

Partners in Prevention



Crime Prevention & Safety Awareness for Businesses



in cooperation with:

produced by:



sponsored in part by:



The Safety Committee of the West End BIZ, with the support and cooperation of the Winnipeg Police Service, is pleased to provide you with this guide to assist you in crime prevention and safety awareness. Excerpts from the Winnipeg Police Service's CounterAction Handbook are reprinted with permission.

The objectives of this guide are:

- To help prevent increasing crime in the commercial sector by providing staff and management with training in all aspects of business crime prevention
- To eliminate repeat victimization, by educating staff and increasing awareness about potential trouble and how to head it off
- To change the public's impressions of an unsafe business community

By providing education and training, our communities are made safer for businesses, residents and visitors to the area. By knowing what to do in criminal situations, the potential for danger decreases and the chances of catching criminals increases. At times, being educated about crime prevention can even prevent a crime from occurring in the first place.

Table of Contents

Shoplifting	2
Fraud:	
Credit Card Fraud	4
Counterfeit Money	4
Bad Cheques	5
Telemarketing Fraud	6
Identity Theft.....	6
Robbery	10
West End BIZ Safety Initiatives:	
BIZ Safety Patrol.....	14
Night Light Grants	16
Safety Grants	16
Graffiti Removal	17
Who Do You Call?	18

Shoplifting takes place within retail businesses and is the most common source of loss a business faces. A person with the intent to steal picks up an item, hides it on his or her person and leaves the business without making any attempt to pay for the concealed item.

Methods Used in Shoplifting

- Concealing items in clothing, purses, backpacks, umbrellas, or between legs
- Using shopping bags from other stores
- Price switching
- Working in teams

Things to Watch for

- Someone who looks more at other people than shopping
- Someone who keeps returning to the same area of the store
- Someone who is just hanging around
- Someone who handles things a lot without actually looking at the items or uses their hands and upper body to conceal items
- Someone who is wearing clothing out of season
- Someone who looks very nervous or may be sweating
- Hands do the taking. Eyes do the stealing

Guidelines to Deter Shoplifting

Management's Responsibilities

- Actively advertise against shoplifting, using signs to reinforce the fact that shoplifters will be prosecuted
- Establish permanent policies concerning dressing rooms to limit the number of garments that go in and to ensure the same number come out, as checked by staff
- Maintain staff levels that do not leave any particular area of business unattended
- Have a firm refund policy and make all customers aware of it at the time of purchase. All customers should get receipts to make it easier to confirm a purchase if there is a dispute
- Establish a security or alert code with the use of a simple phrase to alert all staff members to a potential theft or a suspicious customer
- Consider an incentive program. This requires the complete participation of all staff

Employees' Responsibilities

- Be alert and attentive. This is the best deterrent to shop theft, because customers want service and thieves don't
- Greet every customer that enters the store with eye-to-eye contact
- Watch for customers who spend a lot of time in an area but who aren't really looking at anything specific
- If a group appears to be attempting to distract staff, have a staff member move to where they can better observe the whole area
- Maintain neat displays. This will let you know if anything is missing
- Avoid tall displays in order to prevent blind spots that could block sight lines



The best deterrent to theft is an attentive sales person



Additional Precautions

- Rearrange the display, install overhead mirrors or use a different type of display if theft occurs more often in a particular area
- Have cash registers near the entrance/exit of the business to allow staff to observe all customers as they leave
- Display smaller, more easily stolen items close to the cash register
- Arrange high priced items so they are in better view of the cash register
- Secure the stockrooms. They should be locked or have a bell or buzzer system installed so that you are alerted to someone entering them
- Do not leave empty boxes and cartons in the sales area

Credit Card Fraud

Credit Card Fraud is one of the fastest growing areas of criminal activity, costing millions of dollars in losses every year in Canada alone. Credit card fraud includes the use of stolen, sophisticated counterfeit and altered credit cards. Employers should teach their staff the correct procedures in spotting attempted credit card fraud and make sure those procedures are followed.

