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ASIS Crime Prevention and Loss Prevention Council

The Crime Prevention and Loss Prevention Council (CP/LPC) of the American Society for Industrial Security International (ASIS), strives to bring quality Loss Prevention Information to our membership as well as the Loss Prevention Community. In an effort to provide current Crime and Loss Prevention Information to the ASIS Membership and the Loss Prevention Community the CP/LPC will be publishing a Periodic Newsletter highlighting the most up to date information on Loss Prevention issues around the globe. The CP/LPC has an international membership body assigned to this Newsletter and those members will be providing a world view of Crime and Loss Prevention trends. Security and Loss Prevention Professionals as well as ASIS members, please feel free to take the information contained in this Newsletter and share it with your co-workers, associates, members of other Professional Organizations, friends and family in an effort to bring as many people as possible current on the latest global trends in Crime and Loss Prevention Issues. Recipients of this Newsletter are also encouraged to share new and ground breaking trends in Crime and Loss Prevention with the CP/LPC so this information can be passed along to all readers of this Newsletter and Security and Loss Prevention Professionals. Please send your submissions to: jyoungblood5@cox.net

Study Shows Zoning for Residential Land-Use Leads to Decrease in Crime Rates in LA

February 15, 2013 – A newly released study suggests that increasing residential zoning on blocks that are otherwise zoned commercially might be a viable means of reducing crime in urban areas.

The study, published in the *University of Pennsylvania Law Review*, finds that city blocks zoned exclusively for residential uses, as well as those zoned for residential and commercial (mixed) uses have less crime than blocks that are zoned solely for commercial use. The research shows that single-use commercially zoned blocks have expected crime rates that are about 45 percent higher than blocks with residential uses mixed in.

Overall, crime was lowest on blocks zoned for residential-only uses, even in relatively high crime neighborhoods. This is contrary to predictions from some urban planning theories that suggest that mixed land-use zoning should lead to the lowest crime rates.

The study also found that when neighborhoods undergo some change in zoning, mostly by incorporating residential uses, crime drops more than it does in neighborhoods with comparable crime trends before the zoning change. In these cases, crime dropped by about 7 percent on average, mostly as a result of fewer automobile-related property crimes.

James M. Anderson, JD, of RAND, and John M. MacDonald, PhD, of the University of Pennsylvania, along with their colleagues, examined the relationship between land-use law, the built environment and crime. The researchers examined detailed crime data and conducted careful observation of 205 blocks in eight different relatively high-crime areas of Los Angeles. They then analyzed the relationship between changes in land-use zones and crime in all neighborhoods in Los Angeles.

Policymakers have long debated the effect that the built environment has on crime. Some experts have urged diverse uses of land in order to create an urban environment that encourages “eyes on the street” to deter crime. Preventing crime through the built environment eases the burden on the criminal justice system and prevents a wide range of negative health outcomes associated with crime.

To date there has been relatively little objective research designed to test these theories and most of the studies that have occurred have focused on older cities in the eastern United States. This study uses stronger scientific methods than previous studies and focuses on a younger city – Los Angeles – that has land-use patterns that are more typical of where urban growth is occurring today.

This study was funded through a grant provided by the Robert Wood Johnson Foundation’s Public Health Law Research program.

Read the study at the [University of Pennsylvania Law Review](#)

AARP Foundation National Fraud Victim Study

The AARP Foundation recently commissioned a nationwide survey to examine the demographic and behavioral differences between victims of various types of consumer fraud and the general population. Respondents rated their interest in persuasion tactics, indicated their exposure to sales situations and prevention actions they take to protect themselves from fraud, answered questions about consumer protection laws, major life events they have experienced, feelings about gaining and losing money and their experiences with fraud. In addition, all respondents answered a standard set of demographic questions.

The survey findings indicate that overall, victims are more interested in persuasion tactics, expose themselves to more sales situations and are less likely to take prevention actions to protect themselves than the general population.

