Behavioral Models of Continuing the Neighborhood Watch Schemes
- The Relationship between the Attitudes Towards Crime Prevention and Sense of Community -
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The objective of this study is to determine the latent psychological factors influencing people to continue their involvement in Neighborhood Watch Schemes. The subjects consist of 261 participants in local Neighborhood Watch schemes. We used data gathered from administering a questionnaire to participants in a Neighborhood Watch scheme to evaluate the attitudes and risk perceptions of the participants in relation to "stranger danger". Firstly, we analyzed the latent factors which influenced the participants’ intention by using the factor analysis. Secondly, we verified whether the field data fit our behavioral model which hypothesized participants’ attitudes towards crime prevention in relation to the Theory of Reasoned Action made by Ajzen and Fishbein. We obtained the following results: 1) We found out three latent factors such as "personal satisfaction through service", "perspective on service" and "perception of crime prevention". 2) We formulated our model of Participatory Intention as influenced by the two factors of "Perception of crime prevention" and "Perspective on service". In conclusion, our results suggested that "personal satisfaction through service" directly motivated "perception of crime prevention". Consequently, the fact that participants have a "perception of crime prevention" inspired their "participatory intention" to continue their involvement in the Neighborhood Watch scheme. We considered that participants might continue the schemes on the condition that they derived from the satisfaction through their sense of community.

Keywords: “stranger danger”, Theory of Reasoned Action, crime prevention, sense of community

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1. Introduction

For the children of Japan, schools were once considered the safest place to be. However, there have recently been a number of shocking incidents of stalking and kidnapping of children on their way to or from school. Changes in the social environment, like the increase in childless couples and the growing number of elderly people living alone, have resulted in diminishing what is commonly referred to as a sense of community, with schools becoming more and more isolated from their surrounding communities.

In January of 2004 the Ministry of Education and Science announced its "Safe School Emergency Appeal", in which it pointed out the importance of cooperation between schools and local communities. In 2005 the National Police Agency began urging residents throughout Japan to establish voluntary community groups aimed at preventing crime.

In Ehime Prefecture, a Neighborhood Watch scheme called "Iyo-mamorukun-no-ie", aimed at
protecting children on their way to and from school, has been in operation since 1996. Neighborhood Watch schemes are a good example of the kind of crime prevention measures which can be achieved through a cooperative effort between schools and communities.

Neighborhood Watch participants place a sticker at the entrance to their property, making the house easy to recognize. Neighborhood Watch houses are run principally by the participants, themselves, and there is very little interaction between scheme participants. We considered that each scheme participant had differing levels of motivation in relation to their responsibilities under the scheme. Neighborhood Watch schemes are volunteer community organizations and it is vital to the continuation and effectiveness of these schemes that the number of volunteer participants is at the very least maintained and preferably increased.

In their Theory of Reasoned Action, Fishbein and Ajzen (1975) explained that two independent factors determine the intention to perform some behavior – the person’s attitude towards the behavior and the social norms attached to the performance of the behavior. Ando, et al., (1999) created a behavioral model scale which can be used to measure intention in light of the Fishbein and Ajzen model.

Following on from the Fishbein & Ajzen model and Ando’s scale, in this study we hypothesized a model (see: Figure 1) representing the reasons why Neighborhood Watch participants maintain their involvement in the scheme.

In our hypothesized model, we considered the intention to continue involvement in the scheme might be related to the participants’ personal circumstances such as their sense of responsibility, their feelings towards community service, their level of concern about child safety and the interconnectedness of the local school and PTA.

The participants’ feelings towards community service were measured using the questionnaire created by Senoo (2003). Furthermore, we also created new scales to measure the participants’ attitudes towards crime prevention, based on the results of our 2004 survey (Matsumoto, et al., 2005).

Our hypothesis focused on the following two points:

1) Where the participants demonstrated strong feelings towards community service such as "I hope that I can be of service to someone" they have high levels of motivation towards crime prevention.

