



# CRIME PREVENTION WEEK

## November 1 – 7, 2009

### Event Planning Guide

The following information will provide you with ideas on how to organize your event, who to involve, and other useful tips to help you plan a successful Crime Prevention Week event.

#### **Where to Start?**

- **Planning Committee** - call a meeting to establish a planning committee to organize your Crime Prevention Week activity(s). Don't forget to invite other partners including local police, youth groups, school representatives, local business associations, seniors' centers and service clubs, etc.
- **Meeting Agenda** - don't forget to bring a printed version of this material. Make sure everyone who is part of your group reserves the date(s) for the planned activity. Bring paper & pens for everyone to write down ideas, dates & their role in the events.
- **Pick an Idea** - the individuals involved in the planning will have great ideas to share – review the event ideas list in this planning guide. Plan one of these events or create your own.

#### **What to do?**

- **Engaging the Community** - as a group, discuss the kinds of things your group members think will interest your community and decide what you want to do to bring community members together. Your goal is to get citizens involved in activities that will help them feel safe in their homes, on their streets and in their community, and/or raise awareness on an issue which is affecting your local community. You will want to involve the appropriate stakeholders in your event. As a group, brainstorm ideas of who to involve in your event.
- **Make Friends & Partners** - look for ways to partner with other community crime prevention organizations, local businesses, and government agencies to coordinate joint events or activities. For example, local businesses may donate food or supplies for your event, while local youth or seniors may be interested in volunteering. Safe communities are important to everyone.
- **Invite Everyone!** - invite your family and friends to join in and celebrate.

#### **Who Can Help?**

- **Local Media** - invite a local media representative to be part of your Crime Prevention Week planning committee or ask them to help promote your event.
- **Recruit Volunteers** - get out in the community and recruit volunteers. There are many talents people can offer. The more diverse the better since crime affects everyone.
- **Local Business** - ask local businesses to offer in-kind support, such as printing or an equipment donation.

#### **STEP 1: Getting Things Underway**

- Confirm the date, location, and time of your event.
- Talk to the business community about your event to develop partnerships to assist you in your event and ask for donations in-kind.

- ☛ Decide what services or activities you will want to feature, and the supplies and equipment you will need (i.e. tables, booths, prizes, etc.).
- ☛ Place flyers, signs, banners, or other types of notices to let the community know what will be taking place during the week.
- ☛ Recruit volunteers. You may need help with promotion and media relations, corporate sponsorship, assisting speakers and exhibitors, set up and take down on event day, and general administration.
- ☛ Decide if you'll serve refreshments. If so, finalize if you will ask for donations from the business community or charge a small fee for refreshments which your committee has purchased.
- ☛ Send out invitations to special guests such as your local MLA, MP, Police Chief, Mayor or other prominent community members.

### ***STEP 2: Keeping the Momentum***

- ☛ Ask local media to promote the event or, if your budget allows, advertise your event. Invite your local radio station to cover the event live, and provide opportunities to promote it in advance.
- ☛ Assign volunteers to tasks that must be done. Don't forget to assign someone to take pictures of your event. Your local high school photography class may want to get involved.
- ☛ Write a news release. See the sample media release (last page of this document) to provide you with a guideline to writing your own media release. Be prepared to provide further information in response to media inquiries.
- ☛ If you wish to share the success of your event, please email your event information, as well as any photos (hi-resolution format) or media clippings to the **BCCPA** in November: [info@bccpa.org](mailto:info@bccpa.org)  
Your event may be featured in the BCCPA Winter 2009 News Magazine or at [www.bccpa.org](http://www.bccpa.org).

### ***STEP 3: Checking in***

- ☛ Ensure you have enough educational and promotional material so people can take information home and read it when they have more time. Contact BC Crime Prevention Association for additional material if you wish to purchase a selection of crime prevention brochures/resources.
- ☛ Follow up on invitations if you have not received all confirmations.
- ☛ Check your budget – adjust spending plans if necessary.
- ☛ Make sure any supplies you need have been purchased. Test any equipment you'll be using.
- ☛ Send out your news release one week prior to the start of your event.
- ☛ Assign a media spokesperson or emcee for the day of the event.
- ☛ Make sure everyone and everything is ready to go.

### ***STEP 4: Celebrating the Big Event***

- ☛ Do a final set-up. Don't forget to highlight your event by displaying your promotional material.
- ☛ Brief your event participants and other volunteers before the event begins.
- ☛ Thank everyone as the day goes on and recognize their good work whenever possible.
- ☛ Have fun and remember the valuable contribution you are making to your community and its members.