To Make Credit Card Transactions Safer

- Keep all paperwork related to credit card transactions in a secure place
- Always obtain the card. Avoid a transaction when only the card number is given, unless you are comfortable with the source
- Examine the card closely
 - » Check the expiry date
 - » Look for alterations to the name or the numbers
 - » Compare the name on the card to the presenter
- Ask for identification. This should include a valid driver's license so you can compare the photo to the person
- Keep the card until the transaction is complete
- Compare the card to recent lists of invalid or stolen cards
- If you are suspicious, refuse the card and ask that the person call their credit card company
- If the card is fraudulent, KEEP THE CARD
- If the person runs, take down a description, if they were alone or not and the license plate number of any vehicle being used
- Keep the sales draft in a separate area for fingerprinting

Counterfeit Money

With advances in quality and the lower cost of colour photocopiers and scanners, counterfeiting has become easier and is now a daily concern for businesses.

The best defence against counterfeit money is familiarity with the security devices of genuine bills. If you have suspicions, compare the questionable bill with a known genuine bill. For information on the security features of Canadian bank notes visit www.bankofcanada.ca/en/banknotes/index.html

Bad Cheques

Fraudulent cheques have become a profitable way of life for many criminals. Staff carelessness and poor cheque cashing policies are major contributors to this crime. Taking a few precautions, such as these, can make an enormous difference:

- Don't let anyone rush you
- Insist that the cheque is endorsed and completed in front of you
- Insist on more than one piece of identification, one being a valid driver's license
- Compare the photo to the person and the signatures on the cheque and the ID
- Make sure the cheque is filled out and dated properly
- Don't accept a cheque over 30 days old
- Don't accept a cheque that has been altered
- Don't accept a post-dated cheque or agree to hold one until funds are available
- Don't accept cheques from out-of-town financial institutions
- Watch for warning signs like other identification in their possession
- If you have doubts, write a description of the writer on the back of the cheque
- Be wary of people who try to write a cheque for a large amount only a few days after writing another cheque for a large amount
- Deposit all cheques promptly
- If you are really in doubt, don't accept the cheque
- Limit the number of employees who have the authority to cash or accept cheques to those who are well trained. Have the employee initial each cheque



Telemarketing Fraud

Although there are a lot of legitimate telemarketers, there are also many who aren't. Two common solicitations to watch for are:

1. A person calls your business selling advertising in a magazine. The magazine will be for a worthy cause and have a familiar sounding name. They'll want a money order now and will send a courier for it.
2. You have just won cash or a prize. All you have to do to collect the prize is provide a money order to cover shipping and handling costs. A courier will pick it up.

In most cases the money will have to be sent out of province, beyond your control. The phone solicitor will usually give you a false name, address and phone number so you can call back and "verify" the call. However, in a short time they will move on to a new location, cancelling the phone and leaving no trail behind.

Anytime you are asked to pay money up front, be suspicious. Contact the police, the Consumer Bureau and the Better Business Bureau to find out more or to report the scam attempt.

Identity Theft

Identity Theft is a growing problem. It is a Criminal Code of Canada fraud charge when another person converts your name, Social Insurance Number (SIN), credit card number, or some other piece of personal information for their use. Or, when someone appropriates your personal information without your knowledge.

Financial Fraud is the most common form of identity theft, where money is stolen through banking procedures, fraudulent credit card use, computers or other forms of telecommunication, social program misuse, tax refunds or mail fraud.

Your personal identity information may be obtained in a variety of ways, including:

- Stolen wallets and purses
- Redirected mail or theft of mail
- ATM/Debit Card - obtaining the card number and PIN

- Credit Card receipts - obtaining number and signatures
- Dumpster Diving - discarded personal information
- Online databases
- Computer hacking

There are steps you can and should take to protect yourself against this crime. They include:

1. Minimize the Risk

Be alert to the possibilities of identity theft. They exist everywhere. Just be careful, not paranoid.

2. Manage your personal information wisely and cautiously

- Do not allow your credit cards out of sight
- Watch the person entering your card closely to ensure they swipe it only once
- Protect your PIN. Shield its entry with your hand and do not write it on your card
- Do not provide personal information to strangers over the phone
- Avoid providing your SIN information to anyone
- Review your credit card statements for unauthorized purchases
- Ensure your bills come at the regular time each month
- Shred old receipts and statements before discarding them
- Report stolen identity to police immediately
- Notify your credit card provider and the following credit bureaus if your credit card is lost or stolen:
 - Equifax Canada 1-800-465-7166
 - Northern Credit Bureau 1-800-532-8784
 - Trans Union 1-800-663-9980

3. Report any incidents of identity theft to your police service

- Call the Police at 986-6222 or report the incident to your district police station
- Refer to the Winnipeg Police Service website under Crime Prevention for further details

Help drive crime from your neighbourhood

Preventing auto crime

Across Manitoba, auto crime happens around the clock.

