

Crime Stoppers Around the World Panel Discussion

Saturday
Coral B



CRIME
STOPPERS
INTERNATIONAL

*Sharon Hanlon
President
Crime Stoppers International*



Crime Stoppers International: a global overview



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STOPPERS
INTERNATIONAL

www.csiworld.org

csi@csiworld.org

David Foster
Region 2
Chairman Canadian Crime Stoppers Association



Crime Stoppers International: a global overview



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Foster video slide

A low-angle photograph of a series of tall, dark flagpoles arranged in a diagonal line across the frame. Each pole flies a different national flag, including the German flag, the Hungarian flag, the Union Jack, the Australian flag, the Italian flag, the South African flag, the Spanish flag, and the Swiss flag. The flags are set against a clear, bright blue sky. On the left side of the image, there is a semi-transparent blue overlay with the text 'Foster video slide' in white.

*Crime Stoppers International:
a global overview*



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*Alex MacDonald
Region 3
Chairman
Caribbean & Latin America Crime Stoppers Foundation*



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*Vince Hughes
Region 5
Chairman Crime Stoppers Australia*



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Crime Stoppers Australia National Illicit Firearms Campaign

Dr Vince Hughes
Crime Stoppers Australia



No illegal guns.

**Say something
before it's too late.**

The challenge

- In Australia, it is estimated there are **260,000 firearms** (250,000 long arm and 10,000 handguns) in the domestic illicit market.
- These firearms are used in tens of thousands of gun related offences that occur every year.
- Serious and organised crime groups are increasingly **trafficking firearms** as an income means.



[Learn more >](#)

Campaign focus

- In early 2021, Australia's first ever **permanent firearms amnesty** was launched, urging anyone with unregistered or unwanted firearms to surrender them without penalty or judgement.
- Phase Two, launched in February 2022, encouraged people with information about an **illicit firearm** to contact Crime Stoppers before it's too late.



JCDecau

No illegal guns.

Say something before it's too late.



We'll keep your information safe and confidential.
Tell us what you know on 1800 333 000.

crimestoppers.com.au/illegalguns

Target audiences

- Phase One: **gun owners without criminal intent** - highlighting the ease of handing in unregistered and unwanted firearms, parts and accessories.
- Phase Two: **women**, aged 25-54 years motivated by community safety, fear or in the best interests of themselves or their family – particularly where a current or ex-partner has access to an illicit firearm.

Tactics

- The **advertising strategy** was led by TV, along with press, social media, out of home, digital display as well as traditional and digital radio.
- Phase One concentrated on **community engagement** events
- Phase Two included more **targeted mediums**, reaching the audience in one-on-one moments using Spotify, washroom signage and streaming services.
- **Media and PR activities.**
- **Stakeholder engagement** and relationship development.



Creative



- We used a visually engaging creative that showed different firearms identified by police as the **most commonly seized** in Australia.
- The guns disintegrated through animation, as a powerful metaphor to reflect the campaign message of '**no illegal guns, that's our aim**'.

Results

- 899 news mentions, reaching **4.86 million people** and \$965,000 in earned media value.
- **415,061 visitors** to the Crime Stoppers Australia website campaign page, recording 539,293 sessions.
- **128** community engagement events.
- Total advertising reach of **more than 35.3 million** across social media, large & small out of home, washrooms, billboards, print, TV and radio.



The Adv Surrenc guns to society

THE 1996 Port Arthur massacre was a tragic turning point in Australian history. A lone gunman killed 35 people and injured 20 others, prompting fundamental changes in firearm laws. This included tight controls on automatic and semi-automatic weapons, along with a buyback of these guns.



**No unregistered firea
That's our aim.**

If you have one,
hand it in without penalty. Visit
crimestoppers.com.au/FirearmsAmn
to find out how.



nesty in... surrendered. Minister for Com- Wood... to limit the opportunity to access and... criminals... said.

will allow people to hand in st

Operational results



- More than **15,000 firearms**, parts and ammunition surrendered or seized by police.
- **Nearly 7000 Information Reports** raised for police investigation.
- **Significant bolstering** of police intelligence holdings.
- Independent **audit tick of approval**, with the report finding "the Activities and Outcomes delivered by CSA were achieved in a challenging and unique operating environment."