### ***STEP 5: Wrapping it up***

- ☛ Pat yourself on the back. Celebrate!
- ☛ Send thank you notes, or follow-up letters to everyone (guests, volunteers, donors, media) who helped make the event a success.
- ☛ Follow up or have your community crime prevention partners follow up with those who want to get involved in community crime prevention.
- ☛ Send media clippings, reports or photographs to the BC Crime Prevention Association.

## **Event Ideas**

Here are event suggestions to help you promote Crime Prevention Week 2009 in your community. You may wish to organize one of these events or create your own. While planning your activities, remember to involve friends and family, co-workers, police, community members, businesses, and your local media.

You can choose topics from the 2009 Tip Sheets or other crime prevention subjects including:

**Cyber Bullying** – Research ways in which schools, parents and peers of youth can help prevent cyber bullying. Find out what to do if you believe someone you know is being bullied. Then make a display table and present this information to the community or make a presentation to students at a school assembly.

**Investment Fraud** – Organize a group of volunteers to search in their own community for all sources of suspicious material - printed items such as posters, newspaper ads and electronic sources containing phrases and terms indicative of fraud. Then, organize a community social event and invite people to share the suspicious documents that they have identified.

**Seniors' Safety** – Hold a workshop at your recreation or community centre, to discuss senior safety and crime prevention. Invite local police representatives and community service providers to discuss the topic of seniors' safety.

**Financial Fraud** – Interview staff at a local financial institution and find out more about financial fraud and what consumers can do to protect themselves. Invite them to speak at your event. Ask everyone who attends when the last time was that they checked their Credit Bureau Report and let them know how to do it.

**Consumer Safety Tips** –Set up a booth in a local mall to teach people about how to protect themselves and their possessions when they are in public places. Hold an event to let people know about mass marketing fraud and what they can do to keep from becoming a victim.

**Identity Theft** – Recruit a paper shredding company to host a community Identity Theft Awareness Day. Invite local businesses and community members to shred their unwanted personal files, bills, and banking information, in order to raise awareness around the issue of Identity Theft.

**Home Security** – Hold a safety social with your neighbors to get to know one another. Invite local police to discuss methods to improve your home security, such as lighting, doors and windows, mail security, and landscaping. Walk around your own home and check all possible entry points – pretend you have to break in, how would you do it?

### **2009 Crime Prevention Week Topics**

1. Home Security
2. Importance of Reporting Crime
3. Boost Internet Safety Skills
4. Vulnerable Adults: Prevention of Abuse and Neglect
5. 2010 Fraud Awareness Program
6. Dating and Relationship Violence
7. Crime Prevention Resources

**Please feel free to print off copies of the tip sheets to distribute throughout the year.**

# CRIME PREVENTION WEEK

November 1 to November 7, 2009

## SAMPLE MEDIA RELEASE

For Immediate Release

*(BRIEF DESCRIPTION OF EVENT/PROJECT/ACTIVITY)*  
**Creating safer communities through crime prevention awareness**

*(Community Name) – (Name of group/organization) will be (brief, lively description of event/project/activity) as part of Crime Prevention Week 2009 (November 1 - 7).*

*(Active quote from participant/organizer/community leader related to the activity – could be a direct quote or a statement. Indicate whether community members can take part and outline how).*

“Helping to ensure that our communities are safer through crime prevention awareness is something everyone can do.” *(Quote from community leader/mayor/MLA):* “Crime Prevention Week reminds us that we have a role to play in enhancing our personal safety and the safety of our families and our neighbours.”

*(Insert a paragraph with more detail about local activities and/or projects including specific locations and timing – and expected impact. Highlight local groups or individuals involved in crime prevention activities throughout the year)*

Crime Prevention Week serves as a reminder that achieving safer, healthier communities begins with each person making a difference, whether this involves using strategies to enhance your personal safety; reporting suspicious activity in your neighborhood; or joining a crime prevention program in your community such as Block Watch, Crime Free Multi-Housing, or Citizens on Patrol – we all play a part in enhancing our community safety and well-being.

By looking within ourselves and at our surrounding environment, we all can contribute to working together to creating safer communities and homes.

Media Inquiries can be directed to:

*(Make sure the contacts are available immediately after the release is issued)*

Contact name(s)

Title(s)

Phone numbers(s)