



BE SAFE & SOUND

An Initiative of the National Safety and Security Council

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To Leave No Child Behind Is To Be Sure All Children Are Safe And Secure

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As the nation continues to focus on the issues and challenges associated with homeland security and the threat of another terrorist attack, the basic issues of safety and security in our neighborhoods and how we do crime prevention can be eclipsed by international concerns. This reality is alarming particularly in light of recent data from the FBI and other crime indicators suggesting that violent crime, burglary, and property crime have begun to trend up.

September 11, 2001, shifted the nation's concern about safety and security. To ensure continued attention to crime on the local level, NCPC and several of our corporate partners have united to form the National Safety and Security Council (NSSC). The Allstate Foundation, ASSA ABLOY Group, Security Industry Association, and the Education Networks of America fund the NSSC. The mission of the NSSC is to raise awareness and to generate action that will ensure that our workplaces and schools are safe and secure.

NSSC promotes a balanced approach. While concerned with the traditional hardware and technology of security (locks, lights, and alarms), NSSC also emphasizes safety—proactive prevention measures (e.g., mentoring) that focus on behavior and that improve the effectiveness of the protection provided by security.

At the heart of the new initiative is the creation of the *Be Safe & Sound* campaign. The mission of *Be Safe & Sound* is to mobilize parents to work in cooperation with school officials to ensure that schools create an environment where students feel safe and that school officials are taking all the necessary steps to make sure that

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their schools are secure. Educators have long known that the foundation of all learning is safety and security. Often missing in the planning and work of achieving safe and secure environments are parents. The parental piece is nowhere more apparent than in their need to be involved in activities that would prevent bullying, harassment, and intimidation. These are activities that are predictors of school violence. In a series of surveys conducted by Wirthlin Worldwide for NCPC, we have discovered that less than 50 percent of parents are concerned about bullying or harassment. Yet six out of ten students witness bullying, harassment, or intimidation on a daily basis. This is a big issue for students, and it should become a big issue for parents.

NSSC will focus on the problem of bullying as the number one priority over the next several months. The council has launched a pilot program at two schools—one in Versailles, KY, and one in South Philadelphia, PA. In addition, NSSC has engaged the Pennsylvania Center for Safe Schools and the Kentucky Center for School Safety in its efforts. The goal is to conduct safety and security audits in these schools to help assess not only the security of the facility but the activities of the school that promote safety such as mentoring, peer-to-peer counseling programs, and student volunteerism. Getting parents involved in the life of the school, students involved in the life of the community, and the community involved in the lives of students is our best hope in building an environment where no child will be left behind.

The National Crime Prevention Council has long been concerned for the safety and security of America's children. McGruff the Crime Dog® has barked his message "Take A Bite Out Of Crime®" for nearly 25 years. NCPC has produced nearly \$1 billion in public service advertising in that time period. We have worked in hundreds of communities, forged partnerships with business, the faith community, schools, mayors, governors, law enforcement executives, and members of Congress to fulfill our mission. The work of the NSSC will help us maintain and continue the mission of building safe and caring communities.



BE SAFE & SOUND CAMPAIGN DEBUTS

Although violence in America's schools has been overtaken by international events, maintaining the progress made in keeping playgrounds and college campuses safe continued to be a priority for students, teachers, parents, and administrators.

In September 2002, the National Crime Prevention Council (NCPC) launched its new initiative, the *Be Safe & Sound* campaign, at the National Press Club. The initiative combines safety (programs, policies, and procedures) with security (lights, locks, and alarms) to ensure safer schools. Kentucky and Pennsylvania will serve as pilot states for this initiative.

"Our children can only learn in environments free from fear. This initiative combines attention to requisite physical security with the need to have available effective prevention strategies, such as mentoring and afterschool programs," said John A. Calhoun, president and CEO of NCPC.

A panel of experts and practitioners probed the issue of school safety and security in a candid dialog at the launch. Bill Modzeleski, director of the Safe and Drug-Free School Program, U.S. Department of Education, opened the panel discussion. "As we talk to teachers, students, parents, administrators, and law enforcement officers, we see we have accomplished a lot. School crime has decreased. Today there are fewer violent crimes, fights, gangs, and weapons reported. Students going to school in 2002 are safer than they were a decade ago. But we have to ask ourselves, is this enough? As the kids would say, that's a 'duh.' Every day, children across the country, from kindergarten to high school, are harassed, bullied, and threatened. This impedes and interferes with learning and affects a student long after he or she leaves the classroom," said Modzeleski.

