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Problem-Oriented Guides for Police
Response Guides Series
No. 5

Crime Prevention Publicity Campaigns

by
Emmanuel Barthe

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Crime Prevention Publicity Campaigns

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About the Response Guides Series

The *Response Guides* are one of three series of the *Problem-Oriented Guides for Police*. The other two are the *Problem-Specific Guides* and *Problem-Solving Tools*.

The *Problem-Oriented Guides for Police* summarize knowledge about how police can reduce the harm caused by specific crime and disorder problems. They are guides to preventing problems and improving overall incident response, not to investigating offenses or handling specific incidents. Neither do they cover all of the technical details about how to implement specific responses. The guides are written for police—of whatever rank or assignment—who must address the specific problems the guides cover. The guides will be most useful to officers who:

- understand basic problem-oriented policing principles and methods
- can look at problems in depth
- are willing to consider new ways of doing police business
- understand the value and the limits of research knowledge
- are willing to work with other community agencies to find effective solutions to problems.

The *Response Guides* summarize knowledge about whether police should use certain responses to address various crime and disorder problems, and about what effects they might expect. Each guide:

- describes the response
- discusses the various ways police might apply the response
- explains how the response is designed to reduce crime and disorder

- examines the research knowledge about the response
- addresses potential criticisms and negative consequences that might flow from use of the response
- describes how police have applied the response to specific crime and disorder problems, and with what effect.

The *Response Guides* are intended to be used differently from the *Problem-Specific Guides*. Ideally, police should begin all strategic decision-making by first analyzing the specific crime and disorder problems they are confronting, and then using the analysis results to devise particular responses. But certain responses are so commonly considered and have such potential to help address a range of specific crime and disorder problems that it makes sense for police to learn more about what results they might expect from them.

Readers are cautioned that the *Response Guides* are designed to *supplement* problem analysis, not to *replace* it. Police should analyze all crime and disorder problems in their local context before implementing responses. Even if research knowledge suggests that a particular response has proved effective *else*where, that does not mean the response will be effective *every*where. Local factors matter a lot in choosing which responses to use.

Research and practice have further demonstrated that, in most cases, the most effective overall approach to a problem is one that incorporates several different responses. So a single response guide is unlikely to provide you with sufficient information on which to base a coherent plan for addressing crime and disorder problems.

Some combinations of responses work better than others. Thus, how effective a particular response is depends partly on what other responses police use to address the problem.

These guides emphasize effectiveness and fairness as the main considerations police should take into account in choosing responses, but recognize that they are not the only considerations. Police use particular responses for reasons other than, or in addition to, whether or not they will work, and whether or not they are deemed fair. Community attitudes and values, and the personalities of key decision-makers, sometimes mandate different approaches to addressing crime and disorder problems. Some communities and individuals prefer enforcement-oriented responses, whereas others prefer collaborative, community-oriented, or harm-reduction approaches. These guides will not necessarily alter those preferences, but are intended to better inform them.

The COPS Office defines community policing as "a policing philosophy that promotes and supports organizational strategies to address the causes and reduce the fear of crime and social disorder through problem-solving tactics and police-community partnerships." These guides emphasize *problem-solving* and *police-community partnerships* in the context of addressing specific public safety problems. For the most part, the organizational strategies that can facilitate problem-solving and police-community partnerships vary considerably and discussion of them is beyond the scope of these guides.

These guides have drawn on research findings and police practices in the United States, the United Kingdom, Canada, Australia, New Zealand, the Netherlands, and Scandinavia. Even though laws, customs and police practices vary from country to country, it is apparent that

the police everywhere experience common problems. In a world that is becoming increasingly interconnected, it is important that police be aware of research and successful practices beyond the borders of their own countries.

Each guide is informed by a thorough review of the research literature and reported police practice and is anonymously peer-reviewed by line police officers, police executives and researchers prior to publication.

The COPS Office and the authors encourage you to provide feedback on this guide and to report on your own agency's experiences dealing with a similar problem. Your agency may have effectively addressed a problem using responses not considered in these guides and your experiences and knowledge could benefit others. This information will be used to update the guides. If you wish to provide feedback and share your experiences it should be sent via e-mail to cops_pubs@usdoj.gov.

For more information about problem-oriented policing, visit the Center for Problem-Oriented Policing online at www.popcenter.org. This website offers free online access to:

- the *Problem-Specific Guides* series
- the companion *Response Guides* and *Problem-Solving Tools* series
- instructional information about problem-oriented policing and related topics
- an interactive problem-oriented policing training exercise
- an interactive *Problem Analysis Module*
- a manual for crime analysts
- online access to important police research and practices
- information about problem-oriented policing conferences and award programs.

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Introduction

Developing innovative efforts to reduce crime and social disorder is an integral part of modern police work. Police agencies that undertake such interventions should consider advertising their work and ideas. Departments can help remove crime opportunities by teaching and encouraging the public to adopt better self-protection measures, or they can warn offenders of increased police vigilance or improved police practices. When designed properly, publicity campaigns can offer police departments another problem-solving tool in the fight against crime.

Defining Crime Prevention Publicity

There are many different ways that the public can learn about a police crime-prevention initiative. There could be a news story detailing the initiative, people may hear about it through word of mouth, or newspaper editorials may mention it. All of these "sources" do in fact publicize the initiative, but there is little control over the content or its portrayal. To separate this kind of general information from a crime prevention publicity campaign, the term *crime prevention publicity* should refer to:

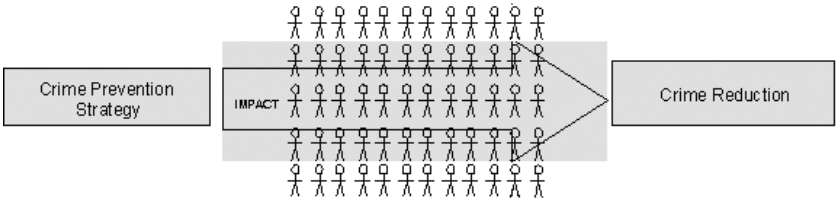
1. a planned effort
2. by an agency
3. to promote crime prevention practices
4. by creating distinct campaigns designed
5. to educate victims, or deter offenders.

This definition focuses on clearly defined efforts that incorporate information with practical crime prevention measures.

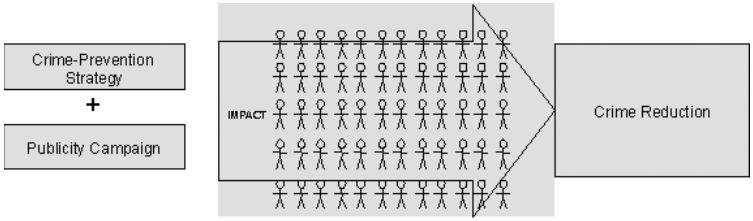
Using Publicity to Complement Police Efforts

Publicity serves to pass relevant information to potential offenders and victims. Informing a community about a crime problem, introducing target-hardening measures, or warning of increased police patrols can lead to an increase in self-protection and/or a decrease in offenses.

The figure below shows the impact of a stand-alone (no publicity component) crime prevention strategy aimed at offenders. While the initiative does manage to deter or help police apprehend a segment of the offending population, many offenders remain unaffected. This is partly because in this kind of scenario, the crime prevention benefits are limited to those who have heard about the operation or who have been directly affected by it.