2) Where participants are highly motivated to contribute towards crime prevention, specifically stranger danger, for example "I want to play a role in keeping crime out of my community", they are strongly motivated to continue their involvement in the scheme.

The purpose of this study was to determine the latent factors influencing people to continue their involvement in Neighborhood Watch Schemes by focusing on the psychological aspects underlying why they joined the scheme in the first place.

Second, we verified whether our model fit the survey data on Neighborhood Watch scheme participants’ attitudes towards crime prevention.

2. Methods

2.1. Data

In this study we used data gathered from administering a questionnaire to participants in a Neighborhood Watch scheme to evaluate the attitudes and risk perceptions of the participants in relation to "stranger danger" (see: Appendix 1). This combined survey and field study was carried out in the community surrounding four public elementary schools located within a few kilometers of each other in the center of Matsuyama City, Ehime Prefecture. The purpose and content of our questionnaire was explained to the subjects beforehand and all the respondents provided their consent to participate in the study.

The questionnaire sought responses from participants in relation to three issues:

1) the respondent’s views on crime prevention in relation to children’s safety (10 items);
2) the respondent’s experiences since joining the Neighborhood Watch scheme (6 items); and
3) the respondent’s feelings towards community service (18 items).

Responses in each of the three categories were measured by way of a 5-point scale.

2.2. Model

With reference to the Theory of Reasoned Action of Ajzen and Fishbein (1975), we formulated our model of Participatory Intention as influenced by the
two factors of "Perception of crime prevention" and "Perspective on service". (see: Figure 1)

![Figure 1](http://www.shobix.co.jp/sh/hpe/main.htm)

**Figure 1** A Theoretical Model of “Perspective on Service”, “Perception of Crime Prevention”, and “Participatory Intention”.

### 2.3. Statistical Analysis

First, exploratory factor analyses and principal component analyses were performed to clarify the factor structure of the scale. Because we assumed that there might be a relationship between variables, a maximum likelihood estimation with promax rotation was used as a method of factor extraction. The initial eigenvalues for the extracted factors were greater than one. The criteria for exclusion of items on a given subscale were 0.40 or lower with loading on only one subscale. We subsequently re-analyzed the remaining items. To determine the reliability of the factors. Internal consistency was calculated for each factor by using Cronbach’s Alpha reliability coefficient.

We used SPSS 12.0J for Windows (SPSS Inc. Tokyo, Japan) and Amos 4.0.2 (SmallWaters) for all analyses, with significance being set at $p < 0.05$. All P values were two-tailed.

Next, in order to test the model assumed, a covariance structure analysis was conducted. Model fitness was assessed by goodness-of-fit tests including the chi-square test, Comparative Fit Index (CFI), AGFI (Adjusted Goodness of Fit Index), RMSEA (Root Mean Square Error of Approximation) and Akaike Information Criterion (AIC). To determine whether the data fit our model (see: Figure 1) we carried out covariance structure analysis using AMOS Ver. 4.0.2.

### 3. Results

We distributed surveys to 261 Neighborhood Watch scheme participants and received 154 completed responses, a rate of 59 percent. Table 1 shows a breakdown of Neighborhood Watch Scheme participants. Table 2 shows a questionnaire (A01-A10, B01-B06, and C01-C18) response rate.

#### 3.1. Factor Analysis

Firstly, exploratory factor analyses using a maximum likelihood estimation were performed to clarify the potential factor structure in 10 items (A01 to A10) concerning the respondents’ views on crime prevention in relation to children’s safety. We excluded A07 on the basis that it had a factor loading of 0.4 or less. Following the exclusion of A07 we subsequently reanalyzed the remaining 9 items and found that they consisted of potentially one factor structure. Because this potential factor had a higher factor loading on both A09 ("More than simply looking out for children, residents should get to know the families in their neighborhood") and A10 ("A solid sense of community contributes strongly to the success of neighborhood crime prevention programs") we labeled it the "perception of crime prevention" factor. To examine the reliability of the linear scale for A01 to A10 (excluding A07) we calculated the Cronbach Alpha coefficient. The value of 0.823 for the coefficient demonstrated that internal consistency was maintained.

