

# CELEBRATE CRIME PREVENTION MONTH



**DELETE  
CYBERBULLYING!**

Don't write it!  
Don't forward it!



**The Washington Times**

McGruff the Crime Dog®

# October is Crime Prevention Month

Dear Neighbor:

Each October our nation celebrates Crime Prevention Month. What does that celebration mean to you? To your family? To your school? To your community? We at the National Crime Prevention Council (NCPC) are pleased to provide you with this supplement, a tool to help you create safer places to live, learn, and play in October and all year long. This supplement contains articles, tips, puzzles, and more that you can use to be safe at home, at school, and in your community. Use the activities inside the supplement to do more to “watch out and help out” to prevent crime.

NCPC’s National Citizens’ Crime Prevention Campaign has been the hub of crime prevention activity in our country for 27 years. NCPC has been guided in its work by America’s beloved symbol of crime prevention, McGruff the Crime Dog®. A recent survey conducted for NCPC by Harris Interactive, Inc., underscored McGruff’s relevance. Nearly three-quarters of adult Americans recognize McGruff and better than nine in ten know him once his name is mentioned. That’s proof that McGruff, since his first televised appearance in 1980, is widely recognized as the nation’s top dog of crime prevention and has maintained a strong positive image ever since.

Together McGruff and NCPC have encouraged citizens to get involved in community safety through ads on television, radio, and in the newspaper; trained law enforcement officers in crime prevention; provided teachers and students with information on how to help create safer schools; shared safety tips with millions of children through the [www.mcgruff.org](http://www.mcgruff.org) website and with millions of adults through the [www.ncpc.org](http://www.ncpc.org) website; and helped countless communities mobilize neighborhood groups and volunteers to fight crime.

Citizen involvement has played a vital role in helping communities stay safe. There is still work to be done. We know that young people are vital resources to their communities and can do a great deal to keep themselves, their homes, and their schools safe. Check out the articles and activities in this supplement and tell everyone what you know and what you – and they – can do!

Thank you for all you do to help “Take A Bite Out Of Crime®!” America needs your commitment and energy to keep it safe from crime. If you or your family needs more information about how to prevent crime and build a safer, stronger community, please visit NCPC at [www.ncpc.org](http://www.ncpc.org) or call 800-NCPC-911 to get a copy of our publications catalog.

Sincerely,

Alfonso E. Lenhardt  
President and CEO  
National Crime Prevention Council

## Stop Cyberbullying Before It Starts!

Today’s teens use technology more than ever. Most have high-speed Internet access, which they use to send instant messages to their friends, create blogs and online videos, keep personal profiles on social networking websites, share photos, and more. Many teens also have cell phones and spend hours text-messaging friends. Technology, especially the Internet, allows all of us immediate access to information, which can greatly benefit our lives. It has also provided some people with the means to exploit the innocent, commit crimes, and inflict injury on others. This technology has allowed some teens to take the bullying that thrives in school hallways into cyberspace.

Cyberbullying is using the Internet, cell phones, video game systems, or other technology to send or post text or images intended to hurt or embarrass another person. Cyberbullies victimize teens in a variety of ways.

- Forty-three percent of teens have been victims of cyberbullying in the last year.
- Nearly 20 percent of teens had a cyberbully pretend to be someone else in order to trick them online, getting them to reveal personal information.
- Seventeen percent of teens were victimized by someone lying about them online.
- Thirteen percent of teens learned that a cyberbully was pretending to be them while communicating with someone else.
- Ten percent of teens were victimized because someone posted unflattering pictures of them online, without permission.

(All statistics are from a Harris Interactive survey of teens 13 to 17 years old, commissioned by the National Crime Prevention Council).

Youth give many reasons for cyberbullying. Adults can help stop cyberbullying by learning why youth cyberbully and by teaching youth how to interact positively in cyberspace. An overwhelming majority of teens believe that youth cyberbully because they think it’s a joke, not realizing the negative impact it may have on the victim. Many teens also think that youth cyberbully because they are encouraged by friends or because they believe that everyone else cyberbullies. Dealing with cyberbullying can be difficult, but there are steps parents, educators, and other caregivers can take to prevent it. Read on to find out how.

## What If Teens Are Cyberbullied?

Despite our collective efforts to teach teens about cybersafety, they can still be victimized by youth who cyberbully. Moreover, cyberbullying can be an extension of bullying that teens are experiencing in school, and it may be more emotionally destructive. Threats and taunts posted on websites are visible throughout the world, 24 hours a day, seven days a week. Youth who cyberbully often create websites that encourage friends and classmates to make disparaging comments about another youth. Thus, teens who are cyberbullied can face constant victimization and do not have a safe retreat. Because of this, cyberbullying can elicit a strong emotional response from teens. Some teens change their daily online and offline behaviors. Over 50 percent of teens felt angry after they were cyberbullied. Roughly one-third of teens felt hurt, and almost 15 percent of teens felt scared by cyberbullying experiences.

**Eighty-one percent of youth said that others cyberbully because they think it’s funny.**

Teens use their own methods to counter cyberbullying. Many teens respond with a variety of reactions.

- Thirty-six percent asked the bully to stop.
- Thirty-four percent blocked communication.
- Thirty-four percent talked to friends about the bullying.
- Twenty-nine percent did nothing about the bullying.
- Twenty-eight percent signed offline.

**Nearly 30 percent of teens wanted to seek revenge on those who cyberbullied them.**



**Over 70 percent of teens said that being able to block cyberbullies was the most effective method of prevention.**



# Words Can Be Weapons: Why You Should Stop Cyberbullying

If you're like most teenagers, you spend a lot of time on a cell phone or instant messenger chatting with friends and uploading photos, videos, and music to websites. You may have online friends whom you've never met in person, with whom you play games and exchange messages. Your life revolves around school hallways, part-time jobs, friends' houses, and now the Internet. And bullying has followed teens online.

Cyberbullying is a problem affecting almost half of all American teens. Whether you've been a victim of cyberbullying, know someone who has been cyberbullied, or even have cyberbullied yourself, read on to see how you and your friends can stop cyberbullying and stay cyber-safe.

## How Are Teens Cyberbullied?

Being a victim of cyberbullying can be a common and painful experience. Some youth who cyberbully

- Pretend they are other people online to trick others
- Spread lies and rumors about victims
- Trick people into revealing personal information
- Send or forward mean text messages
- Post pictures of victims without their consent

When teens were asked why they think others cyberbully, 81 percent said that cyberbullies think it's funny. Other teens believe that youth who cyberbully

- Don't think it's a big deal
- Don't think about the consequences
- Are encouraged by friends
- Think everybody cyberbullies
- Think they won't get caught

## How Do Victims React?

Contrary to what cyberbullies may believe, cyberbullying is a big deal and can cause a variety of reactions in teens. Some teens have reacted in positive ways to try to prevent cyberbullying by:

- Blocking communication with the cyberbully
- Deleting messages without reading them
- Talking to a friend about the bullying
- Reporting the problem to an Internet service provider or website moderator

Many youth experience a variety of emotions when they are cyberbullied. Youth who are cyberbullied report feeling angry, hurt, embarrassed, or scared. These emotions can cause victims to react in ways such as

- Seeking revenge on the bully
- Avoiding friends and activities
- Cyberbullying back

Some teens feel threatened because they may not know who is cyberbullying them. But although cyberbullies may think they are anonymous, they can be found. If you are cyberbullied or harassed and need help, save all communication with the cyberbully and talk to a parent, teacher, police officer, or another adult you trust.

## How Can I Prevent Cyberbullying?

Teens have figured out ways to prevent cyberbullying. Follow in the footsteps of other quick-thinking teens and

- Refuse to pass along cyberbullying messages
- Tell friends to stop cyberbullying
- Block communication with cyberbullies
- Report cyberbullying to a trusted adult

You can also help prevent cyberbullying by

- Speaking with other students, as well as teachers and school administrators, to develop rules against cyberbullying
- Raising awareness of the cyberbullying problem in your community by holding an assembly and creating fliers to give to younger kids or parents
- Sharing NCPC's anti-cyberbullying messages with friends

### McGruff's the Top Dog

A recent survey conducted by Harris Interactive, Inc., for the National Crime Prevention Council to determine the relevance of McGruff the Crime Dog® has shown that nearly three-quarters of adult Americans recognize McGruff and better than nine in ten know him once his name is mentioned. That's proof that McGruff, since his first televised appearance in 1980, is widely recognized as the nation's top dog of crime prevention and has maintained a strong positive image ever since.

## What Else Can I Do To Stay Cyber-safe?

Remember that the Internet is accessed by millions of people all over the world, not just your friends and family. While many Internet users are friendly, some may want to hurt you. Below are some ways to stay cyber-safe.

- Never post or share your personal information online (this includes your full name, address, telephone number, school name, parents' names, credit card number, or Social Security number) or your friends' personal information.
- Never share your Internet passwords with anyone, except your parents.
- Never meet anyone face-to-face whom you only know online.
- Talk to your parents about what you do online.

### For More Information About Preventing Cyberbullying and Promoting Cybersafety

Keeping teens safe in cyberspace becomes even more important as new technology develops. Cyberbullying can be prevented. Talk to your teens about recognizing and preventing cyberbullying. For more information about cyberbullying, check out the following resources:

- **National Crime Prevention Council, [www.ncpc.org/cyberbullying](http://www.ncpc.org/cyberbullying):** This research study surveyed 824 teens on aspects of cyberbullying such as reasons for bullying, reactions to bullying, and effective ways to prevent bullying. The teens were middle and high school students, ages 13 to 17.

- **National Crime Prevention Council website, [www.ncpc.org](http://www.ncpc.org):** This site contains cyberbullying and Internet safety information for parents.
- **[www.wiredsafety.org](http://www.wiredsafety.org):** Wired Safety provides Internet safety information for children, teens, and adults. The website also has an important resource for parents—a downloadable translator for cyber-lingo and acronyms used by teens.
- **[www.stopcyberbullying.org](http://www.stopcyberbullying.org):** Provides relevant cyberbullying prevention and Internet safety information for parents, teachers, and police officers, as well as children and youth.
- **[www.stopbullyingnow.org](http://www.stopbullyingnow.org):** Includes information for adults regarding cyberbullying and face-to-face bullying. The site also offers information for children ages 10 to 12 regarding bullying.