In the following figure, a complementary publicity campaign advertises the same crime prevention strategy. Through the advertisement, however, a bigger segment of the population hears about the strategy, and more crime reduction results.



Publicity campaigns in crime prevention operate much like advertising campaigns in the private sector. Commercial advertisements are intended to persuade a target audience to buy a particular product by publicizing information meant to appeal to that audience. Effective commercial advertisements therefore sway customers to change their behavior, usually by buying something. When it comes to crime prevention, the same dynamics are at work. Those targeted by the intervention (offenders and victims alike) need to be exposed to information that will influence their future decision-making processes. The key is to devise proper campaigns and to match the message to the audience. There are numerous ways to use publicity, and agencies can benefit from succinct and properly designed campaigns to support crime prevention efforts. This guide's purpose is to help local police plan and implement effective publicity campaigns by exploring their benefits and pitfalls.

A Word of Caution

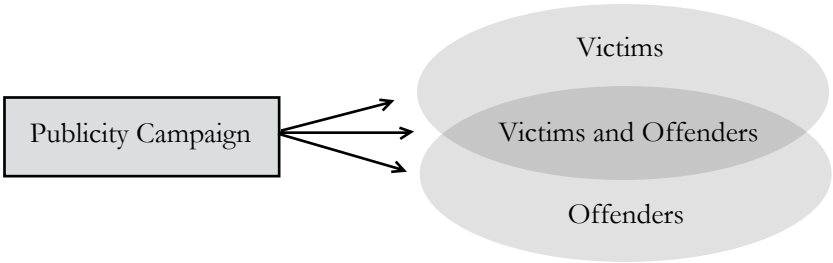
Police agencies should not blindly resort to publicity campaigns or rely on them to replace proper police interventions. While it may be tempting to adopt publicity campaigns to support police efforts, such attempts should incorporate proper planning and adequate implementation. A poorly designed publicity campaign may inadvertently increase fear of crime, with undesired consequences such as vigilantism. Police agencies should also refrain from relying on publicity campaigns as a generic response to crime problems. Randomly posting signs advising residents to lock their cars is unlikely to reduce a city's car theft problem. Publicity campaigns should always complement police initiatives, and police departments should be wary of relying on publicity alone to combat crime.

Police should also remember that repeatedly relying on campaigns meant to scare offenders without implementing concrete programs or enforcement is essentially "crying wolf," which harms police-community relations and causes no crime reduction.

Before mounting a crime prevention publicity campaign, police should carefully analyze the crime problem. For instance, if a burglary analysis indicates that victims would benefit the most from prevention information, then a campaign is more likely to succeed by focusing on educating victims. Agencies should therefore undertake a publicity campaign only in the context of a broader response to a problem.

Police Publicity Campaigns and Target Audiences

Police publicity campaigns target two main audiences: potential victims and offenders. Law enforcement agencies should decide which audience to target based on the nature of the problem. For example, if a police department notices that there are numerous preventable property crimes in an area, perhaps a short campaign to remind residents about the importance of securing their belongings could be beneficial. On the other hand, if local youths routinely vandalize cars in a parking lot, a campaign threatening police apprehension would be more effective. However, nothing prevents a dual approach whereby two campaigns run simultaneously, one to reduce the number of potential victims, and the other to deter offenders.[1] The figure below illustrates this concept.



When trying to determine the target audience, one should also consider how accessible each audience is. For example, a victim-oriented campaign designed to reduce car break-ins by mailing fliers to local residences is not appropriate if most of the victims are commuters from out of town. Likewise, putting up posters aimed at car thieves in retirement facilities is unlikely to reach the intended audience. Therefore, "audience accessibility" should guide the campaign's direction.

Publicity directed at **VICTIMS** can advertise:

- self-protection techniques
- new ways to report crime
- locations of police facilities or resources
- dangerous areas
- offenders living in the area (e.g., sex offenders)
- neighborhood crime problems.

Publicity directed at **OFFENDERS** can advertise:

- police techniques or future police crackdowns
- penalties or the risk of apprehension for certain crimes
- results of past crackdowns or police operations
- knowledge of an illicit market or drug trade
- legislative changes.

Victim-Oriented Campaigns

Efforts to reach victims can take one of two forms. Police can try to provide general information to residents concerning crime and its prevention, or they can advertise a specific community program they are undertaking. The goals of general campaigns are to raise awareness in hopes that some members of the public will avoid victimization. The second type of victim campaign focuses on a particular crime and offers victims concrete steps to avoid victimization or reduce their fear of crime.[2] These campaigns often involve cooperation between the police department and the community in conducting home-security surveys, obtaining steering-wheel locks, or providing classes on various security-enhancing measures. Fliers and newsletters demonstrating techniques to make cars and houses "burglar-proof" are common in these "target-hardening" campaigns.

General publicity campaigns aimed at victims have had limited effectiveness.[3] A four-month national press and poster campaign tried to educate people about the importance of locking their parked cars, but it failed to change people's behavior.[4] Another campaign used posters and television spots to remind people to lock their car doors, but it also proved ineffective.[5] These studies demonstrate that people often pay little attention to crime prevention messages. A common reason given is that potential victims do not feel that it concerns them.[6] For instance, domestic violence awareness campaigns have to compete with the possibility that women do not want to see themselves as victims.[7]

Some other explanations include community members' feeling bored by the message, not seeing the message, ignoring the message, or adopting the "it won't happen to me" mentality. Even with extensive campaign coverage, general publicity attempts show meager results. A five-week police campaign showed that "despite an unusually high level of coverage, [the campaign] failed to influence the number of car thefts known to the police or the proportion of drivers locking their cars."[8] In Canada, a mass media campaign to promote crime prevention relied on radio, television, newspapers, and billboard advertisements. This general campaign attempted to target three different property crimes: vandalism, residential burglary, and theft from automobiles. Although the campaign reached a large segment of the population, only a small number perceived the crime prevention themes as relevant or worthwhile.[9]

However, victim campaigns that focus on specific crimes and are carried out in small geographic regions seem to be more effective.[10] They seem to have more success because people feel the messages are more relevant to their immediate situation than are generic warnings about crime. A good example of this type of campaign was carried out by the North Brunswick Police Department in New Jersey. In 1998, the department

decided to address auto thefts through a multimedia publicity campaign. The campaign included television public service announcements (PSAs), newsletters from the mayor's office, crime prevention brochures, community bulletin boards, and local billboards, among other measures. The effort also included the donation of free Clubs® from local businesses. By attending local community functions, the police could reach many residents, effectively disseminating specific crime prevention information. One out of three residents reported some contact with the campaign, and of those, nearly all adopted the proposed crime prevention measures, significantly reducing auto crimes.[11]

Sometimes, victim publicity campaigns reduce crime because they alert offenders that the police are doing something new or are paying more attention to the problem.[12] While warning offenders is not an intended part of the campaign, the message still reaches them. A property-marking project in the United Kingdom was successful because the publicity surrounding the police intervention inadvertently informed potential burglars that measures were under way to address the problem.[13] Similarly, a police campaign to reduce car theft by inviting residents to etch a vehicle identification number (VIN) on their cars was an unexpected success because it deterred potential offenders by alerting them to the prevention measure.[14]

Summary of Victim-Oriented Campaigns

- Victim-oriented campaigns work best when carried out in small geographic areas.
- Victim campaigns should focus on specific crime types.
- General victim campaigns are rarely successful in changing prevention behaviors.
- Many victim campaigns fail to reach the intended audiences with the message.
- Timeliness and relevance are key to campaign success.
- The campaign may have an indirect positive effect of warning offenders.

