

eTip: An Anonymous Text-a-Tip Service

Report underage drinking parties in progress, tip suspicions of underage drinking party plans, report adult furnishers.

All with a simple text message.



Presenters

Heidi Tucker, Coordinator, CASA (a community partnership coordinated by Mid Coast Hospital's Substance Abuse Prevention Program)

Michael Carter, Supervisor, Sagadahoc County Communications Center

Brett Strout, Chief Deputy, Sagadahoc County Sheriff's Office

Benjamin Donner, Representative from TipSoft, the tech product used to support eTip

“57% of Maine High School students do not believe they would be caught by their parents and **85%** do not think they would be caught by police. (2011 Maine Integrated Youth Health Survey). We want this tip line to change this belief – because teens who think they will be caught are less likely to drink alcohol.”

***-Heidi Tucker, Coordinator of
Communities Against Substance
Abuse (CASA).***

From Idea to Implementation

- Casco Bay CAN of Freeport presents to CASA coalition about the success of their Tip Line in early Dec. 2011.
- Law Enforcement field trip in late December to Falmouth PD to hear more from Lt. John Kilbride.
- MOUs between CASA coalition and Sagadahoc Dispatch & 5 area law enforcement agencies signed.
- Funding secured (**Cost: \$1188/yr. + Set Up/Training cost: \$399. 20% discount for 3 year contracts**). ***This rate changes based on purchasing agency (coalition, law enforcement, school) and changes based on size of target population.***
- MOUs between Sagadahoc County Dispatch, law enforcement and CASA signed.
- Sagadahoc Sheriff Joel Merry & Sagadahoc Communications Director Brodie Hinkley present to Sagadahoc County Commissioners who vote unanimously to approve the program.
- Program launches at press event at Morse High School in April 2011, Alcohol Awareness Month.



Marketing materials
designed by Rafi Baeza
of Camden Design,
www.camdendesign.com,
207-230-7607

Marketing Materials*

- Magnets
- Calling Cards
- Convenience Store Holders
- Table Tents

**** Marketing materials can be easily customized for other prevention coalitions -- only change would be “keyword” identifier & coalition info.***

Business Card

eTip
report
underage
drinking

When you witness or hear about underage drinking or illegal drug use, send an anonymous tip.

- Text "eTip" with your tip to 274637 (CRIMES).
- Submit a tip online at MidCoastCasa.org or at your local police department website.
- Download the free "TipSubmit Mobile" App on the Apple App Store or Android Market.

front

We all have a stake in keeping kids safe from alcohol and illegal drugs.
Text "eTip" to 274637 (CRIMES)

eTip now available in Bath, Brunswick, Richmond, Arrowsic, Bowdoin, Bowdoinham, Woolwich, Topsham, West Bath, Phippsburg, Georgetown and Harpswell

Sponsored by Communities Against Substance Abuse (CASA) in collaboration with local law enforcement agencies

back

Magnet

eTip
report
underage
drinking

When you witness or hear about underage drinking or illegal drug use, send an anonymous tip.

- Text "eTip" with your tip to 274637 (CRIMES).
- Submit a tip online at MidCoastCasa.org or at your local police department website.
- Download the free "TipSubmit Mobile" App on the Apple App Store or Android Market.

Sponsored by Communities Against Substance Abuse (CASA)
Now available in Sagadahoc County, Brunswick & Harpswell

Store Display

eTip
report
underage
drinking

Text "eTip" with your anonymous tip to 274637

Sponsored by Communities Against Substance Abuse and Mid Coast Hospital, in collaboration with local law enforcement agencies

Please Take One

Table Tents

A PARTY SHOULD NOT INVOLVE ALCOHOL OR DRUGS!
Text "eTip" with your anonymous tip to 274637

eTip
report underage drinking

Text "eTip" with your anonymous tip to 274637

When you witness or hear about underage drinking or illegal drug use, you can:

- Text "eTip" with your tip to 274637 (crimes).
- Submit a tip online at MidCoastCasa.org or at your local police department website.
- Download the free "TipSubmit Mobile" App on the Apple App Store or Android Market.

eTip now available in Bath, Brunswick, Richmond, Arden, Sweden, Bowdoinham, Hallowell, Topsham, Piquetburg, West Bath, Georgetown and Harpswell

Sponsored by Communities Against Substance Abuse and Mid Coast Hospital, in collaboration with local law enforcement

Mobile Application

Click Here to submit your tip

Anonymous Tip Line for Underage Drinking or Illegal Drug Use
Funded by Communities Against Substance Abuse (CASA)



eTip

report
underage
drinking



Sponsored by
Communities Against
Substance Abuse (CASA)

When you witness or hear about underage
drinking or illegal drug use, send an anonymous
tip. Text "eTip" to 274637 (CRIMES)

**YOU CAN MAKE
A DIFFERENCE!**

*In time for prom season 2013
CASA will be re-launching eTip
to promote its use as a tool for
reporting furnishers.*

Furnishing alcohol to minors is a crime!



**When you witness or hear about
an adult providing alcohol to a minor,
text your anonymous tip to 274637.
Use eTip in the headline.**

2 7 4 6 3 7
C R I M E S



Sponsored by Communities Against Substance Abuse and Mid Coast Hospital, in collaboration with local law enforcement

Selected design, draft form.

Other Design Concepts from Camden Design



Furnishing alcohol to minors is a crime!

**When you witness or hear about an
adult providing alcohol to a minor.
Text your anonymous tip to 274637.**

*Sponsored by Communities Against Substance Abuse and
Mid Coast Hospital, in collaboration with local law enforcement.*



Furnishing alcohol to minors is a crime!



Text "eTip" with your
anonymous tip to
274637 when you
witness or hear about
an adult providing
alcohol to a minor.

*Sponsored by Communities Against Substance Abuse and
Mid Coast Hospital, in collaboration with local law enforcement*

How It Works:

- Tipsters text the word **eTip** at the beginning of a text message sent to **274637** (CRIMES), followed by their message about underage drinking activity.
- The tip is immediately encrypted as it goes to a server in Canada before being directed back to Sagadahoc Dispatch. **eTip** is the code word that directs the tip to the Dispatch Center.
- 2-way conversation begins between the Tipster and Dispatch, no identifying questions ever asked. At any time the Tipster can end the conversation.
- Smart phone owners can download **TipSubmit Mobile** application.
- Tips can also be submitted online via buttons on coalition website, law enforcement websites and social media sites.
- Once conversation stops between Tipster and Dispatch, tip is forwarded to the appropriate law enforcement officer on duty.



CREATE NEW TIPS

If a tip comes into a call center or any other means, create a new tip in the system.

SEARCH QUERY

Quickly locate any tip. All fields are searchable.

Query Tips

New | Edit | Cancel | Print | Clear | Run | Show All / Refresh

Report # | Other ID | All ID # | W100-2726 | Case #

Date Created | Date Delivered
06/12/2010 02:57 PM

Status | Priority
OPEN | Normal

Offense | OTHER - DEALING DRUGS AND DWI

Location | [Map] | Community or Campus

Street Address | City, State | Paris, TX

All Un-Send Un-Rcvd New and Updated

Report #	All ID	Offense
W100-2726	100-201	DEALING DRUGS AND DWI
100-200-02	100-200-02	OTHER
100-196-01	100-196-01	OTHER
100-200-01	100-200-01	OTHER
	G753	
	PRV5	
	PLLS	
	LNL3	
	DA7	OTHER
	MCB5	
	VBV2	OTHER
	HBD3	FLIGHTIVE
	GRMB	

1 of 2 | 19 Records | Prev | Next

WEB TIP CRIME NOTES

Offense City: Paris, TX
Type of Offense: Dealing Drugs and DWI
Case Number: 12345-AEC

