

Crime Stop Jamaica

Major-General Robert Neish (Chairman)

Mrs. Prudence Gentles

It was explained that Crime Stop pays out rewards to unidentified informants who call in on 311 to give information on crimes that will lead to an arrest. The information is passed over to the police for action.

Mr. Brian Schmidt, who is MAJ's representative on the Board, mentioned that the programme is a partnership between the Private Sector Organization of Jamaica (PSOJ) and MAJ with a fully functional Board. PSOJ provides administrative and financial support and the media's role includes public awareness.

Crime Stop wanted to re-engage the media to help re-energize the programme. They have an active Facebook account and are on Twitter. Crime Stop's new marketing campaign is entitled "Make That Call". They are now receiving a wider variety of calls reporting on crimes, such as, illegal alcohol, gasoline and cigarettes, illegal Cash Pot and stolen electricity. Mr. Schmidt said that research has shown that Crime Stop is trusted by the public and they have never had a breach. He encouraged the media to use the line at the end of their crime stories, "If you have any information on crime, call 311".

The media expressed their commitment to support by using the Crime Stop tag line, sending out messages, airing programmes and covering their events.