# Cyberbullying Survey

1. **Cyberbullying is:**  
A. Harmless  
B. Pushing someone in the hallway at school  
C. Bullying that takes place online and through textmessages sent to cell phones  
D. Only done by girls

2. **Which of the following is *not* an example of cyberbullying?**  
A. Tricking someone into revealing personal or embarrassing information and sending it to others  
B. Creating websites to make fun of another person, such as a classmate  
C. Sending your friend a friendly message on her birthday  
D. Sending someone mean or threatening emails, instant messages, or text messages

3. **Seventy-five percent of cyberbullied teens said they knew their victimizer.**  
True      False

4. **A victim of cyberbullying may experience which of the following?**  
A. Depression  
B. High self-esteem  
C. Happiness  
D. Confidence

5. **It is a good idea to keep computers in a highly trafficked room in your house so that online activities can be monitored.**  
True      False

6. **Why does cyberbullying often seem more extreme than bullying that takes place in person?**  
A. It can be harsher. Often kids say things online that they wouldn't say in person, mainly because they can't see the other person's reaction.  
B. Kids can send emails making fun of someone to their entire class or school with a few clicks or they can post them on a website for the whole world to see.  
C. Cyberbullies often hide behind screen names and email addresses that don't identify who they are. Not knowing who is responsible for bullying messages can add to a victim's insecurity.  
D. It can seem inescapable.  
E. All of the above.

7. **Forty-three percent of teens reported being cyberbullied in the past year.**  
True      False

8. **Many teens believe that people cyberbully because they think it is funny and do not realize that there can be severe consequences to what they're doing.**  
True      False

9. **What is *not* a good way to deal with the situation if you are being cyberbullied?**  
A. Log off  
B. Talk to your parents about being cyberbullied  
C. Block communication with the bully  
D. Get revenge on the bully by spreading rumors about him or her

10. **Eighty percent of teens said that blocking communication with a cyberbully is the most effective way to prevent cyberbullying.**  
True      False

11. **What population of teens is most likely to be cyberbullied?**  
A. Girls ages 10 to 13  
B. Boys ages 17 to 25  
C. Girls ages 15 to 16  
D. Girls and boys ages 17 to 18

12. **Teens are twice as likely to talk about the incident with a friend than their parents or another adult.**  
True      False
13. **Who should prevent cyberbullying?**  
A. Kids  
B. Parents  
C. None of the above  
D. All of the above

14. **Fifty-seven percent of boys say they have never experienced cyberbullying.**  
True      False

15. **Being a victim of cyberbullying can be a common and painful experience. Some youth who cyberbully**  
A. Spread lies and rumors about victims  
B. Trick people into revealing personal information  
C. Post pictures of their victims without their consent  
D. All of the above

16. **What should you do if you see a cyberbully send a message about someone else?**  
A. Laugh and forward it to your friends  
B. Ask them to not send the message  
C. Write a similar one  
D. Nothing

17. **Where can you learn more about cyberbullying?**  
A. www.mcgruff.org  
B. www.ncpc.org  
C. www.teenchat.org  
D. A and B

18. **If you are a victim of cyberbullying, you should report it to a trusted adult.**  
True      False

19. **How can you help spread the word about preventing cyberbullying?**  
A. Don't read anything about cyberbullying  
B. Share NCPC's anti-cyberbullying message with friends  
C. Joke about cyberbullying with your friends  
D. All of the above

20. **Only one in ten teens told their parents when they were cyberbullied.**  
True      False

21. **What are some ways to stay cybersafe?**  
A. Never post or share personal information online (full name, address, phone number, school name, parents' names, credit card number, Social Security number, passwords, etc.)  
B. Never meet anyone face-to-face whom you only know online  
C. Talk to your parents about what you do online  
D. All of the above

22. **For which organization does McGruff the Crime Dog® work?**  
A. Council of Crime  
B. National Crime Prevention Council  
C. D.A.R.E  
D. National Police Department

23. **Nearly 20 percent of teens had a cyberbully pretend to be someone else in order to trick them online, getting them to reveal personal information.**  
True      False

24. **How can parents help their kids prevent cyberbullying?**  
A. Provide no supervision when their kids are on the Internet  
B. Give their kids ideas on how to cyberbully  
C. Communicate online rules and responsibilities to teens and enforce rules with tangible consequences  
D. None of the above

25. **If the cyberbullying involves threats and harassment or frequent cyberattacks, tell your parents and talk to the police to ensure your safety.**  
True      False

# What Parents Can Do About Cyberbullying

Parents and caregivers have a responsibility to help keep youth safe online. In order to do this, parents have to be aware of the types of activities youth are engaged in online and teach teens about cyber-ethics, responsibility, and Internet safety.

Parents can:

- Talk with teens about some of the risks and benefits posed by the Internet
- Share examples of inappropriate incidents that can happen online, which teens may view as harmless or normal (e.g., a stranger initiating a conversation with a teen regarding pictures the teen has posted of him or herself online)
- Learn what their teens are doing online and keep track of their online behavior
- Visit websites that teens frequent (such as social networking sites) to see what teens encounter online
- Tell teens never to give out personal information online (including their names, addresses, phone numbers, school names, or credit card numbers)
- Let teens know that they should never arrange a face-to-face meeting with someone they meet online
- Communicate online rules and responsibilities to teens and enforce rules with tangible consequences
- Keep computers in a highly trafficked room in the house where online activities are hard for teens to hide
- Teach youth about cyberbullying and let them know that engaging in cyberbullying is unacceptable
- Explain that youth who cyberbully sometimes bully because they have a feeling of anonymity and a lack of accountability; however, cyberbullying is harmful and can have negative consequences
- Explain that youth who cyberbully aren't always anonymous; they can be traced, located, and punished if the bullying becomes harassment

Parents can help teens prevent cyberbullying.

- Teach teens not to respond to cyberbullies. Show them how to block the bully's messages or to delete messages without reading them. (Blocking and deleting messages/contacts may be executed differently through websites, instant messengers, or email providers. For help, contact the site/software administrators.)
- Tell teens that they should never try to seek revenge on a bully or cyberbully.

True/Answer Key: 1.C 2.C 3.True 4.A 5.A 6.E 7.True 8.True 9.D 10.True 11.C 12.True 13.D 14.True 15.D 16.B 17.D 18.True 19.B 20.True 21.D 22.B 23.True 24.C 25.True

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## Parents

- Let teens know that they can report bullying incidents to Internet service providers (ISPs) and website moderators. These groups may be able to control some of the bully's Internet capabilities. More than half of the teens surveyed thought that moderators of online groups should be used to prevent cyberbullying incidents.
- Remind your teens to keep their passwords a secret from everyone except you.
- Tell your teens that it's not their fault if they become victims of cyberbullying, but it is important for them to tell you if they are victimized. Assure them that you will not revoke their Internet privileges if they are cyberbullied. Some teens don't disclose cyberbullying incidents to parents because they fear that their Internet privileges will be taken from them. Speak openly with your teens about cyberbullying.
- Help teen victims keep a record of bullying incidents. This will be helpful if the actions escalate and law enforcement needs to intervene. If the cyberbullying involves threats and harassment or frequent cyber-attacks, call law enforcement to ensure your teen's safety. Remember that cyberbullying incidents sometimes end violently. If you are unable to prevent cyberbullying, it is important to stop it as soon as possible.

## You Can Help McGruff Prevent Crime!

A safer America is everyone's business! Your contributions make it possible for McGruff® to help Americans "Take A Bite Out Of Crime®." For 27 years, McGruff has been serving communities like yours across America. His messages have motivated millions through public service ads, training events, publications, websites, and more.

And you can help! There are many ways that you can contribute to the National Crime Prevention Council (NCPC) and help McGruff "Take A Bite Out Of Crime®." You can participate in NCPC's direct-mail campaign or give through NCPC's website, [www.ncpc.org/about/support-ncpc](http://www.ncpc.org/about/support-ncpc). If you or someone in your family is a federal employee, a member of the military, or a postal employee, then you are eligible to participate in the 2007 Combined Federal Campaign (CFC). The CFC gives you the opportunity to donate to a charitable organization and help support its important mission.

Please consider making a contribution to support McGruff (CFC #10854) and his efforts to help law enforcement protect children and youth, mobilize neighborhood volunteers, educate the public on crime prevention basics, and respond to emerging crimes such as identity theft and Internet crimes against children. Thank you for your support! For more details on NCPC and McGruff, visit [www.ncpc.org](http://www.ncpc.org).

# Schools Tackle New Cyber Responsibility

Cyberbullying is an online scourge and, sadly, it is becoming common—even at our schools. According to a survey carried out by Harris Interactive for the National Crime Prevention Council, 43 percent of middle and high school students reported that they had been cyberbullied in the last year.

Cyberbullying is very much a school problem. It creates a climate of fear and hostility that permeates the school. Students who have been threatened or humiliated online or who live in fear of the next hostile text message or email have difficulty focusing on academics or participating in school activities. Schools must put policies and practices in place that make students feel safe and respected.

Schools can deal with cyberbullying three ways: through prevention, through counseling, and through discipline. Discipline for cyberbullying may include turning dire threats or incidents over to law enforcement. Prevention and counseling, which frequently involve parents, are the preferred courses of action. It's better for everyone if the problem is addressed and stopped before it becomes serious.

