



“Join the Climb to Stop Cyber Crime” National Crime Prevention Council

Cayden Walker

Collin Eger

Kaitlin Mosqueda

National Crime Prevention Council Organizational Background



In the late 1970s, the leaders of 19 different organizations came together to create the National Citizens' Crime Prevention Campaign – "Take a Bite Out of Crime"

1979 - First press release for the campaign was issued

1980 – First televised PSA for the campaign aired starring McGruff the Crime Dog

19 organizations became the Crime Prevention Coalition of America

1982 – National Crime Prevention Council was founded by the Crime Prevention Coalition of America



National Crime Prevention Council

- Private, nonprofit organization, organization
- Funded by: numerous foundations , individual donations, variety of government agencies – including the Justice Department’s Bureau of Justice Assistance and the U.S. Patent and Trademark Office
- The NCPC offers multitudes of various programs and services that provide information and hands on support to help Americans and their communities prevent crime.
- Established national network of 15,000 crime prevention professionals and organizations on national, federal, state, and local levels.
- The NCPC works with these allies and partners to create research-driven approaches and best practice tips for crime prevention.

“Take a
Bite Out
of Crime”



Situation Analysis


The National Crime Prevention Council provides lots of information and helpful resources to Americans regarding all types of crimes, one of these crimes being cyber crime. The NCPC wants to increase the awareness of cyber crimes specifically to the teens and young adults of America.





Program Overview/Big Idea

The National Crime Prevention Council's "Join the Climb to Stop Crime" campaign will incorporate the use of different communication tactics such as high school and college campus visits, webinars, PSAs positioned on various platforms, and more. These tactics will allow the NCPC to reach this campaign's target audience of teens and young adults, providing them with important information regarding the dangers of cyber crime and how to avoid being a victim of cyber crimes.



A decorative graphic in the top-left corner featuring a blue circle, a yellow circle, and a green L-shaped line. Another green L-shaped line is in the bottom-left corner. In the bottom-center, there are yellow curved lines and an orange semi-circle.

Campaign Goal

The National Crime Prevention Council will create a new campaign that will specifically educate the teens and young adults of America on how to look out for and prevent cyber crime.

Campaign Objectives

Informational - This campaign's informational objective is to inform 90% of teens and young adults in the United States about the dangers of online scams and explain to them how they can protect themselves and others.

Attitudinal - Another objective of this campaign is to encourage 65% teens and young adults to be more careful about what information they share online and how their information can be taken from the internet.

Behavioral - The behavioral objective for this campaign is to cause a 40% increase in teens and young adults who take safety measures to prevent themselves or those they know from being victims of cyber crimes.

Strategy

This campaign will inform teens and young adults about the dangers of cyber crimes and encourage them to take preventative actions to keep themselves or others from being victims of such crimes through a variety of face-to-face and media tactics.

Publics

Young adults and teens ages 15-23 are the primary public for this campaign. Many people in this age range post too much information online and open themselves up to being victims of different types of cyber crimes.

Reporters are another public for this campaign. Reporters for newspapers and television news networks will be able to get the information about the program out to the general public.

Other media outlets will also be informed about the campaign. For example, the organization will reach out to podcasts about cyber security such as Darknet Diaries, Smashing Security, and Security now, to inform those who are interested in cyber security of the campaign and direct them to the NCPC's website for more information.

Featured sponsors of the NCPC should be informed about the campaign as well. Some of those major sponsors include The Cause Away Agency, Chroma Graphics, Danger Pigeon Studios, Filmsters, Uber, First Pic, Ipsos, Soft Lite, Young Minds Inspired, Zimmerman Law Offices and Lead Lab.



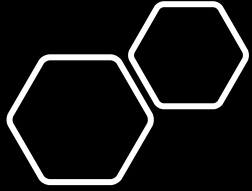
Key Messages

- “It doesn’t take much time to prevent a cyber crime”
 - This key message will be incorporated in a variety of print, radio, and televised ads to inform people that it doesn’t take a lot of your time to ensure that you are using the internet safely and keeping your personal information safe.
- “Cyber space or personal space?”
 - This is a key message that can be used on print, tv, or radio advertisements to encourage people to think about what they post online and whether it belongs on the internet for anyone to access or if they should keep it private.
- “Logging on? Use protection”
 - This is a key message that was created for radio, television, and print advertisements that reminds people that they can use different forms of protection to protect their personal data online such as VPNs and firewalls.

Spokesperson

- Mr. McGruff the crime dog is the ideal spokesperson for “Joining the Climb to Stop Cyber Crime” campaign.
- McGruff will travel to high schools and colleges to spread the message about cyber crime prevention.
- Appeals to young adults being an animated dog character.





Tactics

- -Travel to different high schools and colleges with Mr. McGruff
- -Host webinar conferences
- -Train staff at both high school and college campuses
- -Develop safety precautions for young adults
- - Monitor cyber threats
- -Provide a Q&A
- -Create public service announcements

Proven Maxims

Personal, face-to-face contact is the most effective means of communication. The “Join the climb against cyber crime” campaign uses face-to-face interaction with young adults and teenagers by visiting them at their schools and educating them about cyber crime prevention. They also hold a Q&A to answer any of the questions that they may have relating to the matter.

A suggested action or appeal, as part of a message coupled with it, is more likely to be accepted than a message by itself. The “Join the climb against cyber crime” campaign is making sure to not only inform young adults about the dangers of cyber crime, but also educate them on how to protect themselves from it.

Modern Advertisement for Cyber Security Campaign

- This is a print advertisement that was developed to inform people about what information is appropriate to share online and what information is not appropriate to share.
- It features McGruff, the mascot for this campaign, and one of the organization's key messages, "Cyber space, or personal space?"
- The ad. also features the campaign title, "Join the climb to stop cyber crime."

JOIN THE CLIMB TO STOP CYBER CRIME

CYBER SPACE, OR PERSONAL SPACE?

Do YOU know the difference?



Not Okay to Share

- passwords
- current location
- bank account numbers
- social security number
- pin numbers
- credit card numbers
- cellphone numbers
- personal addresses
- medical information

Okay to Share

- Your name
- Social media accounts
- Youtube videos
- Music
- Graphs, webinars, and presentations
- News items/stories
- Art and literature

Visit www.NCPC.org for more information.



NATIONAL
CRIME PREVENTION
COUNCIL



Resources

- <https://www.ncpc.org/about-ncpc/>
- <https://www.ncpc.org/about-ncpc/history/>
- <https://www.ncpc.org.sg/delta-league.html>
- <https://www.saveandinvest.org/protect-your-money-fraud-fighting-partner-toolkit/mcgruff-fights-fraud>
- <https://www.youtube.com/watch?v=LV1ctGI0aSY>