

NEWS RELEASE  
LOCAL GOVERNMENT INFORMATION UNIT  
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### **Spreading the word in fighting crime**

The Local Government Information Unit (LGIU) today launched Spreading the Word, a new publication produced in association with the Home Office highlighting best practice in communicating the work of councils and partner agencies in fighting crime and disorder.

With the Crime and Disorder Act 1998 giving councils and police authorities a statutory duty to establish local Crime and Disorder Reduction Partnerships (CDRP), making neighbourhoods safer is a key priority for many local authorities.

The strategies being developed locally rely on effective communications between the various organisations involved in partnership work and with the public. Spreading the Word draws on local examples from around the country of best practice in responding to the communication challenges of raising public awareness of the action being taken to tackle crime, disorder and drug misuse. The publication also contains a wealth of information for obtaining further advice and support on developing anti-crime communications strategies.

Austen Cutten, LGIU Policy Officer and author of Spreading the Word, said: "Effective and co-ordinated communications work is central to the task of combating crime and is not merely a bolt-on function for political PR purposes.

"Spreading the Word shows how local authorities and their partner organisations can communicate their efforts effectively to the public, to raise their awareness and ease the fear of crime that plagues many local communities."