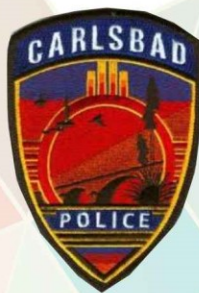




**NEIGHBORHOOD  
GUIDE  
CRIME WATCH**



*IN PARTNERSHIP WITH:*

**The**  **COALITION**  
CARLSBAD COMMUNITY ANTI-DRUG/GANG COALITION





This Neighborhood Crime Watch Guide is made possible by the partnership between:



# The COALITION


**CARLSBAD COMMUNITY ANTI-DRUG/GANG COALITION**

[WWW.CARLSBADCOALITION.COM](http://WWW.CARLSBADCOALITION.COM)

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## Work Cited:

USAonWatch. (n.d.). Retrieved from <https://nnw.org/usaonwatch>



## Why do we need Neighborhood Watch?

There are so many benefits to having a Neighborhood Watch in your area! Here's a few benefits of getting to know your neighbors and implementing a Neighborhood Watch program:

- Reduction in crime.
- Better quality of life.
- Greater sense of security, responsibility, and personal control.
- Building community pride and unity.
- Preparing for helping others and ourselves in our community.
- Providing Law enforcement agencies with volunteer support all year round.
- Becoming the extra "eyes and ears" of law enforcement personnel and therefore reducing their burden.



## Who is involved with Neighborhood Watch?

The Carlsbad Police Department, in partnership with the Carlsbad Community Anti-Drug/Gang Coalition, works with community members, like you, to create, sustain and revitalize Neighborhood Watch programs throughout Eddy County. This effective partnership between the three is useless without community members who are willing to be active in their Neighborhood Watch programs. Every program needs a Block Captain who will connect directly with their Law Enforcement Liaison about safety concerns. This officer will also provide periodic trainings for Block Captains, which will then carry this education back to individual NW where it can be passed on to all NW members.

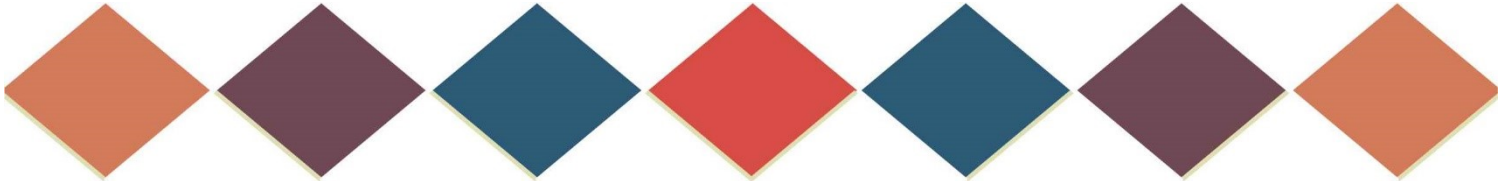




## How do I get started?

A Neighborhood Watch group is easy to start! It's as simple as having a meeting with your neighbors. Don't forget to invite a local law enforcement representative! NW programs are built upon successful relationships between law enforcement and the community. Remember, this is your Neighborhood Watch group and law enforcement is there to support and assist you. It is your responsibility to maintain interest and keep the group running smoothly. Here's a few tips on how to get started:

- Begin to talk to your neighbors to gauge interest. If they don't understand what NW is, use the flyer we provided in your tool kit to help explain. You can print additional copies of this flyer at [carlsbadcoalition.com/resources](http://carlsbadcoalition.com/resources).
- Visit [carlsbadcoalition.com/NND](http://carlsbadcoalition.com/NND) to sign up or call to get more information on starting a NW group. You can also contact the Carlsbad Police Department and ask to speak with the Community Resource Officer about starting a Neighborhood Watch.
- **Social media** is a great place to start! For example, you can create a "Private Facebook Group" for your neighborhood and invite members that live near you to join. Within this private group, you can post about neighborhood concerns and only those approved to join the group can view the posts. This keeps conversations exclusive to your neighborhood and yet remains easily accessible for those involved. This is a great substitute for frequent meetings if you have a block where most members are open to social media.
- Don't be discouraged by low attendance or lack of interest. Not everyone will be interested in joining your Neighborhood Watch group right away or understand the need for the group. Continue to invite everyone and update neighbors who aren't involved. As the group grows, more will want to join!
- Host a Neighborhood Night Out block party the first Saturday in October! The Coalition puts this event on every year and it's a great time to start or revive a NW in your area! Visit [carlsbadcoalition.com/NND](http://carlsbadcoalition.com/NND) to sign up to host a party and check out the detailed description on the next page for more info.



