



HAMILTON POLICE SERVICES BOARD

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Lois Morin, Administrator

August 27, 2013

City of Hamilton
71 Main Street West
Hamilton, ON
L8P 4Y5

Mayor and Members of Council:

Re: Hamilton Police Service Awards (PSB 13-069)

Attached for your information and attention, please find copies of PSB 13-069 - Hamilton Police Service Awards. This report highlights the following awards:

- **Ontario Association of Chiefs of Police Annual Awards**
- **Social Navigator Program – OACP Crime Prevention Award**
- **Social Media – Crime Prevention Media Award**

If you any questions or concerns that may arise from the reports please do not hesitate to contact me at the number below.

Sincerely,

Lois Morin, Administrator
Hamilton Police Services Board

Attachment (1)

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HAMILTON POLICE SERVICES BOARD

- RECOMMENDATION -

DATE: 2013 June 17
REPORT TO: Chair and Members
Hamilton Police Services Board
FROM: Glenn De Caire
Chief of Police
SUBJECT: *Hamilton Police Service Awards*
(PSB 13-069)

RECOMMENDATION:

That the Board direct the Administrator of the Board to refer this report, in its entirety, to the City of Hamilton, for information.



Glenn De Caire
Chief of Police

FINANCIAL / STAFFING / LEGAL IMPLICATIONS:

FINANCIAL – n/a

STAFFING – n/a

LEGAL – n/a

BACKGROUND:

Ontario Association of Chiefs of Police Annual Awards

The Hamilton Police Service is a double award winner at the Ontario Chiefs of Police Annual Meeting conference. The Service will receive the Crime Prevention Award for its Social Navigator Program and the Crime Prevention Media Award for its social media efforts as follows:

Social Navigator Program - OACP Crime Prevention Award

The ACTION strategy has developed a unique approach in addressing "at risk individuals" and repeat offenders. "At risk individuals" are people, often young adults, who are being influenced by a criminal element and are at risk to become involved in crime. Repeat offenders are individuals who continue to commit offences, and often suffer from addictions, mental health or financial issues that are not properly addressed by the judicial system. Part of the ACTION strategy is designed to help link these individuals with the appropriate services.

With a focus on Mobilizing Community, reducing recidivism and harm reduction, the Hamilton Police Service is partners with the City of Hamilton Neighbourhood Development Committee and EMS in the development of the Social Navigator Program (SNP). The Navigator on staff is a full-time EMS paramedic who has a background in social work. The Navigator works very closely with the ACTION officers. Each day the Social Navigator interacts with ACTION officers regarding the high-risk individuals they encounter in their deployment zones. The ACTION officers identify "at risk individuals" and repeat offenders to the Social Navigator. The Navigator will then work with a variety of different social agencies to help provide the appropriate care to best service the clients' needs. The goal of the program is to reduce their reliance on the judicial system by providing long term solutions through professional assistance.

This initiative has brought about a new approach to breaking the cycle of repeat offenders causing street level disorder. New energy has been created around mobilizing various municipal service providers to take responsibility for case management. Since the program began in July 2011, 81 people have been classified as navigated. The City of Hamilton and a Wilfrid Laurier University graduate student continually evaluate the SNP for impact and effectiveness. As mentioned, there have been 81 people who have been navigated. A comparison was done looking at their behaviour six months prior and six months post their involvement with the Social Navigator. In the area of Criminal Code violations, prior to becoming involved the total number of criminal code offences the clients committed was 63. This fell to only 29 in the six months after they left the program.

The second area of comparison was involving mental health. In the six month prior to becoming involved in the program, there were 103 mental health calls, often leading to individuals being transported to hospital for assessment. This number was reduced to only eight in the six months after the program. This has greatly reduced the number of visits to the hospital. Many of these clients are now taking medication routinely, or have a case worker who interacts with the individual prior to police or EMS being called.

Social Media - Crime Prevention Media Award

In 2012, the Hamilton Police Service's Social Media Team has shown exceptional leadership, dedication to duty and commitment to community as they have sent over 34,000 tweets and gained over 15,000 followers. The Social Media Team is as follows:

Sergeant Robin Abbott
Sergeant Terri-lynn Collings
Sergeant Jay Turner
Constable Stephen Welton
Auxiliary Staff Sergeant Justin Woods
Shawna Weatherill, Child Abuse Branch
Catherine Martin, Corporate Communicator

These members are responsible for the development of the Service's social media presence. The Service has been developing its social media usage as part of its communications efforts. Similar to other communication tools, social media can grow if it has relevant, engaging and interesting content. In order to have that, passionate, keen and enthusiastic individuals are needed to provide the content.

The team has provided the content on a consistent basis – content that advances the Service's missions, vision, and values as well as updating the community on police activity and information on crime and crime-related topics.

They have been able to increase the number of followers consistently because of the strength of their tweets. The result? There has been an increase in the number of people receiving positive and timely information about Hamilton Police and their community. Building on-line communities is important and these members are doing a very effective job.

What is most extraordinary is that the members have gained the skills, knowledge and abilities to utilize Twitter on their own time. They have been able to enhance their current duties and assignments by leveraging this emerging technology to engage citizens. The passion that all of these members have taken with their Twitter accounts is remarkable.

A significant amount of the tweeting that is occurring is being done off-duty. The members have taken responsibility for their accounts and know it is important to continue to grow, expand and respond. This cannot always be done during their assigned shifts, which demonstrates their individual and collective commitment to their followers.

The Social Media team meets on a regular basis, with members choosing to attend on their time-off. In these meetings, the team has contributed to Social Media policy development as well as adherence to it. Further, the team supports and shares so that each account continues to thrive. Lastly, the team took a training session in order to further develop potential Twitter opportunities, ensure policy compliance and become mentors for new Twitter contributors.

The following depicts the Hamilton Police Service Twitter presence:

Twitter Account	Followers	# of Tweets	Responsibility
@HamiltonPolice	5,937	8,864	Catherine Martin Cst. Stephen Welton
@HPSMedia	3,354	1,677	Sgt. Terri-lynn Collings
@VOC_HPS	778	1,605	Shawna Weatherill
@HPSActionTeam4	3,557	20,460	Sgt. Jay Turner
@joinHPS	913	2,857	Sgt. Robin Abbott
@HPSAux	523	2,680	Aux. S/Sgt. Justin Woods
Total:	15,054	35,043	

*as at June 4, 2013

Additionally, the Service is active on Facebook and YouTube:

Facebook	7,120 fans	
YouTube	155 subscribers	105,048 video views

*as at June 4, 2013

The Hamilton Police Service Social Media Team has enthusiastically, on their own initiative and during off-duty time, made over 34,000 positive points of community contact, delivering police and public safety messages directly to citizens.

As a result of their commitment, they have become a benchmark for training in police social media environments as other Services are directed by their Social Media staff to monitor our activity. There has been positive and consistent delivery of the Hamilton

Police Service brand messages through the passion of Tweets. They have created an environment to engage and interact with members of our community, members who we may have never met otherwise, citizens who may be supporters of police and those who may not be.

The Service will be receiving their awards at the annual OACP Annual Meeting on June 25, 2013.

GD/C. Martin