Secondly, exploratory factor analyses using a maximum likelihood estimation were performed to clarify the potential factor structure in 6 items (B01 to B06) dealing with the respondents’ experiences since joining the Neighborhood Watch scheme. We excluded B06 on the basis that it had a factor loading of 0.40 or less. Following the exclusion of B06 we subsequently reanalyzed the remaining 5 items and found that they consisted of potentially one factor structure. Because this potential factor had a higher loading on both B01 ("I intend to stay with the Neighborhood Watch scheme for more than a year") and B02 ("I intend to participate in the scheme for as long as possible") we labeled it the "participatory intention" factor. To examine the reliability of the linear scale for B01 to B06 (having excluded B06) we calculated the Cronbach Alpha coefficient. The value of 0.833 for the coefficient demonstrated that
Table 1 Gender, age and background information on the Neighborhood Watch scheme (N=154)

<table>
<thead>
<tr>
<th>Category of Neighborhood Watch house</th>
<th>n (%)</th>
<th>n (%)</th>
<th>n (%)</th>
<th>n (%)</th>
<th>n (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private dwelling</td>
<td>24 (15.0)</td>
<td>6 (3.9)</td>
<td>6 (3.9)</td>
<td>7 (4.5)</td>
<td>9 (5.8)</td>
</tr>
<tr>
<td>Shop</td>
<td>98 (63.0)</td>
<td>3 (1.9)</td>
<td>3 (1.9)</td>
<td>4 (2.6)</td>
<td>7 (4.5)</td>
</tr>
<tr>
<td>Public building</td>
<td>6 (3.9)</td>
<td>0 (0.0)</td>
<td>0 (0.0)</td>
<td>0 (0.0)</td>
<td>0 (0.0)</td>
</tr>
<tr>
<td>Convenience store</td>
<td>2 (1.3)</td>
<td>0 (0.0)</td>
<td>0 (0.0)</td>
<td>0 (0.0)</td>
<td>0 (0.0)</td>
</tr>
<tr>
<td>Supermarket</td>
<td>3 (1.9)</td>
<td>6 (3.9)</td>
<td>36 (23.4)</td>
<td>72 (46.8)</td>
<td>39 (25.3)</td>
</tr>
<tr>
<td>Fast Food Restaurant</td>
<td>4 (2.6)</td>
<td>0 (0.0)</td>
<td>0 (0.0)</td>
<td>0 (0.0)</td>
<td>0 (0.0)</td>
</tr>
<tr>
<td>Hotel</td>
<td>1 (0.6)</td>
<td>0 (0.0)</td>
<td>0 (0.0)</td>
<td>0 (0.0)</td>
<td>0 (0.0)</td>
</tr>
<tr>
<td>Clinic or drug store</td>
<td>3 (1.9)</td>
<td>0 (0.0)</td>
<td>0 (0.0)</td>
<td>0 (0.0)</td>
<td>0 (0.0)</td>
</tr>
<tr>
<td>Company</td>
<td>3 (1.9)</td>
<td>0 (0.0)</td>
<td>0 (0.0)</td>
<td>0 (0.0)</td>
<td>0 (0.0)</td>
</tr>
<tr>
<td>Church</td>
<td>1 (0.6)</td>
<td>0 (0.0)</td>
<td>0 (0.0)</td>
<td>0 (0.0)</td>
<td>0 (0.0)</td>
</tr>
<tr>
<td>Kindergarten</td>
<td>2 (1.3)</td>
<td>0 (0.0)</td>
<td>0 (0.0)</td>
<td>0 (0.0)</td>
<td>0 (0.0)</td>
</tr>
</tbody>
</table>