Schools can't protect the children they teach from every incident of cyberbullying that takes place on campus, but they can give it a good shot. One way is to offer courses that address computer safety topics, including the whole range of cyber issues that kids deal with, from Internet ethics to cyberbullying to identity protection. But teaching a course is just one proactive step that schools can take. The others include:

- Letting kids help parents, teachers, and administrators draft a policy on cyberbullying that includes what's allowed, what isn't, and what the tangible penalties for cyberbullying will be.
- Working with the kids to finalize the policy so that it meets the school's needs.
- Having the kids write and sign a pledge not to cyberbully. (See the Internet Safety Pledge for younger kids—it's at <http://mcgruff.org/files/InternetSafetyPledge.pdf>.)
- Holding a forum for kids and their parents to talk together about the problem.

Educators should note that the Harris Interactive survey shows that kids place minimal value on what they hear about cyberbullying at school assemblies and other large gatherings.

Schools also need to consider whether they want to put limits on technology. Cell phones and BlackBerries can be a distraction, and there's really no need for kids to have the devices turned on during school hours. Kids have calculators already and don't need the ones in their handheld devices. Some parents want their child to have one for the trip to and from school. If that's the case, the child can keep it in her locker until school is out.

Counseling is another way that schools may address cyberbullying. The issue sometimes merges with discipline and even ends up with referrals to law enforcement in extreme cases. Counseling is a school responsibility, because even cyberbullying that takes place off campus will have an effect on kids who come to school. Cyberbullying can affect the victim's attendance, grades, and



self-esteem and breed a climate where anger and retaliation, including physical violence, can percolate. All schools want to encourage a culture of respect, not fear.

The degree to which schools will themselves counsel the bullies and victims or refer the matter to the children's parents may depend on the threat and its degree of severity. One way schools may be able to alleviate some cyberbullying is to designate one school official—perhaps the school resource officer or the counselor—to be the point person on cyberbullying, someone students troubled by cyberbullies can go to for help.

Sometimes things do get out of hand, however, and schools need to intervene.

- Threats of violence to a student, school personnel, or school property
- Repeated insults or intimidating comments that cause fear for a student's safety
- Comments intended to cause harm because of race, religion, or some other aspect of identity
- The sharing of photos that invade someone's privacy
- Communications that are sexually explicit or obscene

In such cases, schools should act immediately to guard the safety of the threatened student or school personnel. When making their decision, however, other experts say schools need to keep the bullying student's First Amendment rights in mind. They may need to prove later in court that the cyberbullying behavior was having an impact on the operation of the school, e.g., that attendance or safety of a student or teacher would have been affected if they hadn't acted.

Dealing with cyberbullying is no easy task. Our schools and teachers have their work cut out for them. But with the support of parents and well-defined steps for prevention, they may be able to help protect our kids and ensure that schools remain safe places to learn.

# Taking Community Action

Educators, law enforcement officers, and community leaders can help prevent cyberbullying and promote safe and responsible Internet use throughout their communities by implementing the following tips.

Law enforcement officers can:

- Stay up-to-date on cybersafety issues and laws
- Learn about the technology teens use and the social networking sites that they frequent
- Find out the protocol to follow in order to contact social networking sites to have cyberbullying site profiles removed
- Speak with students, parents, and educators about some of the dangers that are present on the Internet, and promote cybersafety
- Talk to school officials about creating an enforceable anti-cyberbullying policy on school grounds

Community leaders can:

- Organize a cybersafety forum or community discussion that involves students, parents, educators, local law enforcement officers, city and school officials, and local technology companies
- Sponsor an Internet safety awareness day for kids to learn about safe Internet use
- Provide information to parents, educators, and law enforcement officers about how teens use the Internet, what websites teens frequent, how to contact site moderators and ISPs if teens are cyberbullied, and when to contact law enforcement regarding a cyberbullying situation
- Work with school technology departments to make sure that teens are being cybersafe

Everyone in your community can help raise awareness about cyberbullying and take preventive action against this ever-growing problem.

# What Are Social Networking Websites Doing About Cyberbullying?

These days, kids and teens alike are constantly connected to each other and their worlds. They are able to keep in touch and communicate anytime, from anywhere, using cell phones, instant messaging, and the Internet. Lately, social networking websites have become very popular as well, and many teenagers have joined these online communities to share the details of their lives with others. These social networking websites, such as Myspace.com and Facebook.com, allow people to post blogs, upload music and videos, and send messages back and forth. These services provide teens with their own personal space on the web and they can be a fun way to keep in touch with friends. Unlike other free web services though, social networks emphasize relationships between people. Social networking sites make it easy for teens to link their web pages to their friends' web pages and leave messages for one another. These sites give teens a chance to express themselves and to keep in touch. Unfortunately, as it becomes more and more common for teenagers to join these online social networks, the problem of cyberbullying, or bullying online, has become more common as well.

Half of all American teenagers have experienced cyberbullying to some degree. A cyberbully uses the Internet, cell phones, or other devices to send or post text or images intended to hurt or embarrass another person. Many teens think that cyberbullying is funny or okay because they don't like the victim. Cyberbullies might think that what they're doing is not a big deal. In fact, it's a very serious problem, and teens who have been cyberbullied often feel angry, hurt, embarrassed, or scared afterward. Some teens may feel threatened because they do not know who is cyberbullying them. As Chris Moessner, research director of Youth and Education Research at Harris Interactive explains, "Cyberbullying hurts just as hard as the physical punch from Brutus and most youth don't know how to stop the cyberbully."

The social networks are concerned about cyberbullying. No major social networking site wants cyberbullies to ruin their community. In the terms of service statements of Facebook, Xanga, MySpace, and myYearbook, you can find rules against harassing, impersonating, and

invading the privacy of other users. The sites also offer ways to report "objectionable content," which cyberbullying is. For example, on Facebook, each profile has a link to "report this person," which allows users to anonymously report objectionable profiles. MySpace has a similar link at the bottom of each page and even lists "Cyberbullying" as a reason to report a profile.

Some services also try to educate their users about the problem of cyberbullying. MySpace, for example, has posted NCPC's anti-cyberbullying public service announcements on its safety tips page. They also link to NCPC's cyberbullying tips for teens on the page, so that teens can find advice about how to handle a cyberbully. Xanga has a safety section on its website with advice from WiredSafety.org, an online safety organization, with advice about privacy and cyberbullying as well.

You have the power to stop cyberbullies! As a user of these websites, you are on the front lines in the battle to stop cyberbullying.

- If you are a teenager and you come across a cyberbullying message, do not pass it along or forward it.
- If a friend passes along a message that could hurt or embarrass someone else, tell your friend to stop.
- If you get a message yourself, block the person who sent the message from contacting you in the future. If you're not sure how to do that, check the "frequently asked questions" section of the social network you use. After you've blocked the user, don't delete the bullying message. Instead, save everything that you've been sent and tell an adult you trust, such as a parent or a cool teacher. That way, if you need to, your trusted adult can help you contact the authorities.
- Whatever you do, don't cyberbully back! The best way to stop a cyberbully is to make him or her disappear.

If we all refuse to participate in cyberbullying, perhaps we can make the entire problem disappear. In the meantime, find out what your specific social networking website is doing to prevent cyberbullying.

# YOVA Site Leads Fight Against Bullying

In the past three years, thousands of teens have participated in the Youth Outreach for Victim Assistance (YOVA) project, a joint effort of the National Crime Prevention Council and the National Center for Victims of Crime, which is funded by the Office for Victims of Crime, Office of Justice Programs, U.S. Department of Justice. YOVA has mobilized 60 teams of youth and adults in 32 states to create campaigns to reach out to teens with information about victimization and sources of help for teen victims. YOVA youth have directly helped more than 60,000 young people through presentations, sociodramas, outreach events, and brochures that they created, and millions more have seen or heard a public service announce-

ment created by YOVA teens.

YOVA sites are selected through a competitive application process. Each site forms a team of youth and adults who work together to design and implement campaigns to educate teens in their communities about such topics as dating violence, bullying, hate crimes, and assault.

YOVA recently concluded its third year of success. Bullying has been, and continues to be, one of the most talked about topics by YOVA teens and their groups. One site, at the Phillip Martin Taylor School of Discipline in Walterboro, SC, reached out to local schools and held a series of events on bullying. (The Phillip Martin Taylor School of Discipline is an

after-school program dedicated to the advancement of individuals, families, and children through the guiding principles of discipline and community service.) The following is a glimpse of how the Phillip Martin Taylor YOVA group promoted awareness of programs against bullying.

Eight members from the School of Discipline site who take part in the Wade Hampton High School (Greenville, SC) YOVA group developed the "Friendship Beats Bullying" campaign for elementary students at Ben Hazel Primary School in Hampton, SC, as a part of its outreach project. The School of Discipline participants developed skits and discussions to teach

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## YOVA

the Ben Hazel third graders how to recognize and prevent bullying. They made their presentation on April 27, 2007.

After the presentation, the Ben Hazel third graders were asked to create posters to promote the "Friendship Beats Bullying" campaign. The YOVA team judged the posters and awarded prizes for the top designs. At a ceremony on May 18, Phillip Martin Taylor, Cornelius Hamilton, the youth coordinator at the School of Discipline, Terry Sanders of the YOVA project, and Ben Hazel Principal Bonnie Wilson presented awards to Neausiah Bowers, Michael Payne, and Autumn Lee-dom for their outstanding posters.

"The students really enjoyed working with the project and we look forward to participating next year," said Wilson. According to Cornelius Hamilton, "The Ben Hazel students accepted the challenge and responded well. Principal Wilson and her third grade staff did a wonderful job; they went the extra mile to make this happen. The vision of YOVA has been fulfilled and will continue to prosper. I am so proud of the students at Wade Hampton High School; they spent many days after school and on weekends promoting the campaign."

