAL NETWORKING

## Social Butterflies



You've heard their names before: MySpace, Facebook, Friendster, Xanga, Twitter. They're all forms of social media where people go online to chat with their friends, make new friends, and exchange information. Social networking sites are easy to use and understand. Their purpose is to bring people closer together. They let users create personal profiles, add photos, write in a public journal or blog, send messages to others, and invite people to become their online friends—all with just a few clicks of the mouse. When used responsibly, these sites present wonderful social opportunities.

You can stay safe by following the tips below.

- Some social networking sites require that users be at least 13 years of age, and sometimes even 18, to create an account. Don't pretend you're older than you really are. That day will come soon enough!

- Be careful about posting your current location or your upcoming plans. You may not want everyone in your network to have that information.

- Don't post any identifying information on a social website. This includes your full name, your phone number, and your address.

- Be careful of any links that ask you to post your social network information on an outside site. These sites are often created by scammers looking to steal your account and scam your friends in your name.

- Investigate and understand the privacy options of the social network you intend to use or are using, and make sure they work the way you think they do.

- Most social networking websites let users set their profiles to private so that only their friends—usually defined as people that know their full name or email address—can contact them. Make sure your profile is set to private.

- Just because you are using privacy settings, you should still be careful with your personal or financial information; you can't be sure with whom your friends might share the information.

- Don't accept requests or messages from people you don't know. They might be scam artists.

- Never post pictures of a sexual nature of yourself or someone else online.

- Be aware that online information lives forever. Be careful about what you post. College admissions personnel and job recruiters often check out personal information on social websites while weighing their decisions. One day, this will be very important.

- Some people you may meet in social websites may not be who they say they are. They may pretend to be someone else. You should never meet face-to-face with someone you've met online.

- Never give out your password to anyone but your parent or guardian.

If you see something that makes you feel uncomfortable, tell your parent or guardian right away. Likewise, tell them if anything happens online that hurts or scares you.

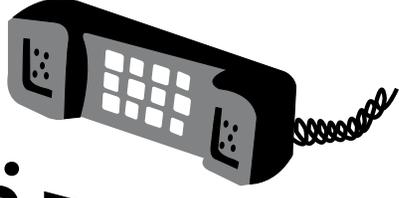


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# MAKING 9-1-1 WORK FOR YOU: THINGS KIDS NEED TO KNOW



**In an emergency, the best thing that you can do is tell your parents, a teacher, or another adult you trust right away. But if no one is around, you may have to call someone else for help. Here is what you need to know about where to find help and how you can make sure it gets to you FAST:**

## **Know what 9-1-1 is.**

9-1-1 is the phone number you can call from any phone when you need help or you see someone who needs help right away.

## **Know when to call 9-1-1.**

You should only call when someone or something is hurt or in danger and you need a police officer, a firefighter, or medical care.

## **Know what happens when you call 9-1-1.**

After you dial, the person who picks up on the other end will be someone who works at a 9-1-1 center and whose job it is to help you. They may ask you to do things to help or ask you questions. It is important that you follow their directions as best you can. They will send someone to wherever you are and stay on the phone with you until everyone is safe.

## **Never hang up.**

Even if you called 9-1-1 by accident, or if you think the problem has gone away, it is important that you stay on the phone until the call taker tells you it is alright to hang up. It is the call taker's job to make sure that you are OK and that help has gotten to whomever needs it. In situations where you aren't able to talk or have to leave, keep the phone off the hook so that the 9-1-1 operator can hear what is going on in the room. Most times, they will be able to use the computers at the 9-1-1 center to find your address.

## **Memorize important stuff about you and your family.**

Being able to tell the 9-1-1 operator things like your address, your parents' names, and your phone number will get help to you faster.

## **Know where you are.**

If you aren't at home and don't know the address where you are, look around and try to find a street sign or a building with a name on it so that the 9-1-1 operator knows your exact location.

## **Try not to be scared.**

When you call 9-1-1, you become the eyes and ears for the call taker. Help will get to you much faster if you stay calm and can tell the call taker everything that is happening and can answer all the call taker's questions.



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## Become an NCPA member today!

