



**SSA**  
Security Group, Inc.

STATE LICENSE PPO 10937

## **SSA SECURITY ALERT**

### **STREET ROBBERY PREVENTION TIPS**

In our efforts to keep you abreast of crime occurring in the Mid-Wilshire Neighborhood, information was received/developed through a recent LAPD Crime Information Release.

This is a good time to go over Personal Awareness as lately there have been a few street robberies in the neighborhood and surrounding areas. Most have been on Melrose and intersecting streets west of Highland:

#### **Personal Awareness:**

##### **Ways to Avoid Danger**

To modify your "personal internal alarm."

1. **Trust yourself.** Many times, your eyes, ears, nose, skin, and tongue will give clues indicating that something threatening is ahead. Another powerful indicator, widely known as a sixth sense, can also hint at danger. If something doesn't seem right, it probably isn't and don't trust it.

2. **Be aware of your surroundings.** No matter how safe you think a neighborhood might be, it's still not a good idea to leave the front door open, your valuables in the car, your purse on top of an entry table, or to flaunt all of your expensive jewelry and other belongings. These actions simply provide temptation and opportunity for offenders,

3. **Pay attention to the people around you.** This advice is part of both listening to your instincts and being aware of your surroundings. You can often sense people's intentions just by the way they look at you. Heed warning signs.

4. **Act confident and focused.** Just as you can sense people's feelings, others can sense yours as well. Criminals look for people who are meek, mild, weak, unfocused, and distracted. Criminals are looking for easy pickings. They're looking for someone who they can take by surprise and will likely not resist.

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Present yourself in an assertive manner when walking down the street, make eye contact with people who look at you. This will throw them off guard and usually, they will seek other potential victims.

**5. React quickly to danger.** Response time is critical. Since the offender is counting on a surprise ambush to carry out his crime, you need to use the same element of surprise to escape or counterattack. This could mean running toward lights and people, or it could mean screaming or making noise with whatever you have to get other people's attention. If you're grabbed by the wrist, try to jiggle your hand so that you can pull it away in the area where the attacker's fingers can open up or toward the thumbs, which is the weakest point of the hand. If escaping is not an option, a quick and efficient self-defense is key. If you're just flailing about, you may be ineffectively exerting energy and that will cause you to question what you're doing. It is recommended striking only at vital targets, which are areas of the body where you can inflict the most pain and damage. This will likely make it easier to disable the offender and get away. Some vital targets include the top center of the skull, eyes, temples, ears, windpipe, knees, insteps, base of skull, and spine.

**6. Have an escape plan.** Wherever you are or wherever you are going, know the layout of the place and visualize an escape route. Thinking this way is not being paranoid, it's being cautious. If you're at home, knowing where your power switch is, and knowing your way in the dark, can give you an advantage over intruders. If you're outside, knowing the layout of the area, knowing where the less than good areas are, where populated streets and venues are, all can help you to both prevent and escape an encounter with an attacker.

If you need assistance or an escort due to any un-nerving situation, call the SSA Patrol car and the officer(s) will respond.

**If suspicious activity or this possible suspect is observed and you are a subscriber to SSA Security, contact your SSA SECURITY PATROL VEHICLE at the numbers you have and/or the L.A.P.D. 911 (emergency) or 877-ask-LAPD (877-275-5273) (non-emergency).**

Stay Safe,  
Staff, SSA Security Group, Inc.