

McGruff

Child Safety

In the early 1980s, the National Crime Prevention Council (NCPC) and the Ad Council introduced McGruff the Crime Dog™ to the nation and began encouraging Americans to help "Take A Bite Out Of Crime™." Today, more than 93 percent of children recognize this icon that provides safety tips for adults and kids.

Over the years, the Crime Prevention campaign has helped teach kids, teens, and adults about violence and drugs, and the public-service-advertising spots (PSAs) have inspired all citizens to get involved in building safer, more caring communities.

McGruff the Crime Dog has been talking about the issues that matter to citizens for more than 25 years. Now he's addressing some of the latest crime trends and concerns - from Internet crime to identity theft.

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