



Appendix B: Summary Table of Previous Publicity Efforts

The table below describes previous attempts to use publicity as a crime prevention tool. While intended as a summary of past efforts, given the wide range of publicity types, and their numerous applications, you should be careful when comparing different studies. For example, not all campaigns incorporated evaluation components into their design, and many relied on anecdotal evidence to gauge the success of the publicity used.

Furthermore, many published descriptions of publicity campaigns leave out information such as the coverage duration, the costs involved, and the population targeted. Therefore, the summary table highlights those studies or campaigns that offered detailed information concerning implementation and relative success

Purpose of Campaign	Location/Date	Crime Type	Audience	Publicity Type	Coverage	Duration	Details	Successful?	Author(s) of Evaluation
To reduce slug use in parking meters	New York (1972)	Slug use in parking meters	Offenders	Warning stickers on parking meters	Local	3 years	Stickers on parking meters warned that slug use was illegal.	No decrease in slug use.	Decker (1972)
To reduce shoplifting of clothes “Shoplifting is a crime”	Tennessee (1976)	Shoplifting	Offenders	Store signs	Local (one store)	20 days	Signs with antishoplifting messages were placed in a department store. Some had general messages (“Shoplifting is a crime”), and others were much more specific (“These items are frequently taken by shoplifters”).	With general signs, some reduction; with specific signs, complete reduction.	McNees et al. (1976)
1976 Home Office campaign to reduce car crimes “Lock Your Car”	Plymouth, England (1977)	Auto crimes	Victims	Newspapers, television, handbills, posters, “talking car”	Focused on high-crime areas	5 weeks	Multiple media outlets were used: radio and TV coverage included crime prevention shows, and mentions of the campaign occurred during news segments. One hundred forty posters were placed in strategic locations in parking lots, and 5,000 leaflets were distributed in post offices, garages, and social clubs.	No measurable impact on victim behavior or car crimes, because residents failed to adopt crime-prevention measures.	Burrows and Heal (1980)

Dutch publicity campaign to spread general crime-prevention messages	Netherlands (1977-1978)	Pickpocketing, thefts from autos, residential burglary	Victims	Television, newspapers, magazines, posters	General	2 years	One out of every 10 people exposed to the campaign began to engage in some form of victimization prevention.	Residents who perceived more objective risks adopted measures.	Van Dijk and Steinmetz (1981)
Crime-prevention campaign to reduce general victimization ‘Let’s not give crime a chance’	Alberta, Canada (1978)	Vandalism, burglary, thefts from autos	Victims	Radio, television, PSAs, newspapers, billboards	General	Several weeks	While large numbers of provincial residents reported exposure to the campaign, only a negligible number changed their behavior in response to it.	No change in behavior or crime rate.	Sacco and Silverman (1981)
Anti-vandalism campaign to warn youths about police apprehension	England (1978)	Vandalism	Offenders	Television	National	8 weeks	Two television commercials were used. The first warned vandals of police attention, and the other reminded parents to stay vigilant.	No	Riley (1980b)
Crime-prevention tips to address rape ‘Women by Night’	Bremen, Germany (1980)	Rape	Victims	Fliers, brochures	General	2 months	More than 260,000 leaflets were distributed to local schools, churches, hospitals, sports clubs, etc. The campaign was met with severe public reaction because it seemed to blame the victim.	No	Schafer (1982)

