



# NEIGHBORHOOD WATCH

## CREATING AWARENESS AND MAINTAINING MOMENTUM

### Community Training

### Instructor's Book



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## **COURSE OVERVIEW – CREATING AWARENESS AND MAINTAINING MOMENTUM**

**Summary:** Over the past thirty years, Neighborhood Watch has enhanced public safety by creating community-based partnerships to fight crime and improve the quality of neighborhood life. In a continuing effort to promote professionalism in law enforcement and to build positive police/community relations, the National Sheriffs' Association, in cooperation with the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice, is producing and distributing Neighborhood Watch Toolkits to law enforcement agencies across the nation.

This training is designed to build the capacity of law enforcement officers assigned to work with Neighborhood Watch groups by providing specific instruction on each of the sixteen courses presented in the Neighborhood Watch Toolkit.

This course will increase participants' skill levels by teaching them the proper utilization of the tools and the most effective methods of maximizing the course's value for themselves and their communities.

**Time Allocated:** 1 hour

**Method of Instruction:** This presentation will utilize adult learning methodologies including standard lecture, facilitated discussion and participant-based activities. Interactive discussion is encouraged, and activities are an integral component of this course. The training is displayed by PowerPoint presentation found on the Neighborhood Watch Toolkit Community CD-ROM. Tools and Handouts can be found on the CD or in the Appendix of this Handbook. The handouts and/or tools used in this training are:

- Recruitment Planning Worksheet
- Phone Tree Handout

**Instructional Resources Required:**

- Facility: sufficient seating and tables for all participants
- Equipment: Presentation, Computer, LCD Projector, Screen
- Materials: Instructor and Participant Books; Flip Chart for instructor and for each table or small group; blank paper and writing utensils for each participant

**Terminal Learning Objectives:** Participants will gain an overview of the steps involved in starting and maintaining a Neighborhood Watch program; will learn how to begin identifying strategies for creating awareness and recruiting members; and will learn opportunities to begin identifying neighborhood issues and training needs.

## PARTNERS

This training is brought to you by the National Sheriffs' Association in cooperation with a grant provided by the Bureau of Justice Assistance, Office of Justice Programs, U. S. Department of Justice.

The NW Toolkit was designed and produced by the Community Safety Institute.

Before we begin the course, let's take a few moments to introduce ourselves to one another. My name is \_\_\_\_\_.

### Instructor's Note:

All participants should introduce themselves by providing their name, agency and level of expertise with Neighborhood Watch. Please limit each introduction to no more than two minutes. Throughout the course during interactive discussions and activities, we will learn more about the participants and their work with Neighborhood Watch groups and volunteers within their communities.

## CREATING AWARENESS

The course for today is **Creating Awareness and Maintaining Momentum**. We will spend the next hour looking at steps for creating an awareness of this Neighborhood Watch program, and strategies for keeping it going.

## COURSE OBJECTIVES

Let's begin by reviewing objectives for today:

- To provide an overview of the steps involved in starting and maintaining your program
- To help participants begin identifying strategies for creating awareness and recruiting members, and
- To provide an opportunity for members to begin identifying neighborhood issues and training needs.

Slide #1



Slide #2



Slide #3



#### Slide #4



##### Training Topics

- Initial Planning
  - Preparation
  - Message
  - Distribution of Message
- Getting the Word Out
  - Strategies
- Maintaining Momentum

## TRAINING TOPICS

Our topics for today's training include strategies for **Initial Planning, Getting the Word Out, and Maintaining Momentum.** Initial planning includes preparation, developing a message, and distributing your message. Getting the word out examines various strategies for letting others know more about your group and member recruitment. Maintaining momentum focuses on methods for keeping people energized and motivated towards the cause.

#### Slide #5



##### Preparation



- Contact your local law enforcement liaison for assistance
- Form a small planning committee by recruiting a few neighbors

## PREPARATION

Let's begin by looking at planning and preparation. As with any project or program, it is often a good idea to get others involved. By doing so, you are able to get more ideas, share the load, and ideally recruit more volunteers.

