CRIME ALERT

July 19th 2011

Robbery – Euclid Street at Heather Avenue

On Tuesday, July 19, 2011 at 8:10am, a UCSF employee was the victim of a strong arm robbery on Euclid Street at Heather Avenue. The victim was walking along Euclid Street towards the Laurel Heights campus when she was approached from behind. Without saying anything, the suspect pulled the employee’s laptop bag from her shoulder and fled the scene. The victim described the suspect as follows:

- Dark skinned Hispanic male in his early 30’s, 5’8” to 5’9” tall, slender build with curly hair that is shaved on the sides. He had a thin, stubbly moustache. He was wearing an oversized black sweatshirt with a white design on the front, dark blue jeans and sneakers.

No weapons were seen or used during the attack. The employee was not injured during this incident.

This incident is currently under investigation by the San Francisco Police Department. Anyone with information regarding this incident is encouraged to contact the SFPD Richmond Station at 415 666-8000, referencing case #110-576-858, or the UCSF Police Department at 476-1414.

At this time, we would like to remind all staff, students and faculty members of the following personal safety tips:

Personal Safety Tips:
Suspects look for crimes of opportunity and certain personal safety measures can be followed to minimize your chances of becoming a victim. These are:

- Make use of the shuttle and escort services.
- Stay alert to your surroundings. Avoid headphone and cell phone use when walking alone.
- Do not stop in response to conversation starters (i.e. asking for time or directions).
- If you feel you are being followed, go into an open business and ask for help.
- Keep emergency numbers pre-programmed into your cell phone.
- If you are faced with demands for your money or property, especially from an armed subject, comply with their demands for the sake of your safety.
- Travel in groups whenever possible, especially at night.
- Avoid poorly-lit or deserted areas when walking at night.
- Disguise your laptop carrying case. Instead of carrying your laptop in a case designed for computers, consider carrying your laptop in an ordinary shoulder purse or gym bag.
- Record your laptop’s serial number, make and model information in your purse or wallet.
- Etch, engrave or permanently mark your computer with your name and phone number. Consider placing several of your business cards inside of the carrying case pockets.

Help fight crime by reporting suspicious activity to UCSF PD immediately. For emergency or in-progress events, dial 9-911 when using on-campus land lines and (415) 476-6911 when using cell phones. For non-emergency calls, please dial (415) 476-1414.

Together for a Safe and Crime Free Campus

Pamela E. Roskowski
Chief of Police

This alert is a public service to the University community and in compliance with the Jeanne Clery Act of 1998

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