**NNO is the EASIEST way to  
START or REVIVE  
NEIGHBORHOOD WATCH  
in YOUR AREA!**



**SIGN UP TO HOST A BLOCK PARTY!**

**[WWW.CARLSBADCOALITION.COM/NNO](http://WWW.CARLSBADCOALITION.COM/NNO)**

**FIRST SATURDAY OF OCTOBER!**



## What is Neighborhood Night Out?

Neighborhood Night Out (NNO) is an annual event sponsored by the Carlsbad Community Anti-Drug/Gang Coalition on the first Saturday in October. On this day, there are block parties all over our community where neighbors are getting acquainted and discussing the various safety concerns for their area. The Carlsbad Police Department is a vital partner in this event, as they send an officer to every NNO party to discuss that group's specific concerns and educate residents on that year's NNO safety topic unique to our community. The Coalition provides invitations for the host to invite their neighbors, door prizes for the party and schedules the officer to attend each party location. This is the perfect opportunity to get to know your neighbors and pique interest in a Neighborhood Watch group. Have this information handy to pass out to party guests and ask the Coalition if you need any assistance!

Don't be overwhelmed by the thought of hosting a block party! These parties are not meant to be difficult or time consuming to plan. A block party should be hosted outside, as weather permits, where it is easily accessible to all members of your neighborhood. When thinking about who to invite, think about those that you can see from your front yard, those are your neighbors. A goal of 3-5 households attending is reasonable. If you live on a large block, you may have more, and that's okay too. **Here's a few ideas of party themes that have worked well for hosts in the past and are easy to plan:**

- Ice Cream Social – Setup a few tables and chairs or ask neighbors to bring their own along. Everyone brings their favorite ice cream and toppings and other party needs like bowls, utensils, ice chests, drinks, etc.
- Pie Bar – Similar to the Ice Cream Social, except everyone brings their favorite pies to share.
- Nacho/Taco Bar – Divide up the various meats, toppings, chips/taco shells, etc., so everyone pitches in!
- Game Night – Setup various tables for board games or have families bring their favorite yard game (croquet, cornhole, giant jenga, etc.) and have some family fun while getting to know your neighbors!

**WARNING**



**Fighting crime is a community effort. We report suspicious activity and help watch out for each other.**

## How do I get a Neighborhood Watch sign?

The City of Carlsbad has partnered with the Coalition to install our Neighborhood Watch signs. If you would like one installed in your area, please call the City of Carlsbad Public Works Department at (575)885-6262 and request a Neighborhood Watch Sign. This is a great way to not only remind your neighbors of your commitment to "keep watch" for each other, but also serves as a warning to possible intruders.

**Don't forget!**

Post your Neighborhood Watch window decal somewhere easily seen by possible intruders.







## Building a Successful Neighborhood Watch

Building a strong Neighborhood Watch program is not an overnight process: it takes patience, planning, and dedication. However, a successful program will keep a community strong and protected, and when a crime or emergency happens, everyone will be more prepared. Keep these five steps in mind when starting your group:

1. Contact the Coalition and/or Carlsbad Police Department for assistance in getting started.
2. Recruit and organize.
3. Discuss community concerns and develop an action plan.
4. Hold regular meetings and hold training on relevant skills.
5. Implement a phone tree, text group or social media page to communicate regularly and take action together.

### Step 1

If you're planning on kicking off your NW group along with Neighborhood Night Out, the first Saturday in October, then the first step is signing up to host an NNO Block Party at [carlsbadcoalition.com/NNO](http://carlsbadcoalition.com/NNO). Afterward, you will be contacted by a Coalition staff member for further information and to schedule a drop-off of your invitation and door prizes. It's that easy! Fill out the form, wait for our call and we'll provide what you need!

If you're starting up or revitalizing a NW group any other time of the year, you're welcome to fill out the same webform on [carlsbadcoalition.com/NNO](http://carlsbadcoalition.com/NNO) or give us a call and we'll be happy to help you get started! We'll even help you get connected with the Community Resource Officer so they can drop in for one of your meetings to hear your concerns. They can also offer safety trainings relevant to your area.

