



Dear Loss Prevention Colleague,

On behalf of the Retail Industry Leaders Association (RILA), I write in support of the **National Association for Shoplifting Prevention (NASP)**, a non-profit organization, working to change the way our nation regards, prevents and responds to shoplifting. NASP is launching an initiative to harness the collective efforts of retail and corporate entities, justice and law enforcement agencies and schools and community groups in a nationwide, non-partisan alliance to address shoplifting - to be known as the *National Shoplifting Prevention Coalition*. NASP will also encourage local communities to take action to build character and prevent shoplifting among youth through the *Honest to Goodness Project* and ultimately drive effective shoplifting prevention strategies into local, state and federal policy and practice.

As a parent, I was shocked to learn that shoplifting has grown to epidemic proportions among our children. According to two separate surveys, 1 in 4 youth have engaged in shoplifting before the ages of 12 to 16. More disturbingly, 92% say they were satisfied with their ethics and character indicating that shoplifting is viewed by our nation's youth (and our future workforce) as "no big deal." These facts alone speak volumes about the need for more pro-active prevention programs for youth.

NASP's *National Shoplifting Prevention Coalition* is the first of its kind in that it will engage all the stakeholders in this issue in a coordinated effort to address shoplifting and by extension, other forms of retail theft. NASP is the only national non-profit organization focusing all of its efforts on a national shoplifting prevention campaign. To strengthen their position, NASP has gained the public support of Mr. Frank Abagnale and has partnered with the National Crime Prevention Council (best known for its beloved icon McGruff the Crime dog) the Crime Prevention Coalition of America and its 4,000 local and state crime prevention associations.

RILA has chosen to become a founding member of the *National Shoplifting Prevention Coalition (NSPC)* and has accepted a seat on the Coalition's Advisory Committee. RILA enthusiastically supports the creation of the *Honest to Goodness Project (H2G)*, a series of youth shoplifting prevention and character building programs designed to reduce the number of kids who become involved in shoplifting and increase the number of juveniles who become honest adults, honest consumers and honest employees in our future workforce.

While we are all aware of the economic impact shoplifting has on the retail bottom line, what is often less apparent is that shoplifting is affecting the quality of life of children and families in the local communities we serve. Shoplifting steals from all members of the community, is not just a retail problem, and has become a social and financial issue in need of a coordinated comprehensive response. NASP and its partners are ready to lead the charge.

Sincerely,

Rhett

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