Also included in the panel were Dan Flannery, Ph.D., Institute for the Study and Prevention of Violence, Kent State University; Armandina Garza, family involvement specialist for the National Council of La Raza's Center for Community Education Excellence; Tom Seamon, former vice president of security and a guest lecturer at the University of Pennsylvania; and Sam Watkins, principal of Woodford County High School, Versailles, Kentucky.

Mobilizing parents, school officials, and policymakers to create safe and more secure schools across America through the *Be Safe & Sound* campaign is the initial focus of the National Safety and Security Council, a partnership of NCPC, the ASSA ABLOY Group, The Allstate Foundation, Security Industry Association, and Education Networks of America. The Allstate Foundation awarded \$200,000 to support *Be Safe & Sound* and has worked with and supported NCPC since 1991. Allstate has also sponsored programs including Students Mobilized Against Drugs; the 10th Annual Youth Crime Prevention Conference; and the Teens, Crime, and the Community Program.

For more information on the initiative, contact Sharron Corle at 202-261-4190 or email besafe&sound@ncpc.org.

FOUNDING PARTNERS SPEAK OUT ABOUT THE CAMPAIGN

The September 26, 2002, launch of the *Be Safe & Sound* campaign provided an opportunity for the representatives from the National Safety and Security Council founding member organizations, ASSA ABLOY, Education Networks of America, The Allstate Foundation, and Security Industry Association, to discuss their involvement in the campaign and the issue of school safety and security.

The Allstate Foundation

Founded in 1952, The Allstate Foundation is an independent corporation funded by contributions from Allstate Insurance Company. The foundation works in concert with Allstate by aligning with the company's major focus areas: tolerance, inclusion and diversity, safe and vital communities, and economic empowerment. Through a corporate committee and field office grant committees, the foundation funds more than 1,000 programs each year and, in 2001, contributed \$7.1 million to communities across the country. For more than seven decades, Allstate has built its reputation on promising to be there when its customers have needed help to protect their lives, families, property, and communities. Allstate fulfills its promises through community relations efforts that focus on helping communities, families, and individuals realize their own American dream. The dream may look a little different for each one, but safety, financial security, and a sense of belonging are central to everyone.

"The Allstate Foundation has enjoyed a long-standing commitment to the community," said Jan Epstein, manager of The Allstate Foundation. "We believe the spirit of the community extends outside the boundaries of everyday home life—into our neighborhoods and streets, our workplace, and our schools. A safe and vital community is one that nurtures all aspects of community life, where residents—both young and old—feel secure, a sense of belonging and commitment. This passion to cultivate safe and vital communities led The Allstate Foundation to partner with the National Crime Prevention Council in the creation of *Be Safe & Sound*. A safe learning environment is important to the well-being and stability of youth as they grow in their communities. This is also a priority of the foundation. Children learn and thrive better when they feel safe and unthreatened in their schools. School safety necessitates a partnership among home, school and the community-at-large. That's what makes this program so critical to our efforts. *Be Safe & Sound* empowers parents and caregivers to be partners with school administration and community leaders, and to be advocates for school safety. It equips them with the information they need to discern problems in the schools' environment and be part of the solution."

For more information about The Allstate Foundation, visit www.allstate.com/foundation/.

ASSA ABLOY

The ASSA ABLOY Group, formed in 1994, is the world's leading manufacturer and supplier of locking solutions, dedicated to satisfying end-user needs for security, safety, and convenience. ASSA ABLOY's 30,000 employees worldwide are committed to developing locking solutions that meet people's increasing needs for higher security and contribute to new standards of security throughout the world. These solutions range from conventional mechanical locks, security doors, and high-security master key systems to state-of-the-art electromechanical locks, cards, and readers for access control. Because the lock business is ASSA ABLOY's only business, all companies within the group benefit from a rich transfer of knowledge, world-leading research and development, and the organization's global distribution strength. Today the ASSA ABLOY Group comprises 100 companies in 40 countries. Current sales for the group are in excess of \$2.6 billion. Of the group's 30,000-plus employees, more than 7,000 are located in North America.