ADD DETAIL
Make tips even more useful by attaching IDs, Case #s, priorities, categories and location info to any tip.
Online FBI most wanted list.
Bar and Grill in North Park.
Sells drugs there.
On Street
Recorded: Not recorded
Set of scales
Zip lock bags
Cocaine, marijuana
Victim is in local hospital.
TV

SUSPECT

Name: John Doe Alias: Astro
TIP LIST
See all your tips. See how the tip was submitted, the offense and other details.
100 lbs
Brown Eyes: Blue
96 Ridgehill, Paris, TX 75961
456-7890
Suspect's Clothing: White T-Shirt and Jeans
Scars, Marks, Tattoos: Half Moon Tattoo on Arm
Dogs: Collie
Weapons: Switchblade

Suspects

No.	First	Middle	Last	Alias#ckname

TIP INFORMATION

As provided by the tipster. Area for any further dialog with the tipster.

REPLY TO TIPS

Reply to web, SMS or mobile tips while tipster remains anonymous.

DELIVER TIPS

Distribute tips to others in your agency or to other departments via email, fax or directly to their TipSoft system.

USER ACTIVITY LOG
See a full audit trail showing who did what with the tip, and when.

Deliver To: [Form fields]

Report # | [Form field]

Report # | [Form field]

Report # | [Form field]

DISPOSITION

Keep track of how well each tip performs and its success in solving cases.

MANAGE REWARDS
Calculate rewards with this fully customizable tool allowing consistent and accurate point and click results.

[Form fields for reward management]

STATISTICS

Full report of TipSoft activity including arrests made, cases solved, property recovered, rewards given and more.

CRIME STOPPERS

REPORTS DEBIT ACCOUNT

Report #	Offense	City	State	Zip	Category	Priority	Status	Created	Delivered	Delivered To	Delivered Via	Delivered At	Delivered To	Delivered Via	Delivered At	Delivered To	Delivered Via	Delivered At	Delivered To	Delivered Via	Delivered At	

AND SO MUCH MORE...

New	Save	Query Tips	
	Cancel	Clear	Run
Edit	Print	Show All / Refresh	

Report #	12-020980	Other ID	
Alt ID #	A7C7	Case #	

Date Created	Date Delivered
11/19/2012 07:59 PM	11/19/2012 08:14 PM

Status	Priority
CBA - 11/20/2012	Normal

Offense: MARIJUANA

Location: Community or Campus

Street Address: Map

City, State:

All
 Un-Sent
 Un-Rcvd
 New and Updated

Report	Alt ID	Offense
✓ 12-020980	A7C7	MARIJUANA

Main	Deliver To	*Disposition*	Notes	Attachments	Misc	Main Menu
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SMS CRIME TIP

Tipster - 11/19/2012 8:59:00 PM
 etip I heard there are teens drinking and smoking in apt █ in oak grove commons, bath me

Agency - 11/19/2012 9:00:00 PM
 Thank you for your tip, do you know any of the names of the people drinking and smoking?

Tipster - 11/19/2012 10:25:00 PM
 Etip they are drinking there, the officer didn't go to the door

Agency - 11/19/2012 10:27:00 PM
 which door extcley are you referring to?

Type your reply to the tipster here and click Send Reply.

Spam Tip Stop Thread View Thread Send Reply

No.	First	Middle	Last	Alias/Nickname

- Additional Info
- General
- People
- Vehicles
- Drugs
- Wanted
- Abuse
- Grow Operation
- Weapons
- Arson
- Contact Us
- Disclaimer



Retrieve New Reports

New	Save	Query Tips	
Edit	Cancel	Clear	Run
	Print	Show All / Refresh	

Report #	12-020980	Other ID	
Alt ID #	A7C7	Case #	

Date Created	Date Delivered
11/19/2012 07:59 PM	11/19/2012 08:14 PM
Status	Priority
CBA - 11/20/2012	Normal
Offense	MARIJUANA
Location	<input checked="" type="radio"/> Community or <input type="radio"/> Campus
Street Address	Map
City, State	

