



Neighborhood Watch Newsletter

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TORRANCE POLICE DEPARTMENT SOCIAL MEDIA

Since the beginning of 2010, the Police Department has made a strong push out in the community for sharing local information using Social Media. We recognize that more and more citizens are receiving their news and information from the Internet and their mobile devices.

With this, the Police Department utilizes FaceBook, Twitter, YouTube and E-Mailing to send out “real-time” information related to the City of Torrance. The test we use in deciding what information should be sent out is simple. Is the information needed for an immediate **safety** issue? An example of this is where the Police Department has established a containment and maybe put a school on lockdown while searching a neighborhood for a criminal suspect. We want to let you know exactly what is going on and give you a place to go for up-to-date information. If we identify criminal trends in the City and can **educate** the community on how not to become a victim of the identified trends, we then send informational crime bulletins. Specifically with YouTube, we use Torrance CitiCABLE to make educational videos related to specific trends and post for everyone to watch. If there are road closures or severe traffic issues, we send out **traffic alerts** to help with your commutes.

In addition, we keep the community updated related to **emergency preparedness** and report on earthquakes and any other type of disasters. Finally, we send out information to keep the community in touch with the Police Department. On occasions, we let the community know if we are participating in fundraisers and let you know where we are out in the community just in case you want to stop by and say hello.

We will not market any company and/or products and we will not become “spammers.” If you would like to join the Police Department’s Social Media community, please check out the following:

- <http://www.Police.TorranceCA.gov>
- <http://www.Facebook.com/TorrancePD>
- <http://www.Twitter.com/TorrancePD>
- <http://www.YouTube.com/TPDCommAffairs>



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The Great California ShakeOut

Annual Statewide Earthquake Drill

Individuals and Families Get Ready to ShakeOut!

At 10:21 a.m. on October 21, 2010, millions of Californians will “Drop, Cover, and Hold On” in *The Great California ShakeOut*, the largest earthquake drill ever! Everyone is encouraged to participate in the drill wherever you are at 10:21 a.m. on 10/21!

Major earthquakes may happen anywhere you work, live, or travel in California. The ShakeOut is our chance to practice how to protect ourselves and for everyone to become prepared. The goal is to prevent disasters from becoming catastrophes.



Why is having a “Drop, Cover, and Hold On” drill important? As with anything, to act quickly you must practice often. You may only have seconds to protect yourself in an earthquake before strong shaking knocks you down, or before something falls on you.

Over 6.9 million Southern Californians participated in the 2009 ShakeOut. Now statewide, the *Great California ShakeOut* will be held on the third Thursday of October each year.

Everyone can participate! Individuals, families, businesses, schools, government agencies and organizations are all invited to register.

The City of Torrance will be participating in The Great California ShakeOut

All Neighborhood Watch members that have attended the Map Your Neighborhood training are invited to participate in a neighborhood drill, in which we will practice the steps you learned during your training. Neighborhood Watch members, not yet trained in MYN, are encouraged to observe. You will also have the opportunity to watch the City’s Disaster Service Volunteers drill.

You may register to participate in the City drill by calling Kathi Galbasin at (310) 370-3294 or emailing Kathi at kathleen.galbasin@verizon.net, by Tuesday, October 19th.

The ShakeOut drill will be located at 20604 Entradero Ave., 2 blocks south of Del Amo Blvd., 1 block west of Victor St. MYN participants must wear their PPE’s and be on site by 9:45 AM.

For an overview of the ShakeOut go to www.ShakeOut.org



As a registered ShakeOut participant you will:

- Learn what you can do to get prepared
- Be counted in the largest earthquake drill ever!
- Receive ShakeOut news and other earthquake information
- Set an example that motivates others to participate

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www.torranceca.gov/TPD/CERT.htm



www.torranceca.gov/TPD/TARA.htm



www.torranceca.gov/TPD/ADT.htm

Disaster Service Volunteer Programs

Within the City of Torrance, Disaster Service Volunteers serve the community during large-scale disasters. These volunteers also play an important role during non-disaster events such as, disaster exercises, special events and public relations activities.

The State of California requires that disaster volunteer programs register their volunteers; administer an oath of loyalty to the State of California and the United States of America; provide a basic level of training regarding the State's Standardized Emergency Management System (SEMS) and a provide a basic safety training for all volunteers. Compliance with these requirements ensures coverage by the State's Workers Compensation Program.

Volunteers are issued identification cards to facilitate their efforts in a disaster.

To learn more about these programs, please visit our website at: www.torranceca.gov/TPD/DSV.htm

MASS MARKETING FRAUD

The term "mass-marketing fraud" refers generally to any type of fraud scheme that uses one or more mass-communication techniques and technologies – such as the Internet, telephones, the mail, and even mass meetings in person -- to present fraudulent solicitations to numbers of prospective victims, to conduct fraudulent transactions with victims, or to transmit the proceeds of the fraud to financial institutions or to others connected with the scheme.