We have two suggestions for you as you prepare for your program:

- Contact your local law enforcement liaison for assistance
- Form a small planning committee by recruiting a few neighbors

Your law enforcement liaison is a great source of information and resources. Your neighbors are individuals you will want to be involved in this program. We suggest that you begin with a small planning committee to assist with your efforts.

#### Slide #6



##### Message

- Develop a recruitment message that contains the following information:
- Need
  - Benefits to neighborhood
  - Personal benefit
  - Fears
  - How to get involved
  - Meeting arrangements and contact information

## MESSAGE

The next step in the preparation stage is the development of your message. You will want to include such information as:

- Need
- Benefits to neighborhood
- Personal benefit
- Fears
- How to get involved
- Meeting arrangements and contact information

What other information do you want your members to know about Neighborhood Watch? Let's take a few minutes to discuss what type of information you think needs to be included in the message.

## CREATING AWARENESS

Once you have created your message, you will need to decide how to get the word out. Some commonly-used strategies include:

- Meeting flyers
- Media notices
- Personal interaction
- Other

Let's look at each of these strategies more closely. Think about the strategy or strategies that you feel will be most effective in your neighborhood.

## FLYERS

Flyers are often a great way to get detailed information out to neighbors and community members. You will want to make sure that if you design a flyer, the following information is included:

- Details of the meeting
- Purpose of the meeting
- Attention-grabbing statement
- Guest speaker

Be sure to include details of date, time, location, and any other information you feel is necessary. The flyer should also clearly state the purpose of the meeting. You might also want to include an attention-grabbing statement (for example, a crime fact related to your neighborhood).

Last, you might want to consider inviting a guest speaker to kick off your efforts. Often, having a guest speaker sparks more interest.

### Slide #7



### Slide #8



Slide #9



## MEDIA NOTICES

Working with the media can be an effective way to reach potential members. You might consider working with your local newspaper. This can include the citywide local newspaper, or it might be a smaller community newspaper. Only you can decide what will be most effective for your area.

A press release can be drafted to submit to local media to notify of meetings or to make residents aware of crime issues in their neighborhoods.

Slide #10



## OTHER MEDIA OPTIONS

Radio announcements are another option; however, consider whether the audience might be larger than what you need for your area.

Another option is your local cable channel. This might include use of the City cable channel, or that of your local school district. Partnerships with these media can be very beneficial to you and your group.

Slide #11



## PERSONAL INTERACTION

Some feel that the best strategy for involving individuals in your program is personal interaction. Some methods include:

- Telephone call
- Personal visit
- Neighborhood event

Calling potential members by phone or visiting them personally is often a great way to get them motivated to participate in your program. Personal interaction provides an opportunity for them to ask questions and to obtain more information than what is listed on a flyer. It also provides an opportunity for you to encourage them to invite others to participate as well.

## OTHER STRATEGIES

Let's examine some more strategies for getting individuals involved. We've discussed a few – what ideas do you have for getting the word out?

Some additional strategies we've discovered include:

- Use of e-mail
- Neighborhood Association newsletter
- Library event board
- Church bulletins
- School newspapers
- Local websites
- Brochures

If you have access to email addresses, email is often an effective strategy for getting the word out. You may have such access through a neighborhood association. Keep in mind that you will need to use other strategies to reach those without email.

Don't forget to partner with your local school or faith-based organization. Those organizations have access to and methods for reaching members of your neighborhood.

As you can see, there isn't a stand-alone strategy that will reach everyone. Multiple strategies will need to be used.

## ACTIVITY #1: RECRUITMENT PLANNING

We have talked about how you can get the word out and recruit members.

Let's take a few minutes to begin planning. Using the Recruitment Planning Worksheet (found in the Appendix), use the next 5 to 10 minutes to list some of the available resources and partnerships needed.

Slide #12



Slide #13



Pass out the Recruitment Planning Worksheet. Depending upon the size of the group, participants can either work together in one group or divide into smaller groups.

Allow 5-10 minutes for this activity.

