

Personal Safety, Robbery & Crime Prevention



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Crime Prevention Defined

1990

Crime prevention is a pattern of attitudes and behaviors directed at reducing the threat of crime and enhancing the sense of safety and security, to positively influence the quality of life in our society, and to develop environments where crime cannot flourish

Source

National Crime Prevention Council - 1990

The Focus of Crime Prevention in your community



**“To empower community Awareness and
Crime Prevention through Education”**

San Diego Sheriff's Department, Crime Prevention Unit, 2012

The 10 Principles of Crime Prevention...

- 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.

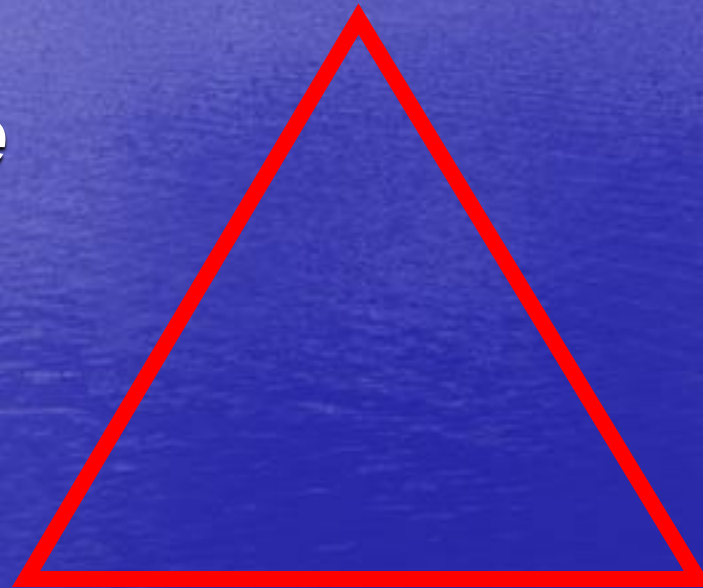
The 10 Principles Continued:

- Requires a central role in law enforcement
- Requires cooperation and collaboration by all elements of the community
- Requires education
- Requires tailoring to local needs and conditions
- Requires continual evaluation and improvement

Crime Prevention Triangle (from a Criminal's View)

Desire

Ability



Opportunity

Crime Prevention

- Crime prevention is proactive, rather than reactive.
- Proactive policing attempts to prevent the crime from occurring in the first place.
- Reactive policing responds to crime after it has occurred.



#1 Thing To Remember About Personal Safety:

**Always pay attention to your
surroundings.**

and...

Use Scanning at all times.

BE PREPARED

- ✓ By Taking A Few Simple Precautions, You Can Reduce The Risk To Yourself, And Also Discourage Those Who Commit Crimes.
- ✓ Educate yourself on crime prevention tactics.
- ✓ Think about different situations you may encounter while you are out. Have a plan for your reactions.
- ✓ Always be alert, observant, and aware of the people around you.
- ✓ Be aware of locations and situations that could possibly make you vulnerable to crime, such as alleys and dark parking lots.



Awareness/Mental Conditioning

Awareness Levels:

Different levels for different situations.

Mental Conditioning:

Developing a plan.



Levels of Awareness

1. Low level--In the comfort of your home
2. Moderate level--In a familiar area but surrounded by strangers
3. High level--In an unknown area that may be associated with crime

