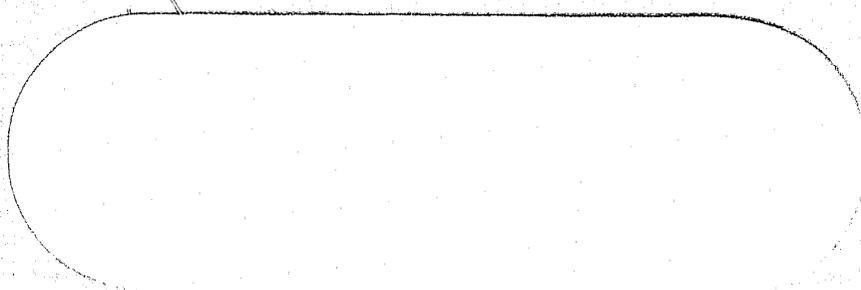


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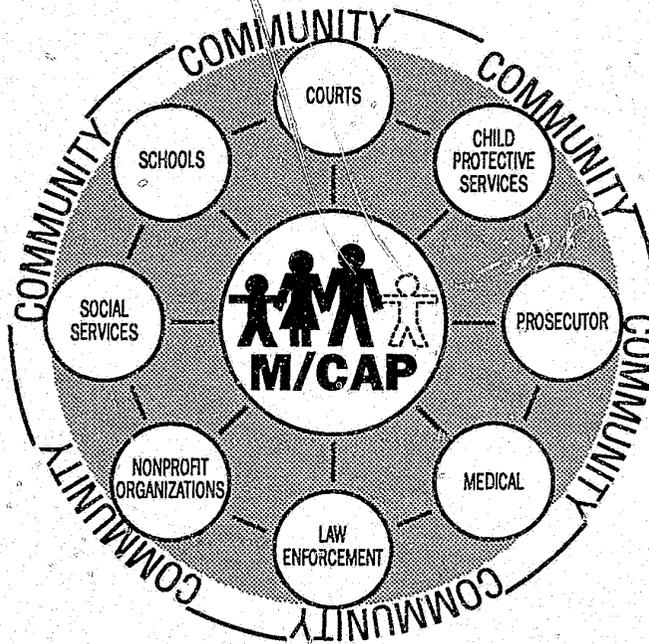
MISSING AND EXPLOITED CHILDREN COMPREHENSIVE ACTION PROGRAM (M/CAP)



NCJRS

NOV 2 1994

ACQUISITIONS



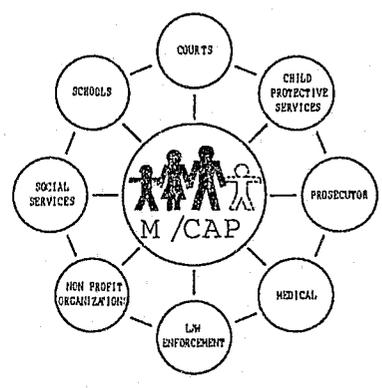
AS

Public Administration Service
Special Projects Office
 2101 Wilson Boulevard, Suite 135, Arlington, Virginia 22201-3052
 (703) 516-6137 FAX: (703) 235-3892

1666

Child Identification/ Safety Day Guide

For M/CAP Teams And Their Agencies



September 1993

Prepared under Cooperative Agreement Number 92MC-CX-K004 from the Office of Juvenile Justice and Delinquency Prevention, Office of Justice Programs, U.S. Department of Justice by Public Administration Service, 2101 Wilson Boulevard, Suite 135, Arlington, Virginia 22201-3052, (703) 516-6137.

150885

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**MISSING AND EXPLOITED CHILDREN
COMPREHENSIVE ACTION PROGRAM (M/CAP)**

CHILD IDENTIFICATION/SAFETY DAY GUIDE

I. PURPOSE

The purpose of a Child Identification (ID)/Safety Day is to offer a free, individual child safety "kit" to children and their families. The kit consists of a folder containing the child's pertinent personal information as well as fingerprints, a photograph and/or video, dental impression, and height and weight. These materials are returned to the family. The family then can update and offer this information to law enforcement in the unfortunate event that their child is missing.

