



# 2010 ANNUAL REPORT

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## SERVICES

Community Mobilization  
Awareness & Education  
Information Provision  
Strategic Leadership & Support



# Staff



**Teresa Burgess-Ogilvie**

Executive Director

Teresa Burgess-Ogilvie is the founding Executive Director of Safe City Mississauga. She has a Bachelor and Masters Degree in Business Administration. She has served in the military, municipal government and in non-profit organizations.



**Ashley Lyons**

Programs Manager

Ashley is a registered Social Service Worker in the Province of Ontario and founding Programs Manager for Safe City Mississauga. She oversees the service delivery processes to ensure program effectiveness. Ashley is Co-Chair of the Peel Youth Violence Prevention Network's Services and Supports for Youth Working Group, Co-Chair of the Impact Youth Advisory Group, a member of the Neighbourhood Capacity Support Strategy Steering Committee, and a member of the Central Ontario Crime Prevention Association.



**Sheena Chen**

Program Coordinator and Researcher for Aspire

Sheena graduated from the University of Toronto in 2005 with an Honours Bachelor of Science, with a double major in Psychology and Political Science. She also completed her Masters Degree in Political Science in 2009, specializing in Conflict Resolution studies and International Relations from the University of Waterloo. She is a member of the Neighbourhood Capacity Support Strategy Steering Committee, and a member of the Central Ontario Crime Prevention Association.



**Chiran Dedunupitiya**

Program Coordinator and Researcher for Crossroads Youth Academy

Before joining Safe City Mississauga, Chiran worked as a Research Analyst for three years at the Centre for Addiction and Mental Health. Chiran earned her Honours Bachelor of Science degree from the University of Toronto, where she studied Psychology and Science Education. It is this interest both in psychology and educating children that has led her to work with Safe City Mississauga.

# Board of Directors



**Ron Chyczil**  
Director

Ron Chyczij - CHRP, MBA: Ron is an experienced HR practitioner with additional expertise in mediation and adjudication. He has participated in various election observer missions abroad and organized a pre-school in Mississauga. As a long time resident and a father of four, he views community safety as a basic right for all of Mississauga's residents.



**Pat Saito**  
Ward 9 Councillor Appointee

Pat is a founding director of both Safe City Mississauga and the former Mississauga Crime Prevention Association. She has served on Mississauga and Peel Council since 1991 and has been actively involved in crime prevention initiatives. Pat initiated and was co-vice chair of the Peel Youth Violence Prevention Initiative as well as the Peel CPTED Committee which she chaired. She was awarded the Peel Regional Police Robert Boyne Award for Crime Prevention in 2006.



**Sue McFadden**  
Ward 10 Councillor Appointee

Previous to becoming a Councillor, Councillor Sue McFadden served for 6 years as a Trustee for the Peel School Board. She has served as a Director for seven years and Chair for three years, she continues to push forward the efforts of our City, community and exceptional police department. She sits on the Traffic Safety Committee with the City of Mississauga and the Emergency and Protective Services Committee with the Region of Peel.



**Robert "Bob" Devolin**  
Superintendent, 11th Division  
Peel Regional Police Appointee

Bob is the Superintendent in charge of 11 Division, Peel Regional Police at 3030 Erin Mills Parkway, Mississauga. He has been with Peel Regional Police for 35 years and has worked in many areas of the service; including Uniform, Tactical Unit, Auto Theft, Morality, Homicide, Street Crime and Intelligence.

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## MISSION

Safe City Mississauga will lead and partner to deliver crime prevention services and initiatives for a safe city.

## VISION

Mississauga will be a crime-free city for all.

## STRATEGIC GOALS

- Effective Service Delivery
- Recognized as a Leader in Crime Prevention
- Relevant and Adequate Research Capacity
- Relevant Measurement & Evaluation Framework
- Strong, Capable Organization

## OUR OPERATING PRINCIPLES

- That everyone has the responsibility to protect himself/herself against being a victim of crime; when provided with proper training and information, individuals will take steps to protect themselves against being victimized
- That ongoing two-way communication with our stakeholders/customers will ensure the continuing relevance and effectiveness of our programs and services
- That crime prevention is everybody's business; that good citizenship means reporting suspicious activity to the police; that neighbours working together can achieve more than they otherwise would working alone; and that Safe City Mississauga must work cooperatively with other crime prevention organizations to fulfill our mandate
- That our programs, services and business processes must be reviewed regularly to keep them relevant and ensure continuous improvement



**Hasan Imam**  
Director

Hasan is a corporate executive now retired. He works on three Boards: Enersource Corporation, Safe City Mississauga and Peel Senior Link. He believes in giving back where he lives.



**Rajiv Maharaj**  
Director, Secretary

Rajiv practices criminal law. Mr. Maharaj studied law at Osgoode Hall Law School of York University where he participated in the well established Intensive Program in Criminal Law. He received his LL.B in 2005 and was called to the Ontario Bar in 2006 (July). Mr. Maharaj was also appointed to the Health Professions Appeal and Review Board, a quasi-judicial regulatory tribunal in 2005 where he served as an adjudicator until August 2nd, 2007. Mr. Maharaj has a wide array of interests including international politics, human rights issues and international and criminal law.



**Louroz Mercader**  
Director

Louroz is a trailblazing community leader and communications strategist devoted to civic entrepreneurship and volunteering. He is a passionate city builder who can bridge the worlds of business, community and government together. His creativity and hard work in spearheading projects such as the Mississauga Youth Games (MY Games), a grassroots non-profit that provides free sporting and artistic programs to young people in just one of the many initiatives he has founded.



**Natalie Early**  
Director

Natalie is a Project Lead at the Ontario Ministry of Health Promotion and Sport and a seasoned administrator with extensive experience in the delivery of client centred corporate services at the municipal and provincial government levels. In addition to her work on the Safe City Board of Directors, Natalie is appointed to the Peel Crime Stoppers Board where she currently serves as Chair.



