



Nomination Contact Information

Name of Person or Group Being Nominated

Name / Agency / Business Name: Boca Raton Police Services Department

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Nominated By

Name: Chief Dan Alexander

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Boca Raton Police Services Department

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August 24, 2015

Contact: Mark Economou
Public Information Office
561-338-1374

To whom it may concern,

Please accept this submission for consideration for the "Outstanding Crime Prevention Program" Category A. The "Kindergarten Cop" campaign was designed to address holiday safety. Two videos were produced with children playing the rolls of police officers and criminals. These videos depicted two traditional holiday crime scenarios regarding auto burglary and residential burglary and presented crime prevention information in a new way. The videos were featured on social media and were picked up by local news stations in at least 30 different TV markets from across the country. This resulted in the videos reaching millions of viewers.

Just some stats from the video. On Facebook alone the video reached 6.4 million people. 1.8 million people actually watched the video and more than 35,000 shared it to their friends. The video also aired before every movie at Cinemark Cinema Boca Raton from Black Friday until New Year's.

The videos were simple. We took children to show adults what they do every time they go shopping. The message was do not leave purchased items in your car visible to criminals. The second video was post holiday message. Many times people leave boxes of big ticket items on the curb, advertising to the criminal what they just bought.

This campaign was the most successful crime prevention campaign to date and many law enforcement agencies throughout the Country asked if they could borrow/use our video or concept for their community.



VISIBILITY | INTELLIGENCE | PARTNERSHIPS | EDUCATION | RESPONSIVENESS

August 25, 2015

To Whom it may concern;

Since we, the residents of the city of Boca Raton, feel very safe in our surroundings, we often ignore basic safety steps. I believe that the Boca Raton Police Department is very aware of it and has, therefore, tried to figure out how to get the attention of the residents.

The "kindergarten cops" have been a delightful way to tell us, the older and the younger generations, that there are easy ways to avoid being a victim of a crime. You get the message without really realizing it since you are enjoying observing cute kids playing cops and robbers!

I for one have shared the videos many times on Facebook, and friends in other States, in Europe and in East Asia have commented on the fact that it made them pay more attention to safety issues. Closer to home, I have friends in my apartment complex that have told me how happy they are to have been made aware of problems that they may encounter when visiting our shopping malls. We will never know how many people were spared being a victim of a crime because of the videos, but I certainly learned some valuable lessons from them.

Planning and filming the videos may have required time and patience but the end result is wonderful! It is great to know that our Police Department cares enough about its residents to undertake whatever is needed to help us be safe.

With thanks and best regards,

Karin Nordlander
Resident, City of Boca Raton