### Step 2

Talk with your fellow neighbors about their concerns regarding crime and safety in the area. Discuss and create awareness among the neighbors about a particular issue affecting the neighborhood. Citizens may want to collect data from a variety of sources, including police reports, personal observations, or media reports. Your CPD Community Resource Officer can also help with this information. In some cases, once the information on the issue is collected, other concerns may emerge and help to further demonstrate the need for an active Neighborhood Watch. One example of this might be a situation in which citizens do not feel safe because of the large number of young people who seem to congregate in a single area and then roam the streets. Once information is collected about this problem, other concerns such as underage drinking, drug use or property crimes may be revealed. The primary concern in the initial phase of forming a NW is to collect relevant information and develop a strategy to raise awareness about the identified concerns. Once the data is collected, the block captain and/or volunteers can distribute letters, flyers, emails, social media posts, etc. to spread the message about the concern and to mobilize people to join the NW group. Get the word out about the identified problems and begin to recruit and select individuals who want to form the "core" group of the new NW effort. This core group will aid in recruiting others, meeting with local law enforcement, and building or revitalizing the Neighborhood Watch Program.



### Step 3

One of the first meetings should address and prioritize the concerns or issues that have been identified. Citizen volunteers may take the initiative to address some of these concerns, while for others, the police or sheriff's department may want to implement crime reduction strategies. Conduct a meeting on strategic planning and identify the concerns and resource available. All too often, new Neighborhood Watch groups do not have a defined mission or specific goal and find themselves with no clear guidance or direction. Numerous activities may occur, but due to a lack of focus, they may not resolve the real issues. After the community's concerns have been identified and prioritized, the group will turn its attention to developing specific strategies to address these needs. Develop goals with specific objectives and realistic milestones. A plan of action should be adopted and implementation strategies should be designed that will not only guide the plan, but also provide a means to assess and evaluate its effectiveness.

### Step 4

Once the new or revitalized Neighborhood Watch group has been formed, and goals/objectives have been determined, the Block Captain/Watch Leaders and citizen volunteers should schedule meetings where they can receive training and hone their skills in crime prevention and community policing. Local law enforcement can provide a number of training programs that will help the citizens work together to protect themselves and their communities. Depending on the type of activities the group will undertake (neighborhood patrols, cleanup days, crime prevention classes, etc.), citizens can offer a variety of important crime and terrorism prevention services once they receive the proper training and instruction.

### Step 5

Take active steps in the neighborhood so everyone is aware of the NW. Have a kickoff event to encourage involvement, start a NW newsletter, social media group or some other method to update neighbors about trainings and other information. Most importantly, keep the group active and enthusiastic. Maintain communication between group members and your Community Resource Officer.

If you need help, please reach out to our Coalition team! We're here to help your program be a success and aid in connecting you with resources we have around Carlsbad.

### Did you know?

- The Carlsbad Police Department hosts a Citizen's Police Academy at least once a year! Call CPD for dates and more information.
- CPD will also do child safety seat inspections to ensure your device is secure and not part of any manufacturer recalls.



## Neighborhood Watch Skills

### *Using Your Eyes and Ears!*

Once you have established a strong Watch group, it is important to start building skills needed to make your group a success. While NW exists for more than just crime prevention, it is important to build the skills necessary for preventing crime as well as terrorist activity, and preparedness for natural/man-made disasters. Schedule training sessions with your law enforcement liaison or other law enforcement agencies that might have courses available.

You can request information about the Carlsbad Police Department's Citizen's Police Academy from your Community Resource Officer. This provides valuable training in many areas that could be beneficial to all NW members.

### *Observation Skills*

Most people go through the day without noticing everyday events. However, beginning to recognize what is normal around you is the first step in recognizing what is *not* normal. Although law enforcement officers are trained observers, sometimes they find it difficult to explain to citizens what to report and when to report it. While patrolling the streets, officers get used to looking for activities or events that seem out of place or are not part of the regular or ordinary routine. Officers may not be able to articulate specifically what is unusual, but they are keenly aware that something is awry. Officers sometimes refer to this phenomenon as a "sixth sense" or "street smarts", when they instinctively know when something is not right and they should investigate. Community members should know they have the ability to recognize suspicious or unusual events as well.

