

**National Crime
Prevention
Council**
www.ncpc.org

McGruff® Network

**Helping Law Enforcement Officers Educate Americans
of All Ages About Crime Prevention**

March 2008

Issue 4

How To Order NCPC Publications

When you are planning your next event, remember that NCPC has a wealth of free publications. Whether you are mobilizing a Neighborhood Watch group, hosting a child safety event, or arranging a school function, remember NCPC publications can help! Order NCPC materials by visiting the [McGruff Store](#) or calling 800-NCPC-911.

Featured Publication

The free *Caregivers Guide to School Safety and Security* is [available online](#), by visiting the [McGruff Store](#), or by calling 800-NCPC-911.



Need a coloring book on neighborhood safety, bicycle safety stickers, or a bag for all of those crime prevention publications? Visit the [McGruff Specialty Products Office](#) to find these items and more ways to help support local crime prevention efforts.

News from the Field

Police Use Technology to Their Advantage

People across the United States regularly use the Internet to view news, social networking sites, and [YouTube](#) videos. Law enforcement agencies are also embracing technology—to promote crime prevention.

Recently, the Arlington, VA, Police Department posted a video on YouTube in hopes of finding a lead in a mysterious bank robbery. Soon after posting the video the police department received a lead solely from the video. It has posted other videos on the site and is receiving thousands of views from the public. YouTube is a free service that receives millions of page views per day. Police departments can create their own YouTube channel and feature links on their website.

Wearing the McGruff Costume

Unless an exception is approved by NCPC in writing, only law enforcement personnel and crime prevention practitioners may wear the McGruff costume.

To maintain consistency of the image, the wearer should be 5'7" to 6'3" in height, should appear reasonably fit and of normal build, and should not appear obviously female when in costume. A McGruff costume must be worn in its entirety, including coat, head, gloves, pants, and black or brown shoes. No additional visible clothing or headgear may be worn.

Portrayers must use common sense. Rain or snow may damage the costume, and extreme heat may be hazardous to the well-being of the wearer. No one should be allowed to wear the costume for more than 25 minutes in temperatures above 85F unless they are wearing the special "cool-down" vest from Robotronics. Portrayers may take turns wearing the costume in such conditions, taking care to change out of sight.



**Would you like us to
highlight your McGruff
event? Email the details to
jbroderson@ncpc.org.**

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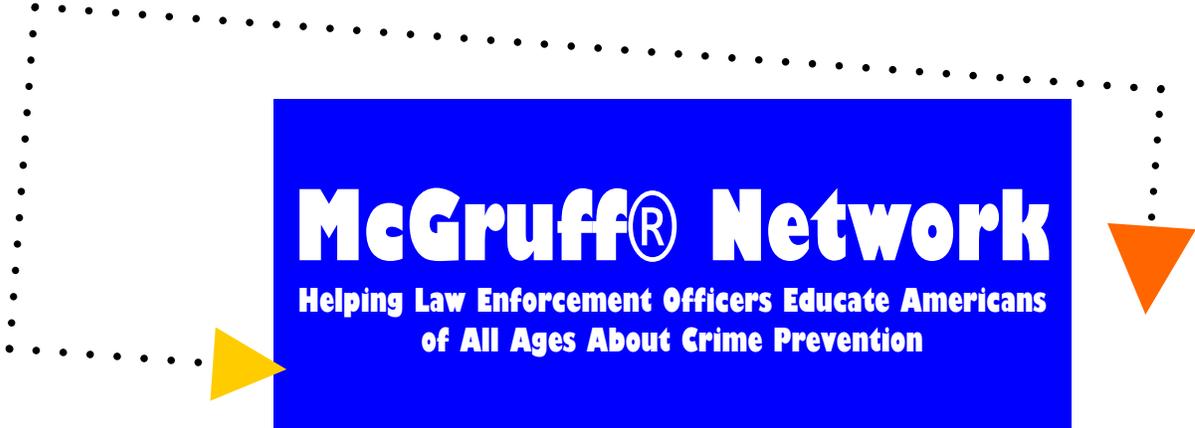
McGruff in Communities

McGruff Spends Valentine's Day at the State Capitol

Richmond, VA - Officer Vicki Cangelosi of the Richmond Police Department spent her Valentine's Day leading McGruff around Virginia's

Capitol, spreading the message of crime prevention to the delegates and staff. Officer Cangelosi has been working with McGruff for more than a decade and with the youth throughout the Richmond metro area. In addition to arranging events such as

McGruff's appearance at the Capitol, Officer Cangelosi secures more than 50 McGruff-related events per year, including community parties, school programs, and holiday parades. Thank you for all your hard work Officer Cangelosi!



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News from NCPC

Senior Crime Prevention Awareness Kit

The Senior Crime Prevention Awareness Kit will be available to senior service providers for use in providing information to seniors at various gatherings to help educate them about telemarketing fraud and related crimes. The kit will be sent to facilities and law enforcement agencies for use and presentation.

Topics of the kit include

- Preventing telemarketing fraud
- Avoiding financial/investment fraud
- Buying prescription drugs online
- Home & personal safety
- Identity/information protection

McGruff Wants You To “Be the Reporter”

The National Crime Prevention Council plans to invite you to enter the “Be the Reporter” monthly contest. Each month, turn in your 500-word story and picture. At the beginning of each month the winning story will be highlighted in the McGruff Network Newsletter and on NCPC.org.