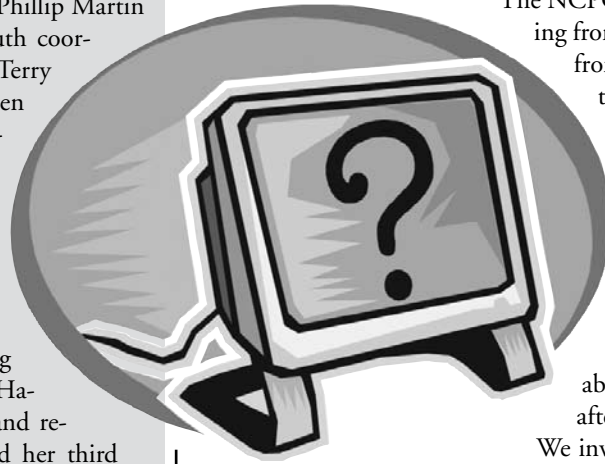
As YOVA embarks on its fourth year, teens continue to be victimized by crime at alarmingly high rates; they are twice as likely as adults to become victims of violent crime. We at the National Crime Prevention Council understand that our mission "to be the nation's leader in helping people keep themselves, their families, and their communities safe from crime" encompasses numerous components, especially the protection of children and youth. With such a mission, and a program such as YOVA, children and youth are afforded the opportunity to prepare and develop a brighter tomorrow while enriching their personal lives as well.

For more information visit: [www.ncvc.org/tvp](http://www.ncvc.org/tvp).

- **McGruff is a widely recognized figure among adults. Nearly three-quarters (73 percent) recognize him simply by looking at his picture. Better than nine in ten (94 percent) know him once his name is mentioned.**
- **Those who said they knew McGruff by his picture could also correctly identify his name (77 percent unaided), profession (78 percent identified him as a "crime fighter"), and slogan (89 percent were aware of "Take A Bite Out Of Crime®").**

## Tell Us What You Think at NCPC's Blog

Last year, NCPC launched the nation's first crime prevention blog, Prevention Works, hoping to keep up with evolving technology and to bring our message of safety and crime prevention into the 21st century. After joining the ever-expanding online community of bloggers, we have been able to reach new audiences and initiate passionate, interactive discussion like never before.



The NCPC blog features the latest news and ideas in crime prevention. Each posting from NCPC staff members emphasizes how to keep prevention at the forefront of the fight to make neighborhoods and communities safer from all types of crime. Some of the topics that have been discussed this past year include incarceration, rehabilitation, school safety, drug abuse, data theft, fraud, and identity theft. Our audience is invited to join in the discussion and comment on each particular posting. Often a reader's comment on a posting will spark interest and generate discussion among other readers.

"We want Prevention Works to be a place where people can come for the absolute latest information about crime prevention," says blog writer Brandon Bryn. "We want people to be thinking and talking about how these crimes can be prevented rather than dealing with them after the fact."

We invite you to comment on any post if you have something to add, have a different opinion, or have a question you'd like answered. All comments are reviewed before they are posted in order to avoid spam and profane comments, but NCPC is committed to posting and responding to your comments as soon as it's possible.

So join our online community and become involved in our daily discussions of strategies, best practices, and legislation that concerns the safety and well-being of us all. Let your voice be heard. Visit NCPC's blog, Prevention Works, at [www.ncpc.org/blog](http://www.ncpc.org/blog) today.

## Staying Safe Online

Staying safe online isn't very different from staying safe in the real world. Let's take a look at how you can apply the safety tips that you already know to your online activities.

- **Beware of strangers**—When you're outside with your friends, you wouldn't talk to a stranger who stopped his car next to you. Be just as cautious online. It's even easier for someone online to pretend that he or she is someone that he is not. When you're online, only talk to people who you know and be sure never to agree to meet someone in person whom you've only met and chatted with online.
- **Protect your identity**—In school, you don't let other people use your name. Take the same precautions online. Make sure to protect your name, address, phone numbers, and credit card information when you are online. You never know, someone might like your identity better than their own!
- **Install locks**—At home you lock your doors and windows. Do the same with your computer. Make sure that you or your parents have installed a security suite that contains anti-virus, anti-spyware, and firewall software, and keep it up-to-date. By using this software, you can keep unwanted people like hackers and cyber-thieves out.
- **Too good to be true**—When you're watching TV, you'll often see commercials advertising a miracle weight-loss drug. Often these claims are too good to be true. Companies and individuals use the Internet the same way. Be sure while you're online that you stay away from deals that seem fishy. Only provide personal information to sites you've contacted and after you've determined they are legitimate and the connection secure.
- **Show others the respect you deserve**—You've been taught to treat others with respect, whether it's at school, while playing a sport, or at the dinner table. It shouldn't stop when you go online. Be respectful of others. If you wouldn't say it in person, why say it online?
- **Expensive free stuff**—Free stuff is great, if it really is free. Online you're inundated by things that seem to be free—free software, free ring tones, free email, free screensavers, and the list goes on. Oftentimes when you download the free items, you're also downloading malicious software that can harm your computer, track your every keystroke, and report back to thieves about every move and every transaction you've made. Those thieves can then take your money or even assume your identity.
- **Keep your parents in the loop**—When you're going out with friends you let your parents know who you'll be with and when you'll be home. Do the same online. Talk to your parents about things you see and do online. Ask them for help if you don't know how to do something and let them know if someone is bothering you online.

Parents, ask your children to show you some of the sites they visit regularly, including their social networking pages. By being involved, you can keep an eye out for your kids, physically and virtually. For more information about online safety or to get more information about these topics, visit [www.bytcrime.org](http://www.bytcrime.org) and [www.ncpc.org](http://www.ncpc.org).

# Cyber Safety Crossword Puzzle

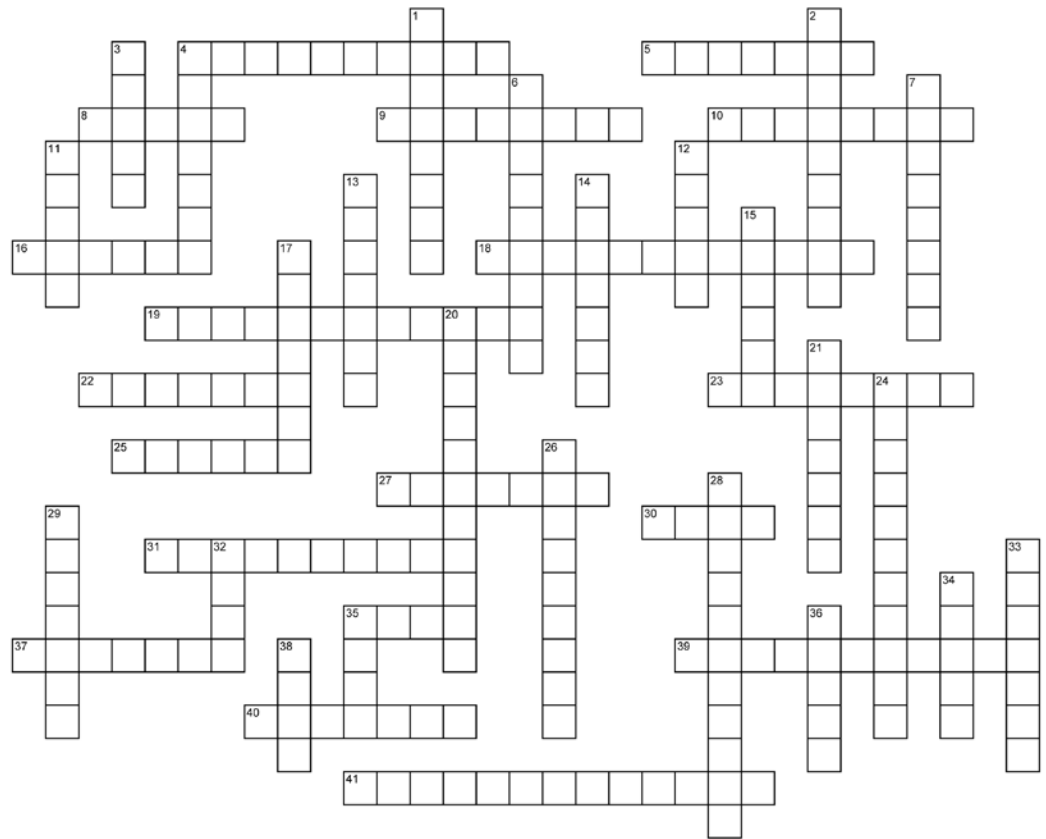
## ACROSS

- 4 If you have your parents' \_\_\_\_\_ to order something over the Internet, go directly to the company's website.
- 5 Delete cyberbullying. Don't write it. Don't \_\_\_\_\_ it.
- 8 \_\_\_\_\_ communication with cyberbullies.
- 9 Be a good cyberfriend—don't send emails or instant \_\_\_\_\_ written by a friend to anyone else.
- 10 Never enter an area that charges for \_\_\_\_\_ without getting your parents' permission.
- 16 Not everyone \_\_\_\_\_ minds his or her manners.
- 18 Cyberbullying can have serious \_\_\_\_\_.
- 19 Talk to a trusted adult if you or someone you know is being \_\_\_\_\_.
- 22 Girls are more often \_\_\_\_\_ of cyberbullying than boys—51 percent to 37 percent.
- 23 If you have any questions about what is legal or illegal \_\_\_\_\_ on the Internet, talk to an adult.
- 25 Some of the things you do on the

- computer may seem okay to you but they are actually \_\_\_\_\_.
- 27 Make social networking site pages \_\_\_\_\_ and only invite people you know to view them.
- 30 Today's technology is a wonderful \_\_\_\_\_ but you must know how to use it safely.
- 31 \_\_\_\_\_ your computer when you're not on the Internet.
- 35 Beware of emails that are trying to \_\_\_\_\_ you something.
- 37 Spread the word and share NCPC's anticyberbullying \_\_\_\_\_ with friends.
- 39 Email is a great way to \_\_\_\_\_ with friends.
- 40 Take time to show your \_\_\_\_\_ what you do online.
- 41 Using the Internet, cell phones, or other technology to send or post text or images to hurt or embarrass another person is called \_\_\_\_\_.

