

FIGHT BACK WITH PROACTIVE PREVENTION

STOP GRAFFITI

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# Practice Proactive Prevention

## Persistence in Removing Graffiti Has Its Rewards

You've invested in newly repaired windows. The scratches and acid etching are removed. Now what? You want to make sure that these windows stay pristine clear of markings, graffiti and scratches. The chances are excellent that vandals will tag your windows again and again. It seems like a never ending battle. It seems like it may not be worth doing anything about it. But there is a solution.

### An Easy Solution

Ignoring the situation will never solve the problem. Letting it build up will only scare away your customers and cost you more in the long run. The secret to solving the problem is simple -- keep removing the graffiti.

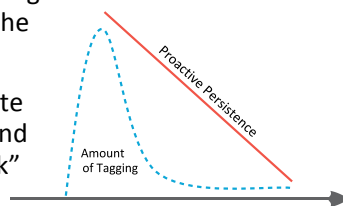
### Remove the Reward

Vandals are rewarded by being able to observe their "artwork" on your window. They will even bring their friends to show off what they have done. When you continuously remove the scratching and etches the taggers are forced to move on. Once you adopt a no-graffiti-zone attitude, the vandals will move on to a neighborhood that does not care.

### Practice Bully Behavior Modification

These bullies won't stop until they realize that you are going to keep fighting. Show them that you intend to continue cleaning up their vandalism. By being quick in removing the graffiti you practice behavior modification. The longer the damage remains on your windows the greater the chance that it will be hit multiple times.

When they realize that you will not tolerate your windows being damaged, they will find others who will not remove their "artwork" and leave yours alone.



### But . . . I Can't Afford it

The truth is—you can't afford **NOT** to do it. Your investment in graffiti-free windows will produce good, positive results in the long run. Your concerted effort will pay off.

**The secret: Budget for it.** Recognize that this is something that is just not going to go away unless you take action. Put aside 10% of your expected costs every month and you will always be able to be aggressive and proactive in keeping your windows graffiti-free. If you are proactive in putting money aside, you will be able to outlast the bullies. Remember, you will be fixing and/or replacing less and less each time an event happens.

Yes, it is a pain. Yes, it is a bother. Yes, it is a total waste of your time and money. But . . . in the long run you will win. The neighborhood graffiti junkies and taggers will find another playground. They will find someone who does not care as much as you do to keep their storefronts clean and graffiti-free. And . . . you will be the one getting the new customers.



Follow these simple steps to keep your windows Graffiti-Free

1. Get the vandalized windows repaired
2. Install anti-graffiti film on all windows that can be accessed by taggers
3. At the first sight of new graffiti, replace the anti-graffiti film within 24 hours
4. Keep repeating step 3 until they understand that you will not be bullied
5. Keep lights on at night
6. Install video cameras
7. Enjoy all your new customers who love shopping in a safe neighborhood

### Taggers are to Windows as Dogs are to Hydrants

As you may have observed, one tag on a window draws more tags. There seems to be "one-upmanship" when it comes to graffiti vandals. Just like dogs do with hydrants.

"Persistence pays off. Sporadic attention is a waste of time and money. You must keep at it to make a difference. The taggers will go elsewhere."

Officer Christopher Putz,  
San Francisco Police Dept.



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