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NCP C

National Crime
Prevention Council

I N F O R M A T I O N



TAKE A BITE OUT OF
CRIME

PRESERVATION PHOTOCOPY

The National Citizens' Crime Prevention
(McGruff) Campaign is substantially funded by
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PRESERVATION PHOTOCOPY

To enable people to prevent crime and build safer, more caring communities.

PRESERVATION PHOTOCC

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THE AMERICAN LEGION

EDITION

McGruff[®]

SAFE KIDS I.D. KIT

A Fun Way To Family Safety

INCLUDES A FUN
SAFETY MAZE AND
FINGERPRINT INK

TAKE A BITE OUT OF
CRIME



BACKGROUND/HISTORY

The American Legion recently voted to establish a Safe Kids Communities program. The National Executive Committee of The American Legion officially passed a Resolution outlining the details of this national program.

The Legion's national program uses the McGruff Safe Kids Identification Kit as its centerpiece. Local Legion Posts will distribute The American Legion edition of the kit at no charge to children and their parents across the country.

The Legion family has committed to an all-out effort using its extraordinary assets:

- * More than 15,500 Posts in every part of the nation and 11,000 Auxiliary Units
- * More than 3 million members
- * More than 2 million auxiliary members

The immediate goal for the Legion family is to distribute 5 million kits by the end of 1996, with millions more in the following years. The Legion seeks to put this educational product into the hands of children all ages 4 - 12 during the next five years. The Legion will work closely with local law enforcement, schools, and other community organizations to achieve this goal.

The McGruff Safe Kids Identification Kit is a 10 page interactive booklet for kids and their parents. The booklet presents simple and effective crime prevention tips in a fun and upbeat manner. There is a safety maze, an emergency number card, and a non-toxic fingerprint kit complete with a personal identification section.

The McGruff Safe Kids Identification Kit is a product of Boerner Inc., under license from the National Crime Prevention Council. The royalties from this licensee help fund the public service advertising of the National Citizens' Crime Prevention Campaign, which features McGruff the Crime Dog.



The American Legion Fact Sheet

The American Legion is the nation's largest veterans organization with 3 million members. It is a federal corporation chartered by Congress in 1919 as a patriotic, mutual-help and community-service organization of honorably discharged war-time veterans of World War I. Membership now includes veterans of World War II, Korea, Vietnam, Lebanon and Granada, Panama and Desert Storm. Any honorably discharged, war-time veteran is eligible to join. Both men and women veterans have been eligible to join The American Legion since it was first chartered.

There are 15,000 American Legion Posts, organized into 55 Departments across the U.S. and in several foreign countries. Each Department has its own constitution and holds an annual convention of delegates from Posts within its jurisdiction. The American Legion's National Headquarters is in Indianapolis, Ind., with additional offices in Washington, DC.

The leader of The American Legion is the national commander. Elected each year at the National Convention, the national commander serves a one-year term and is not eligible for re-election.

While the primary concern of The American Legion is veterans care and benefits, the organization also operates many community service programs.

Among its youth programs, The American Legion sponsors American Legion Baseball, The American Legion National High School Oratorical Contest and American Legion Boys State and Boys Nation. In addition, The American Legion has sponsored the Boy Scouts of America since 1919 to help achieve patriotic attitudes in youth. Today, The American Legion sponsors more than 2,500 Scout units serving over 66,000 young people.

The American Legion is dedicated to improving America through involved and committed volunteerism. Legion members donate more blood than any other identifiable organization in the country. In 1994-95, Legionnaires gave more than \$30 million to American Legion Children and Youth programs and more than \$10 million was donated to charitable organizations such as the United Way and the Red Cross.

"Still Serving America"



SM
TAKE A BITE OUT OF
CRIME

National Crime Prevention Council

To enable people to prevent crime and build safer, more caring communities.

National Crime Prevention Council: Description of Agency

The National Crime Prevention Council (NCPC) is a private, nonprofit, tax-exempt organization whose mission is to help enable people to prevent crime and build safer, more caring communities. NCPC accomplishes this through:

