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**Crime Prevention Through Community Engagement**



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## **StreetART:** *Fighting graffiti with graffiti to reduce crime*

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***StreetART murals at twenty-three Central Canada locations has resulted in a reduction in overall crime...***

The Circle K StreetART Mural initiative works to create strategic partnerships in an effort to help prevent crime and strengthen community relationships; while working diligently towards a community-based shared responsibility. Engaging the community, especially the youth will only empower them to develop a stronger ability to make a positive difference.

This forward thinking concept has seen positive results, not only in the reduction of crime at the locations where the murals have been painted – but also in the beautification the mural has within the community. As a result of this initiative, graffiti crime and overall crime at these locations have been virtually eliminated.

This unique concept caught the attention of Katy DeCelles, a Professor from Harvard University and University of Toronto's Rotman School of Management Centre for Criminology & Sociolegal Studies. In 2015, Mac's received an educational study grant from Harvard University to implement additional StreetART Murals.

To bring enhanced “youth relevance” to the murals, a mural mascot named SpikeyG was created. SpikeyG is a youth who travels with his superhero teddy bear, doing positive things within the community. Implementing SpikeyG has provided an opportunity to engage our social media platforms with a trend of #SpikeyGsAdventures as we work to complete murals in different cities across Central and Western Canada.

Successful murals have been completed in partnership with Toronto Police Service, York Regional Police, Peel Regional Police, Thunder Bay Police, Barrie Police, Niagara Police, Ottawa Police, North Bay Police, Calgary Police Service and Owen Sound Police.

To better understand the program, please watch the documentary <https://youtu.be/sVqJNvzVTiM>



## 2013 York Regional Police Annual Report

### BREAKING DOWN WALLS BETWEEN POLICE AND YOUTH



Often, walls keep people isolated from one another. In Keswick, there is a wall that serves to bring people together.

In October 2013, York Regional Police in #3 District partnered up with Mac's Convenience Stores to put an end to graffiti – by tagging a building themselves. After spending years as a target for local vandals, the Mac's convenience store at 522 The Queensway S. was the site of a community mural designed to make taggers think twice.

"The walls were absolutely brutal, and the store needed a facelift badly," said Sean Sportun, manager of security and loss prevention at Mac's. "But we wanted something to represent the community – it's a cottage town and we have the police boats here."

Sportun and York Regional Police weren't going to be satisfied with an ordinary mural, however. They decided to portray the community in style by enlisting the help of Toronto-based graffiti artist, WonG.

The mural, which consumed three of the building's four exterior walls, featured a stylized Town of Georgina, complete with the YRP custom airboat Dawaabin skimming the blue surface of Lake Simcoe. In the rear, WonG created a space where local youth could take ownership of the wall, transforming the forlorn space into a

myriad of names, sketches and designs, proudly surrounding the Student Crime Stoppers logo.

"We wanted to allow the kids to use graffiti in a constructive way," said #3 District Crime Prevention Officer Constable Marina Orlovski.

Sportun doubted local youths' interest in the project, which kicked off quietly with little emphasis in the media or at local schools. But when the paint hit the bricks, the kids arrived by the dozen to leave their mark on their community.

Local youths partnered with police to prime the walls for WonG, who spent nearly a week developing the mural, which is visible from both directions on The Queensway South.

"I think the feedback from the community was very positive, even just seeing the kids interacting with local police instead of running away," Sportun said. "You could see that barriers were breaking down. It opened up doors."

Now, the walls represent unity between York Regional Police and the community it serves.

"There is definitely pride in the wall," said Sportun. "The community is beginning to realize the need to communicate with police."

Before



After



# Security & Loss Prevention

Crime Prevention Through Community Engagement



## Ottawa Mural

Before



After



## Niagara Falls Mural

Before



After



## North Bay Mural

Before



After



*Predictable Is Preventable*

# Security & Loss Prevention

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By far the most famous StreetART Mural we completed was in Parry Sound, the home of Bobby Orr!



**Wong and Ron Orr**



**Mayor Jamie McGarvey**



# Security & Loss Prevention

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Bringing the community together...



- 2017 Windsor Mural [https://youtu.be/3\\_5WhvjzZXY](https://youtu.be/3_5WhvjzZXY)
- 2017 Sault Ste Marie Murals <https://youtu.be/Rp1l3J4tfic>
- 2016 Ottawa Mural <https://youtu.be/4SPiKaPdKjg>
- 2015 Peel (Brampton) Mural <https://youtu.be/K48qfASoZy8>
- 2013 York Region (Keswick) Mural [https://youtu.be/eMX\\_4Vqz3XU](https://youtu.be/eMX_4Vqz3XU)
- 2012 Thunder Bay Mural <https://youtu.be/7d3Z9J1LvKA>
- 2012 Toronto (Kipling) Mural <https://youtu.be/DigtZFd6f6E>