Offender-Oriented Campaigns

Crime prevention strategies rely on the notion that offenders are rational individuals who seek to maximize their rewards while minimizing their potential costs.[15] With that premise, giving offenders information about the risks of crime becomes an important component of crime reduction efforts. Police agencies can use publicity to advertise the risks offenders are taking, either by showing the increased level of victim protection (thereby reducing the potential benefits), or by highlighting the legal consequences of crime (increasing the costs). Costs to the offenders can range from bodily harm, to legal sanctions, to societal impacts. Boston's efforts to reduce gun crimes included a publicity component that proved to be quite effective because the campaign's message "delivered a direct and explicit message to violent gangs and groups that violent behavior will no longer be tolerated, and that the group will use any legal means possible to stop the violence."[16]

Some examples of campaigns focused on legal consequences or making moral appeals include "DON'T DRINK AND DRIVE," "SHOPLIFTING IS A CRIME," and "SPEEDING KILLS." However, evaluations have found that this type of publicity campaign rarely has an impact.[17] Perhaps, as with victim campaigns, offenders do not take the message seriously, or they do not feel it applies to them and dismiss it as irrelevant. Many offender campaigns are also ineffective because they deliver information at times when people are not committing crimes.[18] In short, the campaign organizers should ask themselves: "How do we make it relevant to the offenders' immediate situation?"

Publicity campaigns that threaten an increased risk of arrest can be more effective in reducing offending.[19] Campaigns that threaten only eventual punishment lack the element that plays an important role in the offender's mental equation: the probability of getting caught.[20] When a police department engages in crime interdiction efforts, the risk of arrest should be the primary advertised message—not the *effect* of an arrest, but the *probability* of an arrest. In reality, this is hard to quantify, but the purpose of the publicity is simply to alter offenders' perceptions, leaving them to wonder when and where they will be caught.

Offender campaigns are successful not when they threaten later punishment, but when they threaten detection and arrest. The Operation Identification and VIN initiatives discussed earlier were successful because the publicity warned offenders about increased police attention. In England, signs on buses that warned youths that they were being watched via CCTV, and that infractions would be reported to the police, significantly reduced bus vandalism.[21]

Campaigns designed to reduce speeding also support the use of threatening apprehension. Speed limit signs and posters demanding a slower pace have had little success in deterring speeders. However, speed cameras and publicity about the high likelihood of getting caught have proved to reduce the speeds of even the most dedicated of offenders.[22] Placing posters warning that officers are around the corner to surprise speeders is a good example of effective offender publicity.[23]

Finally, offender campaigns are more efficient when they target specific crime types and focus on a clearly defined geographic area.[24] For offenders to take the message seriously, they need to feel as though the campaign targets them directly. This need to be specific requires police agencies to know whom they are targeting, at what times, and in what areas. For example, a police initiative to reduce car vandalism after school hours can include posting signs around town stating that "VANDALISM IS A MISDEMEANOR," but a more focused approach might include posters in the problem area with messages such as "SMILE, UNDERCOVER OFFICERS ARE WATCHING YOU," or "OUR OFFICERS HAVE ALREADY ARRESTED 12 STUDENTS FOR VANDALISM—WILL YOU BE NEXT?". By focusing on distinct areas instead of trying to cover an entire city, police officers can concentrate their publicity resources on one setting, avoiding the risk of spreading themselves too thin. This targeted approach also allows personalization of the message, making it more believable and pertinent to the local audience.

Summary of Offender-Oriented Campaigns

- Advertise increased risks and reduced rewards.
- Avoid moral appeals; instead, focus on the likelihood of immediate detection and arrest.
- The message should be publicized when and where offenders can see it.
- Offender-oriented campaigns work best when carried out in small geographic areas.
- Offender campaigns should focus on specific crime types.
- Timeliness and relevance are key to campaign success.

Benefits of Publicity Campaigns

Low Cost

Crime prevention efforts that include publicity components need to address the campaign's cost-effectiveness. Police agencies have numerous media options to promote their message, each with differing costs and convenience. As mentioned above, the different formats range from television campaigns to common fliers. With proper planning and organization, most police departments can undertake a publicity campaign with minimal costs.

- While television can be a costly medium, police can make effective use of local channels and airtime dedicated to PSAs to promote crime prevention.
- Community businesses can help defray campaign costs by donating materials or disseminating information.
  - A print shop, for example, can donate or discount the cost of fliers.
  - Taxi and bus companies can display posters or signs on their vehicles, and other businesses can display them in store windows.
  - The North Brunswick Police Department worked closely with car dealerships and local stores in spreading anti-car theft messages to customers.[25]
- Most police agencies can design and produce professional-looking messages with the help of modern desktop computers and printers. There are also private companies that produce customizable signs that police departments can use to publicize their message.

A key consideration in the cost of publicity campaigns, especially ones that involve signs and/or posters, is that their visibility be constant, allowing agencies cost-effective message dissemination. While other components of the intervention may be in effect only when people are actively promoting crime prevention measures, a posted sign is always "at work."

Improved Public Relations

Police agencies can also reap indirect benefits by initiating publicity campaigns, including the following:

- The public may appreciate that the police are proactively working toward solutions to crime problems.
- Citizens may increasingly participate in the crime prevention effort.
- Citizens may start seeing law enforcement agencies as prevention partners instead of a sanctioning force, which will help to improve public-police relations.[26] With a properly administered campaign, police departments not only produce publicity, but also advertise themselves as a concerned public-service entity.

Anticipatory Benefits

Research has shown that when a publicity campaign advertises an upcoming police intervention, crime reduction benefits may occur *before* implementation. This phenomenon is called "anticipatory benefits."[27] This occurs when the pre-intervention publicized warning alters offenders' perceptions of risk. Thus, police agencies can maximize their crime reduction potential through the early advertising of future prevention efforts.

Issues Related to Publicity Campaigns

Concerned Stakeholders

Sharing information, be it offering crime prevention tips to potential victims or trying to warn offenders about increased risks of arrest, inevitably draws attention to a community's crime problem. Police may therefore encounter some opposition to mounting a crime prevention publicity campaign from influential community members.

