



QUICK FACTS About the National Crime Prevention Council

The National Crime Prevention Council (NCPC) founded in 1982, is the nation's nonprofit leader in crime prevention. For 356 years, our recognizable icon McGruff the Crime Dog® has delivered crime prevention tips that empower citizens individually and collectively to keep themselves, their families, and their communities safe from crime. NCPC has four strategic goals to help realize its mission.

Promote Crime Prevention

NCPC, with a network of 10,000 crime prevention professionals; national, federal, state local organizations; and local and state law enforcement agencies, local community groups, foundations, and corporate partners, makes an impact on personal and community safety.

Every October, NCPC celebrates **Crime Prevention Month** with new partners, products, and initiatives to keep prevention top of mind.

More than 45,000 people connect with NCPC through Facebook, Twitter, and YouTube. In 2014, NCPC introduced its Internet radio series on the Social Network Station where we connect with more than 36,000 listeners each month.

NCPC.org is NCPC's main website. It provides visitors with up-to-date crime prevention news and information on all of the agency's programs, trainings, and publications. The site features the *Prevention Works* blog, commenting on the latest trends in crime prevention.

Partner With Government, Law Enforcement, the Private Sector, and Communities to Prevent Crime

NCPC serves as the national voice promoting state and local crime prevention efforts.

The **National Crime Prevention Association (NCPA)** is a membership association for crime prevention practitioners. NCPA administers a national certification program for crime prevention practitioners and public safety professionals to set and sustain standards for crime prevention expertise. The only national certification program of its kind, the National Crime Prevention Specialist program was developed through a grant from the Department of Justice, Bureau of Justice Assistance.

NCPC delivers **training and technical assistance** tailored to the needs of agencies, communities, and others engaged in crime prevention. NCPC offers basic and advanced courses to include Campus Crime Prevention, Crime Prevention Through Environmental Design, Addressing Abandoned and Foreclosed Properties, and Gang Violence Prevention.

NCPC's **online Public Training Academy** is the first of its kind specifically dedicated to crime prevention professionals, practitioners, and volunteers. The NCPC Training Academy channel features a wide variety of crime prevention topics such as Neighborhood Watch, senior safety, and basic crime prevention. The channel offers subscribers training courses, RSS feeds, videos, podcasts, and downloadable materials 24/7, in addition to correspondence with other trainees and practitioners.

Celebrate Safe Communities is crime prevention done the right way – local people working with local law enforcement to address local issues. Celebrate Safe Communities spotlights communities' crime prevention efforts, enhances public awareness of vital crime prevention and safety messages, and recruits year-round support for ongoing prevention activities that keep neighborhoods safer from crime and prepared for any emergency.

Protect Children, Youth, and Other Vulnerable Populations

Through a variety of materials, programs, education campaigns, curricula, and websites, NCPC enables families and communities to create safe environments for children, youth, and other vulnerable populations.

The Living Safer, Being Smarter Campaign provides young adults, ages 18 to 24, with resources to prevent crimes that are relevant to their age group (e.g., first credit card, first apartment). The project includes a national education campaign, publications, a high school information toolkit, and a college campus curriculum.

The **Circle of Respect**[®] is a national initiative that engages and challenges children, young people, adults, families, and communities to promote a culture of respect to manage conflict and prevent criminal behavior.

Be Safe and Sound in School works with school administrators, parents, law enforcement, and the local community to address safety and security concerns. Data-driven plans and customized solutions enhance physical security and create a social climate of respect.

McGruff Club introduces children to McGruff the Crime Dog and engages kids in positive and instructive activities. The curriculum combines lesson plans with website activities and McGruff readers to teach young children how to stay safe.

Community Works is a comprehensive law-related, crime prevention curriculum for middle school youth. It combines education with projects to teach teens how to make themselves and their communities safer.

McGruff.org is a fun website for children with interactive games, stories, and webisodes that teach children how to identify and avoid potentially dangerous situations.

“If you see the signs, you can stop the crimes,” is the premise behind our consumer awareness messages to help **senior citizens**, their families, law enforcement, and other advocates learn strategies to reduce financial exploitation and elder abuse (physical or

emotional).

Anticipate and Respond to Emerging Crime Trends

NCPC continually monitors trends in crime prevention to ensure its work is appropriate, relevant, and on target.

Our **Intellectual Property (IP) Theft** campaign, launched at The White House, raises awareness about counterfeit and pirated products. The real consequences of this crime include increased gang and organized criminal activity, economic loss, and life-threatening harm to consumer health and safety.

NCPC and Canon U.S.A. collaborated on a campaign to raise awareness about the dangers of **Counterfeits**. The campaign promotes consumer safety around intellectual property (IP) theft and safety concerns related to counterfeit power accessories.

The **Safe Firearms Storage** campaign calls for current and potential owners to store their firearms safely and never to let their guns get into the wrong hands. The campaign also asks firearms owners to report any lost or stolen firearms to local law enforcement immediately.

The **Safe Firearms Transfer** campaign is to remind firearm owners that selling a firearm safely is a key part of an overall firearms safety strategy and to educate about the benefits of using a Federal Firearms Licensee when selling a firearm.

Our **Mortgage Fraud** campaign keeps the dream of homeownership from becoming a nightmare. The campaign provides prevention resources to help current and potential homeowners. Consumer awareness is the first step in preventing mortgage fraud. Victims and their advocates receive their own set of tools to help them recover from mortgage fraud.

NCPC is protecting prospective buyers of used vehicles through public education to encourage buyers to obtain a vehicle history report before they buy a car. The Bureau of Justice Assistance-funded **National Vehicle Title Information System** is the only vehicle history database in the nation to which all states, insurance carriers, and junk and salvage yards are required by federal law to report vehicle history information on a monthly basis.