- Nearly two-thirds of victims 50+ (65%) report exposing themselves to two or more sales situations, compared to just over half (52%) of the general population. Victims were more likely to report attending sales presentations when offered a free meal or hotel stay in return; to enter their name in drawings to win a prize; to allow sales people into their home to make a presentation and to open and read every piece of mail they receive.
- Victims 50+ are more interested in 6 of the 10 persuasion tactics than the general population. Victims were more interested in an investment that promised a guaranteed return, an opportunity to apply for a federal grant assistance, cutting their mortgage, a free CD to save money, a necklace at a reduced price for a limited time, and new technology than the general population.
- Victims 50+ were less likely than the general population to report taking prevention measures such as signing up for the Do Not Call List or checking the references of businesses before hiring them.
- Investment fraud victims and lottery fraud victims were found to have divergent demographic profiles. Investment victims were more likely than the general population to be male, married, have some college education or more and to make \$50,000 or more. Lottery victims were more likely than the general population to be single, have less than a college education and are less likely to make \$50,000 or more.

The study was conducted for AARP via telephone by Woelfel Research, Inc. The interviews were conducted between May 7 and August 2, 2010 with a total of 2,232 interviews, including 1,509 from the general population and 723 victims. For additional information contact Karla Pak at kpak@aarp.org.

The Science of Scams

Scammers are constantly changing their tactics. But understanding the science behind their techniques will help protect you against new scams.

The Financial Industry Regulatory Authority (FINRA) funded research to better understand these tactics. The study found that many of these techniques are similar to marketing approaches used by legitimate businesses.

The difference is that a "hard sell" from a legitimate business may simply mean you end up buying something you didn't really want or need. A scam takes your money and leaves you with nothing.

Establishing a Connection

The first step a scammer takes is gaining your trust.

The scammer wants to build a relationship with you so you will not question his motivations. He may use social media to learn more about you, including a potential "hot button" issue that may elicit a specific response. For example, he may learn that you're single, and he may use that information for his "sales pitch."

Con artists also use a tool called reciprocity. The scammer will extend a small favor to convince you he is a good person and to establish a positive relationship with you. For example, you may meet someone who gives you a tip about a "unique investment opportunity."

What You Can Do

Be cautious about all investment opportunities, business prospects or work-from-home offers. Every investment has risks, but a professional investment broker or advisor is properly licensed. Do your research. If the promised return on investment is too great, that's a red flag. For more information on broker-dealers and registered representatives, visit www.finra.org/brokercheck.

A con artist will attempt to use his friendship with you to overcome your concerns or to discourage you from researching his offer. A true friend would never want you to make a financial investment without allowing you to thoroughly research the opportunity.

Source Credibility

A scammer uses lots of techniques to make herself look credible. She might claim to be from a legitimate business, but uses a fake website, business cards or phone number. The scammer provides the information to potential victims to "prove" that her connection to the trusted business is real.

It's easy to set up a phony website or to get an unregistered cell phone. The scam artist may look and sound so convincing that the victim doesn't feel the need to check out her real qualifications.

What You Can Do

Check out every business by going directly to their website. Do not follow a link in an email. Often scammers will use a website that's similar but not exact-
www.wesernunion.com, for example. Type in the URL yourself.

Talk to someone at the business to verify that the scammer is who she says she is. In addition, check out the company's BBB Business Review at www.bbb.org/search. BBB often puts an alert on the report of a business if a scammer has been using a company's good name for disreputable purposes.

Scams that Play on Emotion

Scam artists use emotions to get victims to make quick decisions before they have time to think.

Scam artists prey upon the desire we all have to get rich quickly and easily or to help a loved one in need. They use this impulse to overcome the victim's reasoning, telling the victim that he or she must act quickly.

For example, in the "emergency" scenario, the scam artist calls or emails to tell you that one of your loved ones is in desperate need of money and to send funds immediately. In some cases, the scam artist will pretend to be a grandchild or friend of a loved one. He may tell you he is stranded in another country or that he has been arrested or in an accident and that you need to act immediately. The scammer counts on the fact that emotional decision-making is often not rational.

What You Can Do

Never react quickly to a request for money. Call other family members to investigate if a loved one is truly in need.

If you are presented with a "once in a lifetime" chance at riches, verify the opportunity. If the deal sounds too good to be true, it probably is.

<http://www.bbb.org/scam-stopper/the-science-of-scams.php>

10 Tips on Avoiding Work At Home and Home Based Business Scams

1. Never, NEVER pay for the chance to work!

This is the cardinal rule. You should treat [working at home](#) just like you would treat working for an employer at their place of business.

If you were going for a job interview in the 'real world,' how would you react if the interviewer asked you to pay \$50 or \$100 to land the job, for starter materials, or for a 'good faith' payment to make sure you were serious about the business?