Participation period (yr)

| <1       | 1 (0.6)   | 0 (0.0)   | 0 (0.0)   | 0 (0.0)   | 1 (0.6)   |
| 1-2      | 4 (2.6)   | 0 (0.0)   | 0 (0.0)   | 0 (0.0)   | 4 (2.6)   |
| 2-3      | 7 (4.5)   | 0 (0.0)   | 0 (0.0)   | 0 (0.0)   | 7 (4.5)   |
| 3-4      | 14 (9.1)  | 0 (0.0)   | 0 (0.0)   | 0 (0.0)   | 14 (9.1)  |
| 4-5      | 13 (8.4)  | 0 (0.0)   | 0 (0.0)   | 0 (0.0)   | 13 (8.4)  |
| 5-6      | 34 (22.1) | 0 (0.0)   | 0 (0.0)   | 0 (0.0)   | 34 (22.1) |
| 6-7      | 12 (7.8)  | 0 (0.0)   | 0 (0.0)   | 0 (0.0)   | 12 (7.8)  |
| 7-8      | 7 (4.5)   | 0 (0.0)   | 0 (0.0)   | 0 (0.0)   | 7 (4.5)   |
| 8-9      | 62 (40.3) | 0 (0.0)   | 0 (0.0)   | 0 (0.0)   | 62 (40.3) |

Participation reason

| Invited by a friend or acquaintance | 5 (3.2)   | 0 (0.0)   | 0 (0.0)   | 0 (0.0)   | 5 (3.2)   |
| Volunteered                         | 11 (7.3)  | 0 (0.0)   | 0 (0.0)   | 0 (0.0)   | 11 (7.3)  |
| At the request of my local school   | 114 (74.0)| 0 (0.0)   | 0 (0.0)   | 0 (0.0)   | 114 (74.0)|
| At the request of the police        | 1 (0.6)   | 0 (0.0)   | 0 (0.0)   | 0 (0.0)   | 1 (0.6)   |
| At the request of a local community group Other | 2 (1.3)   | 0 (0.0)   | 0 (0.0)   | 0 (0.0)   | 2 (1.3)   |

"Have any children sought refuge in your house since you joined the Neighborhood Watch scheme?"

| Yes | 15 (9.7) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 15 (9.7) |
| No  | 139 (90.3)| 0 (0.0) | 0 (0.0) | 0 (0.0) | 139 (90.3) |

"Do you have children younger than highschool age?"

| Yes  | 49 (31.8) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 49 (31.8) |
| No   | 105 (68.2)| 0 (0.0) | 0 (0.0) | 0 (0.0) | 105 (68.2)|

 internal consistency was maintained.

Thirdly, exploratory factor analyses using both a maximum likelihood estimation and promax rotation were performed to clarify the potential factor structure in 18 items (C01 to C18) dealing with the respondents’ feelings towards community service. We excluded C02, C03, C06, and C09 on the basis that they had a factor loading of 0.40 or less. Following the exclusion of these 4 items we subsequently reanalyzed the remaining 14 items and found that they consisted of potentially two factor structures. Because the first factor had a higher loading on both C12 ("When I help others I become more inspired to become a better person") and C17 ("I realize I am making a difference even if I am not actually thanked for my help"), we labeled it the "perspective on service" factor. Because the second factor had higher loading on both C04 ("When I help others I feel that I am a more productive member of society") and C08 ("I experience a feeling of personal satisfaction from helping others"), we labeled it the "personal satisfaction through service" factor. To examine the reliability of the linear scale for C01 to C18 (having excluded C02, C03, C06, and C09) we calculated the Cronbach Alpha coefficient. The value of 0.908 for the "perspective on service" factor and 0.888 for the "personal satisfaction through service" factor demonstrated that internal consistency was maintained.

