

CRIME PREVENTION IS EVERYONE'S BUSINESS

Julian Fantino was previously the Chief of Police for Toronto, London and the City of Vaughan. He was also the Commissioner of the Ontario Provincial Police. A few years ago when he was a member of the International Association of Chiefs of Police Crime Prevention Committee, he helped to define what he felt was a realistic philosophy of crime prevention. In a nutshell it was: *community safety is everyone's responsibility and crime prevention is everyone's business.*

The City of Vaughan has addressed this head on and is very supportive of a partnership with JVC. They are JVC members and receive regular copies of JVC alerts. They have also contacted JVC on many occasions to request assistance in getting information out to the jewellery industry.

Taking crime prevention seriously is all about values. Abraham Lincoln once said, "What truly motivates people is values" When it comes to Crime Prevention there are no competitors, we all want the same thing. This brings us to the point of camera systems.

Some people are of the opinion that cameras do not deter crime. In some cases this is true because criminals realize the camera systems may produce a picture, but the vast majority of people never see that picture. It may be sent to the local police and unless that local police service recognizes the subject they simply keep it on file until a person is arrested.

That picture should be distributed through networks like JVC alerts so other jewellers in the area are armed with information should this subject ever enter their place of business. JVC has had much success in this area. A number of our members have reported to us that they immediately recognized a subject from a JVC alert as soon as they entered their store. This has prevented a loss and also resulted in arrests. Every retail business should have a camera system and belong to a network to share information.

There is a wide range of camera systems these days from the very expensive, digital, multi camera systems to very small one covert camera strategically placed which is very inexpensive. Not all retailers can afford the higher end models but there are the less expensive ones for small locations such as the camera shown below.



This type of camera and many others like it are maintenance free. Records on a chip the same as you would find in a digital camera and are low cost. They should be properly positioned by the cash or diamond counter. JVC also recommends you have signage indicating video recording is taking place. For more information on any camera system contact your Security Company or JVC.

BE A GOOD CORPORATE CITIZEN AND A GOOD NEIGHBOUR. HELP FIGHT CRIME.