For example, a car theft campaign in a local shopping-mall parking lot may meet resistance from business owners who fear the campaign may scare away potential shoppers. Real-estate agents opposed anti-car theft publicity posters in one New Jersey town when clients became apprehensive about living in an area with a high car-theft rate.[28] Other businesses that may express concern include tourism bureaus, entertainment venues, and educational facilities. Finally, local politicians may not approve of advertising crime problems in their jurisdictions, regardless of the potential prevention benefits.[29] These examples highlight the importance of working closely with community stakeholders when developing and implementing publicity campaigns, as there may be competing interests at play.[30]

Heightened Anxiety

Publicity campaigns can sometimes result in residents' becoming unduly alarmed about relatively rare crimes.[31] Sometimes, this might lead them to take crime prevention matters into their own hands (such as by carrying weapons).[32] Therefore, campaign messages should avoid sounding too alarming or providing unnecessarily frightening information. Campaigns should address

their targets directly, avoiding words that may alarm a community by highlighting a crime problem. For example, an anti-car theft campaign should avoid the following message: "This neighborhood is working to drive car thieves out". This sort of message may raise unnecessary community concerns about car thefts. A more appropriate campaign may state: "Car thieves are in for a ride – straight to jail". A further undesirable result of some campaigns might be citizens' belief that police intrude too much in their daily lives. While these may not always be by-products of publicity, police agencies should be aware of them as they plan their campaigns. A possible solution to reduce heightened anxiety is for police departments to reach out to community members, explaining the reasons behind the anti-crime campaign.

Displacement

Might a publicity campaign displace crime to an unprotected area, raising community concerns? Unfortunately, there is little information about publicity's impact on displacement. However, research has shown that displacement caused by crime prevention efforts is relatively rare and, if it occurs, is minimal at best.[33] Fear of displacement should not hinder attempts to mount publicity campaigns, however, as proper planning and implementation can reduce the probability of such an outcome. For example, by alternating publicity across different neighborhoods, a police department can increase a campaign's deterrent value by creating uncertainty in the offending population. Offenders will not know where the real risks are, reducing the incentives for them to go elsewhere to offend.

Sign Destruction/Theft/Vandalism

Vandals or concerned stakeholders who do not agree with the campaign may deface street signs or billboards. In this case, rapidly repairing or replacing damaged signs is important, as the message must not be diluted or otherwise lose its significance. Campaigns that rely on street signs or posters are particularly at risk of vandalism. Wherever possible, campaign planners should place signs out of reach. In New Jersey, a Jersey City campaign to prevent auto thefts suffered considerable amounts of vandalism, as seen below.

Examples of damaged posters

Elements to Consider When Designing a Publicity Campaign

Poorly designed publicity campaigns are unlikely to produce the desired results. This section highlights some of the major considerations surrounding crime prevention publicity efforts.

Ineffective campaigns usually result from:

- making faulty assumptions concerning the nature of the message
- targeting the wrong audience
- improperly implementing the effort.

To avoid problems, it is a good idea to pretest publicity campaigns with a sample target audience to ensure that the content has sufficient appeal and communicates the correct message.[34]

Nature of Message

The campaign message comprises several important elements, discussed below.

Content

The message content is any campaign's central component.

- The message needs to be relevant to the target audience by being salient and timely.[35]
- If victims are the target audience, the message should avoid blame, because most people will not pay attention to a campaign reminding them of their shortcomings.[36]
- Research shows that messages warning offenders of an increased risk of arrest are more successful than

those that focus on the legal consequences if one is caught.

- Campaigns should not include terms such as "battle," "war effort," "spreading cancer," or "scourge" when referring to crime.[37]

Source

When it is appropriate to identify the agency responsible for the publicity campaign, avoid giving off an air of superiority when delivering the message, as this may turn off the audience, leading them to reject it. There may be times, however, when not identifying the agency producing the publicity campaign may prove beneficial. For example, a campaign targeting graffiti problems is likely to fail if it is sponsored by the Department of Public Works. While this agency may be responsible for implementing and reaping the eventual benefits of the campaign, offenders may not respond very well to messages coming from such a nondescript, generic entity.

- A police department should portray itself as a concerned community entity, not a moralizing force. Many of the national PSAs concerning drug use and drunken driving failed because of "moralistic absolutism,"[38] whereby the campaign criticized certain behaviors, leading audiences to perceive the messages as unrealistic and condescending.
- Public service announcements that use credible spokespeople are more likely to have an impact. For instance, a recovering alcoholic with multiple DUI arrests has credibility in promoting a "Don't Drink and Drive" message.[39]

Sensitivity

Trying to scare people is not recommended when deciding on a campaign's content.

- Publicity should be about education, not threatening people or producing emotionally disturbing images.[40] A Scottish campaign against domestic violence included a poster of two rough-looking fists that promoted the stereotype that domestic violence was limited to brutish, criminal, working-class men.[41]
- Campaigns should avoid messages that may upset the intended audience. In one rape prevention campaign designed to educate women, they were questioned about their attire and told that "loud praying" might scare off potential attackers.[42] While many crime prevention messages promote individual responsibility for adopting self-protection measures,[43] campaigns should refrain from overtly blaming victims.

Specificity

Publicity messages need to be relevant and offer specifics to the target audiences.

- Anti-drinking campaigns that state "Know when to stop" tend not to be effective because different audiences may interpret the message differently.[44] Quantifying the point at which to stop drinking (e.g., limiting intake to two drinks per hour) is less vague, and audiences are then more likely to change their behavior.

- Campaigns should also provide the target audience with as much practical information as possible. For example, a publicity campaign supporting extra police patrols to combat auto theft should clearly state the nature of the intervention, the areas concerned, and the times when the patrols will be in effect.
- While it is tempting to try to reach as many people as possible, it is important to target the focus of any campaign, because audiences are more likely to respond to a message they perceive as being personal and relevant to their immediate surroundings and situation.[45] Messages with catchy graphics, flashy colors, and references to subcultures, for example, are effective in reaching youths at risk for drug use and other thrill-seeking behaviors.[46]

Logo

A well-designed logo can help to increase a publicity campaign's impact. This notion comes directly from commercial advertisements that are highly laden with pictures, cartoon characters, and other appealing visuals to attract customer attention.

- Consumers usually identify more with the visual components of a publicity campaign than with simple text.
- Police departments should make concerted efforts to develop appropriate logos to complement their publicity campaigns, by carefully analyzing the crime problem and the target population. A good example of an effective logo accompanying a crime prevention campaign is the renowned McGruff crime dog. The cartoon figure is an imposing yet friendly dog dressed as a detective. While it is hard to measure the McGruff campaign's exact impact on crime reduction,

an evaluation of the "Take a Bite out of Crime" campaign found that one in four people exposed to it adopted some crime prevention techniques.[47]

Geographic Coverage

Police should base their decisions about geographic coverage on the aims of the campaign:

- If the aim is to reduce shoplifting in local stores, a television campaign may be a waste of resources, whereas focusing on store entrances with signs and posters would be more appropriate.
- Posting billboards citywide with burglary prevention tips may be a waste of resources if this crime affects only one or two neighborhoods. Once again, proper crime analysis should guide the campaign coverage.
- The more tailored the coverage, the more effective the campaign. Limiting the coverage also allows police agencies to allocate resources more efficiently.

Campaign Duration

Campaigns that advertise crime prevention tips generally run longer than those that advertise a specific police operation, but they run the risk of leaving their target audience feeling bored and indifferent.[48] To avoid this problem, publicizing in "bursts" can be very effective. This method avoids drawn out, continual exposure to the message, but relies instead on short, focused, and intense bursts of information.[49] Research shows that repetition is an important factor when it comes to retention,[50] and small increments of publicity serve this goal well.

