



National Child
Identification
Program



CALIFORNIA CHILD SAFETY AWARENESS MONTH

May 2012

Superintendent Participation Package



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California Child Safety Awareness Month: Be Prepared, Not Scared.

In an effort to bring attention to missing children and urge parents to “*be prepared, not scared*,” the American Football Coaches Association (AFCA) and FBI’s *National Child Identification Program* (NCIDP), an organization launched in 1997 to protect America’s children, has partnered with the State of California to introduce “*California Child Safety Awareness Month*” in May, 2012.

Spearheaded by the California State Assembly, with partners including the State Superintendent’s Office, the FBI’s offices statewide, coaches, professional athletes, law enforcement and businesses, the month-long campaign will help spread the word about the importance of keeping California’s children safe.

Parents will be encouraged to visit www.bepreparednotscared.info [Note: this link is no longer valid.] to purchase inkless Child ID Kits to be kept at home. If ever needed, the Child ID Kit provides authorities with critical information to assist in efforts to locate a missing child. During California’s Child Safety Awareness Month one Child ID Kit will automatically be donated to law enforcement for use by a family in need with each purchase.

The program’s inkless fingerprint ID Kit is the only one approved by the FBI and allows parents to easily record vital information to be used only in an emergency situation. The FBI is an official partner of the National Child ID program, working to increase parents’ awareness about the need to improve child safety.

According to FBI research:

- In America, a child goes missing every 40 seconds
- More than 800,000 children go missing every year in the U.S.
- 450,000 of those children run away, 300,000 are abducted by family members and more than 58,000 are abducted by non-family members
- FBI studies determined fingerprinting to be one of the most effective tools in finding a missing person, as everyone’s fingerprints are unique and don’t change over time like physical appearance

According to the California Dept of Justice, over 100,000 children go missing in the state alone. California is taking a critical first step in creating statewide awareness of this issue and taking preventive measures to protect our children.

At a national level, NCIDP and its partners will focus on May 25th, National Missing Children’s Day, placing special attention on the over 270,000 missing children of color who are often ignored by the media and law enforcement. The organization has aligned its charitable giving efforts with the national Black & Missing Foundation and will donate 10,000 free Child ID Kits, and a percentage of the proceeds from the month will go to the non-profit organization.

The National Child Identification Program is the largest child identification program in the nation. In partnership with the Federal Bureau of Investigation (FBI) and its 18,000 law enforcement agencies, the program has distributed more than 30 million ID Kits across the U.S. to date.

ABOUT THE NATIONAL CHILD IDENTIFICATION PROGRAM:

In 1997, the American Football Coaches Association (AFCA) created the National Child Identification Program as a community service initiative dedicated to changing the statistics of missing children in the United States by providing parents and guardians with a tool they can use to help protect their children. The Child ID Kit allows parents to collect specific information by easily recording the physical characteristics and

fingerprints of their children on identification cards that are then kept at home by the parent or guardian. If ever needed, the Child ID Kit will give authorities vital information to assist their efforts to locate a missing child. In December 2001, the Federal Bureau of Investigation (FBI) joined in partnership with the AFCA to help increase parents awareness regarding the need to improve child safety.

Superintendent Participation

WHY PARTICIPATE?

In addition to playing an important role in helping your constituents protect their children, District Superintendents who actively support California Child Safety Awareness Month and commit to fulfilling the participation criteria will receive:

- Certificate of recognition by the FBI National Citizens Academy Alumni Association.
- A proclamation certificate from the California State Assembly acknowledging his or her role in helping protect California's children.
- A press release announcing superintendent's recognition by the state and the FBI for distribution to regional media.
- Public recognition in a thank-you ad to be placed in the Los Angeles Times following the program's completion.

Superintendents also have the opportunity to offer their schools special recognition by the state. Principals who "opt-in" will also receive a proclamation certificate from the State Assembly and recognition from the FBI National Citizens Academy Alumni Association.

HOW TO PARTICIPATE:

STEP 1:

Cut and past this link into your browser: <http://bit.ly/J3Oh9z> [**Note:** this link is no longer valid.] and complete a short registration form providing your name, district, office address and email address.