## DOWN

- 1 Make sure that your family has installed a \_\_\_\_\_ to keep your computer safe from hackers.
- 2 Cyberbullying can be \_\_\_\_\_. Know how to stop it before it starts.
- 3 Don't open emails or messages from someone who you know is a \_\_\_\_\_.
- 4 Never send a \_\_\_\_\_ of yourself to anyone on the Internet without your parents' permission.
- 6 Use hard-to-guess \_\_\_\_\_ and keep them secret—even from your friends.
- 7 Refuse to pass along cyberbullying \_\_\_\_\_.
- 11 Eighty percent of teens cyberbully because they think it is \_\_\_\_\_.
- 12 Filesharing could be used by others to infect your computer with a \_\_\_\_\_ or to look at the files on your computer.



www.CrosswordWeaver.com

- 13 \_\_\_\_\_ The Crime Dog® urges you to be cybersmart and stay cybersafe.
- 14 If you open a suspicious email by \_\_\_\_\_, don't click on the links or download the files that came with it.
- 15 Never agree to meet face-to-face with someone you've met \_\_\_\_\_ without discussing it with your parents first.
- 17 Don't pass along joke emails or chain letters, as they may contain \_\_\_\_\_.
- 20 If you encounter someone online who is unpleasant or hostile, log off \_\_\_\_\_.
- 21 It is important for you to understand the \_\_\_\_\_ you could encounter on the Internet and how

- to avoid them.
- 24 Never give out your name, address, telephone number, password, school name, parents' names, pictures of yourself, credit card numbers, Social Security number, or any other personal \_\_\_\_\_ to others online.
- 26 Don't share access to your computer with \_\_\_\_\_.
- 28 Be careful when \_\_\_\_\_ files or shopping online. Use trusted sites only.
- 29 Nearly 20 percent of teens had a cyberbully \_\_\_\_\_ to be someone else in order to trick them online and get them to reveal personal information.
- 32 Teach other teens about keeping \_\_\_\_\_ on the Internet.

- 33 Never try to seek \_\_\_\_\_ on a cyberbully. Don't do to her what she did to you.
- 34 Don't open an \_\_\_\_\_ from someone you don't know. It may contain a virus.
- 35 If you receive offensive material or threatening emails, \_\_\_\_\_ the offensive material, tell your parents, and contact your Internet service provider and your local law enforcement agency.
- 36 Always follow your school's \_\_\_\_\_ and policies about Internet use.
- 38 Never say anything in a \_\_\_\_\_ room that you wouldn't say in public.

(Answers on page 14)

## Do You Know Your Internet Terminology?

Match the terminology on the left with the correct definition on the right. The answers appear below, but do the game first!

### Internet Terminology

- Personal information
- Cyberbullying
- Phishing
- Bulletin board
- Chat room
- Virus
- Pharming
- Blogs
- Social networking
- Netiquette
- Password
- Intellectual property

### Definitions

- A secret word that only you and your parents know
- An online diary or journal posted on the Internet
- Using the Internet, mobile phone, or other technology to harass others
- Correct or respectful behavior on the Internet
- Legal rights to certain types of information, ideas, or other intangibles in their expressed form held by authors, inventors, and others
- A place to connect and talk with others
- Your name, address, phone number, password, the name of your school, or other data that relate specifically to you in real life
- A category of Internet applications to help connect friends, business partners, or other individuals together using a variety of tools
- Criminal activity using such techniques as pretending to be a trustworthy person or business to obtain sensitive information such as passwords and credit card details by using email, instant messaging, or phone contact
- A place on the Internet to post information
- A hacker's attack that aims to redirect a website's traffic to another (bogus) website in order to get identifying information from a user
- A hidden program that can damage your computer

Answers: 1.G 2.C 3.I 4.J 5.F 6.L 7.K 8.B 9.H 10.D 11.A 12.E

Chat with jeniweni18

I've got a funny picture of her in the locker room. I'll forward it 2U.

Hang on.

Delete cyberbullying.

Don't write it.

Don't forward it.

NO ONE'S UGLIER THAN A CYBERBULLY

WWW.NCPC.ORG

Ad Council NATIONAL CRIME PREVENTION COUNCIL



Crime Prevention Sudoku Puzzle

Are you a fan of Sudoku? Then, try this special crime prevention version! Instead of numbers, use these nine friends of McGruff® and Scruff®.

- (1) Scruff

(2) Bobo

(3) Ludy
- (4) Leander

(5) Phil

(6) Eleanor
- (7) Andy

(8) Patrice

(9) Emily

- Here are the rules!
- (1) Each cell on the Sudoku board must be filled with one of the nine friends.

(2) You can use a friend only once in each row, in each column, and in each three-by-three box.

(3) A completed puzzle will have each friend listed once in each row, column, and box with no repeats.
- (Answer grid on page 14.)

Patrice			Phil	Leander	Emily			Ludy
		Andy			Bobo	Emily		Eleanor
	Phil	Ludy			Scruff		Patrice	Bobo
Phil			Eleanor			Ludy	Bobo	Leander
Eleanor				Andy	Ludy		Emily	
Bobo	Ludy	Patrice		Emily		Eleanor		
	Emily		Patrice		Leander	Andy		
		Phil	Emily	Ludy		Patrice	Leander	Scruff
Ludy	Patrice	Leander	Scruff				Eleanor	

Match Your Cybersmarts With McGruff!

Find these words relating to cybersafety. They can be top-to-bottom, bottom-to-top, left-to-right, right-to-left, and diagonal in any direction.

- CRIME

CYBERCRIME

DON GRAF

EMAIL

FRIEND

GANG

MCGRUFF

OCTOBER

ONLINE

PARENT

PERMISSION

PLAY
- PREVENTION

SAFE

SAFETY

SECURITY

SCRUFF

SHIELD

TEEN

TWEEN

TRUST

WEB

WEBSITE

F	T	R	U	S	T	Y	A	L	P	Y
C	N	W	C	A	H	T	W	E	E	N
Y	E	O	R	F	R	I	E	N	D	O
B	R	N	I	E	D	R	E	E	S	I
E	A	L	M	T	O	U	Q	L	N	S
R	P	I	E	Y	N	C	D	I	D	S
C	D	N	N	C	G	E	N	A	F	I
R	A	E	P	N	R	S	V	M	F	M
I	N	M	A	C	A	A	X	E	U	R
M	C	G	R	U	F	F	Z	M	R	E
E	E	T	I	S	B	E	W	A	C	P
D	R	E	B	O	T	C	O	G	S	R

Thirty-two States Pass Anti-Bullying Laws

School safety is a key issue facing America today. Bullying and cyberbullying are two topics that have been at the forefront of school safety in recent years. Young people say that bullying is one of their biggest problems. In fact, 52 percent of students report being bullied at least once a week. This negatively affects the victims and the bullies as well as the kids who witness bullying and the school environment as a whole. Although bullying was once considered a rite of passage, parents, educators, and community leaders now recognize that bullying is a devastating form of abuse that can have long-term effects on youthful victims, robbing them of self-esteem, isolating them from their peers, causing some to drop out of school, and even prompting health problems, suicide, and school shootings.

- The states in red have passed anti-bullying laws.
- Alaska

Arkansas

Arizona

California

Colorado

Connecticut

Delaware

Georgia

Idaho

Indiana

Illinois
- Iowa

Kansas

Louisiana

Maryland

Maine

Minnesota

Mississippi

New Hampshire

New Jersey

Nevada

Ohio
- Oklahoma

Oregon

South Carolina

Rhode Island

Tennessee

Texas

Virginia

Vermont

Washington

West Virginia

- The following nine states are currently taking anti-bullying legislative action.
- Hawaii

Kentucky

Massachusetts

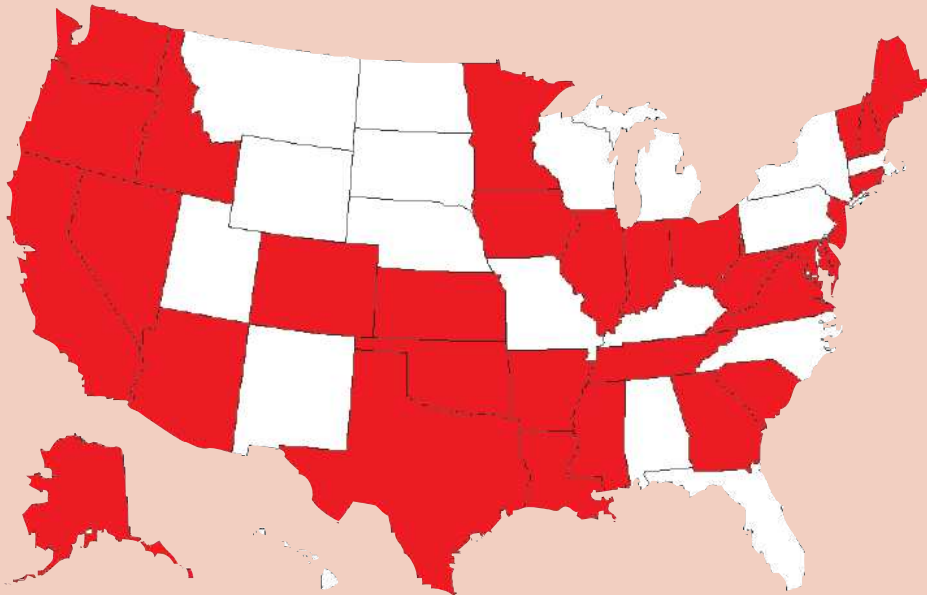
Minnesota

Michigan
- Nebraska

New York

Pennsylvania

Utah



# Protect E-gadgets From Thieves

E-gadgets connect us, entertain us, help us keep track of things, and help us stay organized. Millions of cell phones, MP3 and other music and information players, flash drives, laptops, and personal digital assistants are sold each year across the nation. Features grow and multiply, much to the delight of avid users.

Meanwhile, these e-gadgets are prime targets of thieves. It seems like no place or person is immune. Middle and high schools, college campuses, and public transportation systems across the country all report increases in thefts, due largely to increases in gadget thefts. Thieves who break into motor vehicles frequently target e-gadgets and laptops. Burglars grab them for personal use or for resale.