- **Demonstration programs** which create environments for research and learning: *Texas City Action Plan to Prevent Crime* (T-CAP) works with seven of the largest cities in Texas to set up mayor/citizen coalitions to orchestrate the development of city-wide crime prevention/community improvement plans. *Community Response to Drug Abuse* (17 sites) which has proven the extraordinary capacities of local groups, in drug and violence besieged neighborhoods, using modest financial aid, to build vital partnerships to stop crime and build community. To connect youth positively to community, NCPC created the path-breaking *Youth as Resources* (YAR) program in which youth identify social issues of concern to them and design and help administer programs to address those issues. More than 30,000 youth of all types in 15 cities working out of education, service, municipal and grassroots organizations have launched more than 1,000 local YAR projects. *Teens, Crime, and the Community* (TCC), a curriculum that has helped more than 500,000 youth in 500 schools understand their stake and their ability to help create crime and drug free communities through youth-led projects. NCPC has trained more than 5,000 teachers and youth workers to run TCC. The results of these demonstration programs are extracted, distilled, published, and sent to policymakers throughout the country.
- **Training and technical assistance** provided to national, state, and local crime and violence prevention practitioners, municipalities, community organizations, youth groups, law enforcement, and others so participants can spread their knowledge to others. In seven years, more than 3,500 people in forty states organizations have been trained in one of six intensive workshops ranging from youth in crime prevention to forging law enforcement/community partnerships. *Innovative Oriented Neighborhood Policing*: NCPC with the Police Executive Research Forum, provides technical assistance and training to 11 law enforcement agencies to start community strategies to reduce crime and drug abuse and start community oriented policing.
- **Public education advertising** in English and Spanish via TV, radio, and print (e.g., newspaper, transit, etc.) challenges viewers to act against violence, drugs, and other crime. A path-breaking, independent evaluation showed the ads' effectiveness in reaching those at greatest risk of victimization, that four of five Americans recalled the ads, and that an astonishing one-third (almost 100 million people) took crime prevention action.
- **Informing the field** via highly regarded brochures, booklets, books, videos, monographs, posters, and reproducible kits. NCPC's program data base enables us to tailor responses to requests for programs addressing specific audiences and problems.
- A network of people which serves as a font of ideas and a huge dissemination network, the **Crime Prevention Coalition** is comprised of more than 122 organizations representing millions of Americans. The *Catalyst* newsletter, issued 10 times a year, links more than 14,000 subscribers — criminal justice, schools, social and community service agencies — in policy making positions.



PRESS RELEASE



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American Legion and McGruff Team Up for Safer Kids

(Washington, D. C., April 1) The American Legion and the National Crime Prevention Council today unveiled an initiative--The American Legion Safe Kids Communities Program--to put important self-protection information into the hands of every child aged 4 to 12 in America. The program will combine The American Legion's national network of more than three million active community members with the power of McGruff the Crime Dog, recognized and trusted by 99 percent of children.

Children and their parents will receive the McGruff Safe Kids Identification Kit, a ten-page educational booklet packed with safety tips and including a child identification record complete with a non-toxic fingerprint ink. This kit offers young children and their parents an opportunity to review, in positive and non-threatening ways, important personal safety guidelines and procedures.

The American Legion, according to National Commander Daniel Ludwig, has committed to teach five million children and their parents during 1996 and to reach every child of this age group--more than 30 million-- within five years through its over 15,000 American Legion Posts, 11,000 Auxiliary Units and 4,500 Sons of The American Legion Squadrons. The American Legion will organize community distribution of the kits, working in conjunction with local law enforcement, schools, and other organizations concerned with protecting children and increasing community safety.

(The American Legion / McGruff -- 2)

"We are delighted to be working with The American Legion in this community-based program," said Mrs. Mary Whyte, President of the National Crime Prevention Council's Board of Directors. "The American Legion's deep commitment, strong organization and national breadth are remarkable assets. We are fortunate to be able, via these assets, to reach communities across the nation."

"This exciting partnership combines education through a nationally known and trusted source--McGruff the Crime Dog--with local action through The American Legion, an organization long known for its dedication to the welfare of our young people," said Mrs. Whyte. "It also offers parents an opportunity to talk with their children about safety without creating needless fear."

National Commander Ludwig said the cornerstone of the program will be the widespread distribution of *McGruff Safe Kids Identification Kits* to children through their local Posts and Auxiliary Units and Squadrons.

"We decided to undertake this important program," Ludwig said, "because of the increasing perils in America. We want to continue providing the leadership that this country has grown to expect from The American Legion in advancing the causes of child safety and family security. And we appreciate the fact that the National Crime Prevention Council has selected The American Legion to join with them in this endeavor."

"We want to help make this country a safer place for children," Ludwig said, "the way it was when we were growing up. The American Legion views this as a major priority -- to safeguard our children's well-being and security."

(The American Legion / McGruff -- 3)

In addition to distributing *McGruff Safe Kids Identification Kits*, The American Legion will publicize tips for child safety through local community public relations activities and articles in its publications, *The American Legion Magazine* and the *National News Magazine*, which reach more than 4,000,000 households every month.

The Safe Kids program was pilot tested as early as 1993 by the First Ward American Legion (Post 1254) and Auxiliary of Binghamton, NY. The Auxiliary's youth chairperson met with the crime prevention unit of the local police department and also with the principals and parent organization presidents of four elementary schools. Through their combined efforts, 1,200 school children were made more street savvy, and fingerprints and other identification data were compiled for easy parental filing and reference. Following this successful program, a local radio station and food market also ran a Safe Kids program which further extended its reach into the community.

The American Legion has a long tradition of supporting children, youth and the American family through direct Post involvement. Other programs include: American Legion Baseball, Boys State and Girls State, and a National High School Oratorical Contest. The Legion conducts educational campaigns to encourage immunization and child safety, reduce juvenile delinquency, eliminate the physical, sexual and emotional abuse of infants and children, and strengthen families.

The American Legion National Headquarters will urge Posts into action through its state-level organizations (Departments) and mailings to Post Commanders. The National Crime Prevention Council will reach out to law enforcement officials and other crime prevention practitioners through its newsletter, *Catalyst*, to alert these professionals to the opportunity to work with local Posts on this initiative.

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