It is a matter of practicing observation skills to make them stronger.

In order to understand how to properly observe people, vehicles and incidents that may affect us, we should begin by learning what types of things to observe. You should pay attention to things like:

- Physical setting – Specific location, time of day, day of week.
- People – What do they look like? Height, weight, ethnicity, gender, etc. How many are there?
- Specific items – What is important?
- Routines – Did you notice any recurring patterns or routines? How often did they occur? Who was involved?

One of the keys to a successful Neighborhood Watch program is recognizing the importance of using good observation skills to keep your neighborhood safe. Practice looking at pictures of people to know how to describe them. Clothing is important but try to look for things that cannot be changed, like skin or eye color, tattoos, scars, moles, height and weight. Properly observing vehicles is similar to observing individuals. Always start with the basics, such as make and model of the vehicle. Identify the vehicle as a Ford, Chevrolet, Dodge, Honda, Mercedes, Volvo, etc. Then identify the type of vehicle (such as SUV, pickup, etc.), as well as the specific model if possible (such as Corolla, Accord, Expedition, etc.) To remember license plates: write it on paper, on your hand, or even scratch it in the dirt! License numbers are useful only if they are correct. Never hesitate to say, "I'm not sure." With a vehicle description, even a partial license plate can be valuable.



## ***What is Suspicious Activity?***

All too often citizens are confused about what they should report and why, so it is important to train citizens through a variety of reporting activities. After reviewing this section, participants will be able to advise citizens specifically on the appropriate who, what, when, where, and how of reporting. Often citizens ask officers, "Why should I get involved?" or "How am I going to benefit by reporting?" Although the answers may seem obvious, it must be clearly communicated to the public that they are an essential component in protecting our communities. Sometimes our citizens receive mixed signals regarding what to report and when to report it. Other times they simply do not know what is expected of them. It is important to learn specific definitions and details to provide Watch members with clear and concise information. Begin with defining "suspicious activity." Officers should know the definition of suspicious activity and be able to properly communicate this definition to Watch members and other concerned citizens. Suspicious activity can refer to any incident, event, individual or activity that seems unusual or out of place. Some common examples include:

- A stranger loitering in your neighborhood or a vehicle cruising the streets repeatedly.
- Someone peering into cars or windows.
- A high volume of traffic going to and coming from a home on a daily basis.
- Someone loitering around schools, parks or secluded areas.
- Strange odors coming from a house, building or vehicle.
- Open or broken doors and windows at a closed business or unoccupied residence.
- Someone tampering with electrical, gas or sewer systems without an identifiable company vehicle or uniform.
- Persons arriving or leaving from homes or businesses at unusual hours.

- Multiple persons who appear to be working in unison and exhibiting suspicious behaviors.
- Signs of forced entry or tampering with security or safety systems.

The effectiveness of the police efforts are enhanced by active participation on the part of citizens. By calling to report suspicious persons or activity, you not only aid the police, you make your community a safer place to live. Some people fail to call because they are not aware of activities that might be suspicious. Others may notice suspicious activity and hesitate to call for fear of being labeled a "nosy neighbor." Still others take it for granted that someone else has already called. Always report suspicious activity and all crimes because police don't know there's a problem unless they're told.

## ***Knowing What and How to Report***

There are four general categories to consider when determining what to report: 1)suspicious activities; 2)people and vehicles; 3)illegal activities; and 4)unusual events or incidents, dangerous situations.

By reporting these types of activities and situations, citizens can make their communities safer and more secure, reduce violence, minimize victimization, reduce crime, and improve the overall quality of life. Community members must also be instructed on how to report suspicious activity. To report suspicious activities, crimes in progress, or possible terrorist activities, simply:

- Dial 9-1-1 and call the police department.
- Tell the dispatcher what happened and the exact location.
- Provide a detailed description of people or vehicles.
- Remain on the phone and stay calm.
- Be prepared for follow up questions.

### ***What now?***

One idea for a creative NW meeting is to visit the local 911 dispatch center. If someone is willing to take your Watch group or even the Area Coordinators and Block Captains around the center, community members will understand the fast pace of a 911 call center. This will emphasize the need for clear reports of suspicious activity. Some 911 centers won't accept non-emergency calls; they will give another number to call instead. During one of your first Neighborhood Watch meetings you should distribute the non-emergency numbers for calls to the police.