Here are just a few examples. The University of Utah crime report for July 2006, listed 18 thefts and five burglaries. Nine of the 18 thefts involved e-gadgets; three of the five burglaries involved e-gadgets. A high school Crimestoppers list documented 41 incidents of theft during the school year, of which 21 involved e-gadgets. Boston University's campus safety office issued a crime alert in February 2007 about a rash of stolen laptops that had been left unsecured.

Most e-gadget theft isn't even reported. School security personnel suggest that many of the e-gadget thefts—whether it's a music player heisted from an unsuspecting subway rider or a cell phone stolen out of an unattended purse or gym bag—are never even reported to police or school authorities.

There is no question that many of these gadgets are stolen so that the thief can use them. But there is also a high likelihood that criminals are using the Internet to turn these gadgets into cash. "Used" i-Pods are listed in auctions for \$200 or more; cell phones are sold "unlocked" (i.e., programmable with a new number) for as little as \$35; "used" laptops can bring in \$50 to \$800 online.



How can we prevent these thefts? High-tech solutions available commercially, and free or inexpensive low-tech solutions can be effective.

- *Know what you own.* Keep a readily available record of the make, model, serial number, date and place of purchase, and other relevant data (e.g., receipt, number of downloaded songs) for all your e-gadgets. Make sure the list includes items owned by each member of your family.

- *Mark it.* Your name or some other identifier can be placed on the casing. Some firms sell hard-to-remove labels that may even provide tracking numbers.
- *Password-protect it.* If your e-gadget has a password feature, use that feature. Don't make the password something obvious, such as your name.
- *Secure it.* If it's not on your person or under your direct control, lock it up out of sight. If the e-gadget is in a purse, briefcase, or backpack, make sure the zippers or latches are closed.
- *Watch it.* If the e-gadget is in your gym bag, purse, briefcase, or backpack, assume the thief will look there. Remember that it only takes a minute or two of your inattention for the thief to act, so watch these portable containers carefully.
- *Don't make it obvious.* Police reports have suggested that white earbuds are seen by thieves and pickpockets as a dead giveaway that the wearer is connected to an iPod or similar device. Flashing your e-toys in public areas draws unwanted attention to you and them.
- *Don't lend it unless you're prepared to lose it.* Your friend may be well-meaning, but it's your gadget, your tunes, your ringtones and photos, and your electronic phone book that are lost.
- *Investigate anti-theft devices.* These devices include steel-cable "leashes" that secure the item to your clothing or backpack, cradles or "cages" that make the items bulky (and supposedly more difficult to steal), tracking systems that can help identify your goods or even locate them, and products that freeze the system or emit loud noises if they are not disarmed properly.
- *If an e-gadget is stolen, report it.* Your report could help define a pattern that might catch the thief.

## Keep Your Identity to Yourself

Last year, more than one-third of the more than 600,000 consumer complaints to the Federal Trade Commission (FTC) were on just one of the dozens of consumer issues it tracks—identity (ID) theft. A federal survey released in 2005 documented that in a six-month period, 3.6 million U.S. households were victimized by identity theft. Yet this crime is still very much underreported to police. Of all those who contacted the FTC in 2006 about identity theft, six out of ten had not notified the police.

What is identity theft and why is it a worry for all of us? Put simply, identity theft (sometimes identity fraud) covers all the types of crime in which someone wrongfully obtains and uses another person's personal data in a way that defrauds or deceives, usually for economic gain or advantage.

But isn't it against the law now? Yes, in many areas, including federally, the laws are much clearer that the victim of the identity fraud, not just those who mistakenly issued credit or sold goods, can file a criminal com-

plaint. However, that is not going to stop thieves.

How is the stolen information misused? Based on victims' reports, seven out of ten incidents involve one (or more) of the following: credit card fraud, telephone/utilities fraud, bank fraud, employment-related fraud, fraud involving government documents, or loan fraud. This means the identity thief can steal not once but dozens of times in dozens of different frauds using your good name, good credit, and good standing. And sadly, a significant number of the thefts are committed by someone known to the victim—a friend or family member.

How does it happen? Identity thieves may steal outgoing bill payments and hijack the accounts to their addresses, take bills and receipts out of your trash, steal mail from unsecured "out" boxes in offices, steal wallets or purses, take vital records and other identity documents during burglaries, or "pretext" (use public information about you to pretend to be you, so they can further their theft). Thieves also use computers,

sending fraudulent prize notifications, fake warnings about identity theft or record-keeping problems, or mail that looks like it's from your bank but actually feeds your information to the thief's website.

How do you stop it? There are several simple strategies.

- *Check your credit reports periodically.* It's free if you visit [www.annualcreditreport.com](http://www.annualcreditreport.com). Other sites may charge or demand a long-term contract. Visit [www.ftc.gov](http://www.ftc.gov) for information on securing and reviewing these reports.
- *Make sure outgoing mail goes out.* Put mail in a U.S. Postal Service box or use a post office.
- *Use a locked mailbox for incoming mail at home, with a deposit slot in it if appropriate.*
- *Don't let mail pile up if you're away.* Get a trusted friend or neighbor to hold it, or ask the post office to hold it.
- *Beware of too much information about life events.* Thieves can use personal news announcements to gain financial information on people at times

see **IDENTITY**, page 11



# Identity

when they least expect it. It is possible to obtain personal identifiers (such as Social Security numbers) online, so don't announce dates of birth of deceased persons, dates of marriage, or similar information in the public media. Make sure to notify the Social Security Administration and all three credit bureaus of deaths.

- *Protect your electronic transactions* at ATMs, with debit cards, and the like. Make sure that people behind you (even several feet away) can't see you enter your password. And protect those credit cards. Don't leave them out when you're at home.
- *Consider using a secure online site to pay bills.* Banking institutions often offer this service at little or no cost.
- *Only use your credit card online if (1) you initiate the transaction and (2) the site is secured* (generally noted by "encrypted" and/or "secure socket layer" and https:// in the website address).
- *Don't hand out personal information over the telephone* to someone trying to "update" your records. Demand that they put the request in writing.
- *Know when bills and financial statements normally arrive in the mail.* If they don't show up on time, call to find out what happened. An identity thief may be the problem. Always check all statements for errors or entries you don't recognize.
- *Shred documents that have any personal or financial information* rather than just putting them in the trash. Cross-cut shredding is best.

Is all this important? You bet. In fact, ignoring the possibility of identity theft means you may be betting your financial reputation, your clean criminal history record, your mortgage, or your retirement savings. Victims spend weeks or months and hundreds (even thousands) of dollars restoring their good names and reputations after their identity has been stolen.

What if it happens? Report the theft or fraud immediately to local police (bring an identity theft affidavit with you from [www.ftc.gov](http://www.ftc.gov); notify all three major credit bureaus (Experian, Equifax, and TransUnion), and notify all your banking institutions and credit card issuers. Keep records of all the calls you make (and whom you spoke with), all the correspondence you send, and all the bills and statements that reflect possible problems.

For much more information, visit the National Crime Prevention Council at [www.ncpc.org](http://www.ncpc.org) and view *Preventing Identity Theft: A Guide for Consumers*, or call the NCPC Fulfillment Center at 800-NCPC-911 to order copies of that publication. (The first copy is free; the second and other copies are \$0.25 each. Shipping charges apply.)

- **McGruff was correctly identified with his parent organization (National Crime Prevention Council) by more than six in ten adults (61 percent).**

# New From NCPC! Crime Prevention Month Action Kit 2007–2008:

## Protecting Children and Youth From Crime

Protecting children and youth from crime is one of society's most important priorities. One of the best ways to do this is to teach kids sound crime prevention habits and encourage them to share these habits with friends, family, and their entire peer group. *Protecting Children and Youth From Crime* provides strategies and materials to help youth learn how to protect themselves from crime, such as identity theft and teen dating violence, as well as how they can share these strategies with their community with crime watches, workshops, mentoring programs, and service-learning projects.

This year's kit, which is in a 12-month calendar format (November 2007–October 2008), includes reproducible brochures, information on McGruff® licensed products, and an extensive list of crime prevention-related websites to be used in everyday outreach, newsletters, targeted media campaigns, and public service announcements. To order a copy, call 800-NCPC-911 and ask for Item K21E. Single copies are free; bulk copies are \$2 each.



## It's a Dog's Life – and Very Cool!

Sgt. Steve Parker, a long time wearer of the McGruff costume, remembers the first day he saw an animated dog in a trench coat urging TV viewers to "Take A Bite Out Of Crime®." "This is cool," he thought. He wondered what it would be like to make a costume out of the character he saw on TV. He brought the idea up with the sheriff. The sheriff's first reaction was, "What?" But Sgt. Parker, who had been trained as a ventriloquist since he was 10 years old, persuaded him that it would be a good idea. "If you can make it work," said the sheriff, "go ahead!"

Sgt. Parker has come a long way from appearing in a costume made of papier-mâché. This year, Sgt. Parker made his 5,000th appearance as McGruff at the Iowa Crime Prevention Association's annual conference, where he was awarded a Lifetime Achievement Award in Crime Prevention. He has taken McGruff's messages of crime

see **DOG'S LIFE**, page 12

## Internet Safety Survey & Service Project Examples

Fill out the following survey on Internet safety. Ask your friends to take the survey and compare answers.

If you think Internet safety is an issue affecting you and your peers, you can develop a service project to address the issue. Gather a small group of friends and create a similar survey and pass out the survey to all the students in your grade (maybe during home room or first period). Ask students to answer honestly and tell them that you are collecting information on Internet safety issues in your school. Collect the forms and tally the results.

What should you do after you have collected this information? Here are some suggestions for some service projects. Share the results of your survey with your school newspaper or local newspaper, radio station, or television station. You can also select a topic from the survey and create a skit and perform it during an assembly or create posters providing solutions to some of the Internet safety issues in your school.