Questions



*Brigadier Attie Lamprecht
Region 7
Crime Stop South Africa*



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FACEBOOK AMBER ALERT



*South African Police Service:
Division Detective and Forensic Services:
Crime Investigation Service: Crime Stop and
The Bureau for Missing Persons*



TABLE OF CONTENTS

- Background
- How to activate Amber Alert
- Activations
- Challenges

BACKGROUND

- Facebook officially launch the Amber Alert for Missing Children in conjunction with the South African Police Service (SAPS)'s National Bureau for Missing Persons and Crime Stop on 30 January 2022.
- Amber Alert can only be requested by SAPS National Bureau for Missing Persons.
- An Amber Alert will reach all Facebook users within 160km radius of the where the missing child was last seen.
- An Amber Alert remains on Facebook users' news feed for 24 hours whereafter it automatically disappears or remains until law enforcement cancel the alert, whichever occurs first.
- All information is received via the MYSAPS App tip-off button or Crime Stop 08600 10111. Crime Stop operates 24/7 with information immediately disseminated to the Investigating Officer.

HOW TO ACTIVATE AMBER ALERT

The missing child should preferably be under the age of 13 years old and at imminent risk of death or serious bodily harm. If the child is older than 13 years and under 18 years of age, a written motivation by the investigating officer is crucial.

When time is of the essence, the Head: Family Violence Child Protection and Sexual Offences (FCS), or the Provincial Head FCS can request an emergency Amber Alert with 'skeleton information' before the actual registration of the case.

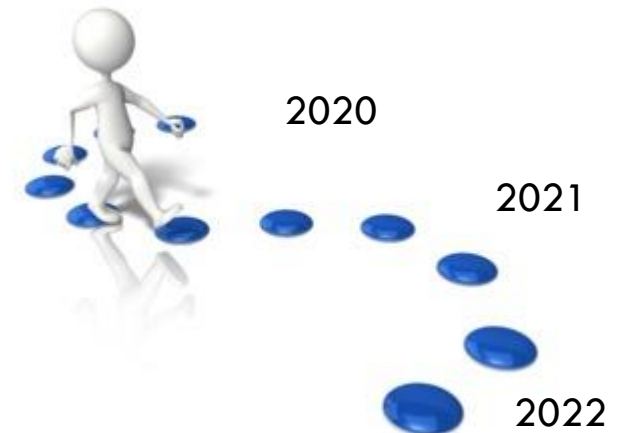
Enquiry
number/CAS/or
Circulation number
A1 statement
Photo

To activate an Amber Alert, the Bureau for Missing Persons at Detective Service Division can be contacted at telephone 012 393 4664 (office hours) or (after hours) 082 779 8573 followed by an email of all information as prescribed in the operational directive paragraph 8 to childamberalert@saps.gov.za. and Rossouw3@saps.gov.za.