You'd think it was absurd. No [legitimate company](#) charges employees a fee for a job.

Whenever you're asked to pay for the chance at a job, or information about work-from-[home jobs](#), you know it's a scam.

Home-based businesses, on the other hand, may require start-up costs to cover investments, materials, franchises, or other items. As we state in the next step, check things out before you pay anything.

2. Check out the business before you pay anything.

Have you heard of the business that's soliciting your money?

If not, check them out carefully. Make sure they have a physical address and a phone number. Call to see if it's a real phone number. Do a search on <http://www.Google.com> to see if you can find any positive or negative comments. Check references carefully.

Some warning signs of scammer companies:

- They use free Web hosting services (such as Tripod or Geocities).
- They use free Web email services (such as Yahoo! Mail or Hotmail).
- They use Post Office boxes for mailings and don't disclose their real addresses.
- They won't give you a telephone number where you can contact them.

3. Use your credit card to make purchases.

This sounds counter-intuitive, but if you are going to buy a starter kit or make some investment relating to a home-based business, purchase using your credit card.

That way, if you don't receive the items, or if things go wrong, you can dispute the charges with your credit card company. If you're unsure how to do this, speak to your credit card company **before** you make the purchase.

4. Research the market for the proposed business/work.

Every scammer will promise unlimited wealth and easy work. With a little virtual footwork, you can see whether you can make money doing this kind of business or work.

If you're thinking of starting a medical billing practice, for example, call a few doctors and hospitals in your city or town and ask if there would be a market for your services. As we mentioned in the last issue, you may be surprised to discover just how limited the market really is.

5. Beware of vagueness and incredible claims.

Companies that don't state their names, costs, or other important information in their ads usually have a good reason to do so -- they're scammers. As well, be wary of claims that you can "make up to \$1,000 a week" doing just a few hours' worth of unskilled work.

Don't be blinded by greed.

6. Put yourself in the employer's/client's shoes.

If you were an honest employer (or client, if you're looking [to work from home](#)), think about whether you would make the same kind of offer you're being pitched.

For example, you've read an ad where you can earn \$1-2 per piece [stuffing envelopes](#). But companies nowadays have access to sophisticated mailing equipment that can stuff thousands of envelopes an hour -- why would they pay you so much more?

7. Consider starting your own home-based business.

If you're really interested in working for yourself, starting your own home-based business can be a great idea. It also involves a lot of work, and much of the time, some investment.

This is not a decision to make lightly, nor should you start a business just because you can't find a job.

Having said that, starting your [own business](#) -- if you're willing to do your homework and do what's necessary to make it a success -- may well become one of the best decisions you ever made.

There are lots of great resources on starting a legitimate [home business](#). (But remember, you won't receive them via spam.)

8. Don't come across as desperate.

You may be in dire straits financially, but it's worth your while to act calmly and professionally -- just like you would in a real-world job search.

Posting messages on forums saying that you are in financial trouble, or desperate to find [work from home](#) is a bad idea. Desperation is like blood to sharks -- it'll bring all of the scammers out of the woodwork, and you'll be inundated with phony offers.

9. Be patient.

If you're looking to start a home-based business, or looking for telecommuting work you can do at home, you may have a considerable search ahead of you. There are a *lot* of people in the same boat, many of whom are falling prey to scams every day.

Don't let scammers use high-pressure tactics to sucker you in. If you're given a time-limited offer, there's usually a reason why -- scammers know that pressure brings in people!

Even if you're in dire straits, it pays to be patient... so that you don't lose money to schemes that never materialize.

10. And most important, NEVER reply to spam.

Fraudulent offers for home-based businesses or work-at-[home opportunities](#) almost always arrive as spam. The better it sounds, the less likely that it's legitimate.

Scammers aren't planning to deliver anyway, so what does it matter to them what they promise? Delete and move on.

As we say -- if it's spam, it's a scam!

<http://www.scambusters.org/work-at-home-jobs.html>

Voice Your Opinion on CP/LPC Questions

Please be sure to visit the Crime Prevention and Loss Prevention Council ASIS International Site on LinkedIn to provide comments on the currently posted questions and to review other Council activities:

http://www.linkedin.com/groups?mostPopular=&qid=2493456&trk=myg_ugrp_ovr



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