	1 Never	2 Once a month	3 Once a week	4 Daily	5 Several times a day
1. My parents check my email account(s)					
2. My parents check my online history					
3. My parents check my cell phone call history					
4. I have provided a false identity online					
5. Someone who has communicated with me has turned out to have a false identity					
6. I have spread rumors about someone else online, by email, or text messaging					
7. Someone has spread rumors about me online, by email, or text messaging					
8. I have sent threatening or cruel emails, instant messages, or text messages to someone else					
9. I have received threatening or cruel emails, instant messages, or text messages from someone I knew					
10. I share my personal information online, by email, or text messaging					

## Dog's Life

prevention to many states across the nation and even as far as New Zealand, though most of his appearances have been local.

He's spent almost half of his life connecting with communities as McGruff and loves doing it. "One of the nicest honors you can ever receive is to get a chance to be able to portray McGruff," he says. Adults and kids alike come up to McGruff to hug him, shake hands, high five, or, as is more often the case these days, bump fists. Parents often come up to tell him about meeting McGruff when they were young. It gives Parker a warm, fuzzy feeling to be part of such a worldwide crime prevention team.

"The minute that head goes on," says Parker, "I'm not Steven Parker anymore; I'm McGruff the Crime Dog."

Parker has used McGruff to talk about a host of crime prevention issues. In the early days, the focus was Neighborhood Watch. In the mid-80s, he spent a lot of time as McGruff promoting the Users Are Losers program. He's also portrayed McGruff for NCPC's Teens, Crime, and the Community program, and for campaigns promoting bike safety, anti-vandalism, and stranger danger awareness. Parker has had the opportunity to appear as McGruff in parades, on a fire truck with Sparky the Fire Dog, with Smokey Bear, and for the Buckle Up America campaign with the crash-test dummies Vince and Larry. He has also thrown the first pitch at baseball games, rung the bell at NASDAQ in New York City, and appeared on several national morning television news programs as McGruff.

Parker has found that McGruff is beloved by Americans of all ages. Parker recalls a grandfather who approached him saying, "Do you know how effective you are as McGruff?" The man went on to tell Parker that while looking after their granddaughter one day, his wife collapsed. Their granddaughter immediately called 9-1-1. When asked how she knew to call 9-1-1, she said that she had learned what to do from McGruff.

Sometimes Parker uses the McGruff puppet with younger children, which gives him a chance to use his training in ventriloquism. He finds that younger children respond well to the McGruff puppet, although high schoolers love it too. Parker says that kids are more likely to remember something said by McGruff than by him.

Parker has received many honors for his work promoting crime prevention messages while portraying McGruff. One of his favorites was meeting Jack Kiel, the official voice and creator of McGruff the Crime Dog. In 2005, Parker was picked to succeed Kiel in the Next McGruff Voice contest at the 7th National Conference on Preventing Crime in Washington, DC. He will take over from Kiel when he retires. Parker has also won the Mac Gray Award and the Iowa Crime Prevention Practitioner of the Year award earlier this year. He serves with the Crime Prevention Unit of the Des Moines County Sheriff's Office in Burlington, IA.

For Sgt. Parker, being able to portray McGruff is one of the most rewarding things he's ever done. "I can't thank NCPC enough that someone had a vision to take a mascot and turn it into a national icon," he says. "It's taught me that we can really make a difference in our communities." Parker says he plans on portraying McGruff well into his own retirement. "I never get tired of being McGruff," he says.

## McGruff Club Engages Kids

For more than 25 years, McGruff the Crime Dog® has been teaching Americans about preventing crime and staying safe. Now, McGruff® is engaging children in a new way through McGruff Club. The National Crime Prevention Council created McGruff Club in 2006 to educate children (ages 6 to 10) about what they can do to stay safe, prevent crime and violence in their communities, and take part in projects designed to make their communities safer.

The goals of McGruff Club are to

- Educate children on ways they can ensure their personal safety and security
- Engage children in service projects designed to make their communities safer
- Raise children's awareness of McGruff as a trusted source of information on how to stay safe from crime
- Teach children about what they can do to prevent crime and violence in their communities
- Foster positive relationships among children, law enforcement officers, and other community members

McGruff Clubs gather children at least once a week for 45 minutes to identify their safety concerns, share tips about how to stay safe, plan service projects, and celebrate those projects. All McGruff Club kids learn about safe and unsafe neighborhoods, conflict management, bullying, and dangerous situations in their neighborhoods. McGruff Clubs address additional issues based on the concerns of the children; these may include diversity, Internet safety, guns and other weapons, and home safety. After being introduced to the program and its components, a McGruff Club facilitator deemed it to be, "Great. Fantastic." The facilitator went on to say, "It's a new concept to learn and implement. It'll provide a solid foundation toward the future of our students—not only as students, but also as productive citizens."

Children who participate in McGruff Club receive a membership kit that includes letters from McGruff, activity sheets, and other McGruff the Crime Dog items. Club members also receive exclusive access to McGruff Club web pages, featuring special games and activities. Adults who facilitate McGruff Club get a kit containing various publications and resources from the National Crime Prevention Council. The kit provides facilitators with the information they need to lead McGruff Club activities and engage children in service projects.

Through McGruff Club, children become engaged in their communities and learn about safety while having fun with their friends and the adults who care for them. McGruff Club facilitators feel positive about the program. A facilitator in New Mexico exclaimed, "The [McGruff Club] curriculum is an excellent program that will have a positive impact on students' emotional well-being."

McGruff Club is currently in its second pilot phase. NCPC is working with a number of Boys & Girls Clubs across the country, as well as a school district, in this pilot. NCPC plans to expand McGruff Club so that children throughout the United States can participate.

For more information about McGruff Club, email [mcgruffclub@ncpc.org](mailto:mcgruffclub@ncpc.org) or call 202-466-6272.

**"Great. Fantastic." The facilitator went on to say, "It's a new concept to learn and implement."**

**"The [McGruff Club] curriculum is an excellent program that will have a positive impact on students' emotional well-being."**





# McGruff Timeline

## 1980

- McGruff the Crime Dog® is born.
- The U.S. hockey team defeats the heavily favored Soviet Union to win the gold medal at the Winter Olympics.
- Mothers Against Drunk Driving (MADD) is formed in California.
- The Crime Prevention Coalition of America is formed.

## 1981

- Fifty percent of all U.S. adults have either seen or heard at least one of McGruff's PSAs.
- The music television channel MTV debuts on August 1st.

## 1982

- The National Crime Prevention Council (NCPC) is formed.
- McGruff House® Program is launched in Utah.
- *E.T.: The Extra-Terrestrial* is released.

## 1983

- McGruff appears in *Sports Illustrated*, *U.S. News and World Report*, and *USA Today*.
- Drug Abuse Resistance Education (D.A.R.E.) program is launched.

## 1984

- McGruff stamp is released.
- The Federal 21 Minimum Drinking Age Law is signed by President Reagan.
- McGruff tackles the issue of child protection with new PSAs.
- *The Cosby Show* debuts and is the most popular show on television.
- The first portable CD players are sold.

## 1985

- New PSAs promote teens as resources in the fight against crime.
- Nintendo Entertainment Systems is released in United States.

## 1986

- McGruff talks to ABC TV's *Webster* about coping with bullies.

## 1987

- Ninety percent of all Americans recognize McGruff and his slogan, "Take A Bite Out Of Crime®."
- U2's "Where the Streets Have No Name" hits No. 1 on the Billboard Hot 100.

## 1988

- *The Together for a Safe Campus* kit encouraged crime prevention and community building on U.S. colleges and university campuses.
- NCPC mails 80,000 McGruff Masks to kids doing their part to prevent drug abuse.

## 1989

- McGruff Truck® program launched in Utah.
- Berlin Wall falls.

## 1990

- McGruff celebrates his 10th anniversary.
- Study shows that 90 percent of the American public believes they have a role in preventing crime.
- *The Simpsons* debuts in January.

## 1991

- A toll-free number to obtain brochures on crime prevention, 800-WE-PREVENT, is set up.

## 1992

- The "Children Draw What They See, and What They See Is a Crime" PSA is launched.
- A record 25.2 million people took part in the 9th National Night Out on August 4th.

## 1993

- McGruff's nephew, Scruff®, is born.
- The Unete A La Lucha Contra El Crime campaign addresses Spanish-speaking Americans.

## 1994

- AmeriCorps, the year-round national service program, is launched in September.
- NCPC and the Turn Off the Violence Coalition urged people to turn off violent television programs, music, movies, and videos for Turn Off the Violence Day on October 27th.
- Sony's Playstation is launched.

## 1995

- NCPC addresses youth and gun violence.
- Unete A La Lucha Contra El Crime campaign broadcasts PSAs with Latino celebrities.
- DVDs were invented by Sony Corp. and Philips International, Inc.

## 1996

- McGruff helps out at the Centennial Olympic Games in Atlanta, GA.
- Tupac Shakur dies; Notorious B.I.G. dies the following year.

see **TIMELINE**, page 14

**Don't forget that even though you can't see a cyberbully or the bully's victim, cyberbullying causes real problems. If you wouldn't say it in person, don't say it online. Delete cyberbullying. Don't write it. Don't forward it.**

- Seventy-nine percent of teens recognize McGruff without being prompted with his name. When prompted with his name, 92 percent of teens recognize McGruff.



TIMELINE

1997

- Peter, Paul, and Mary sing, “Where Have All the Children Gone” for a PSA on gun violence.
- NCPC begins the Investing in Youth for a Safer Future initiative.
- Microsoft Corp. acquires Hotmail.com.

1998

- Don Graf® and his nephew Escraf® are born in Chile and Chileans learn to Dale un Mordisco a la Delincuencia® (“Take A Bite Out of Crime”).
- The National Citizens’ Crime Prevention Campaign receives a record-breaking \$128 million in media support.
- NCPC’s website, www.ncpc.org, is launched.

1999

- McGruff in 3-D addresses bullying.
- NCPC’s website for children, www.mcgruff.org, is launched.
- The National Citizens’ Crime Prevention Campaign’s website, www.weprevent.org, is launched.
- Fifteen die in Columbine High School shooting on April 20th.

