



# WELCOME

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TO THE ALBERTA PROVINCIAL CRIME WATCH ASSOCIATION PRESENTATION

# OUR HISTORY

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The Alberta Provincial Rural Crime Watch program, as we know it, began in 1978 supported by four local Associations: The Alberta Cattle Commission, the Western Stock Growers' Association, the Alberta Farmers Advocate office, and the RCMP. The program was initially called the Alberta Range Patrol and was established to provide additional “eyes and ears” for the RCMP.

On March 19, 1995, the Alberta Provincial Rural Crime Watch Association (APRCWA) received official recognition as a Society and the APRCWA Organization became a supportive Organization for Local Member Associations.

# OUR FOCUS

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The focus of the Rural Crime Watch program still provides the extra “eyes and ears” for the RCMP, however the focus has expanded over time. The focus is now, promoting Crime Prevention through awareness, education and encouraging reporting of suspicious activity when observed.

The use of CPTED (Crime Prevention Through Environmental Design) principals is referenced through-out our educational programs.

We continue to offer our “Wise Owl” program to all interested Albertans where we bring fraud awareness to all age groups.



# WISE OWL PROGRAM

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The program gives an over view of many common scams and frauds, along with information on how to protect your personal information.

Seniors will come away with the necessary tools to recognize a scam, who to talk to, how to report it and where to go for more information.

This program is a power point presentation administered by a network of presenters throughout the province and is available free of charge.





# OUR SCOPE

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The scope of the Alberta Rural Crime Watch Association has expanded. Member Associations are now concentrating their efforts, not only on farmstead, acreage and rural property security, property identification and general rural crime awareness, but small towns and villages as well.

Patrol activities are passive in nature, as our local members report suspicious activity to the local RCMP. (ACOPA follows a different mandate with the RCMP, and includes active patrols in its mandate.)

The Rural Crime Watch Program was designed to reduce the incidence of crime in all rural areas and to create a more thorough understanding and awareness of the laws. It is completely voluntary involving all interested rural residents.



# MEMORANDUM OF UNDERSTANDING BETWEEN APRCWA AND THE RCMP

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APRCWA has signed a Memorandum of Understanding with the “K’ Division, RCMP, to work together as partners. We also work with our other partners, Alberta Solicitor General, Alberta Farmers Advocate, Alberta Fish and Wildlife with its “Report a Poacher” program.

The “Crime Stoppers” and “Citizens on Patrol” (ACOPA) programs have recently been included in the Rural Crime Watch Association's activities as a partner in reducing crime rates in rural Alberta.



# THE RURAL CRIME WATCH LOGO

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As with the APRCWA History, the “Rural Crime Watch” Logo also has a history and has evolved over time. At the time of the formal formation of the APRCWA, a “new logo” was designed to incorporate the Charter Partners that had, and continue to be a part of the Rural Crime Watch Program today.

The circular shape and Rural Crime Watch Banner tie these Agencies and Partners together to support the Rural Crime Watch Program in Alberta.

This logo may be seen on highways and rural roads throughout the 4 corners of Alberta.



# MISSION STATEMENT & VISION STATEMENT

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## Mission;

Alberta Provincial Rural Crime Watch Association will strive to promote rural crime prevention through communication, programs and support.

## Vision;

Alberta Provincial Rural Crime Watch Association will be leaders in crime prevention by building relationships through promotion, community involvement and identifying future needs with effective communication and promotion.”





# WHAT IS ALBERTA RURAL CRIME WATCH - VIDEO

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<https://www.youtube.com/watch?v=Zvu8ZFIDy6k>

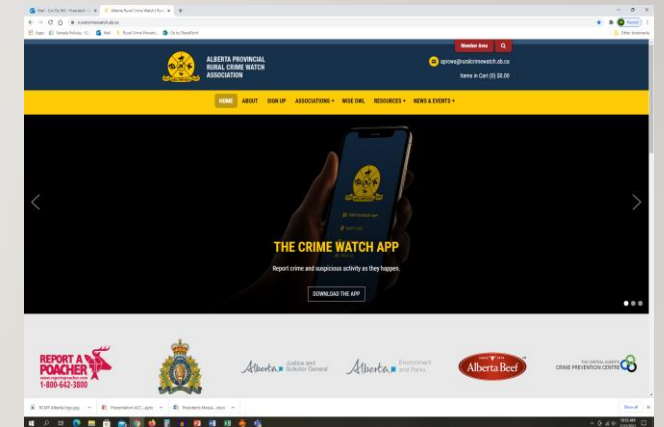
# WEBSITE

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[www.ruralcrimewatch.ab.ca](http://www.ruralcrimewatch.ab.ca) has been active since mid 2018. We enjoyed a very positive launch that serves all RCMP jurisdictions in rural Alberta.

