



# STAY SAFE



## at college

*Ann, a sophomore at a Midwestern university, struck up a relationship with an online admirer. After several weeks, she agreed to meet him for coffee. Just hours later, she was brutally raped.*

*Thomas, a senior at a small liberal arts college on the west coast, had his backpack stolen in the student union. Within ten minutes, thousands of dollars had been charged to his credit cards and his online banking information downloaded when the thieves discovered his laptop and wallet inside.*



## Introducing Stay Safe at College

new from 360° Stay Safe™

**Before college can be fun, it has to be safe.**

A recent survey by the National Center for Victims of Crime found that one in four female college students surveyed were victims of rape or attempted rape. The Federal Trade Commission predicts that one in four Americans will be a victim of identity theft by 2010. And that's only the beginning.

Today's students are more likely to find themselves in new and dangerous situations because they're also more likely to trust someone they don't know, embrace risky behavior, or think nothing bad can happen to them.

With that in mind, 360° Stay Safe™ was founded to become the most comprehensive source of personal safety information to help students protect their possessions, their identity and their person.

"Stay Safe at College" was developed specifically with students in mind. Both innovative and compelling, it provides a one-stop source for understanding how crimes are perpetrated, coupled with crime prevention and avoidance techniques.

Parents like how it covers topics they may not have thought to discuss with their sons and daughters. Campus public safety officials are glad to have something students can relate to and find relevant in today's world.





360°



STAY  
SAFE

TM

## How “Stay Safe at College” can help students on and off campus.

### **CHAPTER 1** Protect your Possessions and Identity

The most frequent crimes are crimes of opportunity. These common sense steps can be used to guard your personal belongings and, very importantly, your identity.

### **CHAPTER 2** Student Assaults

In 90% of sexual assault cases, the victim knows the attacker. A heightened sense of awareness and knowing how to be more proactive can prevent a serious attack.

### **CHAPTER 3** Controlling Behavior

Know how to recognize the signs of an unhealthy relationship? Have a strategy for getting out of one? Learn how to deal with emotional abuse and other unhealthy behavior.

### **CHAPTER 4** Stalking

Learn simple, effective guidelines to help prevent unwanted attention from others looking to do harm, including public embarrassment, predatory stalking and more.

### **CHAPTER 5** Everyday Safety

Some dangerous situations are more obvious than others. This section provides easy-to-remember strategies to deal with the everyday situations we often overlook.

### **CHAPTER 6** Common-Sense Defense

If the unthinkable happens, would you know how to fight back? If gunshots rang out, would you know what to do? You will after watching these simple, memorable instructions and techniques.

### **CHAPTER 7** Safe Travel

Holiday travel, spring break, summer vacations – they can all place a distracted and vulnerable young adult in a risky situation. Learn these smart tips.



Watch a sample of the video and learn more at [360staysafe.com](http://360staysafe.com)

## ABOUT 360° STAY SAFE™.

In the past generation alone, we have come to see the globalization of fear. Violent crime is on the rise. Our sense of security is at risk. Fortunately, 360° Stay Safe is the solution today's students, parents, administrators and campus public safety leaders have been looking for.

Through our products and services, we offer the most comprehensive source of personal safety and security for people of all ages – at school, in the home, in the workplace, when traveling abroad, and more.

Founder Rodnie Williams, CPP, began his career as a student public safety officer. Today, he is a seasoned, strategic leader working with schools and corporate clients in the areas of security system technology and integrated risk management.

### **“Stay Safe at College”**

comes in two formats:

DVD - Receive TWO copies of the 360° “Stay Safe at College” DVD for the classroom setting. **\$995**

Site License for Online Video -

A site license allows for unlimited online video use. It lets public safety professionals use the video whenever, wherever - as long as it's behind the college Intranet firewall. **\$1,595**

### Optional Facilitator's Guide

This training guide is customizable for each school and works hand-in-hand with the video to help potential instructors - RAs, Public Safety Officers, campus administrators and others - lead personal safety training.

**~~\$400~~ SPECIAL OFFER**

**No charge with any purchase!**

**ORDER ONLINE AT [360STAYSAFE.COM](http://360STAYSAFE.COM)**

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