Campaigns that support police operations are often limited to the duration of the police intervention, but it is possible to begin the publicity before the intervention, and to continue it after the intervention ends. In this respect, publicity can amplify the perception of the police intervention, creating a greater deterrent effect. For example, if a police department develops a program to address auto thefts by implementing random checkpoints, the program can be advertised before, during, and after the operation. This informs offenders about the checkpoints but creates uncertainty as to when the police are actually out enforcing them.[51]

Implementation

Implementation becomes especially relevant when the campaign is relatively short. Poor implementation protocols run the risk of reducing a campaign's intensity and overall effectiveness. In mounting a campaign, police should ask the following:

- Where, when, and how will the publicity be disseminated?
- Who will be in charge?
- If a police intervention relies on street posters, who will ensure that the posters are at the right locations at the right times?
- If door-to-door fliers are part of the campaign, what procedures are in place to ensure that the participants are indeed delivering the fliers?

Language Issues/Diverse Populations

It is important for police agencies to be aware of their target audience's demographic composition. Publicity messages cannot be efficient if people cannot understand the basic content. Increased use of visuals and logos can promote messages more efficiently by relying on universally recognized symbols. This is important, for example, in populations with low literacy rates, or when addressing young children.

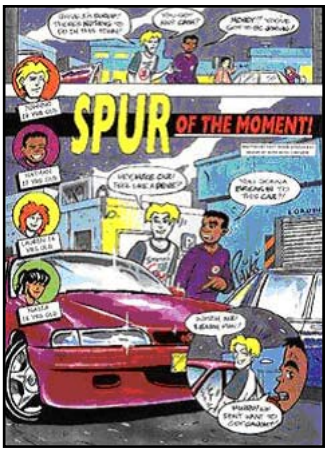
Types of Publicity Formats

Having decided to implement a publicity campaign to advertise your crime prevention effort, should you adopt a general or a more tailored approach? The table below highlights some points to consider when choosing the publicity campaign's format.

General Format	Focused Format
• Is based primarily on canvassing areas with general information	• Is designed to target a specific problem in a particular area
• Has a less important dissemination method	• Requires a guided strategy to disseminate information
• Has unrestricted temporal and geographic coverage	• Has limited temporal and geographic coverage
• Reaches a wide audience	• Reaches a limited audience
• Makes it hard to control who "receives" the message	• Requires techniques to ensure that selected audiences "receive" the message
• Makes it hard to control dissemination and update campaign information	• May be carried out in a particular neighborhood, limiting the information to one concerned area
• Is hard to evaluate	• Is easier to manipulate, monitor, and evaluate
• *Example: a campaign to provide burglary prevention information citywide*	• *Example: a campaign focused on repeat burglaries in senior citizen housing*

Too often, practical considerations such as ease of production and cost determine the format, even though it may not be the most effective one. While budgets are important, to select an effective publicity format, it is crucial to understand the target audience's motivations and concerns. A common mistake is for police to think they know what message and format an audience will like and embrace. These decisions usually result in unattractive, poorly conceived, and ultimately ineffective campaigns.

A good example of a well-thought-out and appropriately chosen format is the "Spur of the Moment" comic book initiative Australia's National Motor Vehicle Theft Reduction Council used to describe the risks young car thieves faced (see below).[52] In this case, the format spoke to the audience and increased the campaign's success. Ideally, to maximize a campaign's visibility, police agencies should rely on multiple avenues to disseminate information; relying on only one medium greatly reduces the campaign's potential reach.[53]



"Spur of the Moment" comic book, Australia's National Motor Vehicle Theft Reduction Council.

Television and Radio

While national campaigns rely heavily on television or radio to address problems such as drug abuse and drunken driving, few police agencies rely on these media. However, television or radio spots can also be appropriate venues for local campaigns, as police departments can publicize efforts on the local news or in PSAs.[54] PSAs are often ineffective unless they target a very specific group, provide a very detailed message,[55] and air when the target audience is watching.[56] Unless donated, television time and the professional work needed to make attractive televised messages are expensive. Many cities have community access channels, but the audience tends to be limited, and it is unlikely that police campaigns that rely on these channels alone will have great impact.

Newspapers and Magazines

National newspapers and magazines, like television and radio, are more suited for national campaigns. Local papers are more suitable for reaching a large segment of the local population, allowing them to read and learn about police interventions. Unlike television and radio, print media are relatively cheap, but it is difficult to control who receives the information. Simply printing a message does not ensure that the target audience will read it. In addition, because the information is mixed with other information, there is a chance the target audience may overlook it. With any printed media, you should always consider community or audience literacy levels.

Reno Gazette Journal 2004

Example of newspaper advertisement addressing mini-bikes.

Billboards

With their large imposing letters, billboards on highways and major roads ensure visibility. Billboards commonly advertise crime prevention techniques or otherwise educate the public about crime. In 2001, Los Angeles erected 60 billboards in gang-plagued neighborhoods carrying the message: "Guns ended the lives of 149 L.A. County kids last year. Stop the violence!" Billboards can also be useful in sharing target-hardening measures, as seen in the example below. While some billboard companies will donate space for public service messages, this medium is generally expensive. The design and production are also more elaborate than simple print media campaigns, and the message is confined to the billboards' location.

Example of a billboard to educate motorists

Posters and Signs

Posters and signs are relatively inexpensive to produce, and they are easily posted in relevant areas. Police agencies can place signs in specific areas, increasing the chances they will reach key audiences. Posters can be moved from location to location following police activity, but they are vulnerable to vandalism and destruction. Some communities may also have ordinances against posting signs on utility poles. Finally, plastering posters in a neighborhood may raise concerns about aesthetics or questions about safety.

Posters and signs designed to warn offenders.

Fliers/Leaflets/Newsletters

Ease of production and low distribution costs make fliers and leaflets favorites of police departments and other crime prevention agencies. Using readily available desktop publishing software, an agency can create a cost-effective publicity campaign. Police officers can deliver the material door-to-door or place it on car windshields.

Mailings are also an effective method of distribution, but materials should be addressed to an individual, instead of "occupant" or "resident," as this personalizes the message.[57] While some studies have shown newsletters and brochures to be effective ways to spread crime prevention information,[58] such media do not always produce the intended result. In the early 1980's, the Houston Police Department failed to reduce residents' fear of crime by distributing newsletters containing local crime rates and

prevention tips.[59] In Newark, N.J., the police department used a similar strategy; while people liked receiving the newsletters, they rarely read them.[60]

Other Media

Key chains reminding owners to lock their cars can be distributed at local stores, pencils or colorful stickers with messages against violence can be given to schoolchildren, and cards reminding drivers about the fines for speeding can be printed on the back of tollbooth tickets. A good example of an alternative medium was used in Birmingham, England, where police started mailing out Christmas cards during the holiday season to residents living in crime hotspots, offering them crime prevention tips.[61] In a similar vein, Manchester, England, police sent holiday cards to known offenders in the area, reminding them to be on their best behavior by stating: "We are looking out for you."[62]

Other means to spread a message include coasters, as seen in the London Metropolitan Police effort to reduce drug use.[63] This is an example of a cheap yet visible method to state your message or warning concerning the effects of drug abuse.

Coasters used to warn public about the dangers of drug use.