II. ORGANIZATION

The task of organizing this type of event should be delegated to a committee within the M/CAP Team. Following the entire M/CAP process, it is beneficial to have several agencies represented on the committee for valuable input.

The Basics

The primary task for planning such an event is the confirmation of a delivery date. It is vital to secure a date in order to allow time for ample public awareness. It is crucial to the success of the program to verify concurring events for the chosen date. Keep in mind such events as a Walk-A-Thon or other large fund-raisers with which it may be beneficial to overlap the Child ID/Safety Day. In many cases, these events conclude at a park or shopping mall. Offering a Child ID/Safety site at such a location may benefit a large group of children and families finishing the previous event, thus making it more convenient for them to partake in the identification process.

Once the delivery date has been secured, the location of the event can be scheduled. Depending on the estimated number of families to be served, the committee needs to decide how many sites will be needed throughout the community. Previous M/CAP sites have varied from one to three sites operating simultaneously. The selected locations should be easily accessible and well known throughout the community. Sites such as school cafeterias or a local shopping mall prove to be ideal locations; many such sites are accessible by public transportation, offer ample parking, and approachable to handicapped citizens. Confirming these locations should be done immediately.

With the date and location of the event reserved, the committee then decides exactly what services will be provided to the families. Some M/CAP sites have joined forces with Blockbuster Video and have included videotaping the children in addition to offering fingerprints, photographs, dental impressions, and height and weight.

The basics of the date, location(s), and services to be provided makes it possible to begin involving the media in getting the information out to the public.

Media Assistance/Coverage

As in any M/CAP project, the media plays a vital role in the success of the program. The committee may wish to select a person to act as a liaison to the different media agencies. It will be of great importance to include as many different media resources as possible. Television, newspapers, and radio stations all can assist in reaching the majority of the community population.

Television Approach a familiar television anchor or personality within the community about producing a public service announcement. It is free air time, and once produced it can be aired on many different stations. (There is a copy of an actual Child ID/Safety public service announcement available for viewing at Public Administration Service Resource Room.) Getting a public service announcement produced weeks prior to the Child ID/Safety Day will ensure ample viewing time for the public.

Avoid limiting coverage to only one television station. Try to include as many as possible realizing that not everyone watches or has access to all channels, thus emphasizing M/CAP is a **community-wide** effort to assist children and their families. These same contacts should be used to cover the actual event. It would be beneficial to all involved to obtain footage of all media coverage. Please send copies of the media coverage to Public Administration Service to be included in the Resource Room.

Newspapers Many local newspapers will print advertisements free of charge for nonprofit events, especially those involving children. Seek these types of advertisements in **all** local newspapers. If an advertisement cannot be placed free of charge, approach a local newspaper writer and request an article be written for the event. Newspapers may be willing to list the event in their local section or in their coming events section. Check with members of the M/CAP Team; often nonprofit organizations or mental health professionals are asked to contribute an article to the local newspaper. Perhaps this opportunity could be utilized to discuss and present the Child ID/Safety event.

Radio Stations A single press release can be faxed to **all** local radio stations. This is a free service and the disc jockeys will announce the event regularly. Encourage a few radio stations to do live remotes on the day of the event. They can attract many families by simply appearing at a certain time. When on location, many radio stations will hand out free cassettes, stickers, balloons, etc. It is important to contact all types of radio stations, i.e., oldies, country, rock, etc., to reach all audiences. See Appendix A for sample press release.

Other If a large grocery chain is assisting with the styrofoam meat trays, it may be willing to advertise the event on its brown grocery bags; most chains have this capability free of charge to the store.

Fliers easily can be computer printed and duplicated utilizing existing resources throughout the Team. Some sites have utilized Public Administration Service by requesting technical assistance for printing support. Once the fliers have been printed, distributing them must begin. Grocery stores, malls, movie theaters, post offices, and the windows of the M/CAP Team member agencies are all perfect locations to announce the event. Elementary schools are a superb resource in assuring the information gets to the families. By contacting the superintendent of schools, seek approval to have copies of the fliers sent home with every student in the school. School district print shops and mail rooms perform these duties daily and may be utilized as a resource to the Team. Please see Appendix B.