Based on data from law enforcement and regulatory authorities such as the [Internet Crime Complaint Center](#) and the [Federal Trade Commission](#), mass-marketing fraud schemes fall into several categories. The two most common being: (1) advance-fee fraud schemes; and (2) bank and financial account schemes.

***Advance-Fee Fraud Schemes.** This type of scheme is based on the concept that a victim will be promised a substantial benefit – such as a million-dollar prize, lottery winnings, a substantial inheritance, or some other item of value – but must pay in advance some purported fee or series of fees before the victim can receive that benefit.

***Bank and Financial Account Schemes.** Some mass-marketing fraud schemes also involve mass contacts with individuals to trick them into providing their bank or financial account data, so that participants in the scheme can gain unauthorized access to those accounts and siphon off funds or charge goods to the victims' cards. These types of schemes involve not only fraud but also [identity theft](#).

General Tips to avoid being a victim of Mass Marketing Fraud

Don't Judge by First Appearances. It may seem obvious, but consumers need to remember that just because something sounds good over the phone or looks attractive on the Internet or in a mailing, that doesn't mean it's true.

Watch Out for "Advance-Fee" Demands. In general, you need to look carefully at anyone who insists that you wire money immediately, before you receive the money, goods, or services you've been promised.

Be Careful About Giving Out Valuable Personal Data Over the Phone or Online. If you get calls or see e-mail messages from someone you don't know who's asking you for personal data - such as your Social Security number, credit-card number, or password - don't just disclose the data without knowing more about who's asking.

How Can I Report Mass-Marketing Fraud?

If you have a complaint about any type of Internet crime, you can [file an online complaint](#) with the [Internet Crime Complaint Center](#) (IC3). The IC3 is a joint project of the FBI and the National White Collar Crime Center (NW3C). The IC3's key functions for federal, state, and local law enforcement agencies will be (1) receiving online complaints, (2) analyzing them to identify particular schemes and general crime trends in Internet fraud, and (3) compiling and referring potential Internet fraud schemes to law enforcement. You can file a complaint through a toll-free Consumer Help Line, 1-877-FTC-HELP (1-877-382-4357) or [online](#) with the [Federal Trade Commission](#)

COMMUNITY CALENDAR

Halloween Safety Tips

Make sure children are accompanied by an adult or responsible teenager when they go door to door. Go with them yourself if you can.

Instruct children never to eat anything until they've returned home and the treats have been examined.

Check wrappers of commercial treats for tampering.

Make sure costumes fit and youngsters can see well.

Use reflective tape on costumes so people driving cars can see children.

Try using makeup instead of a mask.



2010 POINT OF DISTRIBUTION



On Wednesday, November 10, 2010 starting at 10:00am, the City of Torrance will be co-sponsoring/hosting a POD with the Los Angeles Department of Public Health at Wilson Park. Vaccinations will be given for the Flu, H1N1 and Whooping Cough. The POD will conclude at 3:00pm.

COMMUNITY SAFETY TRAINING WORKSHOP

DATE: Wednesday Nov. 10th

LOCATION: Torrance Police Department

TIME: 6:00 PM

TOPIC: Identifying Drug Influence in Teens

Many teens make the mistake of experimenting with drugs. The key is to identify the problem early so you can help them before it is too late. This class will help you recognize the signs.



You may register online at www.Police.TorranceCA.gov or contact the Community Affairs Division at (310) 618-6391. Attendance is limited to the first 35 people who register. Please note that these safety workshops are for adults only.

The **Tip-A-Cop** program is an activity to benefit children and adults with mild to severe mental retardation.



Police officers partner with regular servers addressing customer requests such as beverage refills and serving their meals, working hard to EARN donation for a good cause. Customers offer an additional tip beyond the regular server's tip as a donation to South Bay Special Olympics. **100%** of tips/donations received by the Police Officers **goes directly to the South Bay Special Olympics program**. Donations help pay for training, uniforms, transportation, and competition fees. Nothing goes to administrative fees. So far this year, the Torrance Police Department has raised

\$10,762.00

The next Tip-A-Cop will be **Thursday, November 18th**, from 5 pm to 9 pm at Romano's Macaroni Grill.

ROMANO'S
Macaroni
GRILL

TORRANCE POLICE AND FIRE HOLIDAY TOY DRIVE



The holiday season is quickly approaching and with it so is our annual toy collection. We will begin collecting toys Monday, November 16th. If you would like to donate a new unwrapped toy (please **NO USED** toys or stuffed animals), or a food certificate, you may do so at the following locations:

*Torrance Police Department:

3300 Civic Center Dr

*North Torrance Police Department:

3624 Artesia Blvd (McMaster Park)

Torrance Fire Stations:

#1 1701 Crenshaw Blvd.

#2 25135 Robinson Way

#3 3535 W. 182nd St.

#4 5205 Calle Mayor

#5 3940 Del Amo Blvd.

#6 21401 Del Amo Circle Dr.

If you know of a family that is in need of assistance please contact Luz Aceves (310) 618-6392. They must be City of Torrance residents (with proof of residency) or attend TUSD schools.