All
 Un-Sent
 Un-Rcvd
 New and Updated

Report	Alt ID	Offense
12-020980	A7C7	MARIJUANA

Main Deliver To *Disposition* Notes Attachments Misc Main Menu

Recipient
 Contact

ID	Recipients	E-Transferred	Emailed	Faxed
5005	BATH POLICE DEPARTMENT	No	✓	No

Origin Taken By Rcvd Via

User Activity Log Table

Date	Activity	User
11/19/2012 07:59 PM	Submitted Tip A7C7 to 1067	SMS Tipster
11/19/2012 07:59 PM	Rcvd E-Transfer A7C7	LAURA
11/19/2012 08:00 PM	Sent SMS to A7C7	LAURA
11/19/2012 08:01 PM	Selected Deliver To BATH POLICE DEPARTMENT	LAURA
11/19/2012 08:13 PM	Updated tip 12-020980	LAURA
11/19/2012 08:13 PM	Selected Deliver To BATH POLICE DEPARTMENT	LAURA
11/19/2012 08:14 PM	Emailed PDF 12-020980 to rsavary@cityofbath.com	LAURA
11/19/2012 09:25 PM	Added Follow-up to Tip A7C7 for 1067	SMS Tipster
11/19/2012 09:27 PM	Sent SMS to A7C7	LAURA
11/20/2012 09:51 AM	Uploaded Image 110-35455.jpg on 11/20/2012	SAVARY
11/20/2012 09:51 AM	Uploaded Image 110-35477.jpg on 11/20/2012	SAVARY
11/20/2012 09:51 AM	Uploaded Image 110-35492.jpg on 11/20/2012	SAVARY
11/20/2012 09:51 AM	Uploaded Image 110-35506.jpg on 11/20/2012	SAVARY
11/20/2012 09:51 AM	Uploaded Image 110-35518.jpg on 11/20/2012	SAVARY
11/20/2012 09:52 AM	Uploaded Image 110-35531.jpg on 11/20/2012	SAVARY
11/20/2012 09:53 AM	Updated tip 12-020980	SAVARY

File Setup Help

New	Save	Query Tips	
Edit	Cancel	Clear	Run
	Print	Show All / Refresh	

Report #	12-020980	Other ID	
Alt ID #	A7C7	Case #	

Date Created	Date Delivered
11/19/2012 07:59 PM	11/19/2012 08:14 PM

Status	Priority
CBA - 11/20/2012	Normal

Offense	MARIJUANA
Location	<input checked="" type="radio"/> Community or <input type="radio"/> Campus
Street Address	<input type="text"/> Map
City, State	<input type="text"/>

All Un-Sent Un-Rcvd New and Updated

Report	Alt ID	Offense
✓ 12-020980	A7C7	MARIJUANA

Main Deliver To * Disposition * Notes Attachments Misc Main Menu

Status

Reward Date Information

Approved

Notified

Picked Up

Stat Date

Recovered Property

Amount	Property	Qty
\$0	Vehicles	0
\$0	Weapons	0
\$0	Cash	
\$0	Other	
\$0	Drugs	
\$0	Arson Loss Value	
\$0	Fraud Value	

Reward Information

Reward Range

Target Amount

Actual Amount

Reward Pickup ID

Reward/Check #

Tipster does not want a reward

Disposition Narrative Disposition Code: 110

4 Juveniles charged-
 Juvenile 1-Illegal Poss of Drug Paraphernalia
 Illegal Poss of Alcohol by Minor
 Juvenile 2-Illegal Poss of Liquor by Minor
 Possession of Marijuana
 Furnishing a Place for Minors to Consume Alcohol
 Juvenile 3-Illegal Poss of Drug Paraphernalia
 Illegal Poss of Liquor by Minor
 Juvenile 4-Illegal Poss of Liquor by Minor