Materials

Information Folders and Envelopes Folders need to be designed to keep the updated information together for each child. The folders should include spaces for the medical history of the child as well as the youth's physical description. Necessary information may include, but is not limited to, child and family information, blood type, emergency contact, pediatrician's name and telephone number, family dentist, medications, and allergies. Please see Appendix C.

It is important that the information is completed in pencil, making it easier for the family to update the information as the child grows and changes. Leave space on the folder to include information of what families should do in the event their child is missing. In this section, include information of all local law enforcement as well as the other M/CAP Team member agencies.

The cover of the information folder can be dedicated to advertising the individuals, businesses, or organizations that assisted or donated to the event. It also is important to recognize the M/CAP Team as well as the organization providing the printing.

To avoid the high costs of printing, look to resources available within the Team. Other sites have had success with school district print shops, occupational classes, or even a county jail printing department. If none of the above are available, a copy store or "Kinko's" may be interested in donating some of the printing to the event.

A small manilla envelope should accompany each folder. When complete, the envelope will contain the child's photograph and dental impression thus ensuring the information remains together in case of an emergency.

Fingerprint Cards and Pads Law enforcement agencies can provide the fingerprint cards as well as the print pads. To avoid depleting the resources from one agency, share the responsibility among the participating M/CAP law enforcement agencies. It also is important to have law enforcement officers who are trained in fingerprinting perform this specific task. It proves self-defeating to have a child fingerprinted incorrectly as it is of no use in an emergency.

Film and Cameras Though expensive, Polaroid film seems to be the easiest, most efficient film to use for a Child ID/Safety Day. It ensures that there is no further contact or follow up to the families and that they leave the event with a **complete** packet in hand. Encourage the families to update the child's photograph every year by simply replacing the Polaroid with a current school picture.

Instamatic cameras may be borrowed from M/CAP Team member agencies. Other sites have found that the participating nonprofit agency, schools, social services, or law enforcement all have Polaroid cameras, which are easily accessible. Batteries are not necessary for the flash; the batteries are included **inside** the film itself.

The person(s) taking the pictures needs to be sure to obtain a close-up photograph of the child. A full body picture may be too far away and unhelpful in time of emergency.

Videotapes Several sites have joined with a local Blockbuster Video store in offering short video recordings of each child. Families are asked to bring a blank tape to the event or to purchase a short tape for approximately \$2.00. The videotape offers a life-like image of the child, including the voice and other identifying features. Depending on the area to be served by the Child ID/Safety event, videos may not seem appropriate. Some sites have found the most needy families with the highest risk children may be very transient or even homeless and the likelihood of the videotape being lost, misplaced, or taped over is great. This decision needs to be left to the Team's discretion.

Dental Impression Styrofoam Grocery store styrofoam meat trays provide a terrific surface to obtain a dental impression of a child. To avoid interfering with the actual impression, it is important to select the smooth, noncorrugated trays. Each tray can be cut into smaller pieces to serve six to eight children and should be cut **prior** to the event.

The site may wish to involve local dental interns or hygienists to assist in obtaining these impressions. If this is not possible, have the person(s) at this station wear surgical gloves and insert a square piece of the styrofoam into the child's mouth to bite down on. If the child resists, ask a family member to help. Upon completion of the impression, place the styrofoam directly into the envelope accompanying the information folder.

Height Chart and Weight Scale The simplest apparatus for this station would be a doctor's scale. Schools have ample scales that provide both the height and the weight. If these scales cannot be obtained, a simple wall height chart and bathroom scale would suffice.

Banners Banners or signs are an effective way to get the M/CAP name to the public. Sites that have participated in Child ID/Safety Days have approached local sign companies seeking a donation of a simple banner recognizing the specific Team. When the Child ID/Safety event is over, the banner can be reused at future conferences, trainings, or media events.

Miscellaneous Materials It is necessary to have plenty of pencils on hand for the families to complete the pertinent information in their child's folder. Stress using a pencil versus a pen to encourage the ability and necessity of updating the information.

Staplers also are convenient to have at each site. Once the process is complete, the fingerprints, photograph, and dental impression are placed into an envelope. To keep this information together, simply staple the envelope to the inside of the information folder.

