

*Action on Crime Prevention:
A Multimedia Profile of NCPC Pilot Projects*

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Executive Summary

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Executive Summary

The *National Strategy on Community Safety and Crime Prevention* is a framework for federal efforts to deal with the underlying causes of crime. Launched in 1994, the *National Strategy* encourages federal, provincial and territorial cooperation and emphasizes the mobilization of Canadians to take action at the community level to prevent crime and victimization. The National Crime Prevention Centre (NCPC) is responsible for implementing the *National Strategy* and, since 1998, has invested in over 2,000 pilot projects that address risk factors in people's lives such as abuse, violence, poor parenting, and drug and alcohol abuse. This approach – crime prevention through social development – proactively addresses the personal, social and economic factors that lead some individuals to engage in criminal acts or to become victims of crime.

The project *Action on Crime Prevention: A Multimedia Profile of NCPC Pilot Projects* used television and the Web to reach out to young people at risk of committing crimes or of becoming victims of crime. Six NCPC pilot projects and the issues they address were featured in short videos that explored the nature of a particular risk and told the story of one of the young people affected. Broadcast on a number of specialty television networks, the videos directed viewers to a project Web site for more detailed information and links to relevant resources. Five of the six videos were packaged into a half-hour documentary video special for broadcast on television and for ongoing use by the NCPC as part of its outreach to young people, parents, educators, and others working to create safe and caring communities across Canada.

This Discussion Paper is a companion piece to the documentary video. It first situates the work undertaken by the NCPC in the broader context of crime prevention as described in the academic and policy literature. It focuses on the “social development model” of crime prevention upon which the *National Strategy on Community Safety and Crime Prevention* is based. Examples of some of the pilot projects supported by the NCPC through the *National Strategy* are profiled to illustrate the ways in which crime prevention through social development can be undertaken at the community level to decrease the local risk of crime and victimization.

A schematic diagram (see Box 3) illustrates where social development fits into a simplified classification system of crime prevention approaches, and provides some examples of the kinds of activities that can be clustered under the heading of “crime prevention through social development,” both in theory and in practice. Most of the projects profiled in this paper can be classified as community-oriented secondary crime prevention projects.

Detailed information about the six NCPC projects featured in the videos and on the project Web site is also presented. These profiles include the “stories” of the young people interviewed for the short videos, as well as key facts about the risks and consequences of the situation each NCPC pilot project addresses. A selection of electronic and print resources is also provided.