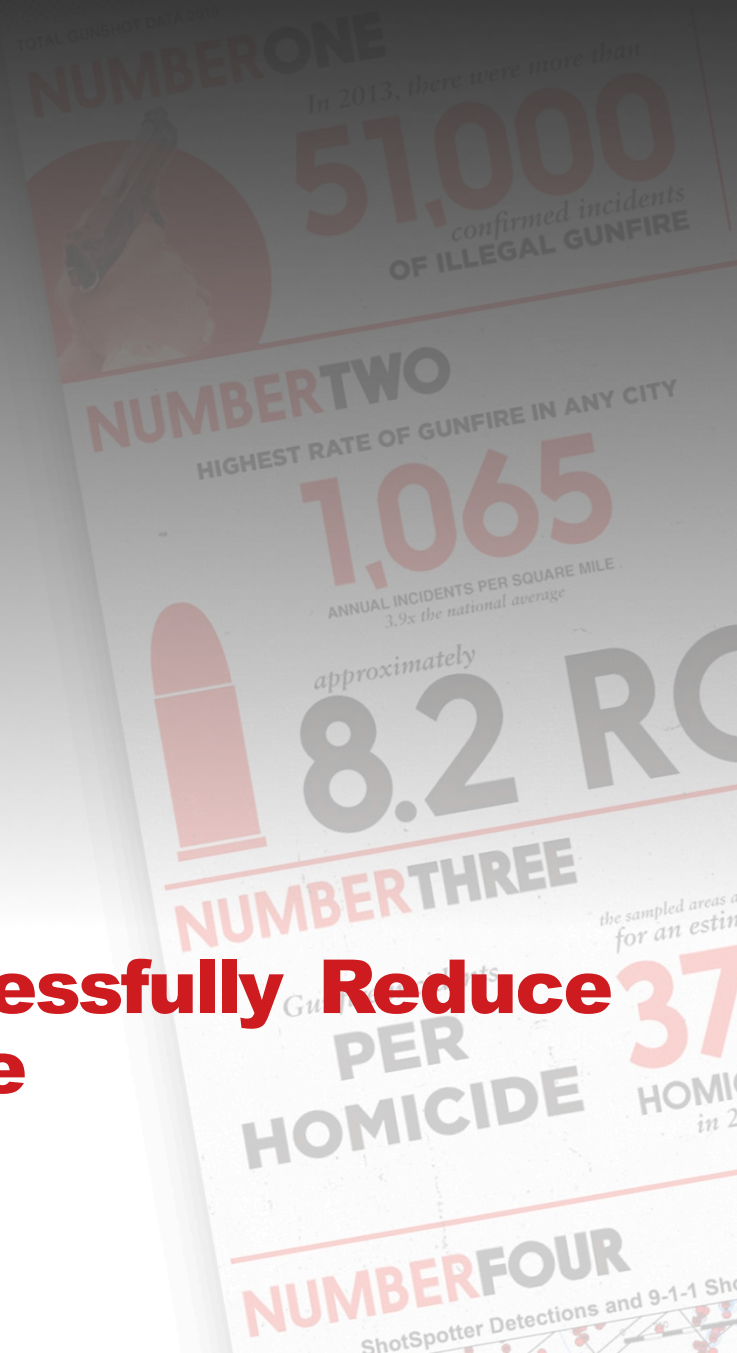




Field-Proven Tips to Successfully Reduce Illegal Celebratory Gunfire

LIVE Webinar hosted by SST, Inc.
Tuesday, June 7, 2016



LIVE Webinar – Key Tips to Successfully Reduce Illegal Celebratory Gunfire



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Objectives Today

- 1. Learn how to develop an effective gunfire reduction strategy**
- 2. Discover how Rocky Mount has successfully reduced gunfire and has kept their illegal gunfire down year after year**
- 3. Understand field-proven tips to get your community involved**
- 4. Find out how to get the media's attention to help your agency reduce illegal celebratory gunfire**
- 5. Learn what social media tips help to promote a safer 4th of July**

Proven Strategy – Simple and Effective

Reduction of illegal celebratory gunfire:

	2014	2015
Baton Rouge, LA	59	42
East Palo Alto, CA	14	10
Kansas City, MO	42	30

Proven Strategy – Simple and Effective

In 2015, the Rocky Mount Police Department, NC had only 14 incidents of gunfire associated with the July 4th Holiday.



Proven Strategy – Timing is Everything

- July 4th is quickly approaching
- Put a plan into place **now**
- Limited resources may take time to complete the tasks



New Year's Eve Gunfire Comparison

2014	2015	Decrease
85 Incidents	48 Incidents	- 43.5%
398 Rounds	221 Rounds	- 44.4%

Proven Strategy – Plan Ahead

Collaborative Effort



Motivation



Follow Up

Proven Strategy – Disseminate the Results

- 1. Agency personnel to go to each address on the list**
- 2. Explain that there was celebratory gunfire detected last year at the address**
- 3. Remind residents of dangers**
- 4. Remind residents of criminal consequences**
- 5. Advise residents that the agency will be watching**

Proven Strategy – Taking One More Step

- 1. Correlate the gunfire data with known probation/parole houses, get the Police Officer involved.**
- 2. Correlate the gunfire data with gang houses, get Gang Enforcement Units involved.**
- 3. Assign Special Units to the coverage area to respond to gunfire alerts quickly, thus getting the word out.**
 - Special Ops, Overtime cars**
- 4. Engage the community to be aware of the dangers of celebratory gunfire and encourage them to report**

Proven Strategy – Taking One More Step

5. Use Social Media to get the word out
6. Get the media to report about the dangers of celebratory gunfire and tell the audience about ShotSpotter's technology to catch and prosecute offenders
7. Use specific local examples
8. Explain Zero Tolerance if detected, especially after warning

IP – Search Option – Date/Time

1. Set Date/Time Range

- Start 07/04/16 @ 21:00 hours
- End 07/05/16 @ 03:00 hours

2. This will capture the three hours before midnight and three hours after midnight (time range may be adjusted for each jurisdiction).



IP – Search Options – Type of Incident(s)

3. Leave the “types” with the default gunfire events.
After all, we are looking for Celebratory Gunfire





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