

SHERIFF & DEPUTY

A Resource for Sheriffs, Deputies, and Other Public Safety Professionals
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TRAFFIC SAFETY

LEOs must be alert to the signs of impaired driving and human trafficking when making routine traffic stops

SHERIFFS.ORG



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BEATS



Photo: Richland County (South Carolina) Sheriff's Office

A Special Response (SWAT) Team officer was one of the first RCSD deputies to wear the Peace Officer brand.

STARS

RCSD Rebrands Deputies, SWAT Team as Peace Officers

The Richland County Sheriff's Department (RCSD) retrofitted deputies' uniforms (shirts and ballistic vests) last summer, stitching the words "PEACE OFFICER" below the existing words, "DEPUTY SHERIFF." RCSD says it is the first law enforcement agency in the country to do so.

"Peace officers are who we are, and it's who we've always been," says Richland County Sheriff Leon Lott. "Granted, our mission is to enforce the law—and that is vitally important. But enforcing the law is but one of the component missions of our much broader mission of ensuring and preserving the peace."

The PEACE OFFICER branding initiative started in 2018, when the department took part in an academic study aimed at determining the impact of words on public perception. It ultimately marked all RCSD vehicles with the words PEACE OFFICER, and other law enforcement agencies have since followed suit.

The 2020 updates were conceived, facilitated, and funded by Police2Peace, and the study was conducted by BetaGov, a public policy institute of New York University. Police2Peace is a national, nonpartisan charity organization that helps law enforcement agencies nationwide create greater community engagement and "lower the barriers" between the public and law enforcement, says executive director Lisa Broderick. 🌟



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