Only serious and legitimate calls should be made to 911, no matter what. Teach children how to respect the 911 system and how to use it if they are alone. Children learn by "doing", but practice only on a toy phone. Encourage them to be good citizens; help them learn to watch for trouble and how to get help when needed.

When you have an officer attend a meeting, you might suggest they go over what happens to the information provided to 911, and when not to call.



### ***When to Call 911, and when NOT to!***

Calling 911 is an important communication tool for emergencies. However, some citizens call 911 in non-emergency situations. This can cause the dispatch operator to miss a call of a person needing emergency help. It is important that not only your groups, but all citizens understand when to call and when not to call 911.

#### **When to call:**

- Medical emergency (examples: chest pain, extreme shortness of breath, uncontrolled bleeding)
- Motor vehicle accident
- Fire
- When a life is in danger

#### **When NOT to call:**

- The power is off.
- Asking for directions to the hospital.
- Asking for telephone numbers for others.
- Requesting to speak with a particular officer.
- Inquiring as to the time and day.
- Inquiring about community activities and locations.

For more information about when it is appropriate to call, please contact the non-emergency number for the Carlsbad Police Department and ask for an officer to discuss the topic with you.

### ***REMEMBER:***

*Community members only serve as the extra "eyes and ears" of law enforcement. They should report their observations of suspicious activities to law enforcement; however, citizens should never try to take action on those observations. Trained law enforcement should be the only ones ever to take action based on observations of suspicious activities.*



# The **COALITION**

CARLSBAD COMMUNITY ANTI-DRUG/GANG COALITION

WWW.CARLSBADCOALITION.COM

 @CARLSBADCOALITION 

PO BOX 1867 CARLSBAD, NM 88221

PHONE: (575)256-0565

## **NON-EMERGENCY NUMBERS**

- Carlsbad Police Department..... (575)885-2111
- Carlsbad Fire Department..... (575)885-3125
- Eddy County Sheriff's Office..... (575)887-7551
- Carlsbad Medical Center..... (575)887-4100
- Carlsbad Water Department..... (575)887-1191
- Crimestoppers..... (575)887-1888
- Child Abuse Hotline..... (800)422-4453
- Domestic Abuse Hotline..... (800)799-7233
- Poison Control Hotline..... (800)222-1222
- Suicide Prevention Hotline..... (800)273-8255

## **E-GOVLINK**

**WWW.EGOVLINK.COM/CARLSBAD**

**OR CALL 311 FROM A LANDLINE**

**OR CALL (575)887-1200 OR (575)234-7901**

*For information requests, general suggestions, Grappler (Claw) requests, illegal dumping reports, pothole/street conditions, traffic signals/sign concerns, graffiti reports, building code violations, animal control issues, code violations. Reporting is confidential.*

**FOR LIFE-THREATENING EMERGENCIES CALL 911**

## SUSPICIOUS ACTIVITY OR CRIME REPORT

Use the reporting form found in your toolkit to record and report suspicious activity that you and/or your Neighborhood Watch team members observe. You may print additional copies of this form by visiting [carlsbadcoalition.com/resources](http://carlsbadcoalition.com/resources). Distribute these forms at your initial Neighborhood Watch meeting and have them available at recurring meetings as well. Encourage your members to keep them available in their homes and/or in vehicles in order to make detailed notes when they discover suspicious activity or witness a crime.

### SUSPICIOUS ACTIVITY OR CRIME REPORT



Was this a (check one)  CRIME  SUSPICIOUS ACTIVITY

Briefly describe WHAT HAPPENED: \_\_\_\_\_

When did it happen? DATE: \_\_\_\_\_ TIME: \_\_\_\_\_

Where? STREET ADDRESS: \_\_\_\_\_

NEAREST CROSS STREET: \_\_\_\_\_

#### SUSPECT DESCRIPTION

Sex:  Male  Female  Unknown

Age: \_\_\_\_\_ Height: \_\_\_\_\_ Weight: \_\_\_\_\_ Race: \_\_\_\_\_ Eye color: \_\_\_\_\_