Be sure to have several extra tables and chairs available at the event. Families may wish to complete the information while waiting for their child to complete the process.

The day of the event offers a perfect opportunity to extend information to the community about every agency represented on the M/CAP Team as well as the Team as a whole. The site may wish to contact the National Center for Missing and Exploited Children to request copies of *My 8 Rules for Safety* posters. Contacting your state clearinghouse or a nonprofit organization may prove beneficial in getting additional safety information to the families. An information table is an effective catalyst for distributing this material.

III. IMPLEMENTATION

Schematic

The schematic of the event is crucial and will vary upon the event's location. The layout of tables and order of stations will determine the effectiveness and efficiency of the entire event. If the Child ID/Safety Day is to take place in a school cafeteria or multipurpose room, there are normally roll-out tables with attached seats available. In this case, an efficient format would be a simple square with stations moving in a counterclockwise or clockwise direction. Please see Appendix D.

If the event is to be held at a shopping mall, be sure to arrange the tables in an orderly fashion so to avoid disrupting the mall business. Meeting with the mall manager may prove to be beneficial in this process. Please see Appendix E.

Regardless of the location, a few facts remain. The fingerprinting process is the most time consuming service provided. Place this station at the end of the event. Photographs, dental impressions, and height and weight all take the least time; thus making their order indifferent.

All stations should have no less than two workers/volunteers present at all times. The fingerprinting station may need as many as six to eight law enforcement officers to minimize the waiting period for the families.

All the set up should be completed the day before the event. This will ensure a smooth transition in the morning of the event. Often families will be waiting at the onset to avoid waiting in long lines. Being prepared by the morning will assist in alleviating any unnecessary stress or confusion.

Donations and Volunteers

All the services for a Child ID/Safety Day can be cost free to an M/CAP site by simply using **existing resources**. As previously mentioned, the fingerprinting materials as well as the law enforcement officers to man the station can be provided by the participating law enforcement agencies. In several sites, these agencies have sought the assistance of the reserves, DARE officers, and motorcycle officers. Police cars, which can be accessed by the children, parked in front of the event prove to attract more children and families to the event. Height charts and weight scales are easily accessible through the county health department or school nurse's office. The dental impression styrofoam is easily obtained from local grocery store meat departments. Cameras may be borrowed from the participating M/CAP Team member agencies. Some film may be donated from different stores. Because film is the most expensive material of the entire event, more effort in getting donations will be necessary.

Service Clubs Approach service clubs in the community such as Lions, Kiwanis, or Soroptimists. These clubs hold weekly meetings and welcome guest speakers. Select a few members of the event's committee to attend a meeting and present a short history of M/CAP both locally and nationwide. Include the local M/CAP goals and address the Child ID/Safety event as a need within the community. End the presentation with an update on the Team's remaining needs to conduct the event effectively. These clubs raise monies year round to donate to community events, especially those events dealing with children. The club might offer money for purchasing extra film or it may donate some film from a business represented in the club. Also these clubs are notorious for volunteering at this type of event. If extra volunteers are needed to greet families, take pictures, or assist in keeping the lines moving, extend an invitation to the club to participate as volunteers on the day of the event. Again, it is vital to acknowledge these clubs for their assistance to the event.

Anonymous Donor The Polaroid Corporation will "quietly" donate 100 exposures of film if contacted. A letter is necessary to document the donation, and Polaroid will ask that it remain virtually unnoticed by the public. The Polaroid Corporation may be reached by contacting a local store that carries Polaroid film. The store manager can locate the 800 telephone number for the Polaroid office closest to the M/CAP site or simply write to:

Polaroid Corporation
Attention: Customer Services
3232 West MacArthur Boulevard
Santa Ana, CA 92704

Entertainment Some sites have had magicians, clowns, etc., to provide entertainment to the children as they participate in the event. If audio-visual equipment is available, child safety videos might be shown for the children to watch as they move through the process. If the M/CAP site has a local Fox Broadcasting Company television affiliate, it will have immediate access to the many public service announcements made by John Walsh for the children and their families to view at the event. The Fox Broadcasting Company television affiliates may have other applicable materials for the event since they are part of the *Missing Child Network*.

