

Robbery Prevention & Awareness

- Surprise & confrontation
- Rapid execution
- Planned crime
- 50% involve more than one robber
- Easy target; cash on hand
- Lone employee
- Good get-a-way potential
- Poor lighting
- Views obscured
- Isolated areas

Characteristics of a Robbery

- Usually male.
- Majority under 25 years of age.
- Repeat offenders, record of violence.
- Robs for small amount and repeats.
- 60% African American 39% Caucasian. *
- Robber is a stranger to the business or victim.
- Uses threat of force and violence to neutralize.



Characteristics of a Robber

- Individual safety is paramount to property
- Do not try to be a hero
- Do not attempt to bluff or trick robber
- Try to stay calm and avoid doing anything to agitate robber
- Do not ask customer or employee to stop robber
- Avoid doing anything to prolong robbers stay inside
- Do not volunteer information to robber
- Do only what the robber asks, nothing more

Safety First



- Cooperate with the robber. Do not yell we are being robbed.
- Give exactly what is wanted.
- Treat weapon or threat of weapon as REAL and LOADED.
- Do not make loud noises or sudden moves.
- Give bait, decoy and dye pack even if told not to.
- Use “code words” with employees.
- Activate alarm, when safe to do so.

During a Robbery

Try to Remember:

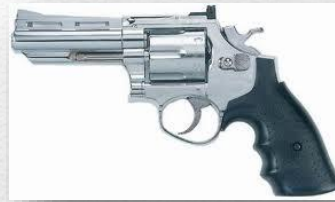
- Physical description:
 - Height, weight, age, race, hair color
- Facial features:
 - Shape, complexion, facial hair, teeth
- Clothing:
 - Color, hat, logos, shoes
- Scars, marks, tattoos, etc.
- Note what & where the robber touched



Be Observant

Escape route:

- On foot or vehicle?
Give description,
license plate &
direction of travel.
- Weapon used?
Revolver, pistol,
shotgun, knife.
Give type, size, &
color.
- Look for accomplices.



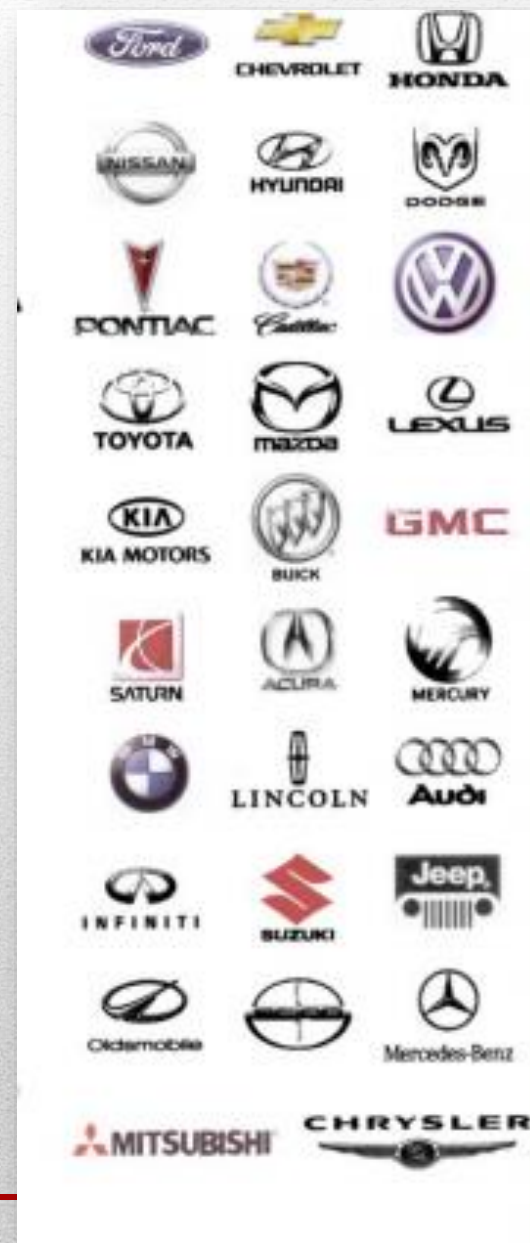
Be Observant

Vehicle Identifiers:

- Color
- Make
- Model
- License plate
- Body damage, rust

Become familiar with car logos.

Be Observant





- Call 911.
- Lock the doors.
- Calmly tell customers a robbery has occurred.
- Ask witnesses to stay, but not to discuss details of what was seen.
- Stop all business transactions.
- Do not touch anything- curious people destroy evidence.
- Write down what you remember.

After the Robbery

When Calling 911 Report:

- Where
- What
- Who
- When
- Why
- Violent situations require further information
 - Weapons
 - Welfare - any injuries
 - Witnesses

8 W's of Emergency Communication

Example:

- This is ABC Company at 123 Euclid Avenue and we have just been robbed. I am the manager, Jane Doe. The robber had a silver handgun.