Purpose of Campaign	Location/Date	Crime Type	Audience	Publicity Type	Coverage	Duration	Details	Successful?	Author(s) of Evaluation
Jerusalem burglary project to spread burglary prevention information	Jerusalem (1980)	Burglaries	Victims	Radio, newspapers, community meetings	Focused on one neighborhood	3 months	Among other media used, radio interviews with police and department bulletins were found to be the most effective media approach.	Yes, 46 percent of residents changed behavior, and there was a 32 percent decline in burglaries.	Geva and Israel (1982)
To publicize general car crime prevention techniques “Make Life Hell for Car Thieves”	Sydney, Australia (1988)	Auto crimes	Victims	Brochures, banners, television, PSAs, newspapers, video messages in shopping centers, theater ads, mailings	General	Several weeks	The campaign provided specific information to victims about the probability of being victimized, based on where they lived, where they parked their cars, and what kinds of cars they drove.	There was some increase in self-protection measures, but nothing drastic.	Monaghan (1988)
To warn bus vandals about closed-circuit television (CCTV) cameras “Video Bus”	England (1988)	Bus vandalism	Offenders	Newspapers, television, signs on buses	Local	Several months	Newspaper articles and television reports discussed the new risks of apprehension when vandalizing buses, because of to new CCTV cameras.	Decrease in vandalism rates.	Poyner (1988)

To increase property marking in an effort to reduce burglaries “Operation Identification”	England (1991)	Burglaries	Victims	Television, local press	Local	Approximately 1 month	The publicity component advertised the success of the property-marking program.	Yes	Laycock (1991)
To reduce public intoxication in bars and clubs “New Zealand Host Responsibility Program”	New Zealand (1993)	Public intoxication	Offenders	Television, posters in bars and clubs	National	1 year	The campaign sought to reduce intoxication by warning bar owners of their responsibility and legal consequences.	Yes, the campaign had a significant impact on awareness about serving intoxicated patrons.	Wyllie (1997)
To reduce car crime “Project Heat”	Queensland, Australia (1997)	Auto crimes	Victims	Television, newspapers	General (statewide)	3 months	The campaign invited residents to participate in a VIN etching program.	There was a reduction in car crimes caused by a reduction in offending, because of publicity.	Wortley, Kane, and Gant (1998)

Purpose of Campaign	Location/Date	Crime Type	Audience	Publicity Type	Coverage	Duration	Details	Successful?	Author(s) of Evaluation
To reduce car crimes “Operation Target”	New Jersey (1997)	Auto crimes	Offenders	Posters	Local	10 weeks	Six hundred posters warning of police apprehension were placed in select neighborhoods to deter car thieves. Additional police patrols were also added.	No decrease in car crimes	Barthe (2004)
North Brunswick Township project to prevent auto crimes	North Brunswick (New Jersey) (1998)	Auto crimes	Victims	Newsletters, television and radio PSAs, newspapers, brochures, internet, billboards, bulletin boards	General (citywide)	Several months	The campaign used multiple media outlets to publicize the police initiative over a 5-month period; police worked closely with community groups to spread publicity.	Yes	Simmons and Farrell (1998)
“Tell the Truth” campaign to address burglary and street crimes	Twente, Netherlands (1998)	Residential burglary and street crimes	Victims	Daily newspapers, some radio coverage, use of a crime prevention van	General (the entire province)	9 weeks	It provided objective information about the local crime problem, crime prevention tips, and information about the criminal justice system.	Mixed: residents had increased knowledge about local crime, but failed to adopt crime prevention measures.	Kuttischreuter and Wiegman (1998)

<p>Multipronged initiative to reduce burglaries</p> <p>‘Antiburglary Initiative’</p>	<p>England (2001)</p>	<p>Residential burglary</p>	<p>Victims and offenders</p>	<p>Wide array of publicity tools, ranging from television, newspapers, leaflets, and posters, to stickers and offender Christmas cards</p>	<p>Focused on 21 burglary sites</p>	<p>2 years</p>	<p>Police implemented different campaigns in various burglary-reduction initiative sites. Focused, stand-alone publicity efforts were cheaper than general ones. The most effective campaigns preceded the actual interventions.</p>	<p>Yes, sites subjected to publicity experienced a reduction in burglary.</p>	<p>Johnson and Bowers (2003)</p>
--	-----------------------	-----------------------------	------------------------------	--	-------------------------------------	----------------	--	---	----------------------------------