Disposition Table

Offense Type	Arrests	Cases Cleared	Charges Laid	Fugitive	A.D.
DRUG PARAPHANELIA	2	0	2	0	0
FURNISHING A PLACE FOR MINORS TO CONSUME ALCOHOL	1	0	1	0	0
MARIJUANA	1	0	1	0	0
UNDERAGE DRINKING	4	0	4	0	0

New Save Query Tips
 Cancel Run
 Edit Print Show All / Refresh

Report # 12-020980 Other ID
 Alt ID # A7C7 Case #

Date Created	Date Delivered
11/19/2012 07:59 PM	11/19/2012 08:14 PM
Status	Priority
CBA - 11/20/2012	Normal
Offense	MARIJUANA
Location	<input type="radio"/> Community or <input type="radio"/> Campus
Street Address	Map
City, State	

All Un-Sent Un-Rcvd New and Updated

Report	Alt ID	Offense
✓ 12-020980	A7C7	MARIJUANA



UPLOADED BY: SAVARY
 DATE: 11/20/2012
 DESCRIPTION:



UPLOADED BY: SAVARY
 DATE: 11/20/2012
 DESCRIPTION:

Benefits to the Service:

- Multiple law enforcement agencies in a single county can view tips that come in that might relate to cases in progress or known individuals.
- Cases, dispositions, and notes are logged on each case so the Tipster and the sponsoring coalition can see whether the tip was credible and what it led to in terms of charges laid or other adjustments.
- The perception in the community that underage drinking activity will be reported is increased, and will hopefully lead to reductions in underage alcohol use.
- Youth/community members can also report other concerns such as suicidal threats, bullying, etc.

eTip Activity Summary

- **134 Tips**

- Underage Drinking: 37
- Marijuana: 14
- Prescription Drugs: 4
- Other: 79

- **Charges Laid:**

- Minors: 18
- Adults: 6

- Cases still under investigation: 6

- Unfounded: 78

Testimonials

Brodie Hinckley, Sagadahoc County Dispatch:

“As much as we encourage parents and community members to let parents or the police know when they suspect a party is going on, there are still many who feel uncomfortable making the call. We hope the anonymity of this service will help youth and adults feel more comfortable letting the police know a party is being planned, or in progress.”

Chief Michael Field, Bath Police Department

“We have a lot of rural areas in our community where parties just aren’t noticed by neighbors. We hope the ability to text a tip will make teens more comfortable letting us know if a party is getting out of hand, or preferably, before the party starts.”

Chief Deputy Brett Strout, Sagadahoc County Sheriff’s Dept.

“We have a zero-tolerance policy for underage drinkers,” he said. “We’ve taken an active approach to addressing the issue, and eTip is part of that.”

Students can now text concerns to school resource officers in Elizabethtown, PA.



Elizabethtown Area High School resource officer Rick Farnsler checks his cellphone Friday for texted tips from students. (Richard Hertzler / Staff)

Rick Farnsler has roamed the halls of Elizabethtown Area High School as its resource officer since 2007, and he's never received a tip from a student via a telephone hotline or a tip box located in the school. But in the four months since Elizabethtown implemented a system enabling students to submit tips via cell phone text messages, Farnsler has gotten more than 60 anonymous messages about drugs, vandalism, bullying and other concerns.

At least three of the tips came from students worried about their peers expressing suicidal intentions, said Farnsler, a uniformed borough police officer. By conversing back and forth with the tipsters, Farnsler was able to obtain the names of the troubled students and notify the school's guidance counselors, who intervened.

"That's what it's all about," Farnsler said of the Text-A-Tip program. "If it means we possibly saved a student from harming themselves, right there it's worth the money, as far as I'm concerned." "Kids do not pick up the phone and call. They text," he said. "It's technology kids embrace, it's what they're doing, so we can't ignore it. We need to use it."