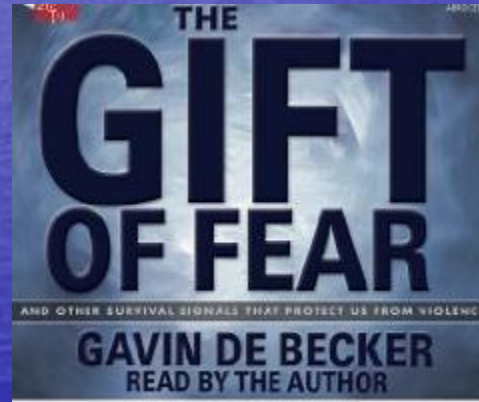
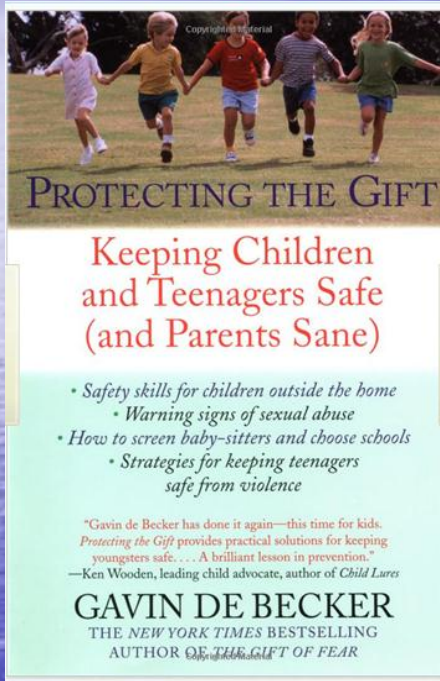


Mental Conditioning

- ✓ Developing a “mental” plan of action to use in the event you are confronted with certain situations
- ✓ Ramifications and Outcome-- consequences of your reactions could result in criminal prosecution or a civil lawsuit against you

INTUITION / GUT INSTINCT

Root of the word, 'tuere', meaning to guard or protect.



Importance.....Why listen?

“Protection is a priority...Human lives are priceless”

MENTAL CONDITIONING = EMPOWERMENT



Empowerment Prepares You With:

- Advanced Thought
- An Action Plan for an incident
- Minimized chance of being a victim

General Safety Ideas...

DO'S

- Walk with shoulders back
- Head up
- Eyes moving
- Confidence and a purpose
- Always use caution with distractions

DON'TS

- Walk with your head down
- Allow yourself to be caught off guard
- Distractions are everywhere!

Being Prepared + Plan = Prevention

- Know where you are going.
- Let your supervisor and co-workers know where you will be and if your schedule changes.
- Have a cell phone for emergencies and carry it with you at all times.

Business Crime Prevention

Make Robbery Risky



Crime and Violence Prevention Center
California Attorney General's Office

IN CASE OF ROBBERY DIAL 9-1-1



Vehicle description: _____
(license number, color, type, make)

Direction of travel: _____

What robber said: _____

Companions: _____



Sex _____	Hat _____	Marks _____
Age _____	Coat _____	Tattoos _____
Race _____	Shirt _____	Scars _____
Piercings _____	Accessories _____	

Robbery Training Guide



Remember that every robbery situation is different. You will need to assess yourself, the robber, and the situation to determine what you should do. With that in mind, here are some tips:

ACT CALMLY.

By acting calmly, you may avoid a more dangerous situation.

Do exactly what the robber says. Keep your movements short and smooth to avoid startling the robber.

If you remain calm, you will be better able to provide an accurate description.

OBSERVE CAREFULLY!

You will have less than two minutes to:

- Study his face.
- Remember his clothing.
- Note the direction of travel.
- Obtain the license, color, and make of the car (if it is safe to do so).



Use the information on the "Suspicious Activity" brochure to help you with your recollection.

DO NOT RESIST!

Cooperate for your own safety and the safety of others. Robbers usually are excited, and may be high on drugs, and are easily provoked. Tell the robber about any possible surprises, such as movements you may have to make or that someone is in the back room, etc.



Try to give him bait money if this can be done without his knowing.

Activate an alarm only if it is silent and can be done surreptitiously. Know how to activate it by touch.

AFTER THE ROBBER LEAVES, IMMEDIATELY:

- Lock the door. Discontinue regular business until deputies have searched the scene.



- Call 9-1-1.

- If you act quickly, the robber may be apprehended. Call law enforcement before you call the owner or anyone else.

- Preserve the scene. Cover any surfaces the robber may have touched and keep away from areas the robber may have been. Ask witnesses to remain. If they are unable to stay, get names and phone numbers. Verify with their driver's license or ID.

- Complete the suspect information form. Write down everything you can remember about the robber and the crime itself.