# Board of Directors



**Brad Butt**  
Chair

Brad is the President/CEO of the Greater Toronto Apartment Association, a business association representing the private rental housing industry. Brad has volunteered his time and energy to many organizations and committees. He is the Chair of Safe City Mississauga, director of the Mississauga Sports Council and serves on Mississauga's Committee of Adjustment.



**Victor Oh**  
Vice Chair

Victor is the founding Vice Chair of Safe City Mississauga. He is the Chair of the Canada-China Business Association and Honorary President of the Mississauga Chinese Business Association. Victor helped found the annual Community Crime Awareness Day which is enjoyed by thousands of residents each year. In 2008, the Government of Canada awarded him the prestigious Citation for Citizenship for demonstrating exemplary citizenship and recognized as a lifelong business and community leader in Mississauga.



**Dana Wilson**  
Director

Dana is an Assistant Professor in the Geography Department at the University of Toronto Mississauga (UTM). Prior to this, she was a research associate at the Canadian Research Institute for Social Policy (CRISP) at the University of New Brunswick and completed her doctoral studies at McGill University. At UTM Dana is involved in a number of research projects involving health and physical activity among UTM students, crime prevention program evaluation, crime mapping in the Region of Peel, and youth gambling in Canada and Atlantic Canada.



**Sabir Sami**  
Director, Treasurer

Sabir is President of Yum! Restaurants International Canada, the franchisor of KFC, Pizza Hut and Taco Bell restaurants. He is an experienced international executive having worked in Australia, Pakistan, Singapore and Vietnam with blue chip companies including Procter & Gamble, The Coca-Cola Company and Reckitt Benckiser.

# Core Services

## Introduction

Crime prevention and public safety programs can take many forms, from reducing opportunities for crime through improving the environment and ensuring better urban planning, to early intervention and social and community development. The quality of life within a municipality depends to a large extent on the possibility that individuals and their families will be safe. Traditionally, the police and the criminal justice system have been responsible for ensuring public safety and preventing crime. While they continue to have a key role to play and specific responsibilities to carry out, public safety is everyone's concern and citizens need to contribute to the development of a safe and cohesive living environment.

Developing a strategy on crime prevention and safety must have a shared understanding of the necessity and feasibility of working together to combat crime and insecurities. Implementing a safety strategy requires the presence and cooperation of many different partners. Experience shows that viable results will be achieved only if all the dynamic forces within a community are mobilized and work together to create safer communities.

To support the mission and vision of Safe City Mississauga our services provide crime prevention education and information to the public while actively seeking public participation and support for crime prevention initiatives.





