



CPCA/NCPC News

McGruff Helps Families, Schools, and Law Enforcement Take A Bite Out of Internet Crimes Against Kids

In an effort to take a bite out of Internet crimes against kids, NCPC and Children's Educational Network (CEN) announce the launch of McGruff® Kid Safe Browser

(www.McGruffBrowser.com). Using CEN's The Ultimate Kids Internet (www.TUKI.com) technology, this new "keep kids safe online" browser will allow children to surf the Internet in a safer and more educational environment that is the perfect tool for schools, law enforcement, and families.

Approximately 53 million American youth, ages four to 16, access the Internet from their homes each day. Few use computers enabled with systems like parental controls that protect them from accessing websites with pornographic materials.

Greg Writer, founder and CEO of CEN, watched as the number of online-related crimes against children began to rise in the late 1990s. But he didn't sit on the sidelines and complain. As a father of five with a background in investment banking, he created CEN and its kid safe browser for private labeling. "I am excited to work with NCPC. With McGruff we can reach youth audiences and the crime-fighting community, offering a McGruff-branded browser and educational tools that address this very important issue," Writer stated.

With one glance at the most recent Internet safety statistics, most will agree this is a problem that needs a lot of attention.

- Seventy-nine percent of sexual solicitation incidents happened to

youth while they were using their home computer.

- Forty-three percent of youth reported that they have experienced some form of cyberbullying in the last year. The incidence of cyberbullying is most prevalent among 15- and 16-year-olds, particularly among girls.
- Fifty-six percent of solicitations contained a request for the youth to send photographs of themselves to the solicitor and 27% of solicitations contained a request for the youth to send a sexual picture of themselves.

"The McGruff Kid Safe Browser (www.McGruffBrowser.com) provides parents, schools, and law enforcement with the tools they need to protect children from inappropriate web content while encouraging children to utilize the Internet's educational resources," said NCPC President and CEO Al Lenhardt. "Protecting children is a top priority of NCPC and we are pleased to be partnering with CEN to make this free browser available to parents, educators, and others striving to keep our kids safe in our communities."

The McGruff browser comes complete with parental controls that allow parents to adjust security settings, program an animated McGruff with reminders about chores and encouraging words, and add or remove websites from the master include list with the click of the mouse. The browser comes preloaded with themes, all of the best kid sites on the Internet, and a mass of educational content, including access to ClubTUKI (www.clubtuki.com), an online portal where kids get rewarded with virtual money for playing educational games and then get to bid in an auction on real merchandise.

Prevention Works

A blog by the
National Crime Prevention Council

Care to Give Me All Your Money?

You know the phrases. You may have even seen a few in that card you were given on your birthday last year, the one where you turned 40 for the 41st time. "Past your prime" and "Over the hill" are just a few of the phrases that are used when we all get a bit older. Unfortunately, as awful as those terms are, a few new and even more unwelcome terms are beginning to rear their ugly heads, words such as "target" and "victim." These new terms all come courtesy of the emerging crime trend of caregiver exploitation.

People are starting to live longer and longer, yet unfortunately instead of being able to celebrate their longevity, some seniors are battling trusted family members and associates who attempt to steal their money or property. According to a [report by the National Center on Elder Abuse \(NCEA\)](#), between 1 and 2 million Americans ages 65 or older have been

To read more of NCPC's blogs, please visit www.ncpc.org/blog.

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Awards and Grants Update

Funding Available Up to \$5,000

Help improve the safety and security of your school and students by working with the National Crime Prevention Council (NCPC), which is now accepting applications for [McGruff® Neighborhood](#) and [Be Safe and Sound in School](#). These programs work with elementary and middle schools to create safe learning environments and teach personal safety and security by working with administrators, students, parents, law enforcement, and the community to address school safety concerns and create a safety net for children. To learn more and apply for grants under these programs, visit www.ncpc.org. The application deadline is May 30.

Police Officer of the Year Award

Each year, the International Association of Chiefs of Police and *PARADE* magazine join forces to recognize exemplary performance in police work. One of the top law enforcement awards in the country, the Police Officer of the Year Award symbolizes the highest level of achievement among police officers. All

sworn, full-time police officers below the rank of chief are eligible. Nominations may be made for exceptional achievement in any police endeavor, including extraordinary valor, crime prevention, investigative work, community relations, traffic safety, drug control and prevention, juvenile programs, and training efforts. The application deadline is June 2, 2008.

For the nomination procedure and application, [click here](#) or contact Wendy Balazik at 800-THE-IACP ext. 264, or balazik@theiacp.org.

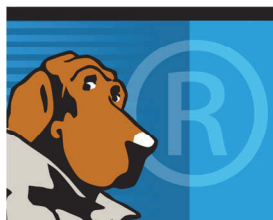


McGruff® Usage Tip of the Week

When portraying McGruff the Crime Dog®, it is important to stay “cool.” This is especially imperative when McGruff visits the warmer states or makes appearances during the summer months. No one should be allowed to wear the costume for more than 20 minutes in temperatures above 85 degrees Fahrenheit unless they are wearing the special “cool-down” vest that is available from [Robotronics](#).