During one campaign for responsible alcohol consumption, a partnership was formed between bars, a National Football League (NFL) team, beer wholesalers, and police. An advertisement aimed at reducing victimization around bars was printed on table toppers, with the NFL coach giving "tips." The beer wholesalers agreed to distribute the table toppers as they delivered their product. Thus, the drinking public in bars and restaurants was specifically targeted.

As mentioned above, comic books can be a useful way to reach youths. A phone company in England created an educational comic book for children to address the problem of phone vandalism.[64] On page 26 is an example of a comic book designed to reduce car theft.[65]

Evaluating Your Publicity Campaign

Without an evaluation, police departments will learn little about a campaign's successes or pitfalls, and there will be little evidence to support future use of the campaign. A valid evaluation should focus on two components of the campaign: its actual implementation (process) and the result (impact).

Process Evaluation

The process evaluation will determine if the agency carried out the intended plan for the publicity campaign. For example, if the campaign plan included weekly radio ads and posters in business storefronts, the process evaluation would measure the extent to which police met these weekly targets.

A process evaluation for publicity campaigns should ask the following questions:

- Did the police target the appropriate geographic areas?
- Did the police distribute the information at the proper times?
- Did the police target the proper audience?
- Did the campaign increase fear or concern within the community?
- Did the police distribute the right numbers of posters, fliers, etc.?
- Did the police end the campaign when planned?
- Did the police keep the campaign within budget?
- Did the police have mechanisms in place to identify and resolve potential problems?

The above questions are important, as they will guide the impact evaluation and provide contextual information about the overall effort's success or failure. If the process evaluation reveals that police poorly implemented the campaign, its effectiveness will remain questionable.

Impact Evaluation

The impact evaluation will answer the basic question: Did the campaign have the desired effect? While the rate of the targeted crime problem is the first obvious measure, police departments should also consider other indicators when carrying out an impact evaluation of a publicity campaign. A community offended by a campaign's content may easily offset the gains of a minor crime reduction. A thorough impact analysis should consider measuring how a campaign affects:

- the crime problem
- residents/victims

- offenders
- community groups and businesses
- the police department.

The Crime Problem

- Did the incidence of the targeted crime change?
  (A reduction in the number of crimes is the most basic indicator that the campaign was a success, though the police can claim other successes even if the crime rate does not change.)
- Did the severity of the targeted crime change?
  (A campaign may reduce the severity of harms a crime causes. For example, a campaign may lead to police agencies' recovering stolen cars sooner, reducing the amount of damage to the cars.)
- Did the number of targeted victims change?
  (Campaigns may also lead to a reduction in the number of people victimized. While the incidence of crime may not decrease, a change in the victimized population may be a benefit.)
- Did the geographic locations of the crimes change (displacement)?
  (A campaign may also move undesirable behaviors from one setting to another. If a police department can move rowdy after-school students from busy sidewalks to some quiet corner, the department may claim a measure of success.)

Residents/Victims

- Were residents/victims aware of the publicity campaign?
- Did the use of self-protection measures change during the campaign?

- Did public participation in crime prevention efforts change?
  (A victim-oriented campaign may have unexpected benefits such as increased public interest in crime prevention programs. Neighborhood Watch programs could develop, resulting from a campaign that raised crime awareness.)
- Did concern about the publicity campaign decrease?
- Did the community experience a heightened sense of anxiety because of the campaign?

Offenders

- Were offenders aware of the publicity campaign?
- Did their awareness change during the campaign?
- Did offenders understand the campaign's message?
- Did they think the information was advertised in the proper format?
- What did they perceive as the campaign's weaknesses and strong points?
- Did the campaign affect their decisions to commit crime?

Local Businesses/Schools/Community Groups

- Were these groups happy with the campaign?
- How did the campaign enhance or affect their role in the community?
- Did they participate in the campaign?

The Police Department That Conducted the Campaign

- What did the officers think of the campaign?
- What was the financial cost of the campaign to the department?

- What were the personnel costs?
- What was the impact on officer morale and job satisfaction?

To carry out an effective campaign evaluation, police agencies must think ahead and gather the requisite data for meaningful comparisons and analyses. Departments should have valid and reliable indicators of the measures discussed above to allow for pre- and post-campaign comparisons.

- To see if a campaign increases residents' self-protection behaviors, police should conduct a survey of residents before the start of a campaign on self-protection.
- Another survey at the end of the campaign will help explain changes in resident behavior due to the campaign.
- Multiple surveys at regular intervals during the campaign may reveal how resident behaviors vary over time, possibly highlighting the point when campaigns lose their novelty and, ultimately, their effectiveness.

A good way to test the effectiveness of crime prevention messages is to select an area similar to the one chosen for the campaign to serve as a control group, not exposing it to campaign information.[66] The control group will help in determining whether any changes observed are attributable to the campaign and not to other factors. An impact evaluation would then compare crime rates or resident behaviors between the two groups. In some cases, such comparisons can be misleading, however, as the publicity component may lead to a simple increase in crime reporting, falsely increasing the "crime problem."[67]

Summary

Publicity campaigns have had mixed success when used in crime reduction programs. Perhaps publicity campaigns fail in delivering their intended message because of poor design or implementation, and hence, it may be premature to dismiss campaigns as ineffective crime prevention tools. While publicity attempts have had little success in changing victim or offender behavior, they should not be abandoned; rather, the police should refine them. The challenge lies in finding the proper ways to influence citizen behaviors. Finding ways to reach the public is a key component. For example, if we know that elderly women living alone have a greater fear of crime, police should seek greater campaign efficiency by addressing this group more directly.[68] Police in England reported that only 29 percent of residents had heard about an anti-burglary initiative they conducted.[69] In this case, it is clear that the publicity component did not reach the intended audience.

In order to achieve the intended goals, police publicity campaigns should do the following:

Design

- Focus on a specific crime type.
- Avoid judgmental or patronizing messages.
- Provide clear and simple steps to change behavior.
- Appeal to a very specific group.
- Use a logo that people can easily recognize and relate to.
- Avoid scare tactics or images that may increase citizen fears

Implementation

- Be limited to specific geographic areas.
- Be implemented in bursts over time (avoid long, continuous campaigns).
- Be closely monitored to ensure exposure.
- Rely on multiple dissemination methods to maximize coverage.
- Seek realistic goals and outcomes.
- Ensure that the message does not lose its relevance.
- Change message format regularly to avoid boredom and overexposure.

Evaluation/Assessment

- Measure the crime problem before and after the campaign.
- Identify conditions leading to success or failure.
- Have an evaluation plan to measure success or failure.

Appendix A: Checklist for Design and Implementation of Your Publicity Campaign

Problem Selection

- Have you selected a specific crime type on which to focus?
- Have you carried out a detailed analysis concerning the crime type?
  - Who are the offenders?
  - Who are the victims?
  - Where and at what times does this crime occur most?
- Who is your target audience (victims, offenders, or both)?
- On what specific neighborhoods or areas will you focus?

Message Design

- Have you identified the themes relevant to your audience?
- Have you met with concerned community stakeholders about the campaign design?
- Is there any offensive content (wording, political messages, artwork, etc.)?
- Is your message clear and appealing to your target audience?
- Have you selected a campaign logo with which people can identify?
- How is your approach different from ones that have failed in the past?
- Does your design meet legal standards for your agency?
- Is your design idea realistic and within your budget?