**Crime Prevention Approach:** Crime Prevention through Social Development  
**Service:** Education

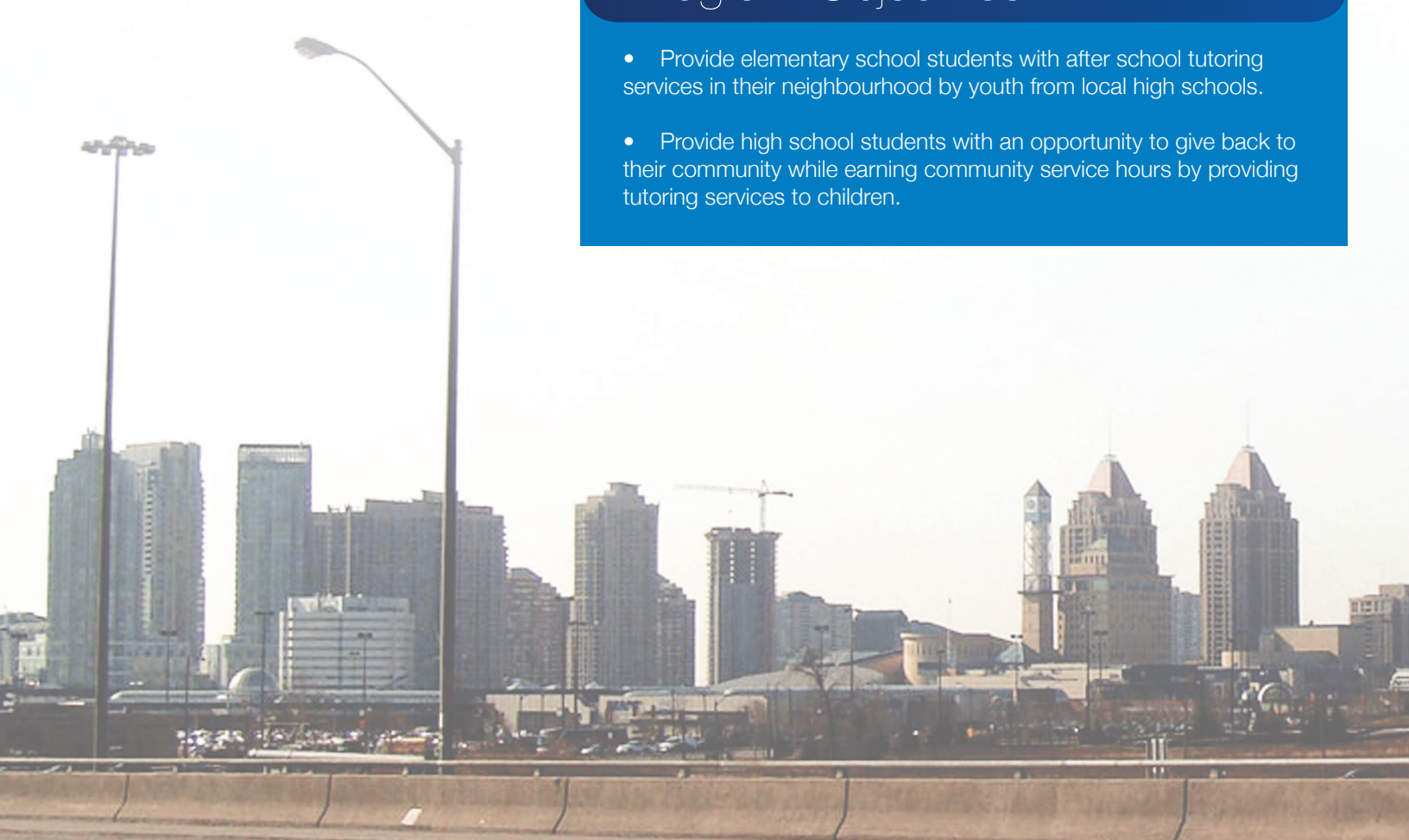


Developed as a Pilot Program in 2009 through the Region of Peel's Neighbourhood Capacity Support Strategy. Aspire aims to affect crime prevention through social development through an offering of one on one tutoring services for K-6th graders from 3-6pm, Monday through Friday.

We know that a good experience with schoolwork boosts confidence, social interaction and creates a foundation for hope. We also know that those qualities and attributes counter youth crime and violence.

## Program Objectives

- Provide elementary school students with after school tutoring services in their neighbourhood by youth from local high schools.
- Provide high school students with an opportunity to give back to their community while earning community service hours by providing tutoring services to children.



Peel Police Services Board

Nainesh Kotak, Barrister

Rajiv Maharaj, Barrister

Mississauga Meadowvale Rotary

RBC Foundation

CIBC Foundation

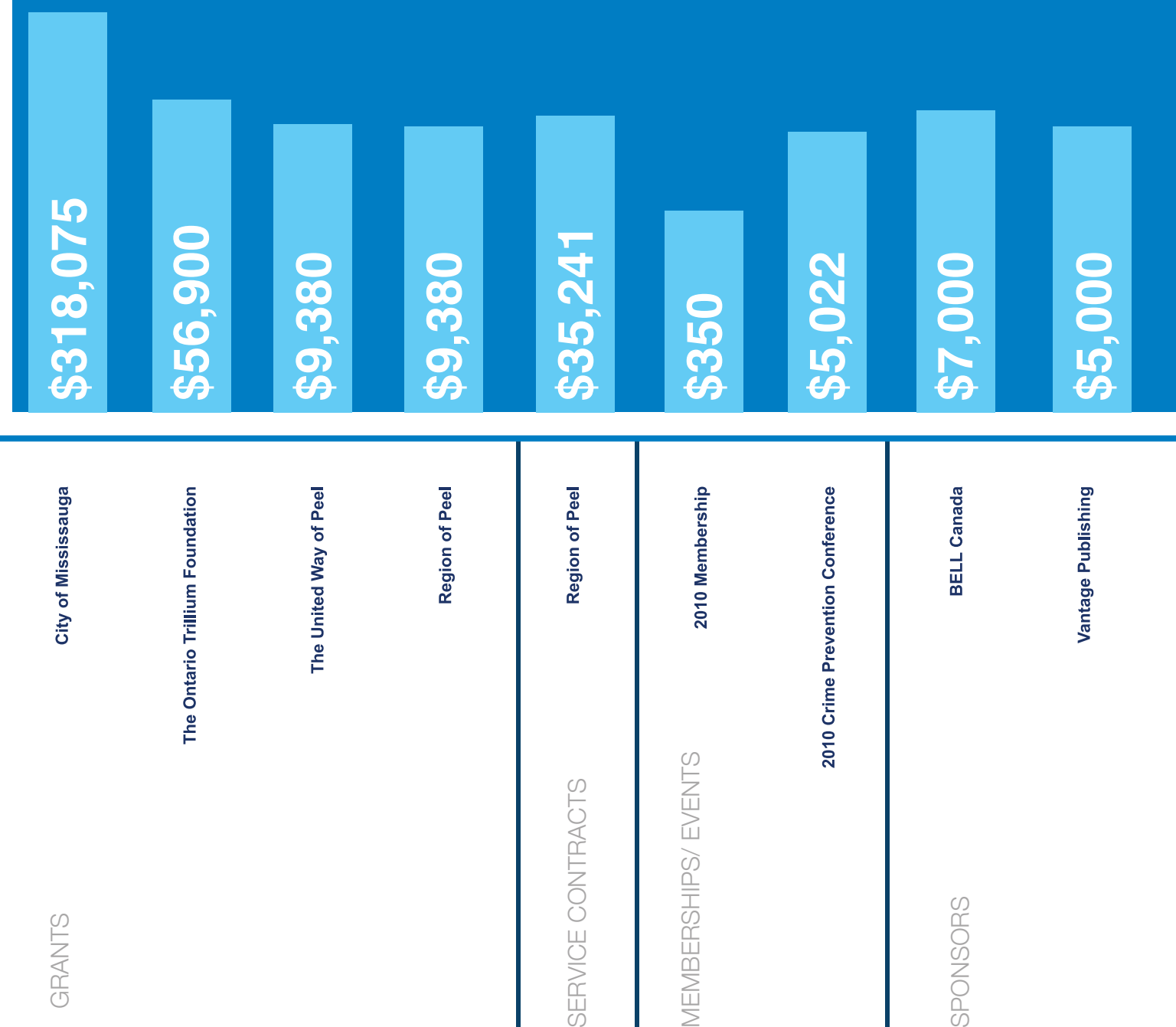
Individual Donations

DONATIONS





# Funding Partners 2010



## 2010 Outcomes

### Defining Measurable Outcomes

#### ASPIRE RESULTS

##### Focus Group 2010

- A focus group of ten tutors matched with fifteen students was used to determine the effects of the program
- These results were obtained after four-months of weekly sessions with a tutor