3.2 Covariance structure Analyses

Figure 2 shows the relationship between the four factors "personal satisfaction through service", "perspective on service", "perception of crime prevention" and "participatory intention". The four factors were extracted from multiple regression analyses using the following variables as independent variables: (1) "When I help others I become more inspired to become a better person" (C12) and "perspective on service" factor; (2) "I realize I am making a difference even if I am not actually thanked for my help" (C17) and "personal satisfaction through service" factor; (3) "I experience a feeling of personal satisfaction from helping others" (C08) and "personal satisfaction through service" factor; (4) "personal satisfaction through service" factor and "participatory intention".
Table 3  Factor Analysis Results of crime prevention in relation to children's safety (N=154)

<table>
<thead>
<tr>
<th>No.</th>
<th>Item</th>
<th>Factor Loadings</th>
<th>Perceived Crime Prevention</th>
</tr>
</thead>
<tbody>
<tr>
<td>A01</td>
<td>More than simply looking out for children residents should get to know the families in their neighborhood.</td>
<td>.739</td>
<td></td>
</tr>
<tr>
<td>A02</td>
<td>A solid sense of community contributes strongly to the success of neighborhood crime prevention programs.</td>
<td>.730</td>
<td></td>
</tr>
<tr>
<td>A03</td>
<td>Children should learn about issues like stranger danger at school.</td>
<td>.668</td>
<td></td>
</tr>
<tr>
<td>A04</td>
<td>Residents should have to attend seminars on local community crime prevention.</td>
<td>.639</td>
<td></td>
</tr>
<tr>
<td>A05</td>
<td>Schools and the police should share with residents' information about potential dangers in the neighborhood.</td>
<td>.561</td>
<td></td>
</tr>
<tr>
<td>A06</td>
<td>Residents have a duty to cooperate with crime prevention measures in their neighborhood.</td>
<td>.544</td>
<td></td>
</tr>
<tr>
<td>A07</td>
<td>Residents should form groups and perform patrols in the neighborhood.</td>
<td>.509</td>
<td></td>
</tr>
<tr>
<td>A08</td>
<td>Stranger danger crimes occur in my neighborhood.</td>
<td>.504</td>
<td></td>
</tr>
<tr>
<td>A09</td>
<td>Residents of a community have a responsibility to look out for children in their area.</td>
<td>.429</td>
<td></td>
</tr>
</tbody>
</table>

Eigenvalues: 7.775, 1.195  
% of variance: 43.332, 43.352  
Cronbach’s Alpha reliability coefficient: .823

Table 4  Factor Analysis Results of experiences since joining the Neighborhood Watch scheme (N=154)

<table>
<thead>
<tr>
<th>No.</th>
<th>Item</th>
<th>Factor Loadings</th>
<th>Participatory Intention</th>
</tr>
</thead>
<tbody>
<tr>
<td>B01</td>
<td>I intend to participate in the scheme for as long as possible.</td>
<td>.964</td>
<td></td>
</tr>
<tr>
<td>B02</td>
<td>I intend to stay with the Neighborhood Watch scheme for more than a year.</td>
<td>.925</td>
<td></td>
</tr>
<tr>
<td>B03</td>
<td>I intend to withdraw from the scheme sometime during the first year.</td>
<td>.589</td>
<td></td>
</tr>
<tr>
<td>B04</td>
<td>In the future I plan to be even more involved in the Neighborhood Watch scheme.</td>
<td>.512</td>
<td></td>
</tr>
</tbody>
</table>

Eigenvalues: 5.135
% of variance: 63.106  
Cumulative contribution% or Cumulative variance explained: 63.106  
Cronbach’s Alpha reliability coefficient: .833

Table 5  Factor Analysis Results of feelings towards community service (N= 154)