NCPC awarded the Grand Mercury Award of Excellence

The National Crime Prevention Council’s cyberbullying campaign won the Grand Mercury Award of Excellence in the category of public service advertising multimedia campaign. The 2007 Crime Prevention Month newspaper advertorial received a bronze award in the category of advertorial writing. The award-winning works were selected from nearly 1,000 entries received from 23 countries. The Mercury Awards were established by MerComm, Inc., to honor excellence in public relations communications around the world.

NCPC Blog Update

NCPC has posted more than 250 crime prevention blogs on emerging trends since July 2006. Recent [blog](#) postings include [Stay Vigilant During Tax Season](#). Feel free to leave a comment, re-post our blog, or write about your personal experiences.

Events in a Community Near You

Bayshore Safety Days - The Glendale Police Department and the North Shore Crime Prevention and Fire Prevention Officers are sponsoring the 27th annual Bayshore Safety Day on Saturday, May 31, in Glendale, WI. Displays, tables for literature, and equipment will be exhibited in the Town Square. For more information contact [Joel Dhein](#) or call the Glendale Police Department Crime Prevention Unit at 414-228-1741

Washington State Crime Prevention Association (WSCP) Spring Conference
WSCP will hold its spring conference in Walla Walla, WA, from April 21–23, 2008. This innovative conference is for everyone with an interest in crime prevention. You can [register online](#) or call 509-527-9290 for more information

NCPC and the Ad Council Send McGruff Across the Country - The Ad Council secured an opportunity for NCPC to have McGruff appear at several NBC-sponsored Health & Fitness Expos being held across the country.

April 12-13 Los Angeles Convention Center
April 12-13 Qwest Field Event Center, West Hall South, Seattle, WA

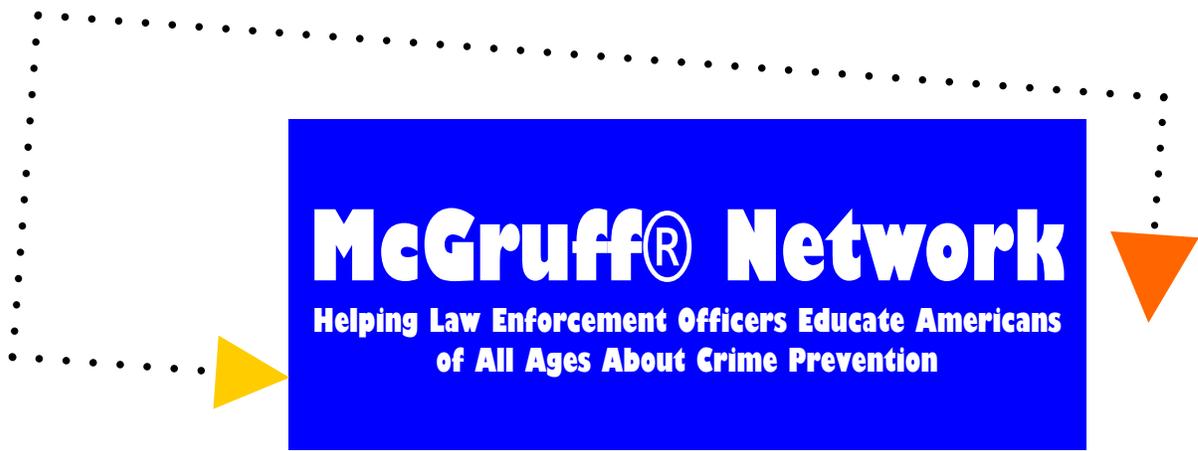
April 26-27 Miami Beach Convention Center

May 17-18 North Carolina State Fairgrounds, Raleigh, NC

June 21-22 Hynes Convention Center, Boston, MA

If you would like more information about these events or are local to the area and would like to assist NCPC with the McGruff appearance, please contact Jeff Broderson at 202-261-4136 or jbroderson@ncpc.org

If you would like to publicize your event in the next issue of the McGruff Network Newsletter, please contact jbroderson@ncpc.org.



Take Time to Celebrate Safe Communities!

Crime Prevention Works!

Join us by organizing local celebrations for October 2-4, 2008, to kick off Crime Prevention Week and help America's communities "Take A Bite Out Of Crime®."

From now on, Crime Prevention Month will have added emphasis. Three long-time partners in crime prevention, the National Sheriffs' Association (NSA), the National Crime Prevention Council (NCPC), and the Bureau of Justice Assistance (BJA) have teamed up on an exciting new project designed to help local law enforcement agencies and their community partners kick off celebrations of Crime Prevention Month, which takes place every October. NSA, NCPC, and BJA are eager to assist your department in educating, mobilizing, and thanking all the residents, businesses, and others helping keep your community safe from crime.

Celebrate Safe Communities (CSC) is designed to spotlight communities' crime prevention efforts, enhance public awareness of vital crime prevention and safety messages, and recruit year-round support for ongoing prevention activities. This initiative will help local communities organize safety-focused events. Local CSC activities held in conjunction with Crime Prevention Month will help Americans of all ages recognize that a safer community is no accident and that crime prevention is everyone's business every day of the year. Please visit the new CSC website, www.celebratesafecommunities.org, to get more information or register your local event.

Coming soon from NSA, NCPC, and BJA

Planning tips for events for neighborhoods and in schools
Educational materials for residents of all ages
Tools to help you promote crime prevention in the local media
Information on awards for outstanding local initiatives
And more...

For more information on how to get involved, contact Robbi Woodson of NSA at rwoodson@sheriffs.org or Terri Kelly of NCPC at kelly@ncpc.org.