Please provide the information requested below and mail or FAX it to

NCPA Membership  
2345 Crystal Drive, Suite 500  
Arlington, VA 22202-4801

PLEASE PRINT

Name \_\_\_\_\_

Organization/Agency \_\_\_\_\_

Position/Rank \_\_\_\_\_

- Check One:  Law Enforcement  
 Private Security  
 Campus Police  
 Hospital Police  
 Volunteer  
 Other \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone Number \_\_\_\_\_

Email Address \_\_\_\_\_

Website \_\_\_\_\_

### METHOD OF PAYMENT

- Check (payable to NCPA)  
 Purchase Order \_\_\_\_\_  
 Visa  
 MasterCard  
 American Express

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

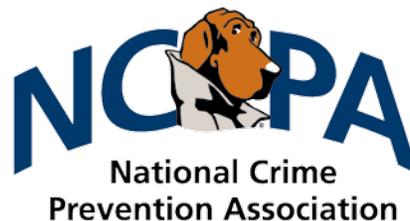
Card Holder \_\_\_\_\_

Signature \_\_\_\_\_

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Arlington, VA 22202-4801

Email: [pharris@ncpc.org](mailto:pharris@ncpc.org)  
Phone: 202-261-4153  
FAX: 202-296-1356

[www.ncpc.org/ncpa](http://www.ncpc.org/ncpa)



### • Mission Statement

To provide a national resource for the enhancement and promotion of crime prevention and provide for the development of professional crime prevention practitioners.



**National Crime  
Prevention Association**

## About the NCPA



The National Crime Prevention Association (NCPA) is an individual membership association

for crime prevention practitioners. The association offers training, resources, conferences, and information-sharing opportunities. The NCPA fosters the growth and expansion of programs in the field and educates practitioners about emerging trends in crime prevention.

This professional association allows people in the public, private, and community sectors to learn and share information about best practices in crime prevention. We offer materials that augment resources provided by state-level associations, including regional information-sharing, a national networking system, and access to a national database of proven crime prevention trainers.

## Why join the NCPA?

As a member of the National Crime Prevention Association, you will receive many benefits that include, but are not limited to those listed below:

- NCPA member kit with resources CD
- Members Only website and E-Newsletter
- Training at the regional and national levels
- Ability to network across the country
- Access to crime prevention publications
- Annual conference for practitioners
- Free or discounted crime prevention resources
- Access to online prevention training
- Networking opportunities
- In-service training credit
- Certification for practitioners
- CEU credits for various training programs

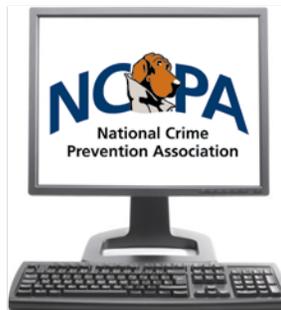
## Payment Information

The annual membership fee is \$35.

## NCPA Members Only Area

- NCPA bylaws and membership roster
- Crime prevention job descriptions
- Crime prevention laws, rules, and policies
- State crime prevention associations and councils
- Crime prevention-related organizations
- Crime prevention training PowerPoints
- Online crime prevention and security training
- Online crime prevention newsletters
- Crime prevention books available online
- Crime prevention and security clip art
- Crime prevention manuals and curricula
- Crime prevention research and evaluation
- Crime-related data Grants, foundations, and fundraising resources

## NCPA Online



You can go directly to the NCPA website by visiting [www.ncpc.org/ncpa](http://www.ncpc.org/ncpa). The NCPA website is a great source for members to get up-to-date information about the organization. Visit and learn more about the Board of Directors, upcoming trainings, crime prevention events happening in your area, and other opportunities that may arise in the crime prevention field.



## *Membership Application*

The Crime Prevention Coalition of America currently has over 400 members representing thousands of constituents nationwide.

*Membership categories:*

**Affiliate members** are community-based organizations, faith-based organizations, municipalities, law enforcement agencies, county governments, non-profit groups, neighborhood organizations that are active in crime prevention, youth-serving organizations, and substance abuse prevention initiatives. Requirements of membership within this category are that the organization's mission includes a relationship to crime prevention. Dues are \$50 per year.

**State members** are state programs, coalitions, agencies, or crime prevention associations. Requirements for membership within this category are that the organization's mission includes a relationship to crime prevention. Dues are \$100 per year.

