

Crime Prevention Guide

The Need

Retailers who had joined Eyes On wanted a resource for their sales staff that could be kept in the store as a quick reference guide on how to deal with shoplifting and other retail crime related problems. And with membership rising rapidly to well over 400 it was clear that a solution needed to be found quickly.

Our Solution

After a bit of investigation, which included talking to some of the members and finding out what would work for them, and researching what was used elsewhere in both NZ and internationally, it was agreed that a flip chart would be ideal.

What we did

1. Reviewed existing documents as a starting point
2. Worked with police personnel to update the information and add location-relevant detail
3. Simplified the messages
4. Sequenced the topics to achieve a logical order
5. Tabulated the booklet
6. Added graphics
7. Applied adult literacy principles
8. Created a common look and feel with other Eyes On collateral
9. Arranged to have the chart printed and warehoused
10. Distributed to end users and sought feedback.

Outcome

The flip chart has proven a hit with retailers.