"We're excited to participate in the National Safety and Security Council and—more specifically—the *Be Safe & Sound* campaign," remarked Paul Dauphin, director of strategic market development. "ASSA ABLOY became involved in this initiative with the National Crime Prevention Council and the other founding partners because we think it's critically important that parents, teachers, administrators, and consumers in general have a credible resource to turn to for unbiased information about safety and security," continued Dauphin. "We strongly believe that NCPC is that proven and credible resource. We also believe that we need to do a much better job of providing information that leads to a holistic safety and security plan, one that takes into consideration the pros and cons of each element. ASSA ABLOY's responsibility as a participant in these initiatives is to lend the knowledge of physical security that our 10,000 North American employees have gained through years of experience and integrate that knowledge as one element of a holistic plan. At the end of the day, our children cannot reach their full potential if they don't feel safe and sound in the classroom."

For more information about ASSA ABLOY, visit
www.assaabloy.com/.

Security Industry Association (SIA)

SIA is an international trade association, formed in 1969, with approximately 450-plus members who represent electronic and physical security manufacturers, distributors, and system integrators/service providers. SIA's membership represents the leading companies in access control, biometrics, Life Safety, CCTV, systems integration and enterprise security, lock hardware, remote and wireless monitoring, outdoor and perimeter protection, personal response systems, personal security products, mobile security, and specialized services. SIA is dedicated to promoting growth, development, and professionalism within the security industry by providing education, research, technical standards, and representation and defense of its members' interests. SIA's

members work together on common issues and concerns to enhance the environment for themselves and their customers.

“As an organization and as individuals, we are honored and humbled to be a part of this important effort,” David Saddler, director of strategic planning and communications for Security Industry Association said. “We believe we will have a tremendous positive impact. Our partners are dedicated to this, and we have a world-class organization, the NCPD, leading us. Our mission at NSSC is a simple one—it is to provide expert information to create an environment where excellence can occur, one where students and teachers, employees and customers, homeowners and neighbors feel safer and are safer,” continued Saddler. “We know this can be accomplished because each day our industry creates businesses, institutions, homes, and schools that are safer and much more secure, without creating fortresses or infringing on anyone’s privacy rights. SIA is particularly pleased that schools are our first project. What better resource do we have than our children? What better place to provide an environment of excellence than our schools? As a parent of a student just entering the school system, this is not something I request, it is something that I demand. After September 11, many of us wondered what we can do ... there is something we can do. We can take active roles in understanding and influencing the safety and security measures where we work, where we socialize, where we live and perhaps most importantly ... where our children learn and excel. The NSSC is your resource.”

For more information about SIA, visit
www.siaonline.org/c.html.

Education Networks of America (ENA)

ENA was founded in 1996 to provide content integration services for K–12 schools. Its senior-level staff has a combined 150-plus years of experience in education and high technology environments. ENA is a leading managed service provider delivering a content integration and delivery platform to help organizations that struggle with diverse, distributed, and disparate environments leverage their existing network investments to rapidly deploy, deliver, and manage critical information in real time. ENA builds and supports unique technology solutions for state governments, K–12 school systems, and system integrators across statewide and local networks. ENA’s solutions increase access to online information, facilitate collaboration, increase productivity, and lower the costs of information management.

“Education Networks of America, Inc. is proud to be a founding member of the National Safety and Security Council, and we are excited about the positive impact the *Be Safe & Sound* campaign will have on schools across America,” said David Pierce, ENA president.

“A safe and sound learning environment enhances the educational experience for teachers, administrators, students, and parents alike,” said Pierce. “Creating the frame-

work for school safety envisioned by the *Be Safe & Sound* campaign, however, requires the cooperation of everyone in the school community. As a result of the National Crime Prevention Council’s leadership, and collaboration with major industry partners, we look forward to providing valuable tools that empower parents to actively participate in the educational process. Our support of the NSSC, NCPC, and the *Be Safe & Sound* campaign underscores ENA’s ongoing commitment to serving America’s schools and communities.”

For more information about ENA, visit www.ena.com/default.htm.