Communication with law enforcement officers regarding safety and other issues offers the children a chance to **interact** positively with police officers and sheriff deputies. Horse-mounted policemen also have been used to attract the children's attention.

These ideas serve to keep the children occupied, making it possible for the event to run smoothly. Remember face painting, although loved by the children, must be done **AFTER** the photograph has been taken!

Refreshments If the M/CAP site has a local soda bottling company, it can be approached seeking assistance with refreshments. Contact the community events liaison of the company and see about obtaining either tanks or cans of soda for the event. Local grocery stores also may wish to contribute sodas; simply contact the store manager.

IV. CONCLUSION

An event such as a Child ID/Safety Day is an exciting, productive, yet tiring event. Perhaps having a small get together at a local restaurant or Team member's house may offer a chance to unwind or debrief after the event is over. Within a few days after the event, the committee may wish to meet to discuss the pros and cons of the event, to iron out any problems that occurred, and to document viable solutions so that the next event may run smoother.

A final recognition to the participants and volunteers of the event may be in the form of a certificate. Public Administration Service can assist with ideas of creating certificates to donors and participants of the event. This is a simple task and is greatly appreciated by the recipients. Please see Appendix F.

The Child ID/Safety Day offers many benefits. The families have a free, comprehensive, updated folder on their child that easily can be accessed in case of emergency. The M/CAP Team can get its name and purpose exposed to educate the community on its existence. The M/CAP Team member agencies can reach a larger population to inform the community of the many different services provided by the individual agencies. A positive contact is inevitably made with the media; this proves to be a vital component in the positive coverage of the M/CAP Team and its agencies. Furthermore besides receiving coverage, the M/CAP Team gets a chance to work together in public and to illustrate to the chief executive officers, as well as the community, that it is accomplishing tasks and focusing on issues regarding the safety of the children in its community.

APPENDIX A
SAMPLE PRESS RELEASE

Date:

{ } County M/CAP Team
CHILD ID/SAFETY DAY--(date)

Contact: {Team member(s) available for further information}
Phone: {contact work numbers}

FOR IMMEDIATE RELEASE

Do you know how much your child weighs? Or exactly how tall your child is? Do you have a set of fingerprints or a recent photograph? Every minute you spend looking for these items in an emergency is valuable time lost.

Join us {date} for Child ID/Safety Day at {location(s) and time}

Safety kits containing fingerprints, photograph, dental impression, and current height and weight will be provided for each child. All information is confidential and WILL NOT be retained by the M/CAP Team.

It only takes a few minutes and it won't cost a cent. . .What you gain may be your child.

For more information contact: {M/CAP contact(s) name and number}

#####

APPENDIX B
SAMPLE FLIERS

"The Safety Connection"

Saturday May 22nd

10 AM to 4 PM

Westgate Mall

"Kid Print Video"

By

BLOCKBUSTER

Finger Printing

By

Spartanburg Law Enforcement

M/CAP

M/CAP

M/CAP

The Washoe County M/CAP Team and Sponsors

present the first county-wide

Free!

Child Identification Day

What is Child I.D. Day?

Every year thousands of children are reported missing, abducted (by strangers and family members) and as run-aways. Valuable time is lost while information that would help identify the child is gathered or reconstructed.

Child I.D. Day will provide parents with a kit (bi-lingual: English/Spanish) containing your child's physical characteristics, plus:

**FINGERPRINTS
PHOTOGRAPH
HEIGHT & WEIGHT
and
DENTAL IMPRESSIONS**

Spanish speaking volunteers will be on site at all three locations.

DATE: Saturday, April 24

WHERE: THREE LOCATIONS!

Alice Smith Elementary School - Golden Valley
1070 Beckworth Drive
9:00 a.m. - 6:00 p.m.

Factory Outlets Mall - Sparks
105 Sparks Boulevard
10:00 a.m. - 4:00 p.m.

Shopper's Square - Reno
Corner of Plumb Ln. & So. Virginia St.
10:00 a.m. - 4:00 p.m.

Free!

WHO SHOULD ATTEND?