With the website Google ad campaign, we have had over 27,000,000 viewings of our marketing ads, translating into 75,000 visits to the website.

Keeping the web site current has been a principal reason that we continue to increase readership.



# SOCIAL MEDIA CAMPAIGN

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A huge success story for us has been our Google Ad campaign of the awareness of crime watch and the importance of “Reporting Suspicious Activity”.

For any of you that don't know how this works, basically anytime someone searches a predefined set of words in Google, in rural Alberta, our ad is displayed. Our most successful combinations of words have been / rural+crime+watch / and / local+news .

For the campaign itself now, we are exceeding 15 million viewings of our ads for the year, which has translated into 40,000 visits to the website and 30,000 uses of the APP.

# APRCWA APP TOOL

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Our APP is a free, web based tool, that uses GPS navigation from your cell phone to find your location, and then provides you with the nearest RCMP Detachment, with a non-emergency phone number that you can dial right from your smart phone. Currently this APP is seeing 1500 uses per month adding to the 30,000 downloads thus far.

We have since added; RCMP online crime reporting, social services programs, safety tips and news tips of the day.





# WHAT'S ON THE WEB SITE THIS YEAR?

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Starting in 2021, Facebook, Twitter, and a Blog will be on the web site.

We are currently getting 75,000 views of our search ads, reaching 45,000 people with 6,000 impressions of our video per month.

# TARGETED ANTI-VEHICLE THEFT CAMPAIGN

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An example of a targeted ad campaign was centered in an 18 km, radius of Red Deer. 40% of stolen vehicles in Alberta were taken from the Red Deer area and 40% of them had the keys left in them unattended. The campaign ran from October to December 2020 and had 3,250,000 views of the ad.

The short video was viewed 300,000 times. The study is continuing to be analyzed by the RCMP for its effectiveness.



The message was simple,  
“Lock Your Vehicle.”

# VEHICLE THEFT VIDEO – LOCK YOUR VEHICLE

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<https://www.youtube.com/watch?v=YGDavxTwIEk>

# WHAT DOES THE FUTURE HOLD FOR APRCWA?

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Moving to the virtual world in delivering our crime prevention programs, will be enhanced even further as technology changes and rural internet improves.

One project that has been identified, is the digitalization of the Wise Owl program, to ensure it can reach a larger audience than our current face to face presentations.

We continue to have many pressures that every non-profit experiences. Local membership decline, apathy and increasing costs associated with program delivery. These pressures are also experienced by the provincial association. Demands to stay registered as a non-profit entity, as required by our insurance carrier, increases demands on volunteers to follow all government regulations.





# PARTNERSHIP OPPORTUNITIES

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Possible partnership opportunities are being explored when they are presented. Like minded companies or other non-profit entities have approached us on occasion with mixed results. We wish to remain true to our roots and not compromise our goals.

Some of our local member associations do receive support from their local municipality but many do not. Local businesses have supported the members in some cases but it always comes down to fundraising opportunities.

# RURAL CRIME WATCH EFFECTIVENESS

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We continue to have many pressures that every non-profit experiences. Membership decline, apathy and increasing costs associated with program delivery. As we provide a necessary service to the rural folk all over Alberta, we continue to struggle with maintaining our member volume which pays the expenses through member fees and fundraising.

Just imagine for a minute, that a crime watch group has 550 families registered to receive crime activity reports in their community, and as these families are going about their normal everyday activities. That may equate to 550 family's x 2 people (or more with extended families) in the household, that could be up to 1100 sets of eyes looking for suspicious activity or lost items such as vehicles used in criminal activity.



# WILL RURAL CRIME WATCH SURVIVE?

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The Rural Crime Watch movement has, and continues to be an effective method of crime reduction in a rural community. As we use the many eyes and ears in the community to help our policing authorities, we continue to show a benefit in the fight to reduce rural crime rates.

Do we have challenges?

Yes, we have many challenges, aging membership, changing demographics, increasing costs to continue our programs and reduced donation funding from sponsors.

We have continued to show value in the past and will continue as long as we are needed.



# APRCWA - IMPORTANCE OF REPORTING A CRIME.

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<https://www.youtube.com/watch?v=vZbarQJTs1c>



# THANK YOU FOR THE OPPORTUNITY TO HIGHLIGHT A VERY WORTH WHILE GRASSROOTS ORGANIZATION

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For more informative articles and videos on crime prevention, visit our web site at [www.ruralcrimewatch.ab.ca](http://www.ruralcrimewatch.ab.ca)

Or email us at [aprcwa@ruralcrimewatch.ab.ca](mailto:aprcwa@ruralcrimewatch.ab.ca)

Questions?