- Stay on the line with the dispatcher
- Answer questions about the robbery
 - Describe the robber
 - Weapons used
 - Injuries
 - Vehicles Involved
 - Direction of travel



8 W's of Emergency Communication

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- Call 9-1-1 or 731-1234 immediately
 - Close and lock all doors
 - Inside the facility, protect and secure any areas or objects that the suspect(s) may have touched

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- Request all witnesses and employees to remain inside
 - Do not view surveillance tapes
 - Do not discuss your observations with others
 - Wait for officer arrival and comply with instructions

Suspect Fled

If suspect leaves behind a package, bag, or backpack

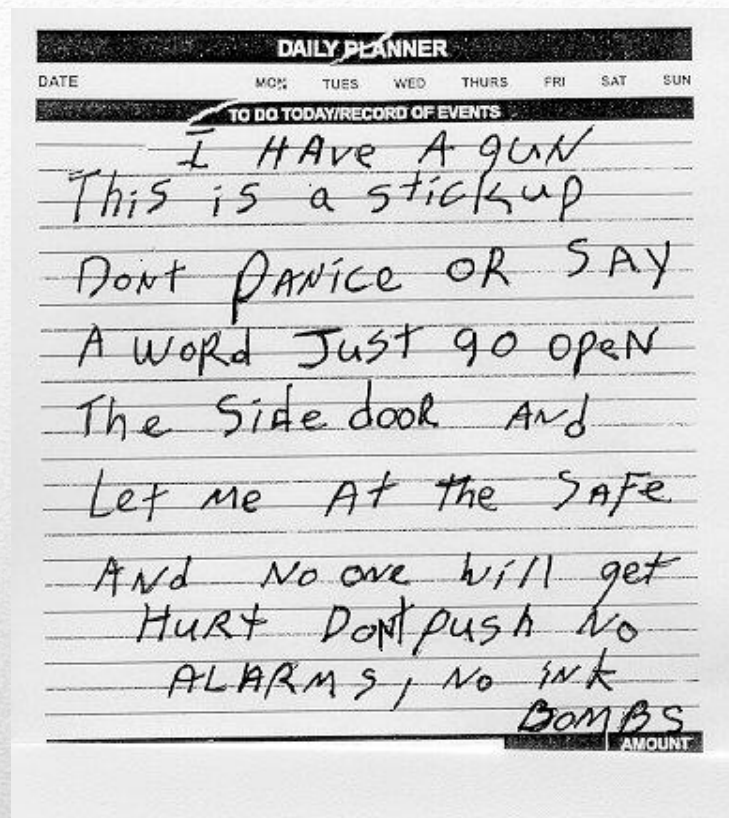
- Do not use any electronic devices: alarm, cell phones, land line phone, etc.
- Do not touch the package/bag.
- Evacuate the facility.
- Lock outer doors.
- Call 9-1-1 or 731-1234 from safe location.
- Keep all witnesses and employees together.
- Wait for officer arrival and comply with instructions.



Bomb Threat

If a note is used try to keep the note.

If not, try to recall what was written on the note.



Robbery Notes

- Reduces incidents of robbery.
- Makes a safer working and shopping environment.
- Enhances public and internal image.
- Reduces employee turnover.
- Increases sales and profits.
- Promotes the business as a leader in crime prevention.

Benefits of Robbery Prevention

Be Aware

- Robbers usually “case” their targets.
- Watch for suspicious people who are acting nervous, or something doesn’t seem right.
- Be aware of customers who shop early or stay late.
- Look for suspicious vehicles; driving by or parking for long periods.

Take Measures

- Cashiers should greet customers.
- Enforce a policy of no hats, no hoodies up, no sunglasses.
- Discourage loitering in store or parking lot.
- Post signs.
- Install indoor/outdoor cameras.
- Write down license plates.
- Call police for suspicious activity.

Prevention Techniques

- Hire security guards or off-duty police officers.
- Install a drop safe or cash management system secured to the floor or counter, or weighs at least 500 lbs.
- Post a notice that cash register contains \$50 or less and abide by that policy.
- Have more than one employee working at all times.
- Install a secured safety enclosure for cashiers made of bullet resistant material.
- Conduct business through an indirect pass-through window, and lock the premises.
- Complete monthly checks of the interior and exterior, lighting, and security systems.

Security Techniques

- Never block view into your business
- Make sure camera system is working, and properly installed.
- Install and use height markers.
- Cashier area should be easily seen from outside
- Keep doorways, drive-thru and parking areas well lit
- Interior area should be visible to all employees
 - Low displays
 - Clear partitions
 - Convex mirrors



Environmental Design



- Camera is no higher than 8ft off ground
- Eye level is optimal
- Camera is focused on the cashier counter area orientated towards the customer
- No more than 3 feet of space on either side of the image.
- Image was not degraded by compression issues

Elements of a Good Camera Angle

Opening Procedure

- Use two people.
- Check surroundings for people and vehicles.
- Check business for signs of a break in.
- Use visible door, not hidden entrance.
- Employees stay locked inside until store opens.
- Do not open early for a customer.

Closing Procedure

- Lock all doors at closing hour.
- Never open after hours.
- Check entire building for people hiding.
- Escort last customer to door and lock the door.
- Check surroundings for people and vehicles.

Safety Procedures

- Robbers can be past employees.
- Complete the application process.
- Photo-copy of driver's license or photo ID.
- Phot-copy of social security card.
- Current photo of all employees discourages dishonest people and assists law enforcement.
- Perform background checks.



Employee Hiring

- Different from a burglar alarm.
- Employee activated at time of robbery.
- Alerts police.
- Deterrent to robber if sign posted.
- Easy to activate.
- Train all employees on security system operation.
- Management is responsible for maintenance.



Robbery Alarm

- Make your business a safe environment for customers and employees. Utilize crime prevention strategies and security measures to enhance safe business operation.
- This robbery prevention booklet is provided by the Euclid Police Department, 545 E. 222 Street. For additional crime prevention and safety information, contact Community Policing at 216-289-8449.



Robbery Prevention