Implementation

- Before dissemination, did you get input from a pre-test audience and incorporate feedback in the design?
- In addition, was the campaign pilot-tested with the intended target audience?
- Have you devised a dissemination plan?
  - Who will be in charge?
  - How will you spread the publicity?
  - How will you know that the campaign is going according to plan?
  - What mechanisms are in place to monitor the campaign's progress?
- How long will the campaign last?
- Will there be multiple waves of dissemination, or just a one-time exposure?
- How will you address any community concerns that arise?

Evaluation

- How will you measure whether the campaign was a success or not?
- Did you conduct resident interviews before the campaign started to measure behaviors and attitudes?
- What statistics will you use to compare the problem before and after the campaign?

Appendix B: Summary Table of Previous Publicity Efforts

The table below describes previous attempts to use publicity as a crime prevention tool. While intended as a summary of past efforts, given the wide range of publicity types, and their numerous applications, you should be careful when comparing different studies. For example, not all campaigns incorporated evaluation components into their design, and many relied on anecdotal evidence to gauge the success of the publicity used. Furthermore, many published descriptions of publicity campaigns leave out information such as the coverage duration, the costs involved, and the population targeted. Therefore, the summary table highlights those studies or campaigns that offered detailed information concerning implementation and relative success

Purpose of Campaign	Location/Date	Crime Type	Audience	Publicity Type	Coverage	Duration	Details	Successful?	Author(s) of Evaluation
To reduce slug use in parking meters	New York (1972)	Slug use in parking meters	Offenders	Warning stickers on parking meters	Local	3 years	Stickers on parking meters warned that slug use was illegal.	No decrease in slug use.	Decker (1972)
To reduce shoplifting of clothes "Shoplifting is a crime"	Tennessee (1976)	Shoplifting	Offenders	Store signs	Local (one store)	20 days	Signs with antishoplifting messages were placed in a department store. Some had general messages ("Shoplifting is a crime"), and others were much more specific ("These items are frequently taken by shoplifters").	With general signs, some reduction; with specific signs, complete reduction.	McNees et al. (1976)
1976 Home Office campaign to reduce car crimes "Lock Your Car"	Plymouth, England (1977)	Auto crimes	Victims	Newspapers, television, handbills, posters, "talking car"	Focused on high-crime areas	5 weeks	Multiple media outlets were used: radio and TV coverage included crime prevention shows, and mentions of the campaign occurred during news segments. One hundred forty posters were placed in strategic locations in parking lots, and 5,000 leaflets were distributed in post offices, garages, and social clubs.	No measurable impact on victim behavior or car crimes, because residents failed to adopt crime-prevention measures.	Burrows and Heal (1980)

Dutch publicity campaign to spread general crime-prevention messages	Netherlands (1977–1978)	Pickpocketing, thefts from autos, residential burglary	Victims	Television, newspapers, magazines, posters	General	2 years	One out of every 10 people exposed to the campaign began to engage in some form of victimization prevention.	Residents who perceived more objective risks adopted measures.	Van Dijk and Steinmetz (1981)
Crime-prevention campaign to reduce general victimization "Let's not give crime a chance"	Alberta, Canada (1978)	Vandalism, burglary, thefts from autos	Victims	Radio, television, PSAs, newspapers, billboards	General	Several weeks	While large numbers of provincial residents reported exposure to the campaign, only a negligible number changed their behavior in response to it.	No change in behavior or crime rate.	Sacco and Silverman (1981)
Anti-vandalism campaign to warn youths about police apprehension	England (1978)	Vandalism	Offenders	Television	National	8 weeks	Two television commercials were used. The first warned vandals of police attention, and the other reminded parents to stay vigilant.	No	Riley (1980b)
Crime-prevention tips to address rape "Women by Night"	Bremen, Germany (1980)	Rape	Victims	Fliers, brochures	General	2 months	More than 260,000 leaflets were distributed to local schools, churches, hospitals, sports clubs, etc. The campaign was met with severe public reaction because it seemed to blame the victim.	No	Schafer (1982)

Purpose of Campaign	Location/Date	Crime Type	Audience	Publicity Type	Coverage	Duration	Details	Successful?	Author(s) of Evaluation
Jerusalem burglary project to spread burglary prevention information	Jerusalem (1980)	Burglaries	Victims	Radio, newspapers, community meetings	Focused on one neighborhood	3 months	Among other media used, radio interviews with police and department bulletins were found to be the most effective media approach.	Yes, 46 percent of residents changed behavior, and there was a 32 percent decline in burglaries.	Geva and Israel (1982)
To publicize general car crime prevention techniques "Make Life Hell for Car Thieves"	Sydney, Australia (1988)	Auto crimes	Victims	Brochures, banners, television, PSAs, newspapers, video messages in shopping centers, theater ads, mailings	General	Several weeks	The campaign provided specific information to victims about the probability of being victimized, based on where they lived, where they parked their cars, and what kinds of cars they drove.	There was some increase in self-protection measures, but nothing drastic.	Monaghan (1988)
To warn bus vandals about closed-circuit television (CCTV) cameras "Video Bus"	England (1988)	Bus vandalism	Offenders	Newspapers, television, signs on buses	Local	Several months	Newspaper articles and television reports discussed the new risks of apprehension when vandalizing buses, because of to new CCTV cameras.	Decrease in vandalism rates.	Poyner (1988)

To increase property marking in an effort to reduce burglaries "Operation Identification"	England (1991)	Burglaries	Victims	Television, local press	Local	Approximately 1 month	The publicity component advertised the success of the property-marking program.	Yes	Laycock (1991)
To reduce public intoxication in bars and clubs "New Zealand Host Responsibility Program"	New Zealand (1993)	Public intoxication	Offenders	Television, posters in bars and clubs	National	1 year	The campaign sought to reduce intoxication by warning bar owners of their responsibility and legal consequences.	Yes, the campaign had a significant impact on awareness about serving intoxicated patrons.	Wyllie (1997)
To reduce car crime "Project Heat"	Queensland, Australia (1997)	Auto crimes	Victims	Television, newspapers	General (statewide)	3 months	The campaign invited residents to participate in a VIN etching program.	There was a reduction in car crimes caused by a reduction in offending, because of publicity.	Wortley, Kane, and Gant (1998)

Purpose of Campaign	Location/Date	Crime Type	Audience	Publicity Type	Coverage	Duration	Details	Successful?	Author(s) of Evaluation
To reduce car crimes "Operation Target"	New Jersey (1997)	Auto crimes	Offenders	Posters	Local	10 weeks	Six hundred posters warning of police apprehension were placed in select neighborhoods to deter car thieves. Additional police patrols were also added.	No decrease in car crimes	Barthe (2004)
North Brunswick Township project to prevent auto crimes	North Brunswick (New Jersey) (1998)	Auto crimes	Victims	Newsletters, television and radio PSAs, newspapers, brochures, internet, billboards, bulletin boards	General (citywide)	Several months	The campaign used multiple media outlets to publicize the police initiative over a 5-month period; police worked closely with community groups to spread publicity.	Yes	Simmons and Farrell (1998)
"Tell the Truth" campaign to address burglary and street crimes	Twente, Netherlands (1998)	Residential burglary and street crimes	Victims	Daily newspapers, some radio coverage, use of a crime prevention van	General (the entire province)	9 weeks	It provided objective information about the local crime problem, crime prevention tips, and information about the criminal justice system.	Mixed: residents had increased knowledge about local crime, but failed to adopt crime prevention measures.	Kuttschreuter and Wiegman (1998)