Slide #14



Maintaining Momentum

- Neighborhood surveys
- Regular meetings
- Crime prevention training
- Exposure to other Neighborhood Watch Groups

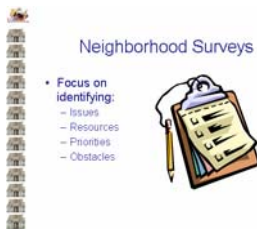
## **MAINTAINING MOMENTUM**

Once you have your group established, you must keep the momentum going. Members need to stay energized and committed to the program.

There are different strategies for keeping the momentum. We will review each strategy in greater detail. They are:

- Neighborhood surveys
- Regular meetings
- Crime prevention training
- Exposure to other Neighborhood Watch Groups

Slide #15



Neighborhood Surveys

- Focus on identifying:
  - Issues
  - Resources
  - Priorities
  - Obstacles

## **NEIGHBORHOOD SURVEYS**

Surveys can be a great tool for keeping the lines of communication open. Use of surveys demonstrates a commitment to the neighborhood and the views of your neighbors. Surveys can be used periodically to gather information about new issues and to review existing efforts. The message the survey sends to the neighbors is: We are interested in what you have to say, and we are committed!

Surveys should identify the basics:

- Issues
- Resources
- Priorities
- Obstacles

## REGULAR MEETINGS

Another way you can keep the momentum of your group going is through your meetings. Structured meetings indicate that the group is serious about addressing the issues in their neighborhood. Structure comes in the form of leadership positions, bylaws, and an organized means for communicating to others.

Strategic planning also demonstrates to both members and outsiders the commitment to neighborhood safety issues.

The use of guest speakers can also spice up meetings and can encourage neighbors who haven't participated before to come and see what you are doing. Guest speakers can be great recruitment tools.

Can you think of any other things you can do at your meetings to encourage participation of new members?

## ACTIVITY: SPECIALIZED TRAINING

Learning is a life-long process. When it relates to your Neighborhood Watch group, training is vital for staying abreast of new safety issues.

Let's think for a moment about all of the different types of training that could be provided to your group. What types of training can you come up with?

Let's now compare our list with the ones on the next slide.

Slide #16



Help participants understand that the time they invest in organizing the structure of their group often pays off. While it keeps existing members involved, it encourages new membership.

Slide #17



Slide #18



Program Growth

- Ongoing communication
  - Newsletter
  - Phone Tree
- Interesting and fun meetings
  - Guest Speakers
- Ongoing recruitment of new members
- Community events or projects
  - Block Parties, etc.
- Evaluation of goals and program

## PROGRAM GROWTH

The last area we will look at today is program growth.

There are several ways to help your program grow. We discussed some strategies already when we looked at momentum:

- Ongoing communication
- Interesting and fun meetings
- Ongoing recruitment of new members
- Community events or projects
- Evaluation of goals and program

Ongoing communication is vital to program growth. Communication can occur through the formation and use of a phone tree or a newsletter. A phone tree template has been provided by Neighborhood Watch. We can fill this out at the end of this meeting.

To keep interest alive and attendance high, try to make your Neighborhood Watch meetings as interesting as possible – you can even find ways to make them fun to attend.

It is essential that you keep up an ongoing recruitment of new members. Remember that newcomers continue to move into the neighborhood, and they will need to know about your program.

Involve the program in community events or projects – that's an excellent way to let folks know about it.

Last but not least, continually evaluate your goals and your program to ensure that it is as effective as possible. An effective program will do much to keep your group active and growing.

## **THANK YOU!**

I hope this training today as been helpful to you. Are there any questions?

At this time, please give us your information to put on the Phone Tree.

## **REGISTER TODAY!**

To take advantage of Neighborhood Watch online services such as manuals, articles on current events and other resources, register your Neighborhood Watch group at [www.usaonwatch.org](http://www.usaonwatch.org).

Slide #19



**Thank You!**

*Are there any questions?*

Slide #20



Register Today!



## **Appendix**

Recruitment Planning Worksheet

Phone Tree

# Neighborhood Watch Recruitment Planning Worksheet

Identified Strategy	Resources Available/Needed	Partners
Flyer		
Media Notices		
Other		



# PHONE TREE



Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 E-mail: \_\_\_\_\_

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**911**  
Emergency



Police Department: \_\_\_\_\_



Fire Department: \_\_\_\_\_

Non-emergency \_\_\_\_\_