##### Outcome One: Improvement in grades

Parental Evaluation: Approximately 92% of parents observed an improvement

Tutor Evaluation: Approximately 74% of tutors observed an improvement

##### Outcome Two: Improvement in family relationships

Approximately 89% of parents noted improved family relationships

##### Outcome Three: Improvement in self-confidence

Parental Evaluation: Approximately 87% of parents observed an improvement

Tutor Evaluation: Approximately 70% of tutors observed an improvement

*When a child is competent at school and has faith in their abilities, it is less likely that they will engage in delinquent behaviours.*





# Counter-Act

# Safest City Report



## **Crime Prevention Approach:** Developmental Crime Prevention & Situational Crime Prevention **Service:** Education & Community Mobilization

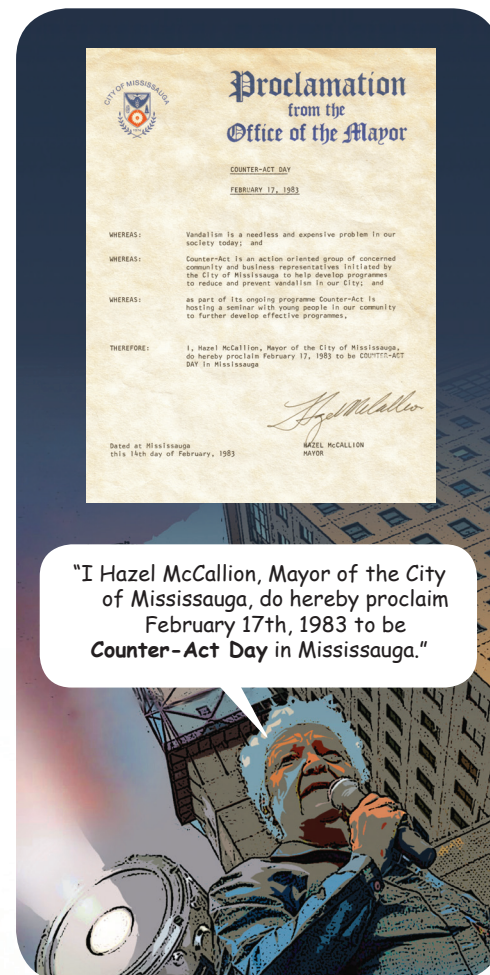
First developed in the mid-1970's the Counter-Act program is founded on the principles of Developmental Crime Prevention.

Through the Counter-Act program, Grade 4 students within Mississauga's elementary schools have the opportunity to obtain training through a good citizenship presentation to develop the attributes of respect, responsibility and ownership. Students learn how they, their families, and everyone in the community are hurt by vandalism and graffiti.

The program also encourages participation in a Service Project to educate their school community on the effects and consequences of vandalism and graffiti.

## Program Objectives

- Enable grade 4 students to obtain awareness and education training that will enable them to make the right decision when at a crossroads regarding the act of vandalism.
- Provide a local positive role model.
- Empower children to take on an ambassador role in their school community, to educate and inform others about crime prevention and safety learned while in the Counter-Act program.



"I Hazel McCallion, Mayor of the City of Mississauga, do hereby proclaim February 17th, 1983 to be **Counter-Act Day** in Mississauga."

New this eleventh year, crime rates were compared with 33 Canadian urban centres having populations in excess of 150,000 individuals over the age of 15.

## Measurements:

- UCR Survey: standard measurement since 1962 to calculate crime rates for comparison across various geographic regions annually.
- New measurement: General Social Survey
- New measurement: Crime Severity Index - tracks changes in the severity of crime.

Volume, Experience and Severity of Crime are now three tools used to measure crime in Canada

### Crime Severity Index

Region of Peel

- Lowest Total Crime Severity Index [56.6]

### Uniform Crime Reporting

City of Mississauga (33 Canadian Urban Centres)

- Lowest Total Crime Rate (3166)
- Lowest Property Crime Rate (2260)
- Lowest Violent Crime Rate (554.6)

## Mississauga trends 2008 to 2009

\* Excluding airport

- |  |   |                   |
|--|---|-------------------|
| • Total Criminal Offence Rates             | ↓ | down 4.2% (3.8%)* |
| • Total Crimes Against Persons Rate        | ↓ | down 7.8% (7.6%)* |
| • Total Property Crime Rate                | ↓ | down 2.6% (1.5%)* |
| • Total Criminal Code Traffic Offence Rate | ↓ | down 9.7%         |
| • Total Drug Offence Rate                  | ↑ | up 9.8% (9.3%)*   |





## Volunteers and Clients

### Safe City Mississauga by the Numbers

(Per Program)

Safe City Program Numbers	Volunteer #	Client #
Neighbourhood Watch	<b>31 Volunteers</b>	30 Watches
Crossroads Youth Academy	<b>57 Volunteers</b>	750 Students Graduated
Counter-Act		945 Students
Aspire	<b>32 Volunteers</b>	26 Students

## Financial Report

### Safe City Mississauga Financial Report for the Period from January - December 2010

(Annual)

Expenses		Revenue	
Staff	\$129,935	Grants	\$396,602
Programs	\$157,338	Donations	\$32,419
Consulting	\$31,899	Service Fees	\$34,492
Admin	\$82,316	Fundraising	\$10,310
		Memberships	\$350
<b>Total</b>	<b>\$401,488</b>	<b>Total</b>	<b>\$474,173</b>
Surplus			\$72,685

### Neighbourhood Knights

Participants of Counter-Act also have the opportunity to meet with our Neighbourhood Knights. Developed as a community awareness tool, the Neighbourhood Knights are actual Constables from Peel Regional Police who have joined us to bring crime prevention and public safety initiatives to our much younger youth.



