



National Crime Prevention Council

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“Join the Climb to Stop Cyber Crime”

Organizational Background

In the late 1970s, the leaders of 19 different organizations came together to create the National Citizens' Crime Prevention Campaign. The purpose of this campaign was to bring awareness of growing crime rates to the citizens of America, and to educate them on how they can take precautions that will prevent more of these crimes from happening.

The National Citizens' Crime Prevention Council put out the first press release for this campaign in 1979. The first televised PSA for the campaign, titled “Take a Bite Out of Crime”, aired in 1980 and it introduced the campaign's mascot, McGruff the Crime Dog. These 19 organizations that came together to make the campaign happen became The Crime Prevention Coalition of America.

In 1982, the CPCA founded the National Crime Prevention Council to take over management of the campaign. Since then, the National Crime Prevention Council has become the nation's leader in crime prevention, and the organization's purpose and goal have remained consistent: to help the people of America to “keep themselves, their families, and their communities safe from crime” (NCPC.org).

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.

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.

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.

Spokesperson

Mr. McGruff the crime dog is the ideal spokesperson for “Joining the Climb to Stop Cyber Crime” because he appeals to the young adult public it is focused on. McGruff will travel to high schools and colleges to spread the message about cyber crime prevention.

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.

Tactics

- Travel to different high schools and colleges with Mr. McGruff and hold assemblies to educate teenagers about the dangers of cyber crime.
- Host webinar conferences to educate young adults who are not in high school or college that want to learn about cyber crime prevention.
- Train staff at both high school and college campuses to assist any students who are being cyber bullied.
- Develop safety precautions for young adults to take in order to avoid being a victim of cyber crimes.
- Monitor cyber threats on bank accounts and social media platforms to warn users before the crime occurs.
- Provide a Q&A addressing any questions about cyber crime prevention at local educational facilities.
- Create public service announcements (PSA's) to inform people using television and radio ads.

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.

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