**ALL CHILDREN
AGES NEWBORN TO 18 YEARS**

What is the mission of the M/CAP Team?

design, develop, and implement a multi-agency team within the Washoe County, Nevada jurisdiction that will enhance the system's response to missing, abducted, and exploited children and their families encompassing the cultural diversity of our community. The Washoe County M/CAP Team was formed in May 1992.

Through a *sharing* and *focusing* of existing resources,

Sponsors

*City Signs
Independent Order of Foresters
Instant Print
KOH Radio
KRNV - News 4 Reno
KROW Radio*

*KWNZ Radio
Magic 95.5 Radio
Scolari's
Smith's
Reno Sunrisers Kiwanis Club
Sunrise Rotary Club of Reno*

APPENDIX C

SAMPLE INFORMATION FOLDER

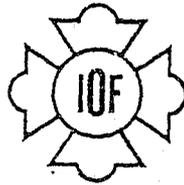
CHILD ID

A child fingerprint and identification project

Sponsored by:

WASHOE COUNTY M/CAP

SCOLARI'S



IOF
FORESTERS



CITY SIGNS



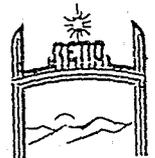
KROW Country 78

SMITH'S



RENO
SUNRISERS
KIWANIS
CLUB

KRNV-NEWS 4 RENO



INSTANT SIGN CENTER

SHINING
BRIGHT

Fill out in pencil

This information updated on _____

1. Name _____ Nickname _____

Other names child has used _____

2. Address _____

3. Phone _____ Social Security Number _____

4. Parents' name: Mother _____ Father _____

Custodial Parent / Legal Guardian _____

5. Birthdate _____ Where born _____

6. Height _____ Weight _____

7. Race _____ Complexion _____

8. Ethnic Background _____

9. Blood Type _____ Hair Color _____

10. Right Handed Left Handed

11. Eye Color _____ Blindness No Yes Right Left

12. Corrected Vision: No Yes Prescription: Right _____ Left _____

13. Remarks _____

14. Hearing: Normal Impaired Right Left Aided Right Left

15. Remarks _____

16. Person to contact in case parents or guardian are unavailable in emergency:

17. *Show and describe on figure drawing at left. Also show and describe any broken bones.

- Amputee
- Leg
- Arm
- Foot
- Hand
- Ear
- Fingers

- Ears
- Cauliflower
- Pierced
- Protruding
- Close to head
- Large
- Small

- Deformed
- Leg
- Arm
- Hand
- Limp
- Fingers
- Bowlegged

- Facial Scars
- Cheek
- Chin
- Forehead
- Lip
- Nose
- Ear
- Eyebrow

- Body Scars & Marks
- Abdomen
- Arm
- Hand
- Wrist
- Neck
- Back
- Chest
- Legs

- Teeth
- Missing
- Fillings
- Broken
- Dentures
- Stain/decay
- Protruding
- Irregular
- Braces

- Facial Marks
- Birthmarks
- Pockmarks
- Moles
- Freckles
- Pimples
- Hair Growth

- Speech
- Impediment
- Accent (U.S. Regional)
- Accent (Non-English)
- Lisps
- Stutters
- Hare Lip
- Mumbles
- Rapid
- Soft Low

- Hair Type
- Dyed
- Short
- Bald
- Afro
- Long
- Straight
- Wavy
- Bushy
- Curly

- Nose
- Crooked
- Hooked
- Upturned
- Long
- Broad
- Flat
- Small
- Thin

- Type of Body Scars & Marks
- Burns
- Tattoos
- Cuts
- Surgical



Washoe County M/CAP Team Missing/Exploited Children Referrals

If you are calling with information regarding a situation which requires immediate response:

* If the child is in imminent danger--

Call 911

or

Reno Police Dept.

Dispatch 334-2121
Youth Services 334-2185

Washoe County Sheriff's Office

Dispatch 334-2121
Detectives 328-3320

Sparks Police Dept.

