



## Mount Laurel Police Department

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### PRESS RELEASE

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#### **THE MOUNT LAUREL POLICE DEPARTMENT ANNOUNCES THE START OF AN INITIATIVE DESIGNED TO COMBAT CRIME AND IMPROVE TRAFFIC SAFETY IN THE COMMUNITY**

In an effort to reduce crime and promote traffic safety, the Mount Laurel Police Department along with Burlington City, Burlington Township and Evesham Township Police Departments, are launching a new proactive policing strategy that targets crime and traffic crashes occurring within the different townships.

Data-Driven Approaches to Crime and Traffic Safety (DDACTS) is a policing strategy developed through a collaborative effort between the National Highway Traffic Safety Administration (NHTSA), Bureau of Justice Assistance, and the National Institute of Justice. DDACTS uses both crime and traffic crash data to identify and map problem areas, or locations where crime and crashes are found to overlap. Within these "hot spots," community partners can provide additional key information about the neighborhoods. Law enforcement then uses highly visible traffic enforcement, such as increased directed patrols, DUI checkpoints, or other strategies, to simultaneously address crime and crash problems.

"The purpose of DDACTS is to make our neighborhoods safer, plain and simple," said Chief Dennis Cribben. "This new policing strategy is designed to help us reduce incidents of crime, crashes and social harm in our communities."

During the next six (6) months, members of the Mount Laurel Police Department will be focusing their efforts in three (3) areas identified as having a disproportionate level of criminal offenses and motor vehicle crashes occurring within them in an effort to reduce both. "Give the downsizing of the Mount Laurel Police Department, it is critical we adopt a more efficient model of policing that has a proven track record. After much consideration, DDACTS is the model that offers our community the best chance for success", said Chief Cribben.

"We will continue to rely on the support of our business and residential communities as we move forward with our efforts in the areas identified as hot spots" Chief Cribben said. "We recognize that the partnership with the residential and business communities provides our department invaluable feedback so we can provide a safer environment for all."

The DDACTS strategy has been adopted with great results in a variety of different communities across the country such as, Baltimore County, Maryland, Lafourche Parish, Louisiana and Shawnee, Kansas to name a few.

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“We are excited that the Mount Laurel Police Department, along with the Evesham, Burlington Township and Burlington City Police Departments, are joining the national DDACTS effort looking at new ways to attack crime, reduce traffic crashes and protect local residents,” said Tom Louizou, Regional Administrator for NHTSA Region 2. “Ultimately DDACTS is about deterring crime and reducing social harms to make communities better and safer places to live.”

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