### Engagement Tools Include:

- Comic Book Line;
- Hero Pin – provided by the Neighbourhood Knights to remind children that everyone can be a Hero when we make the right choices; and
- Neighbourhood Knight Colouring Sheet







# Crossroads Youth Academy

## Core Partners

**Crime Prevention Approach:** Community Crime Prevention

**Service:** Education

Developed in 2003 from a desire to involve and interest youth in crime prevention and personal safety, this program is based on a network of partnerships that rallies a diverse group of community stakeholders into a cohesive crime prevention and safety team, that directly delivers customized crime prevention and safety training to high school youth within Mississauga.

Internationally recognized, the winner of the 2005 Best Community Crime Prevention Program, the Crossroads Youth Academy motivates and empowers youth to avoid criminal activities, become informed about being a good citizen and provides them the knowledge to make healthy decisions when they find themselves at one of life's Crossroads.

## Program Objectives

### TWO PHASE DELIVERY

#### Phase 1: The Academy Phase

Designed to equip participants with the knowledge and skills to stay safe and avoid victimization. Over an eight week period, the following one hour Prevention topics are presented as in school training:

- The Basics of Crime Prevention and Personal Safety
- Internet Safety
- Drug Prevention Education
- Counterfeit Detection
- Fraud and Gambling
- Youth Employment Awareness
- Staying Safe & Avoiding Trouble
- Healthy Relationships (The Fourth 'R')
- CPR Training (offered as an elective component)

#### Phase 2: The Service Phase

Following the Academy Phase participants work to develop Crime Prevention Educational Campaigns to share what they have learned within the Academy Phase with those in their school community.

Taking on this Ambassador role allows these participants to educate and inform others about crime prevention and safety techniques learned while in the Academy Phase not only within their school, but also in the community.

*The Canadian Council of Social Development believe that by investing in youth and providing them with the positive life experiences, harms and costs of crime and victimization may be avoided. A program like Crossroads Youth Academy can be a vital component to the social development of youth.*

City of Mississauga  
Peel Regional Police  
Region of Peel

## Program Partners

Peel Regional Police  
Dufferin Peel Catholic District School Board  
Peel District School Board  
Peel Paramedic Association  
Dixie Bloor Neighbourhood Centre  
Bank of Canada

## Funding Partners

City of Mississauga  
The Ontario Trillium Foundation  
United Way of Peel  
Region of Peel  
BELL Canada  
Vantage Publishing  
Peel Police Services Board  
Nainesh Kotak, Barrister  
Rajiv Maharaj, Barrister  
Mississauga Meadowvale Rotary  
RBC Foundation  
CIBC Foundation  
Allstate





# Neighbour's Night Out

## 2010 Outcomes

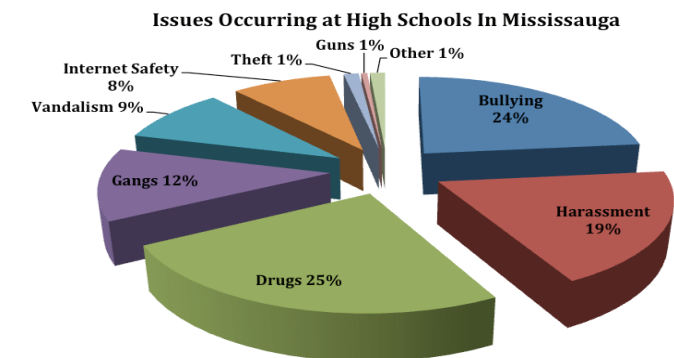
Neighbours Night Out is part of a year-long community building campaign, designed to heighten crime prevention awareness, and strengthen neighbourhood spirit and Police-Community partnerships. This unique community event encourages neighbours across the City of Mississauga to come together by hosting their own neighbourhood event, to gain participation in local crime prevention and public safety programmes, specifically the Neighbourhood Watch Program.

Public safety is everyone's concern and citizens need to contribute to the development of a safe and cohesive living environment. Experience shows that viable results will be achieved only if all the dynamic forces within a community are mobilized and work together to create safer communities. Neighbours Night Out provides the perfect venue to organize your Neighbourhood Watch and get people interested in taking control of their neighbourhood, and participating in the fight against crime.

Every City Needs a Hero, and on Neighbours Night Out, that hero is YOU!

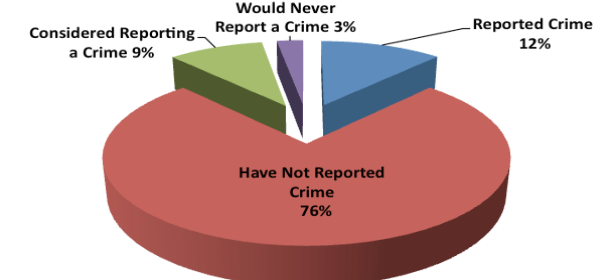


## Research & Evaluation



Research from each school participating in the Crossroads Youth Academy program indicates that bullying, harassment and/or drugs are the leading issues reported by students.

### Rate of Reporting Criminal Activity in High School Students in Mississauga



Although students mention that there are multiple concerns of crime and safety within their schools, 76% of students have not reported a crime.

## TESTIMONIALS

It is a wonderful program on many fronts. The material covered and the knowledge and experience they gain is extremely valuable for the students, school community and the greater community.

– Suzann Verhoeven  
(Father Michael Goetz Teacher)



Crossroads Youth Academy  
[www.safecitymississauga.on.ca](http://www.safecitymississauga.on.ca)



Crossroads Youth Academy  
[www.safecitymississauga.on.ca](http://www.safecitymississauga.on.ca)



# Neighbourhood Watch

**Crime Prevention Approach:** Community Crime Prevention & Situational Crime Prevention  
**Service:** Community Mobilization & Education

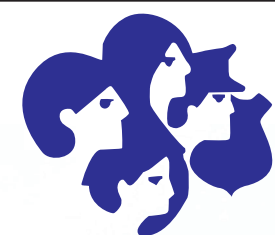
## Safe City Mississauga has been the leading organization supporting the Neighbourhood Watch program since our inception in 1992.