Media Mentions of eTip

eTip lets midcoast teens anonymously report underage drinking, drug use, Bangor Daily News, June 14, 2012,

<http://bangordailynews.com/2012/06/14/news/midcoast/etip-lets-midcoast-teens-anonymously-report-underage-drinking-drug-use/>

Anonymous tipster leads police to teen underage drinkers, Times Record, July 27, 2012,

<http://bangordailynews.com/2012/07/27/news/midcoast/anonymous-tipster-leads-police-to-teen-underage-drinkers/>

Anonymous tip line leads police to underage drinking party in Sagadahoc County, Bangor Daily News, Aug. 30, 2012,

<http://bangordailynews.com/2012/08/30/news/midcoast/anonymous-tip-line-leads-police-to-underage-drinking-party-in-sagadahoc-county/>

In addition, all area high schools have done a mailing home to parents about eTip, as well as some junior high schools. eTip materials will be distributed at hair salons, florists and restaurants during prom season.

Barriers/Learning Curve Issues

- Extra work for law enforcement to have to update cases in a timely manner with dispositions. However, this is a critical piece to guide coalition efforts.
- Tipsters who submit tips using the web-based system cannot participate in 2-way conversations with Dispatch, but need to instead log out and then log back in (with a password) to the TipSoft system to see any comments about the case. Some Tipsters are not understanding this.
- Potential state-wide roll out of the service with the same branding logo CASA feels is the best option, but could lead to some tips going outside of county lines. However tips can easily be forwarded to the appropriate county dispatch center.

Maine EUDL ASPII Grant- *an opportunity for replication statewide?*

- Maine is one of three state's awarded an Enforcing the Underage Drinking Laws (EUDL) Assessment, Strategic Planning, and Implementation Initiative (ASPII) discretionary grant from the Office of Juvenile Justice and Delinquency Prevention (OJJDP).
- The EUDL ASPII grant is providing \$30,000 of funding to each of Maine's prosecutorial districts (same as public health districts) to establish a multi-jurisdictional underage drinking enforcement taskforce and have that taskforce make strategic investments to improve the district's capacity and effectiveness around underage drinking detection, enforcement, prosecution and evidence-based interventions for violators which aim to change future behaviors. Prevention and public awareness efforts are also supported.

Potential EUDL ASPII Support for Tip Program

- EUDL ASPII Manager is in conversations with the proprietary vendor to explore discounts available if several counties (and/or districts) decide to adopt program using ASPII grant or other funding. Service fees are based on population size in service area, so will vary county to county. Information will be shared with each district's Coordinator of the UD Enforcement Taskforce and Maine's Healthy Maine Partnerships and others upon request. Each county will decide for itself if this program is a "good fit".
- EUDL ASPII Manager is also exploring the ability of the grant to work with the promotional materials designer to support county customization of materials using discretionary grant funding.

Complementary Efforts

- Statewide and community-level media and communication plans around underage drinking and youth access to alcohol
- Multi-jurisdictional enforcement efforts to ensure communication and collaborative response- especially in rural areas. Local, county, state, and specialize enforcement agencies (such as Wardens, Forest Rangers, Marine Patrol, Park Rangers, etc.) can all play a role.
- Need-driven training and other systemic improvements for enforcement and prosecution of underage drinking laws.
- Implementation of evidence-based educational interventions as part of sanctions or diversion options for underage drinking occurrences – what will create the most behavior and attitude change at the “teachable moment” for youth and adults?

Interested Maine Stakeholders Can Learn More about specifics about how TipSoft (PublicEngines) Works during an Upcoming Webinar

Date: **March 13, 2013**

Time: **10 – 11 am**, Eastern Standard Time

To sign up to participate, please e-mail Benjamin Donner from PublicEngines at Benjamin@publicengines.com by March 8, 2013. You will receive log-in information to participate on or before March 11, 2013.

Questions?

Contact:

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