Although most people think of auto crime theft as only the theft of a vehicle, auto crime also includes attempted thefts, vandalism, and theft of parts and personal possessions.

These crimes cost millions each year in insurance claims. And that means you pay for them through your insurance premiums.

We're committed to reducing these crimes and we encourage you to do your part.

Approved immobilizers work best

To prevent your car from being stolen, an approved, electronic immobilizer is your very best protection.

Get your immobilizer stickers

Even if you have a factory-installed immobilizer, your car may not have stickers in place to warn off thieves.

We offer these stickers, and it's easy to get them. Just follow these steps:

- 1 Drive your vehicle to any MPI Service Centre — no appointment needed. In Winnipeg, pull up to the Emergency Claims garage door. Outside Winnipeg, park in visitor parking and go to the front counter. You need to be the vehicle's registered owner, or **you need written permission from the registered owner, to get the stickers**. Visit www.mpi.mb.ca for our locations and hours.
- 2 We'll make sure your vehicle has a factory installed, approved immobilizer.
- 3 We'll put on two stickers: one on each front window.

Other tips to help you avoid auto crime

Protect your keys

- Remove all keys from your vehicle.
- Keep keys with you, rather than unattended in a jacket pocket or bag.
- Install key racks away from entryways.

Protect your vehicle

- Close your windows and lock your doors.
- Park in well-lit areas, with people nearby.
- Hide your belongings. Either lock them in your trunk or take them with you.
- Remove your garage door opener.
- Take your driver's licence, registration, identification or other important documents with you.
- Report anything suspicious to police.

For more information about preventing auto crime, visit us at www.mpi.mb.ca

Citizens on Patrol Program (COPP)

COPP is a crime-prevention program that relies on volunteers to look out for suspicious or criminal activity. COPP members act as additional **"eyes and ears"** for their community and the police, which assists in reducing crime.

COPP has three goals:

- **Deterrence:** patrolling neighbourhoods by vehicle, by foot, by bike or other means.
- **Education:** helping Manitobans learn about preventing crime, especially auto crime.
- **Awareness:** increasing Manitobans' awareness about crimes such as theft, auto theft and speeding.

COPP could help your neighbourhood

Do you and your neighbours worry about crime in your area? If so, please consider applying to join this province-wide program.

COPP can provide your group with the support you need to get started.

For more information

Call Manitoba's COPP Coordinator at **985-8849**. You can get resource material through the Manitoba COPP office.

Or, visit — www.citizensonpatrol.mb.ca



Robbery

Robbery is one of the most terrifying crimes that can occur and is a potential threat to any business. Robbery is any situation in which violence, or the threat of violence, is used to prevent resistance in extorting property or money.

Having and practicing a robbery prevention program is vital to the security of any business. The safety of yourself, your employees and your customers is too important to leave to chance. Experience has proven that having well trained personnel who follow such prevention programs can greatly reduce the threat of robbery.

Generally, there are three ingredients to a crime:

1. Motivation - something motivates the criminal to commit an offence
2. Capability - an individual's ability to commit a crime successfully is increased when a weapon is used
3. Opportunity - the environment and circumstances are right for the criminal to attempt a robbery

There is little you can do about the first two points, so you have to concentrate on reducing opportunity.



Help Prevent Robbery

There is no one description of a person who might commit robbery. It may be someone addicted to drugs or alcohol and in need of money to support their habit. It may be a person who wants to enter a street gang but has to commit a crime to qualify. It may even be a person who is just down on their luck (unemployed, pressured) who doesn't feel they have a choice.

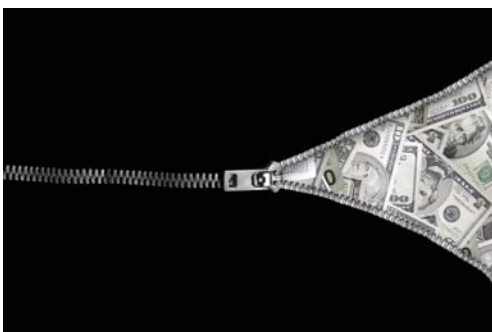
There are a number of simple precautions that can be taken to help significantly reduce the chances of a robbery occurring at your establishment.