According to Statistics Canada, 94% of Canadians are satisfied with their personal safety from crime. However, 88% rank the necessity of living in a safe and secure environment to be among the nine most important issues in Canada. It is without a doubt that people remain concerned about crime and delinquency in their neighbourhood.

The Neighbourhood Watch Program is founded upon the principles of Situational Crime Prevention used to mitigate criminal activity on a neighbourhood level. Situational crime prevention is a safety measure that is based on the knowledge that potential offenders will be deterred from committing criminal acts if they feel a high degree of likelihood that they will get caught.

- INCREASING THE RISKS
- REDUCING THE REWARDS

*Neighbourhood Watch is advantageous for businesses, private residential homes, townhouse complexes, community housing and apartment/condo buildings.*



**PREMISES  
PROTECTED BY  
NEIGHBOURHOOD  
WATCH**

For more information on the Neighbourhood Watch Program, please contact  
Safe City Mississauga  
www.safecitymississauga.on.ca



**New 'Blue'  
Neighbourhood Watch Signage,  
launched in November 2010**



Mr. Harold Shipp,  
and Mr. Ron Starr

### Harold G. Shipp HERO Award WINNER: DEANLEE MANAGEMENT INC.

The Harold G. Shipp Award is given to a business that has made crime prevention and awareness a priority.

This year's recipient is a successful small business that has been in operation since 1979. Over the years this small business has recognized the importance of being involved with the community and charitable organizations and have fundraised over one million dollars.

Over the last 30 years, Deanlee has initiated, participated, and supported numerous initiatives such as the Mississauga Food Bank, Community Living Mississauga, and Safe City Mississauga and can always be counted on to support worthwhile causes, especially when it involves children and youth.



Mr. Victor Oh,  
and Mr. Ignat 'IGGY' Kaneff

### Ignat 'IGGY' Kaneff HERO Award WINNER: THE DAM

The Ignat 'Iggy' Kaneff Hero Award is presented to an outstanding local Community Service organization, civic or service club that supports crime prevention initiatives through fundraising, volunteering, or as ambassadors for the purpose of reducing or preventing crime and thereby improving the quality of life for students, communities, or seniors.

This year's recipient is a Christian Organization that has been a leader with its outstanding commitment to continue to be a safe community for youth at risk. This organization has been a wonderful friend and an excellent resource to the youth and their families by building relationships and providing programs that focus on their physical, social, emotional and spiritual well-being.

### Chief Mike Metcalf HERO Award WINNER: CONSTABLE LEE-ANN TURZA

The Chief Mike Metcalf Award is given to a Peel Police Officer or other designated Crime Prevention Practitioner that has made an extraordinary single contribution to crime prevention in Mississauga.

This year's recipient has shown a tremendous amount of dedication towards her work within the Morality Bureau. Through her position she has the opportunity to be a positive influence on youth, and families through education, with a specific focus on Drug Education. Over this past year she has had the opportunity to mentor over 600 Secondary School students through her participation in the Crossroads Youth Academy program. Her passion for her work is displayed through her energetic personality and in May 2010, she was presented with an award of appreciation from T.L. Kennedy Secondary School for her participation during National Police Week 2010.



Mr. Victor Oh, and Mr. John Lee

### Mayor Hazel McCallion HERO Award WINNER: MR. JOHN LEE

In 2010 this award was named in honour of our long standing Mayor, Hazel McCallion for her role and continued support to the Mississauga community and for her long term vision that a Safe City is a Great City. The Mayor Hazel McCallion Award is given to an individual crime prevention champion who has offered a lifetime contribution and commitment to crime prevention in Mississauga.

This year's recipient shows a relentless commitment to the Neighbourhood Watch program. In his 18th year as a Neighbourhood Watch Coordinator he was one of the earliest Coordinators in Mississauga, and continues to ensure that his Watch area remains active and vigilant.

In his role as Coordinator, Mr. Lee volunteers his time to mobilize his Watch group towards proactive crime prevention. Mr. Lee is a Canadian Veteran, indicating that his interest in keeping people safe goes beyond the City of Mississauga. He attended the sixty year reunion of his fellow veterans about five years ago in Nova Scotia where he met the then Governor General Adrian Clarkson. Mr. Lee has taken incredible care in searching for just the right person to take over as Coordinator for the area upon his retirement from the position and has dedicated his life to crime prevention and mobilizing the community. **CS**



# CONGRATULATIONS TO OUR 2010 HERO AWARD WINNERS

PHOTO (R-L) – Mr. Victor Oh - Vice Chair - Safe City Mississauga,  
Mr. John Lee, Mr. Harold Shipp – Award Namesake, Mr. Ron Starr,  
Ms. Lena Demarco – Regional Director – Bell,  
Superintendent Robert Devolin – Peel Regional Police,  
Cst. Lee-Ann Turza, Mr. Ron Cunningham, Mr. Michel Guide,  
Mr. Ken Drythout, Mr. Ignat 'Iggy' Kaneff – Award Namesake,  
Mrs. Teresa Burgess-Ogilvie – Executive Director – Safe City Mississauga



Mr. Michel Guide  
and Ms. Lena  
Demarco

## Bell Junior HERO Award WINNER: MR. MICHEL GUIDE

The Bell Junior Hero Award is presented to an outstanding young person who is instrumental in finding ways to contribute to crime prevention amongst their peers or in their community.

The recipient of the Bell Junior Hero Award has shown his commitment to Crime Prevention, through his active participation in the IMPACT Youth Advisory Group, initiated in May 2009 by the Peel Youth Violence Prevention Network. Mr. Guide was one of the first members of IMPACT and has represented the values of this Youth Advisory with charisma, passion, dedication, and an overall service excellence.