Multipronged initiative to reduce burglaries "Antiburglary Initiative"	England (2001)	Residential burglary	Victims and offenders	Wide array of publicity tools, ranging from television, newspapers, leaflets, and posters, to stickers and offender Christmas cards	Focused on 21 burglary sites	2 years	Police implemented different campaigns in various burglary-reduction initiative sites. Focused, stand-alone publicity efforts were cheaper than general ones. The most effective campaigns preceded the actual interventions.	Yes, sites subjected to publicity experienced a reduction in burglary.	Johnson and Bowers (2003)

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Emmanuel P. Barthe is an assistant professor in the Department of Criminal Justice at the University of Nevada, Reno (UNR). His research interests lie in the areas of policing, situational crime prevention, car theft, and drug markets. Before joining the UNR faculty, he taught at Kean University in New Jersey and served as the research director for the Jersey City Police Department's Planning and Research Bureau. He has a doctorate and a master's in criminal justice from the School of Criminal Justice at Rutgers, The State University of New Jersey.

Recommended Readings

- ***A Police Guide to Surveying Citizens and Their Environments***, Bureau of Justice Assistance, 1993. This guide offers a practical introduction for police practitioners to two types of surveys that police find useful: surveying public opinion and surveying the physical environment. It provides guidance on whether and how to conduct cost-effective surveys.

- ***Assessing Responses to Problems: An Introductory Guide for Police Problem-Solvers***, by John E. Eck (U.S. Department of Justice, Office of Community Oriented Policing Services, 2001). This guide is a companion to the *Problem-Oriented Guides for Police* series. It provides basic guidance to measuring and assessing problem-oriented policing efforts.

- ***Conducting Community Surveys***, by Deborah Weisel (Bureau of Justice Statistics and Office of Community Oriented Policing Services, 1999). This guide, along with accompanying computer software, provides practical, basic pointers for police in conducting community surveys. The document is also available at www.ojp.usdoj.gov/bjs.

- ***Crime Prevention Studies***, edited by Ronald V. Clarke (Criminal Justice Press, 1993, et seq.). This is a series of volumes of applied and theoretical research on reducing opportunities for crime. Many chapters are evaluations of initiatives to reduce specific crime and disorder problems.

- ***Excellence in Problem-Oriented Policing: The 1999 Herman Goldstein Award Winners.*** This document produced by the National Institute of Justice in collaboration with the Office of Community Oriented Policing Services and the Police Executive Research Forum provides detailed reports of the best submissions to the annual award program that recognizes exemplary problem-oriented responses to various community problems. A similar publication is available for the award winners from subsequent years. The documents are also available at www.ojp.usdoj.gov/nij.

- ***Not Rocket Science? Problem-Solving and Crime Reduction***, by Tim Read and Nick Tilley (Home Office Crime Reduction Research Series, 2000). Identifies and describes the factors that make problem-solving effective or ineffective as it is being practiced in police forces in England and Wales.

- ***Opportunity Makes the Thief: Practical Theory for Crime Prevention***, by Marcus Felson and Ronald V. Clarke (Home Office Police Research Series, Paper No. 98, 1998). Explains how crime theories such as routine activity theory, rational choice theory and crime pattern theory have practical implications for the police in their efforts to prevent crime.

- ***Problem Analysis in Policing***, by Rachel Boba (Police Foundation, 2003). Introduces and defines problem analysis and provides guidance on how problem analysis can be integrated and institutionalized into modern policing practices.

- ***Problem-Oriented Policing***, by Herman Goldstein (McGraw-Hill, 1990, and Temple University Press, 1990). Explains the principles and methods of problem-oriented policing, provides examples of it in practice, and discusses how a police agency can implement the concept.

- ***Problem-Oriented Policing and Crime Prevention***, by Anthony A. Braga (Criminal Justice Press, 2003). Provides a thorough review of significant policing research about problem places, high-activity offenders, and repeat victims, with a focus on the applicability of those findings to problem-oriented policing. Explains how police departments can facilitate problem-oriented policing by improving crime analysis, measuring performance, and securing productive partnerships.

- ***Problem-Oriented Policing: Reflections on the First 20 Years***, by Michael S. Scott (U.S. Department of Justice, Office of Community Oriented Policing Services, 2000). Describes how the most critical elements of Herman Goldstein's problem-oriented policing model have developed in practice over its 20-year history, and proposes future directions for problem-oriented policing. The report is also available at www.cops.usdoj.gov.

- ***Problem-Solving: Problem-Oriented Policing in Newport News***, by John E. Eck and William Spelman (Police Executive Research Forum, 1987). Explains the rationale behind problem-oriented policing and the problem-solving process, and provides examples of effective problem-solving in one agency.

- ***Problem-Solving Tips: A Guide to Reducing Crime and Disorder Through Problem-Solving Partnerships*** by Karin Schmerler, Matt Perkins, Scott Phillips, Tammy Rinehart and Meg Townsend. (U.S. Department of Justice, Office of Community Oriented Policing Services, 1998) (also available at www.cops.usdoj.gov). Provides a brief introduction to problem-solving, basic information on the SARA model and detailed suggestions about the problem-solving process.

- ***Situational Crime Prevention: Successful Case Studies***, Second Edition, edited by Ronald V. Clarke (Harrow and Heston, 1997). Explains the principles and methods of situational crime prevention, and presents over 20 case studies of effective crime prevention initiatives.

- ***Tackling Crime and Other Public-Safety Problems: Case Studies in Problem-Solving***, by Rana Sampson and Michael S. Scott (U.S. Department of Justice, Office of Community Oriented Policing Services, 2000) (also available at www.cops.usdoj.gov). Presents case studies of effective police problem-solving on 18 types of crime and disorder problems.

- ***Using Analysis for Problem-Solving: A Guidebook for Law Enforcement***, by Timothy S. Bynum (U.S. Department of Justice, Office of Community Oriented Policing Services, 2001). Provides an introduction for police to analyzing problems within the context of problem-oriented policing.

- ***Using Research: A Primer for Law Enforcement Managers***, Second Edition, by John E. Eck and Nancy G. LaVigne (Police Executive Research Forum, 1994). Explains many of the basics of research as it applies to police management and problem-solving.

Some helpful internet sites can help agencies implement a publicity campaign.

- The following site has very specific information on publicity campaigns, ranging from working with news media outlets to connecting with ethnic communities. http://www.crimereduction.gov.uk/learningzone/comm_strat/home-page.htm.

- London's Metropolitan Police has developed interesting and innovative publicity campaigns targeting drug use, domestic violence, and illegal weapons, among others. http://www.met.police.uk/campaigns.

- The National Citizens' Crime Prevention Campaign's website offers templates and other information you can incorporate into publicity campaigns. http://www.ncpc.org/ncpc/ncpc.

Other Problem-Oriented Guides for Police

Problem-Specific Guides series:

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