



Abbotsford Police Department

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"Protecting with Pride"

NEWS RELEASE

APD NEWS RELEASE:

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Incident: Abbotsford Police Launch Operation Impact – Warning Informing and Encouraging

Abbotsford – November 24, 2009.

On May 14, 2009 Abbotsford Police Chief Constable Bob Rich issued a public warning to those involved in, or considering involvement in, gang activity and the drug trade. This warning was precipitated by 4 recent homicides involving young men. Two of those young men were still in high school. As a result, the Mayor and Chair of the Board of Education supported the Chief and endorsed this unprecedented measure. Simply put, the message was that those involved in gang activity or the drug trade at any level, were at risk of harm up to and including death.

The first initiative created by the Abbotsford Police Department to assist people affected by the public warning was the establishment of the Youth Help Line. Flyers advertising the Help Line number of 604-864-4787 were distributed to students, disseminated through the media, posted electronically on the abbypd.ca website and made available in hardcopy in the schools and at the Abbotsford Police Department. Throughout the summer this number was utilized by individuals, family members and friends who were connected in various ways to this community based issue.

When school resumed in September, the Abbotsford Police Department launched Operation Tarnish – a campaign to expose the realities of criminal, gang or drug based lifestyles. A series of posters intended to provoke dialogue, discussion and debate was created and the community became increasingly aware and engaged.

Yesterday, at two Abbotsford high schools the next Abbotsford Police Department initiative was launched: Operation Impact – Warning, Informing and Encouraging. This one hour audio-visual based program exposes students not only to the realities that have been part of the previous initiatives but also focuses on the positive accomplishments of the vast majority of the young people in the community. This initiative will continue to roll out to the other Abbotsford high schools (public and independent). Our hope is that we continue to engage and establish relationships with our youth.

***Our Mission:
To make Abbotsford the safest city in B.C.***

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