PILOT SCHOOLS ARE CHOSEN

Schools in Versailles, KY, and South Philadelphia, PA, have been chosen to pilot the campaign. To assist the schools in carrying out the safety and security audits and to help them assess the results, NSSC has engaged the services of the Pennsylvania Center for Safe Schools and the Kentucky Center for School Safety.

A Snapshot of Be Safe & Sound in Kentucky

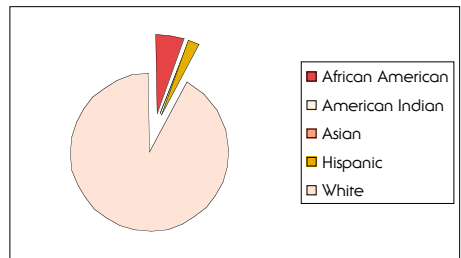
School

Woodford County High School
 180 Frankfort Street
 Versailles, KY 40383
 859-873-5434

Quick Facts About the School

Grades	9–12
Enrollment	1,113
Students per teacher	18
School type	Public
District	Woodford County
Socioeconomic Status	15 percent of students receive a free or reduced-price lunch

Student Ethnicity



Overview of the School

Woodford County High School (WCHS) is a public school located in Versailles, KY, serving grades 9 through 12. WCHS opened in 1964. According to the school mission statement, WCHS’s mission is to create and nurture a positive and safe learning environment of mutual respect, open communication, and high standards where all participants will exhibit the ability to be lifelong learners equipped to successfully challenge the future.

School Leadership

Having served as a high school principal for 11 years, Sam Watkins is currently in his third year as head principal of WCHS in Versailles, KY. He received his bachelor's degree from Eastern Kentucky University where he majored in business management and business education. In 1985, Mr. Watkins also received an M.B.A. from Eastern Kentucky University and completed math teacher certification. After teaching mathematics for seven years and serving as athletic director at Lee County High School (LCHS) in Beattyville, he served as principal of LCHS until 2000 when he assumed the principal's position at Woodford County High School. Mr. Watkins was chosen to represent the state of Kentucky at a National Alliance of Restructuring Education international conference in 1996. He has just recently completed a term as president of the Kentucky Association of Secondary School Principals and was chosen High School Principal of the Year for 2002 in Kentucky.

Kentucky Center for School Safety

Kentucky has taken a major step to address the issue of school safety. With the passage of House Bill 330 in the 1998 General Assembly, an opportunity was established to create safe and secure learning environments where all children can be successful.

The mission and scope of work for the Kentucky Center for School Safety (KCSS), as established in House Bill 330, demanded a statewide collaborative effort. A consortium of three state universities (Eastern Kentucky University, University of Kentucky, and Murray State University) operates the KCSS, with the assistance of the Kentucky School Boards Association (KSBA). This collaborative partnership brings together a management team that is a dynamic blend of experience and expertise in project management and the provision of training and technical assistance to education, human service and justice professionals, teacher preparation, applied research, electronic communication, and school and community needs assessment.

The nine major components (listed below) included in the KCSS scope of work are systematically addressed through a detailed work (implementation) plan.

- Establish a clearinghouse of information and materials concerning school violence prevention.
- Provide/coordinate training, technical assistance, and program development to schools, justice/law enforcement agencies, and communities.
- Analyze the data collected in compliance with Section 5 of House Bill 330.
- Evaluate existing school safety programs.
- Administer grants to local districts.
- Promote interagency efforts to address school discipline and safety issues in collaboration with other postsecondary institutions and juvenile delinquency prevention councils.
- Prepare and disseminate information regarding best practices in creating safe and effective schools.

- Advise the Kentucky Board of Education on administrative policies/regulations.
- Provide an annual report to the governor, the Kentucky Board of Education, and the Interim Joint Committee on Education on the status of school safety in Kentucky.