General Guidelines

- Keep the store/office clean, uncluttered and active to discourage potential robbers
- Be aware of display changes that block the view of the cash register from outside
- Be suspicious of anyone loitering outside
- Greet each person as they come in, looking them directly in the eyes. A robber doesn't want attention
- Maintain till limits by establishing a money drop system and advertise this fact
- Marked money (bait money) should be available in all denominations
- Never leave the cash drawer unattended and lock it when away from the till
- Determine possible hiding places outside, as well as possible escape routes
- Keep alert at all times. Be aware of what's going on inside and outside the store
- Ensure the premises has adequate lighting inside and outside
- Perimeter and parking lot lights should be turned on at dusk

Banking Procedures / Deposits

- Leave the cash drawer open at closing time to show it is empty
- Make daily deposits but vary your route and time
- Don't make deposits after dark
- Place the bank bag in a plain bag and don't display it openly
- Don't go alone
- Take a car or consider using an armoured pick-up service



If You Are Robbed

A robbery in progress is virtually impossible to diffuse. With people around, emotions running high and a weapon involved, it is far wiser to apply some ground rules and common sense to ensure no one gets hurt.

Suggestions include:

- Stay calm and cooperate fully
- Consider all firearms to be real
- If the robber hands you a note, keep it but don't handle it more than you have to
- Be aware of a second suspect who may be helping
- Keep all your movements short and smooth. The longer things take, the more nervous a robber becomes
- Don't make any sudden movements. Inform the robber of any movement you have to make that may seem out of the ordinary and explain why
- Inform the robber about any potential surprises (i.e. people in the back who may not know there is a robbery taking place and may walk out suddenly)
- Make sure the robber gets the marked money
- Carefully observe all you can about the robber without staring.

Look for:

- » Hair colour and length
- » Eye colour
- » Tattoos
- » Height
- » Right or left handed
- » Any peculiarities of speech
- » Type of weapon
- » Type of footwear
- » Direction of escape
- » Make/model/license plate of escape car



After the Robbery

After a robbery, you still have to remain calm. There are a lot of things to be done that may help police apprehend the criminal.

Some actions to undertake include:

- Never follow a robber yourself
- Immediately set off the alarm to alert police
- Call the police and wait on the line to give information to responding units
 - » Direction of travel
 - » Time of incident
 - » Weapon used
 - » Description of suspect(s) and vehicle
- Have all witnesses remain at the scene. If they refuse, ask and record their names and addresses
- Protect the crime scene. Lock the doors
- Keep witnesses and employees away from the actual area where the robbery occurred
- Maintain a supply of suspect description forms. Fill them out while waiting for the police. Have everyone in the store do this. Don't compare notes. Do it individually
- Notify management and appropriate supervisors
- Prepare a list of stolen items for police
- Answer questions asked by police as accurately as possible
- Cooperate with investigators by making employees available for interviews, suspect identification and presenting evidence in court procedures
- Don't re-open the store until the police are finished and you feel ready to do so



The Safety Committee of the West End BIZ is working hard to ensure that the West End is a safe place to live, work and play in. The BIZ runs several programs to aid in achieving this goal, as listed below. For more information contact the BIZ office at 954-7900 or visit our website at www.westendbiz.ca.

BIZ Safety Patrol

The West End BIZ Safety Patrol is made up of full-time staff patrollers and a group of dedicated volunteers. The team acts as additional eyes and ears for the Winnipeg Police Service. They pick up litter, remove outdated posters, provide safe walks when requested, do vehicle safety audits, participate in public relations visits and presentations and respond to business safety concerns.

The Patrol's boundaries include the area located between Ingersoll and Central Park, as well as Portage to the south and Notre Dame to the north. They work six days a week, alternating between daytime and evening shifts.

The Patrol has received training in conflict resolution, note taking, personal safety, observation techniques, WHMIS, CPR and first aid. These training sessions ensure that they are well informed and protected while on duty.

The entire community - businesses and residents alike - have stated their appreciation for the Patrol. A survey, mailed to 350 organizations in the St. Matthews and Daniel McIntyre communities, indicated that the majority of businesses in these areas were aware of the Patrol and felt that the program was very useful. All felt that the Patrol continued to increase the public's sense of safety in the West End.

The Patrol is funded by BIZ members and sponsorships from community organizations and other stakeholders. Fundraising efforts also include the use of coin boxes. Your support helps provide additional training and equipment for the Patrol.

