



# **Taking a Bite Out of Crime: The Impact of the National Citizens' Crime Prevention Media Campaign**

*Garrett J. O'Keefe, Dennis P. Rosenbaum, Paul J. Lavrakas, Kathaleen Reid, Renee A. Botta*

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This accessibly written book presents a case study of a major United States initiative aimed at increasing public awareness of how citizens can protect themselves and others from crime. It examines the development and content of the 14-year long campaign and evaluates its impact on the public. The state-of-the-art data presented from this extensive survey on the public's perceptions, attitudes and behaviours with respect to crime leads to the authors providing excellent recommendations for future campaigns.

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