In the summer of 2009, Mr. Guide played an active leadership role in shaping IMPACT's identity by helping to create a slogan and logo, and helped to plan the groups first event in Peel 'One Act Impacts', in October 2009. The event, named after the Advisory's slogan, was an enormous success. Mr. Guide continues to stay involved with IMPACT and has been a wonderful role model, not only for other Youth members, but for the Adult Mentors attached to the group as well.

## Ron Lenyk HERO Award WINNER: MR. RON CUNNINGHAM

The Ron Lenyk Hero Award is presented to an outstanding local volunteer that has made an extraordinary single contribution to crime prevention in Mississauga.

This year's recipient is the founder of Citizens for the Advancement of Community Development, a registered charitable organization located in Mississauga in which he works tirelessly, and gratuitously as the Executive Director to make a difference in high priority neighbourhoods while working to transform the lives of youth by providing preventative, positive life strategies to dissuade youth from making negative choices that may lead to violence and contact with the criminal justice system.

Mr. Cunningham has arranged numerous crime and violence forums within the community, been awarded the Peace Medallion for his work on Peace and Development, and was instrumental in initiating Community Based Policing activities in Jamaica, which brought a new level of trust and cooperative action between the Jamaican Constabulary Force and the community in which they serve.

## CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN (C.P.T.E.D.)

In association with situational crime prevention, C.P.T.E.D. is a preventative form of crime prevention that reduces opportunities for criminal activity. The primary tactic for mitigating criminal activity is implementing specific design principles and altering the built environment to make it difficult and unattractive for those intending to offend.

C.P.T.E.D principles empower neighbourhood watch members to maintain their properties' landscaping and visibility, implement target hardening strategies for their properties and establish territoriality over their neighbourhood to deflect criminals.



## PARTICIPATE IN 4 EASY STEPS

STEP 1 – Contact Safe City Mississauga via phone, email, or through our online registration to receive the Neighbourhood Watch Information Package.

STEP 2 – Following review of the Information Package, the Watch size is determined with help from Safe City Mississauga.

STEP 3 – A canvass of the Watch area is completed to ensure an accurate list of participants is provided. A canvass can be completed via a personal visit, or through a postcard canvass done either by the resident, or Safe City Mississauga. 50% participation of the Watch area is required in order to have a Neighbourhood Watch.

STEP 4 – A Set-Up meeting will be held at a time and location convenient for neighbours with Safe City Mississauga and Peel Regional Police to provide Crime Prevention training, as well as distribute decals (windows stickers).



*A community is only as strong as its spirit. Residents must take responsibility for their communities to improve their quality of life and local safety and security in conjunction with community partnerships.*



**Crime Prevention Approach: Community Crime Prevention**

**Service: Awareness & Education**

In 2010, Safe City Mississauga strategically focused on developing a two-way ongoing communication with the residents of Mississauga to achieve a greater awareness of how to prevent crime. We launched a Lock Your Car Campaign and a Holiday reminder to keep your home secure, especially during the holiday season. It was a small step but as anyone will tell you, the first step is always the hardest. Safe City Mississauga identified the need for public information and education relations to be a formalized program as it is the primary means in which to inform and mobilize a citywide ongoing conversation on crime prevention. It is our knowledgeable intent to invest in building a society on crime prevention, sensitizing citizens to their role in crime prevention and creating a positive social climate for the acceptance of an individual's role and responsibility in the wider public for crime prevention. The PIER program plans for active participation of the public and the construction of positive reinforcement which allows a proactive action.

**SANTA ISN'T THE ONLY ONE TRYING TO GET INTO YOUR HOME.**

More info at [safecitymississauga.on.ca/tips](http://safecitymississauga.on.ca/tips)



**SPOTTING A HERO IS EASIER THAN YOU THINK.**

**Sure, heroes often wear masks. Capes. Even the occasional pair of too-tight spandex leggings. But that doesn't mean they're not also walking among us.**

**With Safe City Mississauga HERO Awards, you can nominate members of your community who protect the neighbourhood in their own way. And all without the addition of a lycra pant.**

**hero AWARDS**

**CRIME PREVENTION HERO AWARDS Categories:**

- Individual: "The Mayor Hazel McCallion Award"
- Police: "The Chief Mike Metcalf Award"
- Youth: "The Bell Canada Youth Award"
- Business: "The Harold G. Shipp Award"
- Service Club: "The Ignat 'Iggy' Kaneff Award"
- Volunteer: "The Ron Lenyk Award"

FOUNDING PARTNER & AWARDS SPONSOR BY:





# Hero Awards



FOUNDING PARTNER &  
AWARDS SPONSOR BY: **Bell**

## ABOUT

On September 11th 2010 Safe City Mississauga hosted the first annual Hero Awards to recognize individuals, groups; officers, businesses and agencies that have made outstanding contributions to crime prevention. The HERO Awards is a community event that acknowledges the simple fact that not all heroes wear spandex or have secret identities. Oftentimes those who make the biggest difference to our neighbourhoods are the people we share our lives with on a regular basis. The truth of the matter is that crime prevention is everyone's responsibility, and we humbly gathers to honour those efforts. Together, we can attack the root causes that generate crime, victimization, and other causes of insecurity.

