

Lessen the Opportunities for the Criminals

Take control of what happens in your business community and lessen your chances of becoming a victim. Through BUSINESS WATCH, you will be making crimes against yourself and your fellow business neighbors as difficult as possible.

What is Business Watch?

Business Watch is a crime prevention program that enlists the active participation of business owners, managers, and employees in cooperation with law enforcement to reduce crime in their work environment. It is designed to:

- Protect you, your business and your employees.
- Provide a networking system between businesses that quickly and accurately disseminates information.
- Establish partnerships between local businesses and law enforcement.

How do I learn more about Business Watch?

- Local law enforcement provides a variety of resources to help you learn more about crime prevention.
- For more information, or if you have questions, please contact our Crime Prevention Specialists at 510) 293-5051.

The Benefits of participating in Business Watch

- Promoting communication and understanding between law enforcement and the business community.
- Encouraging cooperation between neighboring merchants.
- Teaching merchants to crime-proof their own properties and to watch over neighboring businesses and report any suspicious activity to authorities.
- Developing a telephone tree system for quick dissemination of information regarding criminal activity in the area.
- Encouraging the development of signals to activate in adjacent businesses when someone needs help.

Additional Benefits of Business Watch participation includes:

- Authority to display signs and window decals that warn “This is a BUSINESS WATCH area ...suspicious activities will be reported to authorities and to fellow merchants.”
- Security surveys of members to identify high crime businesses.



To form a Business Watch in your area:

- Call a meeting with nearby merchants / businesses. Arrange for a Crime Prevention Specialist to attend and ask to discuss BUSINESS WATCH and crime prevention techniques with your group. Decide on the next meeting; make this an ongoing prevention program.
- Invite speakers to regularly schedule meetings for crime prevention tips and planning group strategies. Internal or employee crime should be one of the first topics for discussion.

How do I report a crime?

What you observed and the actions you take, either during a robbery or after, are essential for quick arrest and prompt return of your money or merchandise.

- As soon as you are out of danger, call **9-1-1** and stay on the phone until the operator instructs you to hang up.
- Lock your business, allowing no one but authorities to enter.
- Preserve all notes, fingerprints, and other evidence. Ask witnesses to stay and be available to officers. If they can't stay, get names and phone numbers. Verify the ID if necessary.
- Write down everything you can recall about the crime: the suspect's appearance (height, weight, hair/eyes color, scars, tattoos, accent, anything unusual.)
- Don't discuss the crime with anyone until you have talked with the officer in charge.
- Be willing to prosecute or testify in court.



**Crime Prevention
(510) 293-5051**

For further information on this program and other crime prevention materials, write to:

Crime and Violence Prevention Center
California Attorney General's Office
P.O. Box 944255
Sacramento, CA 94244-2550
www.safestate.org

BUSINESS WATCH



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