**National members** are national non-profit organizations with a national constituency/membership. These organizations must maintain as one of their important goals the prevention of crime, violence, and substance abuse. Requirements for membership within this category are that the organization's mission has a relationship to crime prevention. Dues are \$100 per year.

**Federal Members/Agencies** are federal agencies with a demonstrated interest in crime prevention as it relates back to the agency. Requirements for membership within this category are that the mission of the agency has a relationship to crime prevention. Dues are \$100 per year.

**For-Profit members** are organizations that conduct business to make a profit. Requirements of membership in this category are that the organization has a demonstrated interest in crime prevention. Membership cannot be seen as an endorsement of any product or company. Dues are \$2500 per year.

**Associate member** organizations are corporations or funding organizations that offer substantial support to the Secretariat. Requirements of membership within this category are that the corporation or organization's mission includes a relationship to crime prevention and the ongoing support of NCPA.

**To become part of this national movement, join the Coalition. As a Coalition member, you will receive many services from NCPA:**

- The Coalition *E-Bulletin*
- Regular program, policy, and funding updates
- Access to the password-protected members-only Coalition website containing training curricula, sample strategic plans, bylaws, membership plans and newsletters, and conference planning tools.
- A calendar of upcoming state and national trainings and conferences
- Twelve online issues per year of *Catalyst*, NCPA's newsletter for community crime prevention
- Access to local, state, and national media
- Reduced registration fees for NCPA's National Conference on Preventing Crime and other trainings and symposia
- Training and technical assistance on organizational development, topical crime prevention, strategic planning, media relations, and resource development at little or no cost
- An online member directory and gallery of shared member materials
- Discounts on select NCPA publications



## *Membership Application*

Organization Name:

Representative's Name:

Address:

City:

State:

Zip Code:

Phone Number:

Fax Number:

E-mail Address:

Website:

1. What is the mission of your organization?

2. Describe your organization's activities, programs, and initiatives relevant to crime prevention.

3. What resources, skills, or services of your organization would be of benefit to other coalition members?

Does your organization own a McGruff costume \_\_\_\_ yes or \_\_\_\_ no? Does your organization have someone to portray McGruff \_\_\_\_ yes or \_\_\_\_ no?

How did you hear about the Crime Prevention Coalition of America? \_\_\_\_\_

**Signature of Chief Executive Officer:**

**Date:**

**MAIL APPLICATION AND A CHECK FOR DUES TO:**

**CRIME PREVENTION COALITION OF AMERICA; ATTN: MEMBERSHIP; 2345 CRYSTAL DRIVE, SUITE 500; ARLINGTON, VA 22202.**

**IF YOU WOULD LIKE TO PAY BY CREDIT CARD OR IF YOU HAVE QUESTIONS, PLEASE CALL COALITION MEMBERSHIP STAFF AT 202-466-6272.**



The National Crime Prevention Council (NCPC) is a private, nonprofit tax-exempt 501(c)(3) organization whose primary mission is to be the nation's leader in helping people keep

themselves, their families, and their communities safe from crime. NCPC's strategic plan is centered on four goals: protect children and youth; partner with government and law enforcement to prevent crime; promote crime prevention and personal safety basics; and respond to emerging crime trends. NCPC offers training, technical assistance, and a national focus for crime prevention, and acts as secretariat for the Crime Prevention Coalition of America—more than 400 national, federal, state, and local organizations representing thousands of constituents who are committed to preventing crime. It also operates demonstration programs and takes a leadership role in comprehensive community crime prevention strategies and youth crime prevention. NCPC manages the nationally recognized McGruff® "Take A Bite Out Of Crime®" public service advertising campaign. NCPC participates in the Combined Federal Campaign (#10854).



This publication was made possible through a grant from

the Wireless Foundation. Founded by the members of CTIA–The Wireless Association in 1991, The Wireless Foundation offers programs that harness the power of wireless technology to benefit American communities. The Foundation's mission includes making parents aware of the tools available from their wireless carriers that can help keep their children's mobile experience safe, as well as helping kids understand the importance of responsible wireless use. The Get Wise About Wireless curriculum has been distributed to over 6 million school-children in the United States since 2005 and is available without charge on the Foundation's website. For more information, go to [www.wirelessfoundation.org](http://www.wirelessfoundation.org).

#### ACKNOWLEDGEMENTS

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PREVENTION  
COUNCIL

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