<table>
<thead>
<tr>
<th>No.</th>
<th>Item</th>
<th>Factor Loadings</th>
<th>Factor Loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td>C12</td>
<td>When I help others I become more inspired to become a better person.</td>
<td>.901</td>
<td>.542</td>
</tr>
<tr>
<td>C13</td>
<td>I realize I am making a difference even if I am not actually thanked for my help.</td>
<td>.827</td>
<td>.183</td>
</tr>
<tr>
<td>C14</td>
<td>Through helping others. I feel further motivated to take part in and contribute to my local community.</td>
<td>.769</td>
<td>.156</td>
</tr>
<tr>
<td>C15</td>
<td>Being considerate and helping others is an important part of my life.</td>
<td>.707</td>
<td>.128</td>
</tr>
<tr>
<td>C16</td>
<td>I think that it is better to give than to receive.</td>
<td>.688</td>
<td>.987</td>
</tr>
<tr>
<td>C17</td>
<td>Being considerate and helping others is a major factor in maintaining good human relations.</td>
<td>.683</td>
<td>.100</td>
</tr>
<tr>
<td>C18</td>
<td>Helping others is in itself a learning experience.</td>
<td>.577</td>
<td>.174</td>
</tr>
<tr>
<td>C19</td>
<td>I think a little kindness goes a long way in coming to understand someone.</td>
<td>.564</td>
<td>.100</td>
</tr>
<tr>
<td>D01</td>
<td>When I help others I feel that I am a more productive member of society.</td>
<td>.533</td>
<td>.983</td>
</tr>
<tr>
<td>E02</td>
<td>I experience a feeling of personal satisfaction from helping others.</td>
<td>.090</td>
<td>.748</td>
</tr>
<tr>
<td>F06</td>
<td>As a result of helping people I find that I have an increased sense of community for others.</td>
<td>.051</td>
<td>.716</td>
</tr>
<tr>
<td>G02</td>
<td>When somebody thanks me for helping them, I become even more motivated to help people.</td>
<td>.292</td>
<td>.615</td>
</tr>
<tr>
<td>H01</td>
<td>I get a good feeling from and feel inspired by helping others.</td>
<td>.144</td>
<td>.663</td>
</tr>
<tr>
<td>I02</td>
<td>I derive a lot of pleasure from making people happy.</td>
<td>.374</td>
<td>.470</td>
</tr>
</tbody>
</table>

Eigenvalues: 5.775, 1.195  
% of variance: 55.539, 8.568  
Cumulative contribution% or Cumulative variance explained: 55.539, 64.077  
Cronbach’s Alpha reliability coefficient: .908, .868

Table 6  Descriptive statistics of four potential factors labeled on the basis of the results of factor analyses (N=154)

<table>
<thead>
<tr>
<th>Factor</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perception of Crime prevention</td>
<td>22</td>
<td>45</td>
<td>40.55</td>
<td>4.03</td>
</tr>
<tr>
<td>Participatory Intention</td>
<td>9</td>
<td>25</td>
<td>21.42</td>
<td>3.44</td>
</tr>
<tr>
<td>Perspective on Service</td>
<td>16</td>
<td>40</td>
<td>31.35</td>
<td>5.19</td>
</tr>
<tr>
<td>Personal Satisfaction through Service</td>
<td>8</td>
<td>30</td>
<td>24.22</td>
<td>4.23</td>
</tr>
</tbody>
</table>

3) “Participatory intention” directly and positively affected "perception of crime prevention" with a standardized coefficient of 0.63.

The fact that all of the standardized coefficients were positive demonstrates causality of the four latent factors. For example, the greater the "personal satisfaction through service", the higher the "perspective on service" factor. The same positive-linked relationships between "perspective on service" and "perception of crime prevention" and between "perception of crime prevention" and "participatory intention" were also observed. We can see that the factor "perception of crime prevention" directly influenced the "participatory intention" factor.
We obtained the following values: chi-square analysis 25.648, GFI 0.963, AGFI 0.921, RMSEA 0.058 and AIC 63.648. Given that the values of GFI and AGFI were greater than 0.9, the data can be said to be a good fit for our model. All paths were significant with a level of $p < 0.001$.

### 4. Discussion

Matsumoto, et al., (2005) carried out on-site inspections and field studies of Neighborhood Watch residences and looked into the attitudes and risk perception of Neighborhood Watch scheme participants towards "stranger danger". The results of our previous study showed that Neighborhood Watch participants who were concerned about preventing stranger danger possessed risk-perceptive attitudes and had taken precautions around the home, for example they deliberately left open their gate so that children could easily seek refuge on their property if necessary.