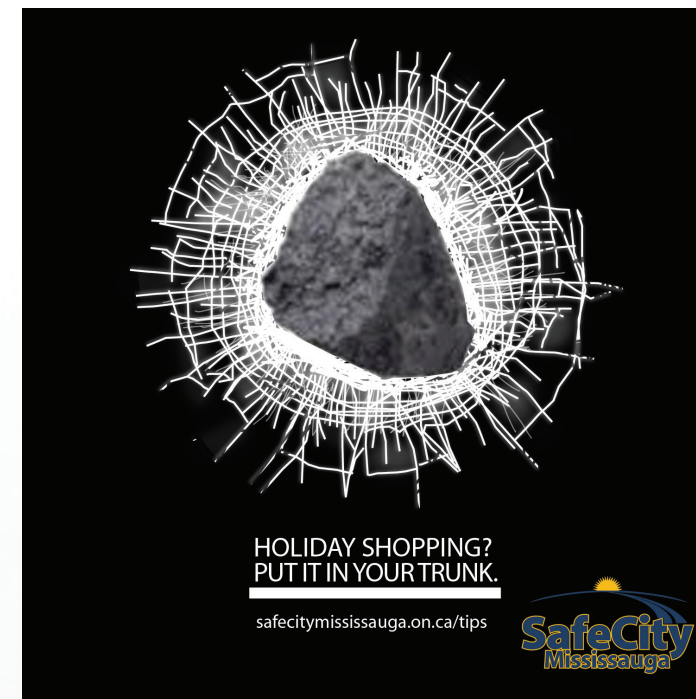
## CATEGORIES

Categories details are available at [www.safecitymississauga.on.ca](http://www.safecitymississauga.on.ca)

<b>Individual:</b>	"The Mayor Hazel McCallion Award"
<b>Police:</b>	"The Chief Mike Metcalf Award"
<b>Youth:</b>	"The Bell Canada Youth Award"
<b>Business:</b>	"The Harold G. Shipp Award"
<b>Service Club:</b>	"The Ignat 'Iggy' Kaneff Award"
<b>Volunteer:</b>	"The Ron Lenyk Award"



Left to Right:  
Holiday Tips Billboard,  
Lock your valuables in your trunk car decal,  
Transit shelter poster for SafeCity Mississauga Holiday Tips







Based on the outcome analysis, the conference stakeholders, host, presenters, organizers, volunteers and sponsors can rest assure that the conference is a positive investment as the principal way to raise awareness of the individual commitment required to prevent and reduce crime and find the tools available to support the communities, broadly defined to include groups of people, neighbourhoods, similar interest like business groups, or around a particular activity, like sports. We will continue to track these and other identified outcomes added in the subsequent years.

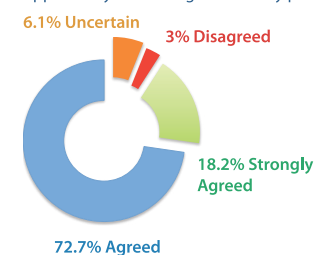
## Harnessing the Evidence – Harnessing what Works Post Report on the 2010 Crime Prevention Conference

On Saturday, September 11, 2010, Safe City Mississauga and University of Toronto Mississauga hosted our first Crime Prevention Conference. An integrated and shared vision of how local action can help to create safer cities began in October 1989, twenty years ago, when the first European and North American conference on Urban Safety and the Prevention of Crime was held in Montreal. Investing smartly in the safety for the City of Mississauga requires a sound and effective model to guide crime reduction through a systematic planning and implementation process that will ensure that we address problems in an effective manner.

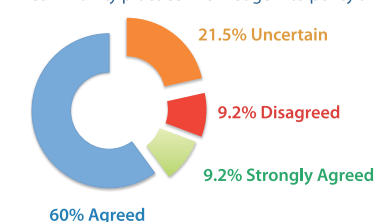
The Community Crime Prevention Conference looked at national and international best practice and knowledge. We discussed common risk factors for crime and evidence about successful ways of reducing crime and preventing victimization. The conference offered a forum to debate strategies for mobilizing governments, schools, housing, social services, policing and families to tackle those risk factors on a sustained and collaborative basis. All of which will lead to a Mississauga action plan to reduce crime more effectively.

Each annual conference will build upon the last to enhance the success of Crime Prevention in Mississauga and its action plan. This inaugural conference focused on the evidence of crime prevention by identifying model and promising crime prevention practices as well as the tools used in their selection and implementation – hence the theme, ‘harnessing the evidence – harnessing what works’.

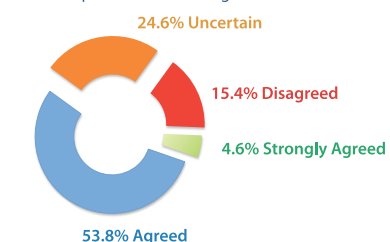
1. This conference has provided an avenue and opportunity for sharing community practice knowledge.



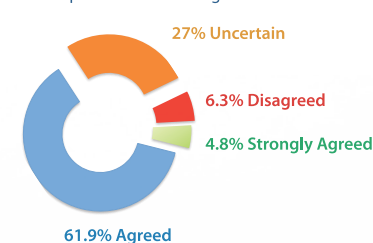
2. This conference has provided direction for moving community practice knowledge into policy and practice.



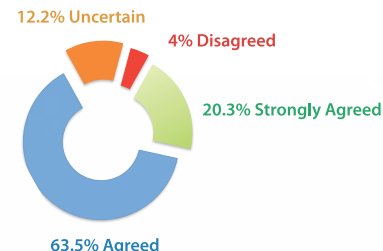
3. This conference has provided me with a thorough review of how public insecurity impacts the economic development of Mississauga.



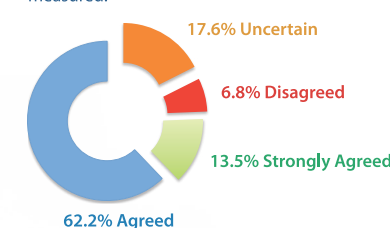
4. This conference has provided me with a thorough review of how public insecurity impacts the social development of Mississauga.



5. This conference has provided me with a review of proven crime prevention models and initiatives.



6. This conference has provided me with a thorough understanding of how crime prevention initiatives are measured.



7. This conference has provided me with the opportunity to network and form partnerships with crime prevention organizations.

