

History of “March On Crime/Lucha Contra El Crimen”

In December 1984, the “March On Crime” campaign was born out of a growing concern over violent crimes being committed in the Black community. Mr. Don Rosette, Vice President and General Manager of KYOK Radio, contacted then Chief of Police Lee P. Brown to discuss strategies to implement a crime prevention campaign, utilizing the Black electronic and printed media in disseminating crime prevention information. During March 1985, the media focused on six major programs to effectively fight crime in the Black community. They included Drug Awareness, Crime Stoppers, Neighborhood Watch, Personal Safety, Burglary Prevention and Crimes Against the Elderly and Juveniles.

The “**March On Crime**” campaign began March 1, 1985. The first year of this campaign was such an overwhelming success that a similar program was designed for the Hispanic community. “**Lucha Contra El Crimen**” began in September 1986. The program was designed to disseminate crime prevention information in Spanish throughout the Hispanic community by utilizing the electronic and printed media. Citizens within the Hispanic community learned new strategies in reducing crime in their neighborhoods. Because of the similarities, these two programs were combined into one unique program, “**March On Crime/Lucha Contra El Crimen.**” In 1991, the campaign again expanded to include all the citizens of Houston. Because of this expansion, the “March On Crime/Lucha Contra El Crimen” continues to be a success today.

The central focus of the **2010 “March On Crime/Lucha Contra El Crimen”** is to continue to educate and inform the general public, via the media, on crime in their neighborhoods and crime prevention. This year Public Affairs, in conjunction with the Patrol Divisions will reinforce the Keep Houston Safe Public Safety Campaign citywide. Patrol Divisions will identify Crime Reduction Initiatives in their area. Officers will reach out to the local businesses and communities. The main focus of the campaign is crime prevention and implementation of proactive crime prevention efforts and measures aimed at the elimination of criminal incidents, rather than responding to them after they have occurred.