Dispatch 353-2231
Detectives 353-2225

Other M/CAP Team Member Agencies

Washoe County Social Services/Child Protective Services	328-2300
Washoe County District Attorney's Office	328-3200
Washoe County Juvenile Probation	328-2777
Washoe County District Court-Juvenile & Family Courts	328-3155
Washoe County School District	348-0275
Child Assault Prevention	331-3888
Washoe County Child Sexual Abuse Investigation Team	328-5260
Children's Cabinet	785-4000
Court Appointed Special Advocates (CASA)	328-3298
Ruth Ann Wright, Marriage & Family Therapist	322-5445
JoAnn Behrman-Lippert, PhD, Mental Health Professional	322-6462

*For More Information on Washoe County M/CAP, call:
Michelle Jezycki 348-0275, Sherman Boxx 353-2238, or Pam Becker 785-4000 ext. 106.*

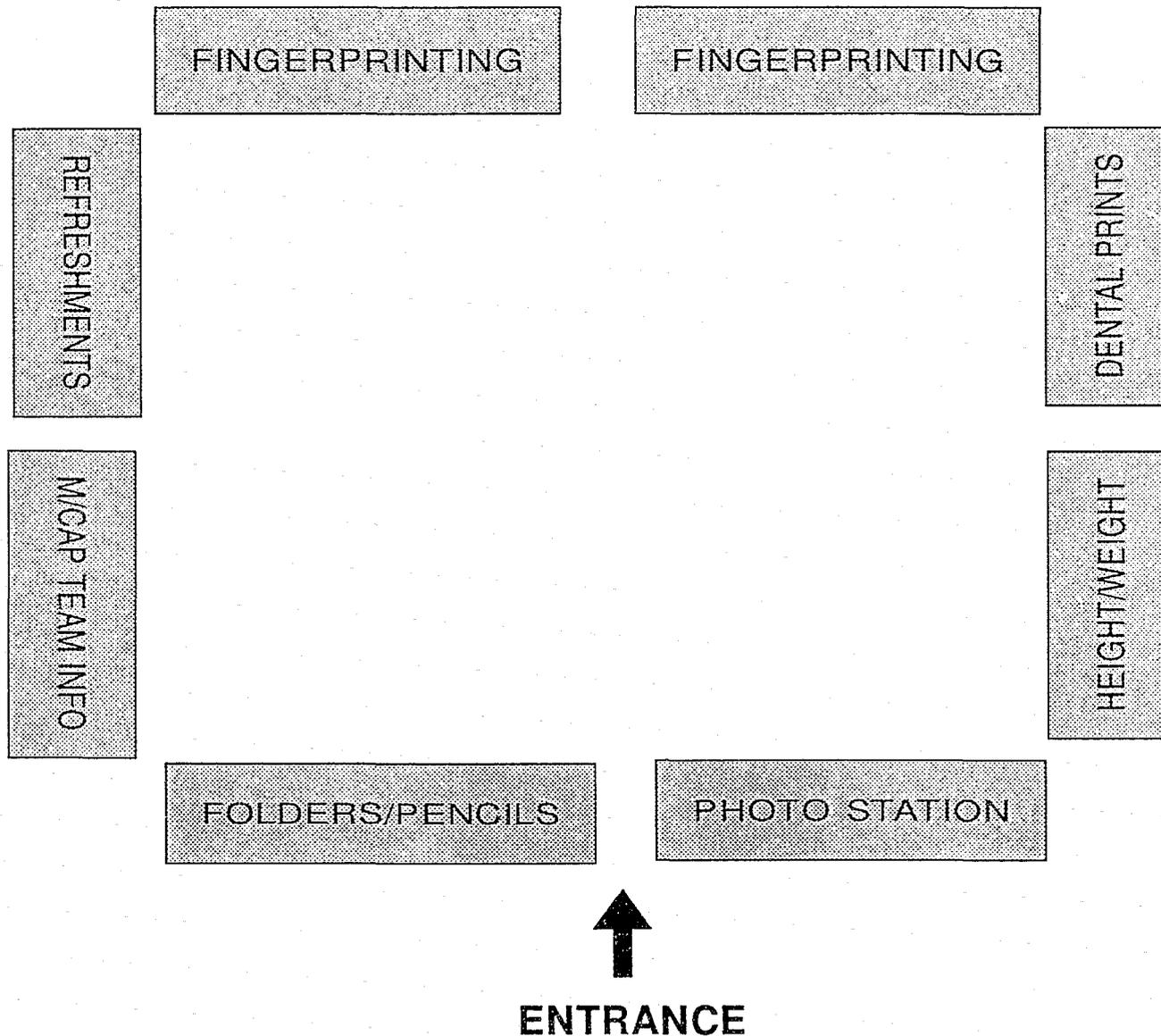
*National Center for Missing and Exploited Children
24 hour Toll Free Access
1-800-843-5678*

What is the mission of the M/CAP Team?