Safe Walks

A Safe Walk typically involves a patrol escort from a place of business to a vehicle or bus stop within the West End. This service is available to all business owners, employees, customers or residents of the West End to ensure their safety and comfort. Simply call 295-7850 in advance to arrange a safe walk, staff availability and time permitting.

Volunteering Opportunities with the Patrol

The BIZ Patrol is always welcoming additional volunteers to join their ranks. This opportunity provides valuable work experience, including training in conflict resolution and the gaining of leadership skills. It provides a creative way for volunteers to give back to the community. It also provides a positive team environment whose objective it is to improve the safety of the West End by building relationships with residents, businesses and area visitors.

The Patrol is seeking friendly, responsible, team players who are over the age of 18 and have at least four hours to commit to volunteering every week. If you are interested in getting to know the neighbourhood's people and businesses better, would like more information about this volunteering opportunity or would like to fill out an application form, please call the BIZ office. Full training and a uniform are provided.



If you need their assistance or have an issue to report, please contact the BIZ Patrol at 295-7850.

Night Light Grants

The top priority for many business owners in the area is safety - for their customers, their employees and their property. Lighting up the area is part of the solution. Illuminating back lanes and parking lots with extremely bright exterior lights has been shown to reduce certain area crimes, such as graffiti, prostitution and litter control.

Under the Night Light Grant program the BIZ provides West End businesses and non-profits with dusk to dawn lights, free of charge. These lights include photo sensors and break-proof lexan shields. A night-time audit is performed by the BIZ to determine how many lights each business requires to create a safer environment. After receiving their lights, businesses are responsible for their installation.

Safety Grants

The Safety Grant program assists West End businesses with the implementation of safety measures that help their staff, premises and inventory become more secure. The BIZ cost shares these initiatives on a 50/50 basis with the business, to a maximum of \$500. Typical projects include video surveillance systems, alarms, reinforced doors, window bars, shutters and shatter-proof window laminates.

For either of these grants, contact the BIZ office to receive an application form. Ensure your business meets the program criteria, fill out the appropriate paperwork, return it to the BIZ and wait for project approval prior to commencing the work. Applications are reviewed on a monthly basis and approval is based on the amount of funding available.



Graffiti Removal

Graffiti presents a challenge to the entire city of Winnipeg and the West End is no exception. As a result, the West End BIZ offers a free year-round graffiti removal service with the assistance of a dedicated crew who make up the West End BIZ Graffiti Team. They are responsible for clearing graffiti from commercial businesses, apartment blocks and residential units.

With a fully equipped vehicle, the graffiti removal team is able to use the latest techniques in their efforts to rid the West End and other areas of the city of graffiti. Prior to removal they acquire signed waivers from all property owners. Make sure you have one on file with us. Using a pressure washer, chemical wipes and paint, they work hard to ensure a graffiti free community!

If your business has been tagged, give the BIZ a call at 954-7900 to have the graffiti removed.



Who Do You Call?

Emergency

Police, Fire or Ambulance..... 911

Non-Emergency

Winnipeg Police Service 986-6222

Fire 986-6380

Ambulance 986-6336

Police, Community Relations Unit..... 986-6322

West End BIZ Safety Patrol 295-7850

Graffiti

West End BIZ Graffiti Removal..... 954-7900

City of Winnipeg Graffiti Removal..... 311

Public Maintenance

Garbage, Recycling, Abandoned Furniture 311

Parking Concerns (Wpg Parking Authority) 986-6281

Shopping Cart Pick-up..... 786-7600

Traffic or Street Lights Not Working..... 311

Transit Shelter Vandalized..... 986-5821

Unsafe Building Conditions..... 986-5300

Public Safety

Arson Hotline 986-1000

Child Find Manitoba 945-5735

Crime Stoppers 786-8477

Kids Help Phone 1-800-668-6868

Klinic 24-Hour Crisis Line..... 786-8686

Manitoba Suicide Line 1-877-435-7170

Osborne House Domestic Violence Crisis Line 942-3052

Sexual Assault Crisis Line 786-8631

Stolen Auto Reporting 986-6222

West End BIZ

581 Portage Avenue, Winnipeg, MB R3B 2G2

phone. (204) 954-7900 • fax. (204) 772-8604

e-mail. info@westendbiz.ca • website. www.westendbiz.ca