



DUE TO the *Hastings Observer* being a major influence on public opinion in the town, it was decided that an effective approach may be to 'fight the enemy from within', as it were. Therefore, over the last two years, the SHP has taken out bi-monthly four-page spreads in the local newspaper.

Statutory and non-statutory partners are invited to submit articles on community safety and quality of life issues for inclusion and the SHP retains full editorial control of these pages.

These spreads have featured a number of policing initiatives, the Christmas night bus scheme, various articles on the Home Office's Respect agenda and tackling anti-social behaviour, smoking cessation clinics, fire safety home visits, competitions, crime prevention advice and events, and many other projects.

More than a quarter of the respondents in the 2006 Fear of Crime Survey completed it when it was printed in a Partnership spread in the local newspaper (27%). In addition, of the surveys completed online, 45% of respondents stated they had seen the spreads.

In total, of those respondents who read the *Hastings Observer*, at least 67% have seen the SHP's four-page spreads (16% cannot remember; 17% have not seen them).

In order to integrate the SHP's newspaper spreads with our other public reassurance initiatives for maximum effectiveness, they have been used by to point readers to our community television network, SHP-TV, and to our website, www.saferhastings.co.uk.

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