Through a *sharing* and *focusing* of existing resources, design, develop, and implement a multi-agency team within the Washoe County, Nevada jurisdiction that will enhance the system's response to missing, abducted, and exploited children and their families encompassing the cultural diversity of our community. The Washoe County M/CAP Team was formed in May 1992.

APPENDIX D
SAMPLE SCHOOL SCHEMATIC

School Schematic

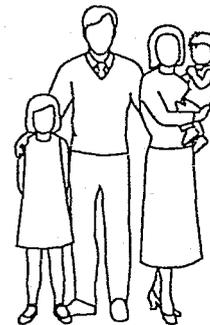
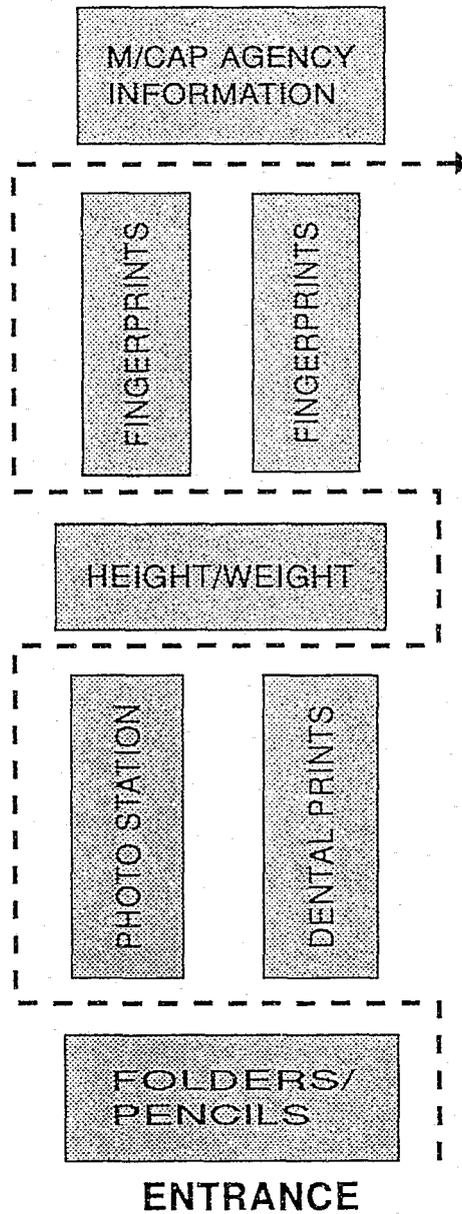


17

Volunteers operate inside the square. Children and families move along the outside.

APPENDIX E
SAMPLE MALL SCHEMATIC

Mall Schematic



19

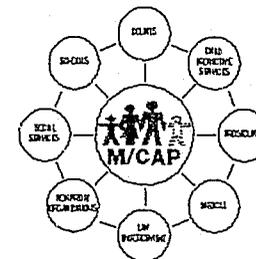
Arrange tables along a blank wall of the shopping center, if possible.

APPENDIX F
SAMPLE CERTIFICATE



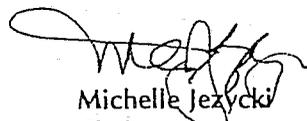
M/CAP

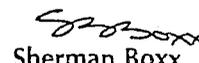
Missing and Exploited Children
Comprehensive Action Program
of
Washoe County, Nevada

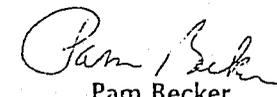


7 Up Bottling Company

Thank you for your commitment to the children of Washoe County through your contribution to the Washoe County M/CAP Team Child Identification Day April 24, 1993


Michelle Jezycki
Chair


Sherman Boxx
Vice Chair


Pam Becker
Secretary