Complexion: \_\_\_\_\_ Hair Color: \_\_\_\_\_

Mustache, beard, or sideburns: \_\_\_\_\_

Glasses: \_\_\_\_\_

Tattoos, amputations, scars, other distinguishing marks: \_\_\_\_\_

Noticeable accent or other special characteristics of speech: \_\_\_\_\_

#### CLOTHING

Shirt: \_\_\_\_\_ Coat: \_\_\_\_\_ Trousers: \_\_\_\_\_

Shoes: \_\_\_\_\_ Dress: \_\_\_\_\_ Hat/Headwear: \_\_\_\_\_

Rings, Piercings, Necklaces, Earrings, other jewelry: \_\_\_\_\_

#### WEAPON DESCRIPTION

Handgun: \_\_\_\_\_ Rifle: \_\_\_\_\_ Knife: \_\_\_\_\_ Club: \_\_\_\_\_ Other: \_\_\_\_\_

#### VEHICLE DESCRIPTION

Make: \_\_\_\_\_ Year: \_\_\_\_\_ Body Style: \_\_\_\_\_ Color: \_\_\_\_\_

License Number: \_\_\_\_\_ State: \_\_\_\_\_ (if unable to ID state, color of license): \_\_\_\_\_

Identifying scratches, dents, wheels, markings: \_\_\_\_\_

Celebrate business and neighborhood safety! Proud Sponsor of Neighborhood Night Out  
Carlsbad Community Anti-Drug/Gang Coalition [www.carlsbadcoalition.com](http://www.carlsbadcoalition.com)  
Carlsbad Police Department (575-885-2111) Eddy County Sheriff's Office (575-887-7551)

### SUSPICIOUS ACTIVITY OR CRIME REPORT



#### ANSWER THE FOLLOWING

Number of subjects: \_\_\_\_\_

What they said: \_\_\_\_\_

Direction of departure: \_\_\_\_\_

Names/addresses of other witnesses: \_\_\_\_\_

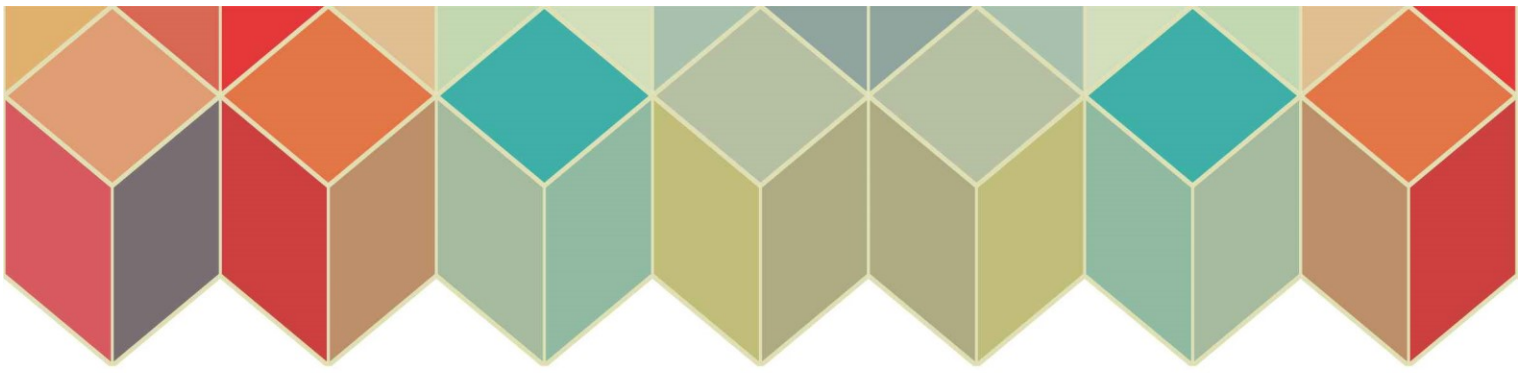
\_\_\_\_\_

\_\_\_\_\_

Your name: \_\_\_\_\_ Your phone: \_\_\_\_\_

Your address: \_\_\_\_\_

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Carlsbad Police Department (575-885-2111) Eddy County Sheriff's Office (575-887-7551)



**COALITION** ■  
**COMMUNITY BOARD MEETING**  
**1<sup>ST</sup> WEDNESDAY 4-5PM**  
**OF EVERY MONTH**  
**UPSTAIRS PLANNING ROOM AT CITY HALL**

Ready to get more involved in making Carlsbad a better place to live?  
Join us every month as we come together to discuss how we can  
improve the safety and quality of life in Eddy County!