Portrayers may take turns wearing the costume in such conditions, taking care to change out of sight. If you have any questions about the proper use of McGruff, or would like to share a McGruff Success Story with us, please email trademark@ncpc.org.

To download the complete *Guidelines for McGruff and Related Marks*, visit www.ncpc.org/mcgruff/images.php. To order this publication as a CD-ROM for only the cost of shipping, contact the NCPC Fulfillment Center at 800-627-2911. Please refer to item number CD-4.



McGruff® Licensee Spotlight

Local Celebrity

As a licensee of NCPC, Local Celebrity creates McGruff® “vintage” tees for both men and women that can be found in [Urban Outfitters](#) and [Delias](#); both of which are very popular stores among young adults. The shirts are also available at Local Celebrity’s online store. Visit any of these stores or www.localcelebrity.com today and help “Take A Bite Out Of Crime®.”

Men’s T-Shirt



Women’s T-Shirt





Training and Events Updates

KCPC to Host Church Security Training

The Kentucky Crime Prevention Coalition (KCPC) in partnership with the American Crime Prevention Institute will present a special one-day seminar on church security on May 22, 2008, in Edgewood, KY. The focus of this seminar is the identification of risks and threats that exist in church environments and how to prevent those vulnerabilities from occurring, utilizing cost-effective strategies. The importance and significance of understanding why churches are often the targets of criminal occurrences will be highlighted.

For more information contact KCPC at 859-727-2678 or www.kycrimeprevention.org.

National Conference on Volunteering and Service

June 1-3, 2008
Atlanta, GA

The National Conference on Volunteering and Service, the world's largest gathering of volunteer and service leaders, features speakers, special events, immersion-learning sessions, service projects, and 175 workshops. Four thousand service leaders from across the nation and world are expected to attend.

For more information and to register, visit www.volunteeringandservice.org.

NCVC National Conference

June 2-4, 2008
Portland, OR

The National Center for Victims of Crime (NCVC) will hold its national conference from June 2-4, 2008, in Portland, OR. The conference will advance responses, rights, and resources for victims by focusing on multidisciplinary approaches to sharing promising practices, research, and policies. More than 90 experts will present more than 70 workshops and plenary sessions to enhance your knowledge and skills for serving victims of crime. For more information, visit www.ncvc.org.

23rd National Conference on Preventing Crime in the Black Community

June 19-22, 2008
Tampa, FL

This conference is a collaborative effort to address issues relating to the disproportionate number of African Americans who are under the supervision of the criminal justice system. The agenda showcases successful programs and promotes a positive exchange of ideas on the subject. Focal points include plenary sessions, luncheons, break-out sessions for both adults and teens, and a teens' "listening summit." Numerous crime prevention program models that are transferable to other communities will be highlighted.

For more information and to register, visit <http://preventblackcrime.com/conference/schedule>.

The NIJ Conference

July 21-23, 2008
Arlington, VA

For more than a decade, the annual conference of the National Institute of Justice (NIJ) has brought together criminal justice scholars, policymakers, and practitioners at the local, state, and federal levels to share the most recent findings from research and technology.

The conference showcases what works, what doesn't work, and what research looks promising. It emphasizes the benefits to researchers and practitioners of working together to create effective evidence-based policies and practices.

Attendees include

- Researchers interested in criminal justice
- Policymakers responsible for shaping public safety or social services
- Practitioners in criminal justice interested in technology and DNA
- Students interested in criminal justice issues

For more information about the conference, contact Maria Young at 301-650-8660, ext. 136 or myoung@palladianpartners.com. Or you can visit the website at www.ojp.usdoj.gov/nij/events/nij_conference/welcome.htm.

Child Sexual Abuse Prevention Training

Darkness to Light and Stewards of Children are coming to a city near you in 2008. Darkness to Light is a non-profit organization whose mission is to diminish the incidence and impact of child sexual abuse so that more children will grow up healthy and whole. Its programs raise awareness of the prevalence and consequences of child sexual abuse by educating adults about the steps they can take to prevent, recognize, and react responsibly to the reality of child sexual abuse. It believes that adults who are responsible for children can do more to protect them from sexual abuse.

Darkness to Light's [Stewards of Children](#) is a revolutionary sexual abuse prevention training program that educates adults to prevent, recognize, and react responsibly to child sexual abuse and motivate adults to courageous action. The Stewards of Children program is designed for organizations and corporations that serve children and youth.

For detailed information on this training program, [visit their website](#).





NCPC Job Openings

Director of Children and Youth Programs

The Director of Children and Youth Programs is responsible for planning, developing, implementing, and managing a comprehensive Children and Youth initiative. The Director will have supervisory and budgetary responsibility for his/her initiative, which includes day-to-day oversight of staff, budgets, programs, products, and interaction with stakeholders.