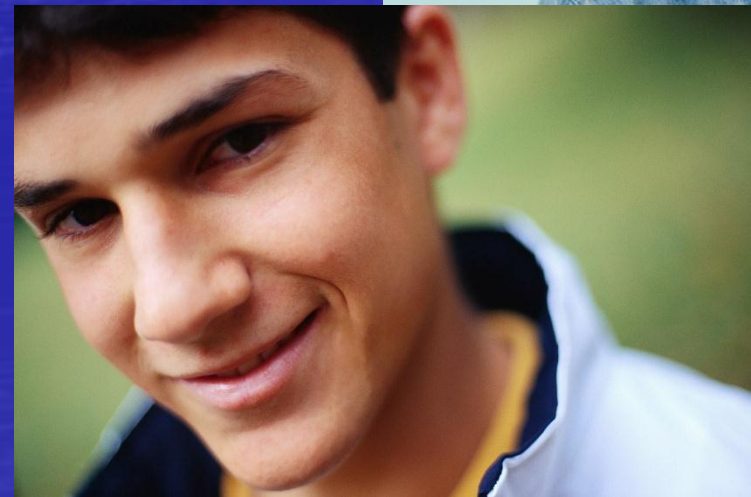
- Do not discuss the robbery with others until all statements have been taken.

- Testify in court to prevent others from being victimized in the future.



During A Robbery

- Observe robber(s) carefully...
 - Physical characteristics
 - Voice
 - Mannerisms
 - Clothing
 - Vehicle
 - Direction of travel



During A Robbery

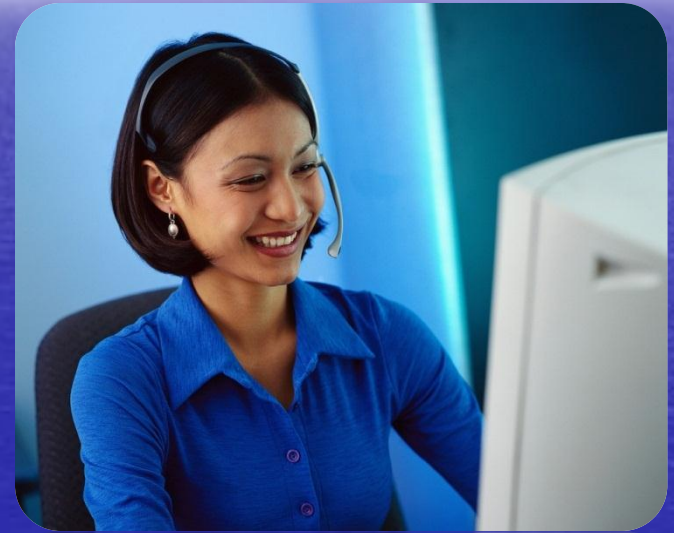
- If you have a silent alarm and can reach it without being noticed, use it. Otherwise, wait until the robber leaves.
- YOUR SAFETY IS MOST IMPORTANT
- Know your company policy and procedure practices beforehand.

After A Robbery

- After robbery occurs, call 9-1-1 immediately when safe to do so.
- Lock the doors immediately after the robber exits.
- Direct your employees not to discuss the crime among themselves or with other witnesses until they have been interviewed by law enforcement

After A Robbery

- As soon as you are out of danger, write down details
 - Location of the robbery
 - Description of the suspect(s)
 - License plate number and description of vehicle(s) used and any other occupant(s)
 - Direction of travel taken



After A Robbery



Keep the doors
locked,
allowing no
one but law
enforcement
to enter or
leave

After A Robbery

- If witnesses can't stay, get their names and telephone numbers
- Preserve all evidence (i.e., notes, fingerprints, surveillance footage etc.)
- Prevent anyone from going into areas where the robber(s) may have been

Robbery Prevention Tips

- Don't give personal information
- Keep purses and other personal valuables in lockers or locked desk drawers.
- Do not wear expensive ostentatious jewelry
- Know where robbery alarms and surveillance cameras are located.
- Place a surveillance camera behind the cash register facing the front counter.