This study was not simply a factual investigation into the conditions of scheme properties, but was also aimed at determining how participants’ perceptions of crime prevention and their feelings towards community service influence their views towards participating in the scheme.

The following two points became clear:

1) Personal satisfaction through service to the local community was positively associated with continuing to participate in the Neighborhood Watch scheme.

2) As participants' "perception of crime prevention" factor increased, it positively influenced their intention to continue being involved in the scheme.

We summarized that an increase in what we termed the "perception of crime prevention" factor might increase the motivation to continue involvement in the Neighborhood Watch scheme.

Participants in Neighborhood Watch scheme houses ranged between 20 to 80 years of age. Shops or convenience stores made up 70% of all Neighborhood Watch houses, making them the largest category. Forty percent of Neighborhood Watch participants have been involved in the scheme since its inception in 1996. Seventy percent of participants have been involved in the scheme for 5 years or
longer. Ninety percent of participants joined the scheme at the request of a school, PTA or local Board of Education.

Ando (1999) reported on participants’ attitudes towards participation in an environmental volunteer work group. The report indicated that if volunteers began to engage in volunteer work in a new area, they gradually came to relate to the residents in that local community and unconsciously fostered a sense of community. Whenever the volunteers found local residents had been looking forward to their arrival and felt appreciated by the local populace, they maintained strong levels of motivation and continued their volunteer activities. Neighborhood Watch schemes are community organizations set up for the purpose of crime prevention (specifically "stranger danger") and are organized on a volunteer basis, hence participants often join and continue to be involved in the scheme at the request of local schools and/or PTAs. The concept of such a ‘request’ is based on the existing community relationship. We consider that the interconnectedness of the community relationships might influence participants to continue the scheme for a long time.

Recently the kidnapping and stalking of children has become a large social problem in Japan. For example, a child molester killed a girl in Hiroshima prefecture (The Japan Times, 2005). The Police White Paper on Crime for 2005 shows that in 2005 there were 146,609 incidents of child assault. Our study found 15 participants actually sheltered children who sought refuge in Neighborhood Watch homes, indicating that at least 15 incidents occurred in the survey area in question.

Senoo, et al., (2003) indicates that perspective on service may affect a person’s feelings towards community service. We hypothesized in our model that "perception of crime prevention" may affect participants’ intention to continuing their involvement in Neighborhood Watch schemes and adapted our model to the survey data by covariance structure analysis (see: Figure 1). Our results suggested that "personal satisfaction through service" directly motivated "perception of crime prevention". Consequently, the fact that participants have a "perception of crime prevention" inspired their "participatory intention" to continue their involvement in the Neighborhood Watch scheme (see: Figure 2).

Neighborhood Watch participants may have a need for the psychological satisfaction found in helping others, and could thus be motivated to maintain their involvement. In other words, we suggest that participants may be involved in the scheme as a result of the "personal satisfaction through service" they gain.

In conclusion, it is an important result that the feeling of "personal satisfaction through service" is connected with the participants’ intention to continue the scheme. Neighborhood Watch schemes, as they exist, are effective but they are not interconnected and cannot share resources like information on "stranger danger" pertinent to a particular area. Connecting the existing schemes in a cooperative effort could play a very important role in the future progress of child safety.