2000

- McGruff’s 20th Anniversary Tour.

2001

- On September 11th, two planes were crashed into the World Trade Center towers in New York City, a third into the Pentagon in Virginia, and a fourth crashes in Shanksville, PA; nearly 3,000 people died or were reported missing.
- NCPC launches the “United for a Stronger America” campaign, featuring Ed McMahon in PSAs promoting Neighborhood Watch and safer communities.

2002

- McGruff Network debuts.
- McGruff is featured on school lunch trayliners in elementary schools.
- NCPC releases new print and television PSAs on hate crime.
- NCPC’s “Invest in Youth for a Safer Future” campaign’s “Boy Band” TV spot and “What Do You Want To Be Labeled As” print ads receive the Mercury Awards’ Silver Award.

see TIMELINE, page 15

Crime Prevention Coalition of America: United in the Fight Against Crime

NCPC’s Crime Prevention Coalition of America (CPCA) has more than 400 member organizations including national, state, federal, and community-based groups that focus on aspects of crime prevention as varied as youth development, preventing domestic violence, preventing substance abuse, promoting workplace safety, Neighborhood and Block Watch, and more. CPCA members include government agencies, private and nonprofit organizations, educational institutions, the business community, and the faith community. The Coalition’s goal is to provide a link between all these varied organizations in their fight to prevent crime.

The guiding principles of the Coalition, known as the 10 Action Principles, are

- 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 CPCA strengthens the growing crime prevention community by providing training, networking opportunities, and crime prevention resources. Some benefits of joining the Coalition include subscriptions to helpful publications such as the *CPCA E-Bulletin*, *NCPC’s Catalyst*, and discounts on other NCPC publications; training and technical assistance on trends in crime prevention, organizational development, and resource development; and access, as well as first rights to localize public service advertising from the National Citizens’ Crime Prevention Campaign, which gave us McGruff the Crime Dog®.

Crime, violence, and substance abuse problems can’t be left to law enforcement alone to fix—we’re all responsible for the safety and health of our neighborhoods, communities, states, and nation. When Americans come together and work with law enforcement to address the causes of crime, we can have a greater impact on creating safer places to live.

**How To Join?** Is your organization working to make your community a safer, more caring place, in which to live? Then, join the Crime Prevention Coalition of America by downloading the membership application at: [www.ncpc.org/cms/cms-upload/ncpc/file/CPCA%20APPLICATION.pdf](http://www.ncpc.org/cms/cms-upload/ncpc/file/CPCA%20APPLICATION.pdf) or by calling 202-466-6272.

• Kids are very likely to listen to McGruff’s advice. Eight in ten (80 percent) acknowledge that they would be “likely,” “very likely,” or “extremely likely” to listen to his advice on important crime prevention issues.

Sudoku and Crossword Answers

Patrice	Eleanor	Bobo	Phil	Leander	Emily	Scruff	Andy	Ludy
Leander	Scruff	Andy	Ludy	Patrice	Bobo	Emily	Phil	Eleanor
Emily	Phil	Ludy	Andy	Eleanor	Scruff	Leander	Patrice	Bobo
Phil	Andy	Emily	Eleanor	Scruff	Patrice	Ludy	Bobo	Leander
Eleanor	Leander	Scruff	Bobo	Andy	Ludy	Phil	Emily	Patrice
Bobo	Ludy	Patrice	Leander	Emily	Phil	Eleanor	Scruff	Andy
Scruff	Emily	Eleanor	Patrice	Bobo	Leander	Andy	Ludy	Phil
Andy	Bobo	Phil	Emily	Ludy	Eleanor	Patrice	Leander	Scruff
Ludy	Patrice	Leander	Scruff	Phil	Andy	Bobo	Eleanor	Emily

Cyber Safety Crossword Puzzle

Solution:



# TIMELINE

## 2003

- NCPC is named one of nation's 100 best charities by *Worth!* magazine.
- McGruff trading cards debut.
- Tom Anderson and Chris DeWolfe create MySpace.com.

## 2004

- McGruff makes his film debut in the final scene of the movie *Mystic River*.
- McGruff makes his first appearance in the Macy's Thanksgiving Day Parade.
- McGruff and the "Jenny" PSA are featured on VH-1's *I Love the '80s Strikes Back*.

## 2005

- McGruff celebrates his 25th anniversary.
- PSAs starring Kelly Ripa air on television teaching parents to "spot the clues" that their child is being bullied.
- Crime prevention dioramas are placed in nine U.S. airports, including Newark, Denver, Chicago, and Orlando.

## 2006

- McGruff Club debuts and educates children ages 6 to 10 on how to stay safe and make their communities safer.
- McGruff teaches seniors how to protect themselves from telemarketing fraud.
- NCPC surveys 800 children and youth on cyberbullying and how to prevent it.

## 2007

- Cybercrime campaign is launched.
- Cyberbullying campaign is launched.

• **Of those who recognized McGruff by his picture alone, 72 percent know his name, and 70 percent correctly associated him with his job as a crime fighter.**

• **Teens, though notorious for not listening to authority figures, would listen to McGruff. Seven out of ten (69 percent) would be "likely," "very likely," or "extremely likely" to listen to his important information, tips, or advice.**

# National Crime Prevention Association Debuts

The National Crime Prevention Association (NCPA) of the National Crime Prevention Council provides national resources to enhance and promote crime prevention and personal development by promoting information sharing, education, and professional camaraderie. The NCPA offers training courses that run the gamut from physical security to loss prevention to credit card protection. Classes are offered in person, online, and through computer-based learning. The NCPA seeks to bring together a multidisciplinary array of members including law enforcement officers, crime prevention practitioners, those in the banking and finance industry, hospital personnel, campus crime prevention officers, port and harbor security personnel, and more. For more information, please contact Shaun Campbell at [scampbell@ncpc.org](mailto:scampbell@ncpc.org) or 202-261-4153.

## NCPC Resources for the Technology Age

NCPC always tries to keep an eye on emerging crime trends. We recognize that criminals will adapt to almost any situation to pull off their scams and that law enforcement must constantly try to keep up with criminals' deceitful tactics. It's a constant competition to stay a step ahead of con artists and thieves, particularly with the increased use of technologies like cell phones and the Internet.

The Internet offers criminals a new kind of access into peoples' homes and personal lives and it affords criminals a certain anonymity that can be useful in taking advantage of unsuspecting victims. They prey, stalk, bully, and exploit peoples' trust online, sometimes to gain personal information about their victims, which they then use to commit other crimes like fraud and identity theft.

NCPC saw identity theft as an emerging crime trend years ago and has been warning people of the risks ever since. Today, identity theft continues to be one of the fastest growing crimes in America, with about nine million cases each year, according to the Federal Trade Commission.

One of the easiest ways to access our crime prevention resources is at [www.ncpc.org](http://www.ncpc.org). There, you will find a wealth of information regarding technology and Internet safety. Our website offers specialized content about cybercrimes such as identity theft, telemarketing fraud, cyberbullying, and cyberstalking.

You can find most of our crime prevention brochures in the publications section of our website. The brochures cover a variety of topics from technology to school safety and Neighborhood Watch. The brochures are free to download, and you may print and reproduce them for your own use. Many of these helpful brochures also offer space to add your own group's name and contact information. They are a wonderful way to increase awareness of crimes and to spread crime prevention tips throughout your community. Also in the publications section, you will find the full-text publications that are available online. There, under the topic of fraud, you will find some of our most popular and comprehensive publications available to download, including *Preventing Identity Theft* and *Seniors and Telemarketing Fraud 101*.

Under the Newsroom section of our website, you will find all of the current campaigns: Cyberbullying, Senior Fraud, Bully Prevention, Identity Theft, Internet Safety, and Neighborhood Involvement. Each campaign page contains information and tips specific to the topics, as well as the TV and radio PSAs that we have produced. You can actually listen to the advice of McGruff the Crime Dog® and watch the TV PSAs from your home computer!

NCPC's "Take A Bite Out of Cyber Crime" campaign rallies millions of computer and digital device users in the battle against the continual growing plague of computer viruses, worms, spam, spyware, phishing, identity theft, and online predators. Visit [www.bytecrime.org](http://www.bytecrime.org) for useful information about preventing cybercrime, related news and events, and an exclusive publication, *Mind What You Do Online*, featuring McGruff the Crime Dog.

Finally, you can also browse our website for information by audience. There are particular sections of our website dedicated to kids, teens, parents, seniors, and law enforcement. Clicking on the Kids section will redirect you to our children's website, [www.mcgruff.org](http://www.mcgruff.org). There, children will find lots of great advice from McGruff about issues such as Internet safety and cyberbullies, as well as fun games and other interactive content. Teens will also find information about cyberbullying in the Teens section of the website, and parents will find helpful information about Internet safety and social networking websites in the Parents section.

There is plenty on [www.ncpc.org](http://www.ncpc.org) that will help you keep yourself and your family safe from the threat of cybercrime. As technology continues to have an impact on our daily lives, we will need to adapt in order to keep up with criminals who would exploit the same technology for their own gain. We should not let scammers and thieves detract from our online experience, and we need to stay vigilant to stay safe. The Internet is a vast, ever-changing landscape, and just as we would do on the streets, we must be aware of our surroundings and the dangers that are out there.



# Take A Bite Out of Crime Online.™



Keep your name, address, phone number, school name or an adult's credit card number to yourself.

Don't agree to go meet someone you met online without discussing it first with your parents.

Stay out of chat rooms unless your mom or dad says it's okay.

Don't open e-mails that are from people you don't know. Delete them. And don't go to links for sites that you don't recognize.

Tell your folks or another trusted adult if you see anything online that makes you uncomfortable. Save the info so an adult can report details to the CyberTipline (800-843-5678 or [www.cybertipline.com](http://www.cybertipline.com)).

TAKE A BITE OUT OF  
**CRIME**

Crime Prevention Coalition of America  
U.S. Department of Justice

For more tips on Internet safety visit [www.mcgruff.org](http://www.mcgruff.org)