

TEENS, CRIME, AND THE COMMUNITY

YOUTH IN SERVICE



CONTENTS

Tips for Street Smart Teens

Call for Entries: 2007 Cyberbullying Public Service Announcement

Spotlight on Service-learning: Safety Zone

Mark Your Calendar!

Crime Prevention Month Poster Contest

Call for Entries: 2007 Cyberbullying Public Service Announcement

Cyberbullying is a serious problem for today's youth. You and your students can help raise awareness and take steps to prevent cyberbullying by creating a public service announcement (PSA).

Sony Creative Software, the National Crime Prevention Council, and the Ad Council are seeking PSA entries from independent producers and schools (grades K–12). The top entries may be eligible for national broadcast and their producer or sponsoring school will win a multimedia editing suite worth over \$18,000.

For contest rules, please visit

www.sonycreativesoftware .com/news/cyber.asp ?keycode=2220.

TIPS FOR STREET SMART TEENS



October is **Crime Prevention Month**, a great time to teach teens some basic crime prevention tips to keep them streetwise and safe. You can share the following information with teens during *Community Works*' neighborhood safety lessons, *Session 4: Safe and Secure Communities* or *Session 5: Where Are We Safe and Unsafe*?

Use Your Street Senses

- Stay alert and tuned into your surroundings no matter where you are—at school, the mall, on the street, in your neighborhood, waiting for a bus or subway, or driving.
- Walk tall! Send the message that you're calm, confident, and know where you're going: walk with your head upright and stand straight and tall.
- Don't accept rides or gifts from someone you don't know well and trust.
- Know the neighborhoods where you live, go to school, and work well. Keep in mind the
 locations of fire and police stations and public telephones. Remember which stores and
 restaurants stay open late.
- Trust your instincts. If something or someone makes you uneasy, avoid the person or situation and leave as soon as possible.

Stay Streetwise While Strolling

- Try to walk places with your friends rather than alone.
- Stick to well-lighted, well-traveled streets. Avoid shortcuts through wooded areas, parking lots, or alleys.
- Take the safest route to and from schools, stores, or your friends' houses.
- Don't display your cash or any other personal items like pagers, cell phones, hand-held electronic games, or expensive jewelry and clothing.
- Carry your backpack or purse close to your body and keep it closed.
- Have your car or house key in your hand before you reach the door.
- If you think someone is following you, switch directions or cross the street. If they're still there, move quickly toward an open store or restaurant or a lighted house. Don't be afraid to yell for help.
- Call the police or tell an adult about anything you see that seems suspicious.

Street Smarts: Driving and Riding

- If you're taking the bus or subway, use well-lighted, busy stops. If you must get off at a little-used stop, try to arrange for a friend or adult to meet you.
- Watch who disembarks at your bus stop with you. If you feel uneasy, walk directly to a place where there are other people.
- When driving, avoid parking in isolated areas. If you feel uncomfortable, ask a security guard or store clerk to watch you or escort you to your car.
- Make sure there's enough gas in your car to drive to your destination and back.
- Only use your cell phone while driving in an emergency (like if you are being followed or you've been in or have seen an accident). Otherwise, stay off your phone while driving.

TEENS, CRIME, AND THE COMMUNITY

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MARK YOUR CALENDAR!



The International Bullying Prevention Association's 4th Annual Conference: Best Practices on Bullying and School Violence Prevention will be held from November 5–8, 2007, in Ft. Lauderdale, FL. Contact www .stopbullyingworld.com for more information.

The 2007 National Prevention and Health Promotion Summit: Creating a Culture of Wellness will be held from November 27–29, 2007, in Washington, DC. For more, go to www.cdc.gov/cochp/conference/index.htm.

If you have a question or comment regarding TCC or the *Community Works* program, please contact tcc@ncpc.org.

SPOTLIGHT ON SERVICE-LEARNING: SAFETY ZONE

Youth from the Bronx, NY-based organization Directions for Youth created the "Safety Zone" program to help reduce victimization and create a safer environment for youth. Youth participants and community members completed a community needs assessment survey delineating where they felt safe and unsafe in their neighborhood. They then aligned with local businesses in an effort to improve and safeguard their community.

Safety Zone helps residents in two ways: it connects individuals whose safety has already been jeopardized with local services and it provides resources to residents that can help prevent violence the occurrence or escalation of violence in the future.

Should Bronx residents feel unsafe, they can easily use Safety Zone services.

- 1. Residents locate the nearest store or establishment that displays a Safety Zone sticker.
- 2. Upon entering the store, explain to an employee that you feel unsafe. Remain in the establishment until you have safe transportation home.
- 3. In order to secure a safe way home (or to another safe house), residents are allowed to use the store's phone. Residents are encouraged to use one of the car services listed on an information sheet provided at every Safety Zone location, or to call someone whom they trust.

All Safety Zones distribute Neighborhood Resource Guides and Safety Zone Brochures, which include information about health centers, social services, hotlines, etc.

Congratulations to all of the Safety Zone youth for their outstanding project and to the leaders and businesses who continue to make Safety Zone possible. For more information about Directions for Youth and Safety Zone visit www.dfoy.org.

CRIME PREVENTION MONTH POSTER CONTEST

During Crime Prevention Month, communities across the country recognize and celebrate the practice of crime prevention, while promoting awareness of important issues such as victimization, volunteerism, and creating safer, more caring communities. The month-long celebration spotlights successful crime prevention efforts in communities nationwide.

To help celebrate crime prevention month, the National Crime Prevention Council is sponsoring a poster contest for children and youth. Please send TCC staff your posters with pictures and messages about crime prevention and safety. The posters must include either a picture of McGruff® or the words "crime prevention month." McGruff will pick his favorites and send prizes to the winners! Make sure youth write their first name and age on the back of their posters before mailing. Please include a sheet of paper with each entry that contains the youth entrant's mailing address where NCPC can send their prize. Please note that NCPC will not keep contact information for children or youth, whether the address is of a school or otherwise, after prizes have been distributed.

The winning posters will be featured on the McGruff Club kids' website and the TCC website in December. The deadline to submit entries is November 15, 2007, so please tell your teens to start drawing!

Please mail all entries care of the Children and Youth Department, National Crime Prevention Council, 2345 Crystal Drive, Fifth Floor, Arlington, VA, 22202.

Please note that submitted entries will not be returned and are the property of the National Crime Prevention Council. If you have questions about the contest, please contact tcc@ncpc.org.