References
Matsumoto, M., Kato, T., Baba, Y., et al., (2005) A cross-sectional survey of local Neighborhood Watch scheme participants concerning the risk of "stranger danger" to children on their way to and from school, School Health Vol.1: pp.9-14
Protecting children from danger [editorial], The Japan Times 2005 Dec 10
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Main Works:
• “A cross-sectional survey of local Neighborhood Watch scheme participants concerning the risk of “stranger danger” to children on their way to and from school.” Matsumoto, M., Kato, T., Baba, Y. and Mukai, Y., School Health., Vol. 1, 9-14. (2005)

Membership in Learned Societies:
• Japanese Association of School Health
• Association of Japanese Clinical Psychology
Appendix 1

Questionnaire for Neighborhood Watch Scheme Participants

1. Circle your sex
   Male   Female

2. Age  
   (     )

3. Do you have children younger than high school age?
   Yes   No

4. Indicate what category your Neighborhood Watch house falls under:
   Private dwelling
   Shop
   Public building
   Convenience store
   Other

5. How long have you been part of the Neighborhood Watch scheme?
   (     ) years (     ) months

6. Who has responsibility for the Neighborhood Watch scheme in your house/place of work?
   You
   Other ( describe relation to self )

7. How did you come to be part of the Neighborhood Watch scheme? Please choose the most appropriate response (one only):
   Invited by a friend or acquaintance
   Volunteered
   At the request of my local school
   At the request of the police
   At the request of the local community group
   Other (     )

8. Have any children sought refuge in your house since you joined the Neighborhood Watch scheme?
   Yes   No

9. The following 10 items concern your views on crime prevention in relation to children’s safety. Circle the most appropriate response.
   1 = Strongly Disagree;
   2 = Disagree;
   3 = No opinion either way;
   4 = Agree;
   5 = Strongly Agree

   A01. Residents have a duty to cooperate with crime prevention measures in their neighborhood.
   A02. Residents of a community have a responsibility to look out for children in their area.
   A03. Residents should form groups and perform patrols in the neighborhood.
   A04. Children should learn about issues like stranger danger at school.
   A05. Residents should have to attend seminars on local community crime prevention.
A06. Schools and the police should share with residents’ information about potential dangers in the neighborhood, for example suspicious characters.

A07. In my neighborhood there are certain areas in which it is dangerous for children to play.

A08. Stranger danger crimes occur in my neighborhood.

A09. More than simply looking out for children residents should get to know the families in their neighborhood.

A10. A solid sense of community contributes strongly to the success of neighborhood crime prevention programs.

10. The following 6 items deal with your experiences since joining the Neighborhood Watch scheme. Circle the response which most closely applies:

1 = Strongly Disagree;
2 = Disagree;
3 = No opinion either way;
4 = Agree;
5 = Strongly Agree

B01. I intend to stay with the Neighborhood Watch scheme for more than a year.
B02. I intend to participate in the scheme for as long as possible.
B03. I intend to withdraw from the scheme sometime during the first year.
B04. In the future I plan to be even more involved in the Neighborhood Watch scheme.
B05. In the future I plan to be involved in even more community activities directed at benefiting children.
B06. I would like to play more of a central role in the running of the Neighborhood Watch scheme.

11. The following 18 items deal with your feelings towards community service. Rate each item in terms of how much it applies to you, based on the following scale:

1 = Never applies;
2 = Rarely applies;
3 = Sometimes applies;
4 = Often applies;
5 = Always applies

C01. I get a good feeling from and feel inspired by helping others.
C02. It makes me happy when people thank me for helping them.
C03. I derive a great deal of pleasure from other peoples’ happiness.
C04. When I help others I feel that I am a more productive member of society
C05. As a result of helping people I find that I have an increased sense of consideration for others.
C06. I think people should be considerate towards others, even complete strangers.
C07. When somebody thanks me for helping them I become even more motivated to help people.
C08. I experience a feeling of personal satisfaction from helping others.
C09. Through helping others I think I make myself a better person.
C10. Being considerate and helping others is an important part of my life.
C11. Being considerate and helping others is major factor in maintaining good human relations.
C12. When I help others I become more inspired to become a better person.
C13. Through helping others I feel further motivated to take part in and contribute to my local community.
C14. Helping others is in itself a learning experience.
C15. I derive a lot of pleasure from making people happy.
C16. I think a little kindness goes a long way in coming to understand someone.
C17. I realize I am making a difference even if I am not actually thanked for my help.
C18. I think that it is better to give than it is to receive.