Duties for this position include

- Supervise staff and allocate time and assignments in order to achieve desired results
- Assess and rate staff capabilities and performance
- Oversee efficient management of multiple budgets
- Prepare internal and external correspondence on behalf of program efforts
- Deliver and/or manage delivery of external training and technical assistance
- Deliver public addresses in plenary, workshop, and meeting settings
- Develop and conduct live contact training, distance learning, and Web-based sessions
- Lead planning processes and development of strategic planning
- Identify and measure goals and objectives of programs and initiatives
- Evaluate programs, performance, efficiency, and effectiveness
- Ensure program/project deliverables are met in a timely manner
- Keep abreast of emerging trends affecting Children and Youth issues
- Manage multiple budgets with a view toward ensuring responsible spending

- Ensure compliance with all NCPC policies
- Perform additional duties as requested

For a complete job description and how to apply, email hr@ncpc.org.

Other job openings at NCPC

- Senior Staff Accountant
- [Director of Community Outreach](#)
- [Corporate Relations Manager](#)
- [Development Assistant](#)
- [Executive Assistant](#)
- [Webmaster](#)
- [Grants Manager/Controller](#)

Please send all inquiries to human resources at hr@ncpc.org.

CPCA Member News

Order the 2008–2009 Crime Prevention Month Kit!

All CPCA members can now order the 2008–2009 Crime Prevention Month (CPM) Kit for free. The theme this year is *Empowering People To Help Prevent Crime*. There will be a section to help members plan for Celebrate Safe Communities 2008 as well as the normal CPM planning for 2009.

To order your free CPM Kit, email your member organization name, contact name, complete mailing address, and the number of kits you'd like to membership@ncpc.org by June 1, 2008. No P.O. boxes, please!

CPCA 2007 Annual Report Is Now Available

Mobilizing the Nation To Prevent Crime, Violence, and Drug Abuse, CPCA's 2007 annual report, celebrates the work of CPCA members, highlight-

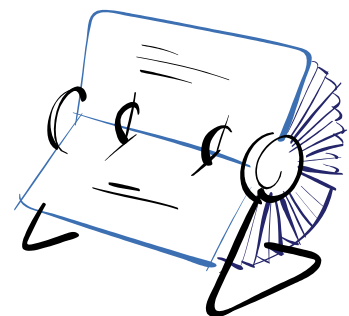
ing the breadth and diversity of prevention efforts in communities across the nation. The report reflects creative and innovative crime prevention activities that use a broad spectrum of approaches. Examples include Citizen Corps Programs, Neighborhood Watch, Providing Peer-To-Peer Technical Assistance in Crime Prevention, and McGruff® Club, as well as state and local efforts, such as the Youth Crime Watch of Miami-Dade County, FL, and the Wisconsin Crime Prevention Resource Center. As always, this report reflects only a small portion of the work being accomplished every day to help keep people and communities safe from crime. You can download a PDF version of *Mobilizing the Nation* from the CPCA members-only website at www.ncpc.org/cpca.

Update Your Contact Information

It's that time of year again! Let CPCA know of any changes to your contact

information, particularly if there is a new point of contact for your organization, a new president or executive director, updated email or mailing addresses, or changes to your website address. CPCA tries to keep accurate records so that all members can benefit.

Email your changes to membership@ncpc.org.





Crime Prevention Coalition of America

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If your organization has crime prevention conferences, events, or publications you would like the Crime Prevention Coalition of America to know about, contact

membership@ncpc.org.

If you do not have a CPCA website username or password, contact

membership@ncpc.org.

To unsubscribe: Send an email to membership@ncpc.org with the word "unsubscribe" in the subject line.

The Coalition's Ten Action Principles

- Preventing crime is everyone's business.*
- Preventing crime is more than security.*
- Preventing crime is a responsibility of all levels and agencies of government.*
- Preventing crime is linked with solving social problems.*
- Preventing crime is cost-effective.*
- Preventing crime requires a central role in law enforcement.*
- Preventing crime requires cooperation and collaboration by all elements of the community.*
- Preventing crime requires education.*
- Preventing crime requires tailoring to local needs and conditions.*
- Preventing crime requires continual evaluation and improvement.*

The Crime Prevention Coalition of America is committed to leading the collective efforts of individuals, communities, and government to improve the quality of life by preventing crime.

For more details about these action principles, see [Engaging the Power of Prevention: 10 Action Principles](#).

NCPC Staff Coming to a Community Near You

Boca Raton, FL, June 19, 2008: Al Lenhardt will attend the grand opening of the Police Sub-Station at the Town Center mall. For more information, contact Al (Lthoms@ncpc.org).

Tampa, FL, June 21, 2008: Al Lenhardt will address the 23rd National Conference on Preventing Crime in the Black Community. For more information, contact Al (Lthoms@ncpc.org).

Hartford, CT, June 27–July 3, 2008: Rob Otterstatter will present a workshop on the Campus Crime Prevention curriculum at the International Association of Campus Law Enforcement Conference. For more information, contact Rob (rotterstatter@ncpc.org).

Lee's Summit, MO, July 20–27, 2008: Rob Otterstatter will present a Basic Crime Prevention Through Environmental Design (CPTED) Course at the Lee's Summit Police Department. For more information, contact Rob (rotterstatter@ncpc.org).

Lee's Summit, MO, August 25–29, 2008: Rob Otterstatter will present an Advanced CPTED Course at the Lee's Summit Police Department. For more information, contact Rob (rotterstatter@ncpc.org).