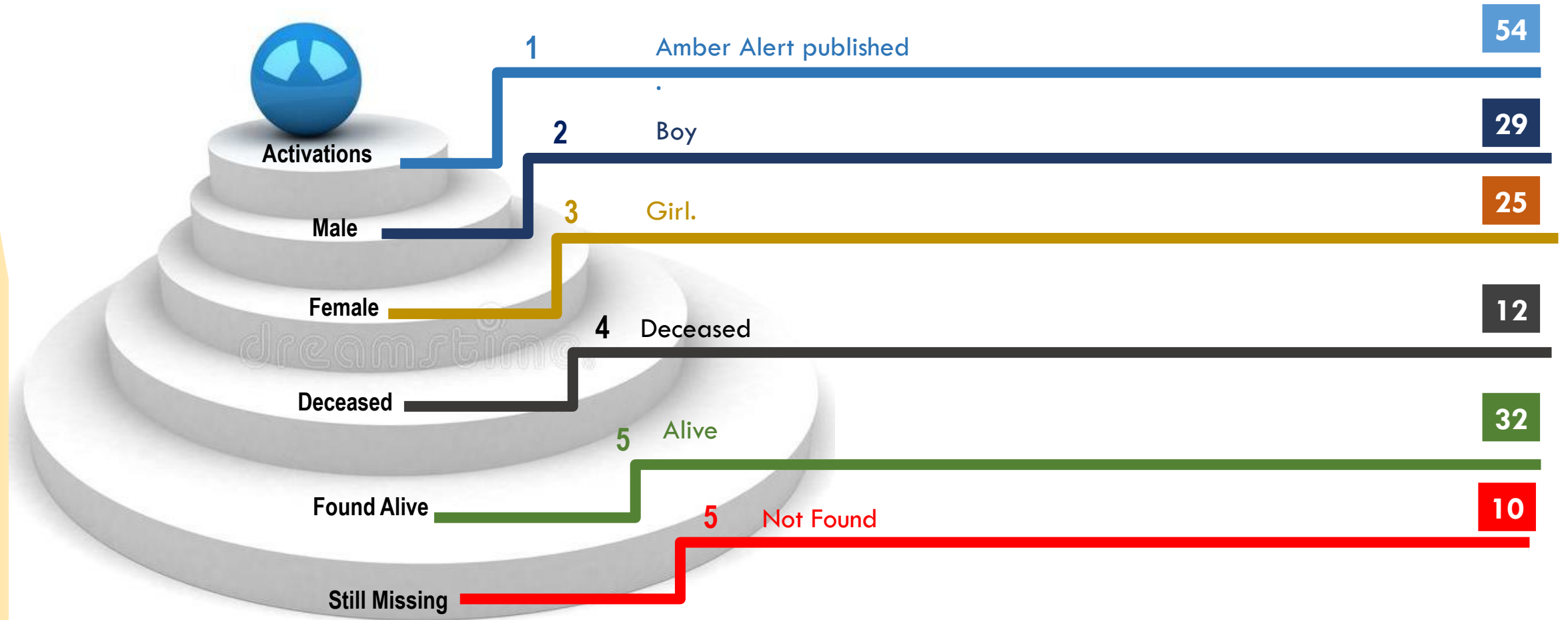


AMBER ALERT ACTIVATIONS

Amber Alerts

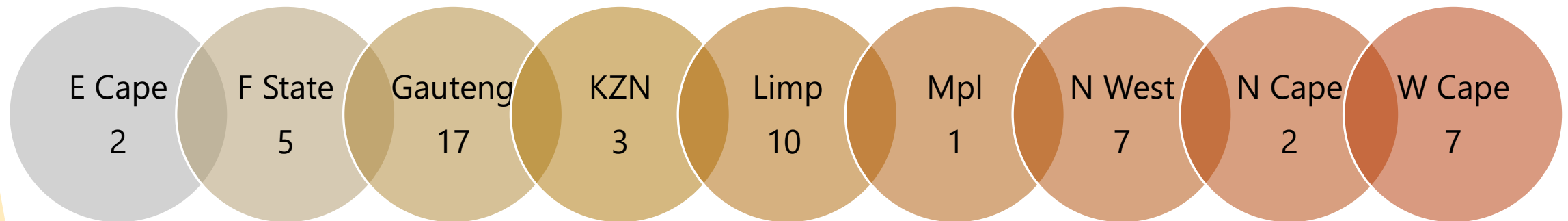


Breakdown



PROVINCES

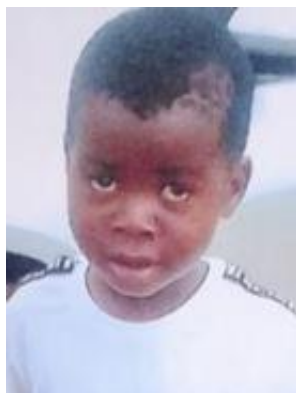
Amber Alerts published per Province



Deceased Children



Still Missing



Found Children





if you
SEE | **SAY**
something | something



SAPS CRIME STOP 08600 10111
SAPS EMERGENCY LINE 10111

SIMPLY DOWNLOAD MYSAPS MOBILE APP

MySAPS App is a free crime tip-off mobile application
available for smart phones on google play store and apple app store



South African Police Service



@SAPoliceService



MySAPS App



sapoliceservice_za



SAPoliceService



www.saps.gov.za

THANK YOU

*Mick Duthie
Region 4
Director of Operations Crimestoppers UK*



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CrimeStoppers.

0800 555 111

100% anonymous. Always.



CrimeStopper

0800 555 111

100% anonymous. Always.

Speak up.

*Sharon Hanlon
President
Crime Stoppers International*



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1. Holding Slide: Sharon to open session, provide an overview of CSI and presentations and introduce speakers
2. Region 2 – Dave Forster: had formerly advised he would bring his .ppt on a thumb drive
3. Region 3 – Alex MacDonald: Holding Slide only (ie no separate .ppt coming)
4. Region 5 – Vince Hughes: you have to hand (ie I can see you have downloaded from WeTransfer)
5. Region 7 – Attie Lamprecht: you have to hand
6. Region 4 – Mick Duthie: you have to hand (ie again, I can see you have downloaded from WeTransfer)
7. Holding Slide: Sharon to thank all presenters, call for questions, close-out session