

Scranton Police Department

Superintendent of Police

Chief Daniel Duffy

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SCRANTON

Date: 19 January 2011
To: Police and Civilian Personnel
Re: "Be Part of the Solution" Campaign
From: Chief Daniel Duffy

The Scranton Police Department is starting a campaign which is titled "Be Part of the Solution". The design of this campaign is to build relationships with the public and show that residents of our City join with the Police Department in their efforts to detect and deter criminal activity throughout the City of Scranton.

What is the "Solution"? The Police, the Judicial System, and the Penal System are only parts of the solution with regards to dealing with improving the quality of life for all in our community, especially when it comes down to dealing with crime. The Community plays a very important role in crime in our City.

As mentioned we (The Police) are only one part of the solution, the remainder is made up of the Community to which we serve each day. The philosophy of this campaign is simple: with hope crime can be reduced and/or dealt with more effectively and efficiently by the improved trust and close relationships between the public and the police that serve them.

The "Part of the Solution" campaign will identify people who consider themselves allies with the police in their efforts to look out for the betterment of our City. At the end of this campaign, I would like to see more involvement by people in their Neighborhood Groups/Associations and Neighborhood Crime Watch Programs throughout the part of the City they live in or have a business in. Through this involvement the people will build better relationships and understanding of the Police Department that serves them. By getting involved they will become "Part of the Solution".

My ultimate goal in this campaign is for persons who engage in or are about to engage in criminal activity will decide to conduct their illegal conduct elsewhere, somewhere other than the City of Scranton. The criminal or potential criminal may come to see that the Police and the Public are very close with one another and they work together as they are united in becoming "Part of the Solution".

The logo and design that will be recognized throughout this campaign is attached. The Public Service Announcement that came out during the Holiday Season of 2010 that included John Walsh from Americas Most Wanted was the beginning of the campaign and what started this message moving forward. At the end of the first Public Service Announcement the logo for this campaign is seen. There will be additional Public Service Announcements to follow with different messages designed to bring awareness and tips to the people in our community to help with their safety and overall quality of life.

The first items to be introduced are the bumper stickers. The bumper stickers will be followed by signs that can be displayed in a resident or business owners window. This campaign is planned for the entire time that I am the Police Chief in this City. I hope that by working together and being proud of the fact that we serve one another we could all become "Part of the Solution" to a safer community.

Thank you