

# SAFE COMMUNITIES

## CELEBRATION TIPS AND IDEAS

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We all want to live, work and play in safe communities. Government, business and the community have a leadership role in offering ideas and strategies to keep their communities safe.

So, what can you do? You can bring everyone together to celebrate your Safe Community with an event held between June 22 and September 21, 2009

Holding a Safe Communities Day event will show your community members how they can:

- Prevent crime in their neighbourhoods;
- Find out what services are available to keep their community safe;
- Get to know their neighbours so they can work together to keep their communities safe.

Start by contacting your local Police Office or Block Watch Office for Crime Prevention information to remind people how they can keep themselves, their families and their communities safe - and have fun at the same time.

***BE SAFE AND HAVE FUN ON SAFE COMMUNITIES DAY!!***

[www.blockwatch.com](http://www.blockwatch.com)

# What to do for Safe Communities Day

## Starting Up:

- 3 Uses the list of community contacts included in this kit and call a meeting to plan your community's celebration. Invite others as well, such as local business associations, youth groups, senior centres, religious organizations, and service clubs. They all have an interest in keeping your community safe.
- 3 Set your agenda. Don't forget to bring along this tips and ideas sheet and information from your Police Dept or Block Watch office.
- 3 Make sure everyone who is part of your group reserves **the date** on their calendar.
- 3 Everyone you've invited will have some great ideas to share and some great enthusiasm to go along with it.
- 3 Invite open discussions -- get everyone working together.

***START PLANNING YOUR  
SAFE COMMUNITIES  
DAY CELEBRATION  
RIGHT AWAY!!***

## Deciding What To Do:

- 3 As a group, decide what you want to do to bring as many members of your community together as possible. You will want to involve as many organizations as possible.
- 3 Discuss the kinds of things your group members think will interest your community. Your goal is to bring together as many people and organizations as possible so they can learn more about how they can help keep their community safe
- 3 If you set up your event where people are likely to be on your chosen date, it's more likely people will drop by.
- 3 This package includes suggestions for events that you can adapt for your community. You can arrange anything from a pancake breakfast kicking off a community safety check to an information fair followed by a community picnic. Watch for opportunities to link to local events that are already happening on that date.

- 3 Offer safety tips while other activities are going on. Find ways to make the events interactive or offer free items such as the balloons.

***BRING TOGETHER AS  
MANY PEOPLE AS  
POSSIBLE!!***

- 3 Ask your community partners for advice on potential events and activities. For example, the BC Block Parent Program or local police can help you arrange child ID kits.

### **Getting People to Help Out:**

- 3 Look for ways to cooperate with your community crime prevention organizations, local businesses, government agencies and other community partners. Safe communities are important to everyone.
- 3 Invite your local media representatives to be part of your event planning committee.
- 3 Get out in the community and recruit volunteers.  
There are many services people can offer from supervising an arts and crafts table to handing out educational material.
- 3 Apply to the Block Watch Society of BC for a \$100 grant to help you with expenses. Application forms available at  
[www.blockwatch.com](http://www.blockwatch.com)
- 3 Ask local businesses to offer in-kind support, such as a printing or equipment donation.

### **Planning the Big Event:**

#### **4 Weeks Ahead:**

- Confirm the location and start time of your event.  
Decide what services or activities you will want to feature.  
Confirm the individuals or groups you want to invite (your local police, community service agencies, service clubs, youth groups, senior centres, etc.)  
Recruit volunteers. Tap into all age levels - children, youth, seniors - they all have an important role in preventing crime.  
Determine the supplies/equipment you will need (i.e. tables, booths, etc.).  
Talk to local businesses about your event - see how they can help.

Mark your event information on posters and place them in prominent locations throughout your community.

Use flyers and other types of notices to let the community know what's happening.

- Ask local media to promote the event or, if your budget allows, advertise your event. Invite your local radio station to cover the event live, and provide opportunities to promote it in advance.

Decide if you'll serve food and refreshments. If so, decide if you will ask for donations from the business community or charge a small fee.

**Send in your grant application to the Block Watch Society of BC by May 15, 2009**

Send out invitations to special guests such as your local MLA, MP, Mayor or prominent community members.

### **2 Weeks Ahead:**

- Decide what services you are going to offer and assign tasks to volunteers.
- Double check to make sure all your equipment is in place, and arrangements made to pick up things such as sound systems or printed materials in time for the event.
- Write a news release - have it ready to send out a week before the event. Follow the enclosed template to help you write the release.
- Designate someone as your media spokesperson, they can answer any inquiries now and on the day of the event.
- Follow-up on invitations if you have not received all confirmations.
- If you plan to have an opening or closing ceremony, set your agenda, including who will speak and when.

### **1 Week Ahead:**

- Have the group run through the activities planned on event day and make a checklist of what still has to be done.
- Make sure any supplies you need have been purchased and are available.
- Confirm delivery and pick-up of any equipment you'll be using.
- Send out the news release.
- Share your agenda with your speakers if you have scheduled an opening or closing ceremony.

### **1 Day Ahead:**

- Check that all materials are ready.
- Test any equipment you'll be using.

***MAKE SURE YOU SEND OUT A  
NEWS RELEASE ONE WEEK  
BEFORE YOUR EVENT***

- Do a final review to make sure everything and everyone is ready to go

### The Big Day:

- Do a final set-up.
- Brief your event participants and other volunteers before the event begins.
- Thank everyone as the day goes on and recognize their good work whenever possible.
- Have fun and be safe.

***ON THE BIG DAY -  
BE SAFE AND HAVE  
FUN!!***

### Following the event:

- Pat yourself on the back.
- Send thank you notes, or follow-up letters to everyone (volunteers, donors, media) who helped make the event a success.
- Follow-up or have your community crime prevention partner follow-up with those who want to get involved in community crime prevention.
- Send media clippings, reports or photographs of your event to the Block Watch Society of BC along with your evaluation form - **Please remember, your cheque will not be mailed to you until the Society has received this evaluation form.**

### **Event Ideas:**

There are many ways to draw a crowd, and your group knows best what will appeal to everyone in your community. Find a central focus for the event, have all your community groups setup information booths and build from there. Where possible, build on existing events. Some options include:

- Have a pancake breakfast in the local recreation centre with community groups providing safety tips
- At the local beach or park arrange a community picnic or barbecue, sponsored by a local service club or youth group
- Arrange a community fair and involve as many different organizations involved as possible.

Here are some ideas you can do to build on these kinds of events:

- Provide activities that will draw people in -- the fire department can demonstrate firefighting equipment, police can have the dog squad do a demonstration, and children can create Be Safe drawings while parents learn about child ID kits, local police or celebrities can volunteer for a dunk tank.
- Involve local businesses - a hardware store can demonstrate home security tips, insurance brokers can offer advice on home, auto or boat security.
- Arrange a walk either around the city centre or on a nature trail in a local park, with information booths along the way.
- Reach out to a wide range of age groups. At your community fair, challenge youth to demonstrate their skateboard techniques. Set-up a croquet tournament for seniors with safety tips at each wicket.