Robbery Prevention Tips

- Vary bank deposit days and times and do not set a pattern using the same route.
- Do not use marked "moneybags" that make it obvious to would-be robbers you are carrying money for deposit.
- Have regularly scheduled robbery training including possible scenarios.
- Encourage deputies to stop by your business.

Always greet everyone immediately!

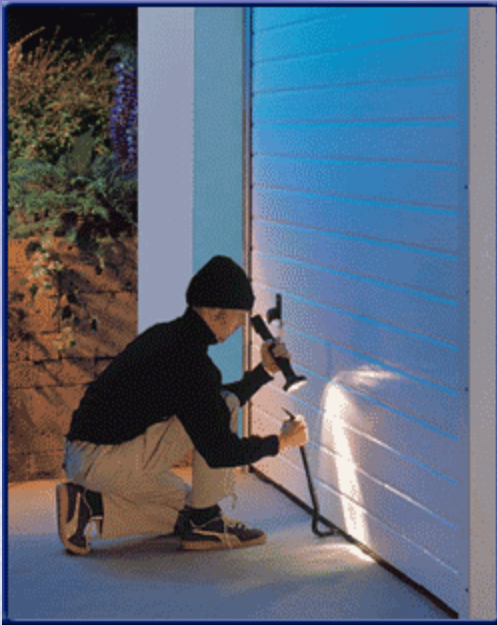
Why?



Making eye contact and asking if you can
help them...your attention can discourage
a robber

Take Care of Yourself...

- Robbery is a traumatic event
- Prepare yourself for the unexpected
- Understand that a robbery is not a normal everyday crime in low crime areas
- Use confidential counseling services to talk about the incident
- Request assistance from management if needed
- Increase your education in crime prevention



Simple Ways to Secure Your Business

Target Hardening 101





SAN DIEGO COUNTY SHERIFF'S DEPARTMENT
Crime Prevention Unit
Business Safety Series Checklist



The following checklist was created to help you identify which areas are the most vulnerable to your business. This is not designed to cover all aspects of commercial security but will assist in identifying common vulnerabilities.

Physical security of your building

- 1.) Are there good quality locks on every door and window?
- 2.) Are internal/external doors locked when left unattended?
- 3.) Do you have an alarm system?
- 4.) If yes, are your employees familiar with the operating procedures?
- 5.) Do you have good visibility outside and around the perimeter of the building?
- 6.) Do you have adequate lighting around your building during darkened hours?

Closed circuit television

- 1.) Do you have your cameras regularly maintained?
- 2.) Do the CCTV cameras cover all entrance/exits to your building?
- 3.) Could you identify a person from the recorded images on your CCTV system?

Information Security

- 1.) Do you secure all businesses documents and use passwords for all computers?
- 2.) Do you dispose personal information in a manner that protects consumers?

Visitors Access to your building

- 1.) Do all visitors report to the on duty manager?
- 2.) Are they asked to provide proof of ID and sign-in when entering?
- 3.) If no, are they given a visitors badge that looks different than an employees?
- 4.) Does your staff wear company ID badges at all times while in the building?

Communication

- 1.) Do you meet regularly with staff about security policies & issues?
- 2.) Do you speak with neighboring businesses regarding security and crime?
- 3.) Do you remind your staff to be vigilant when traveling to and from work and report anything suspicious to law enforcement?

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For More Crime Prevention Tips—Please Visit the San Diego Sheriff's Department at:
www.sdsheiff.net



**Commercial Crime
Prevention Strategies
are the key to
creating safer
business practices!**

**Review the
checklist!**



Target Hardening- Defining

- “The act of modifying a potential crime target to make it more difficult for the criminal to access.
- “In terms of home security, target hardening may also be referred to as crime prevention through environmental design. This can include ensuring all doors and windows are closed and securely locked, removing any trees or bushes that could offer suitable hiding places or could be used to climb to a higher level of the property.”

http://en.wikipedia.org/wiki/Target_hardening

Elements of “Target Hardening”

Three key elements:

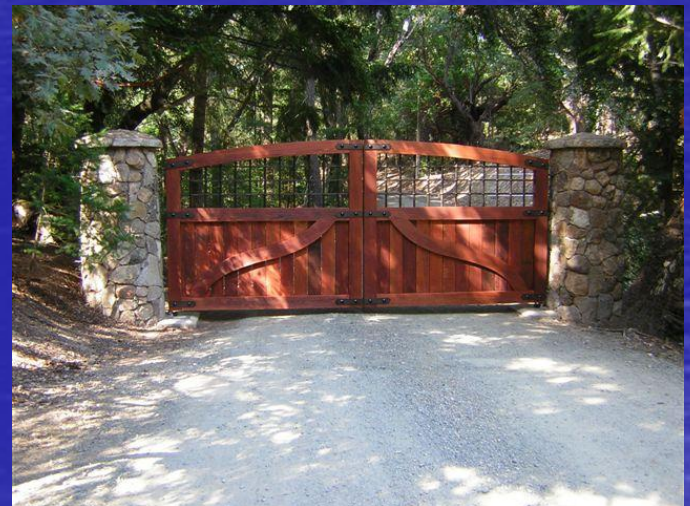
- ✓ Crime Prevention Through Environmental Design
- ✓ Access Control
- ✓ Lighting



CPTED and Principles

Crime Prevention Through Environmental Design

- Limiting access into and out of a area can deter criminal activity.
- Physical and mechanical means of access control.
- Locks, bars, and alarms



Prevention

- Use Crime Prevention Through Environmental Design (CPTED)
- Learn what your business vulnerabilities are.
- Share the safety tips you are learning today with family and friends.





- Always be alert and aware of the people around you.
- Educate yourself concerning prevention tactics.
- Be aware of locations and situations which would make you vulnerable to crime:
 - Alleys
 - Dark Parking Lots
 - Working alone at your business



Resources

- www.crimemapping.com- Crime Stats for San Diego
- www.nixle.com- Emergency alerts, important advisories, community updates, and traffic information, you receive up-to-date information impacting the areas near you by cell phone, e-mail and on the web.
- www.sdsheriff.org- Megan's Law, 10 Most Wanted, Who's in Jail, E-crime, Newsroom, Sheriff's Department information
- www.crimedoctor.com- Community Safety tips and educational facts from a private security consultant

www.sdsheriff.net




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Mission Statement:

We provide the highest quality public safety services in an effort to make San Diego the safest urban county in the nation.


RECENT PHOTOS








Welcome to the San Diego County Sheriff's Web site. I invite you to learn about the many services we provide, and hope you find the information and resources contained on this site helpful.


William D. Gore, Sheriff





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Choose an agency:

Choose a state:

**PICK ANY
STATE TO
BEGIN ➡**



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Building Safer

THE OMEGA GROUP

www.nixle.com

- Welcome to Nixle Heatherclark,
- Nixle's Community Information Service helps keep you and your family safe, informed, and connected to your community 24/7.
- With emergency alerts, important advisories, community updates, and traffic information, you receive up-to-date information impacting the areas near you by cell phone, e-mail and on the web.
- To watch a video that shows you how to make changes to your account, add additional addresses, or modify how you receive notifications by e-mail or cell phone, visit http://www.nixle.com/about_consumer.html.
- If you have not done so, please activate text message delivery to 619-261-0055 by texting YES to 888777.
- Additional questions can be answered by reading our Frequently Asked Questions page at http://www.nixle.com/consumer_faqs.html. You also can contact us by e-mail at support@nixle.com and your question will be answered within 48 hours.
- Spread the word with friends, family and neighbors! Help make your community a stronger, safer, and better place to live.
- Welcome to Nixle!

Closing Remarks

- **Safety Is Not Always Convenient**
- **Practice Good Safety Habits**
- **Stay Alert and Aware of Your Surroundings**



- **TRUST YOUR INSTINCTS**
- **HAVE AN ACTION PLAN**
- **DON'T THINK IT CANT HAPPEN TO YOU**



San Diego County Sheriff's Department

"KEEPING THE PEACE SINCE 1850"

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Encinitas Sheriff's Station,
Crime Prevention Unit





Questions?



Thank you!