For more information,

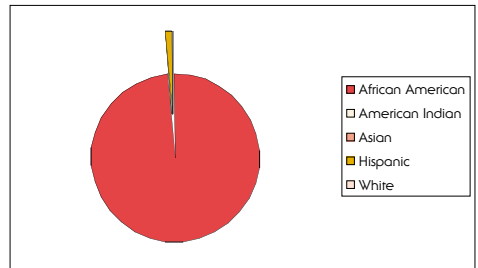
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 Richmond, KY 40475
 Toll free 877-805-4277
www.kysafeschools.org/

A Snapshot of Be Safe & Sound in Pennsylvania

School

Edwin M. Stanton Elementary School
 1700 Christian Street
 Philadelphia, PA 19146
 215-875-3185

Student Ethnicity



Quick Facts About the School

Grades	K–5
Enrollment	335
Students per teacher	14.7
School type	Public
District	Philadelphia City School District
Socioeconomic Status	97 percent of students receive a free or reduced-price lunch

Overview of the School

The Edwin M. Stanton Elementary School opened its doors in 1925 and is located at the corner of 17th and Christian Streets, just two blocks off the famous Avenue of the Arts in South Philadelphia. The school is named after President Lincoln’s Secretary of War Edwin Stanton. The school leverages its proximity to the arts community by maintaining strong programs in music and art. Famous attendees of the school include Marian Anderson and Kenny Gamble.

School Leadership

Diane Highsmith is currently serving as principal of E.M. Stanton Elementary School located in the South Area Region of Philadelphia, PA. Ms. Highsmith has more than 25 years of experience as an educator in the Philadelphia City School District. After

teaching at the elementary, middle, and senior high school levels, she received her elementary principal certification from Cheyney University of Pennsylvania. Before her appointment as principal at E.M. Stanton, Ms. Highsmith served as assistant principal for five years at W.S. Peirce Middle School.

The leadership of E.M. Stanton Elementary School, along with the great students, dedicated staff, concerned parents, and caring community, is committed to providing a safe, secure, nurturing school community environment that will maximize learning opportunities for all children.

Center for Safe Schools

The center's mission is "Working in partnership with agencies, organizations, and individual experts to provide educators, students, parents, and community members with the essential tools to reduce violence and improve climate in Pennsylvania schools."

The Center for Safe Schools serves as a clearinghouse for resources on violence prevention and school safety. It develops publications, disseminates resources, and maintains contacts with related agencies. It responds to an average of 250 requests for technical assistance each month. Of these requests, 71 percent come from school personnel, and the remainder comes from community members, parents, students, legislators, and government agencies.

The Center for Safe Schools provides training on safe school issues including

- Comprehensive Safe School Planning
- Crisis Intervention and Response
- Prevention—curriculum-driven and research-based programs
- Intervention—Student Assistance Programs, links with human services
- Postvention/Recovery Protocols
- Risk Assessment

Training is provided through local school in-service programs, statewide conferences, and regionally based trainings. Trainings feature local, state, and national experts and are designed to offer participants networking opportunities

The Pennsylvania Department of Education contracts with the Center for Safe Schools to provide services to schools that receive state-funded Safe Schools Initiative grants. Grant funds are available to develop, improve, update, or expand approved activities that either prevent or reduce school violence. Since 1995, more than 1,000 grants totaling more than \$40 million have been awarded to local educational agencies in Pennsylvania.

The Center for Safe Schools provides services for the following Pennsylvania Initiatives:

- Safe Schools Initiative Grants, Pennsylvania Department of Education (PDE)
- Alternative Education for Disruptive Youth Conference, PDE

- Education Mentoring, PDE
- Internet Safety, Pennsylvania Commission on Crime and Delinquency (PCCD), Governor's Community Partnership for Safe Children, Pennsylvania State Police, and PDE
- Multi-Hazard Training, Pennsylvania Emergency Management Agency (PEMA)
- Olweus Bullying Prevention, PCCD and PDE
- School Resource Officer Evaluation, PCCD
- Successful Students' Partnership, PDE
- Urban Administrators Institute, PDE

The Center for Safe Schools is part of the Center for Schools and Communities, a division of the Central Susquehanna Intermediate Unit. The Center for Schools and Communities provides training, technical assistance, and resources as well as grant administration and program evaluation to programs serving children, families, and communities. Programs include

- Abstinence education
- Children's health insurance
- Community collaboration
- Delinquency prevention
- Dropout prevention
- Early childhood development and education
- Family centers
- Family support services
- Information and referral help lines
- Migrant education
- Pregnant and parenting teen program
- SAFE Kids
- Substance abuse prevention

For more information,

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