STEP 2:

Using the template provided on the following pages, send an email with the attached "**Principal Participation Package**" PDF to all principals within your district.

STEP 3:

Once per week during the month of May (or as you deem reasonable) send follow up emails to your principals to encourage and support their participation. Suggested email copy provided for you in the following pages.

STEP 4:

If possible, post link to www.bepreparednotscared.info [**Note:** this link is no longer valid.] on your district's home page for the month of May.

If your district utilizes social media channels such as Twitter or Facebook, post a minimum of 3 posts per week regarding California Child Safety Awareness Month using the social media post samples included in following pages.

Introductory Email to Principals – Template

Date to be distributed: on or about May 1st, 2012

(Templates can be personalized as individuals deem appropriate)

Dear _____,

On May 1st, the State Assembly proclaimed the month of May “Child Safety Awareness Month” in the state of California. “Child Safety Awareness Month” is an initiative created in partnership with National Child ID Program and supported by Speaker Pro Tempore Fiona Ma's office, the FBI, FBI National Citizens Academy Alumni Association and the California State Sheriffs Association. The State Superintendent’s office and all districts are also placing their full support behind this initiative.

Each year, more than 100,000 children in our state go missing. When these tragedies happen, many parents are not prepared and are not able to immediately provide law enforcement with their child’s vital information including fingerprints and D.N.A. samples in situations where every second counts. **Kits and all of their contents are 100% controlled by parents.** I.D kits are **kept in the home** by parents and in case of emergency, they have vital information that can quickly be turned over to law enforcement. The month long California program will encourage parents to ***be prepared, not scared***, by protecting their children with an FBI-approved Child ID Kit.

I am requesting your help in getting this message to your parents via email, social media and website support and encouraging them to take action by purchasing a potentially life-saving ID kit. Child ID Kits are \$9.95 and with each kit purchased by a parent, a matching kit will be given to California law enforcement to distribute back into the community.

While participation is voluntary, I hope all of you will take a few minutes next month to help keep California’s children safe. For those who do participate, you will be officially recognized for your efforts with certificates from the State Assembly and the FBI National Citizens Academy Alumni Association. You will also receive a public thank-you in a full page ad in the Los Angeles Times to run at the program’s completion.

Details of participation are attached, along with a comprehensive summary of the program and turnkey instructions on how you can support this statewide effort.

You can also learn more at: ~~www.bepreparednotscared.info~~ [Note: this link is no longer valid.]. If you have any specific questions about the program, you can also contact: info@childidprogram.com.

I thank you in advance for your support of this very important initiative. With your help, “*California Child Safety Awareness Month*” will be the largest child safety initiative ever conducted. You and your schools can be part of making child safety history.

Thank you for helping protect California's greatest asset...its children!

Sincerely,

(INSERT YOUR SIGNATURE)

Email #2 to Principals – Template

Date to be distributed: on or about May 7th, 2012

Dear _____,

As Child Safety Awareness Month is now underway in California, I wanted to take a moment to remind you of our office's commitment to this initiative in helping parents protect their children with a Child ID Kit.

If you haven't yet shared the importance of this initiative with parents using the information provided to you last week, I urge you to do so today. Every year, more than 100,000 kids go missing in California, yet very few parents have a record of their children's fingerprints. This is of particular importance as FBI studies determined fingerprinting to be one of the most effective tools in identifying a missing person, as everyone's fingerprints are unique and don't change over time like physical appearance.

While no parent ever wants to imagine his or her own child in such a horrific situation, let's encourage our parents to be prepared, not scared, by purchasing a Child ID Kit. With each purchase, one additional Child ID Kit will automatically be donated to law enforcement for use by a family in need.

Thank you for your assistance. If you have any questions or require another copy of your participation package sent to you, please contact: info@childidprogram.com

For more information, you can also visit: ~~www.bepreparednotscared.info~~
[Note: link no longer valid.].

Sincerely,

(INSERT YOUR SIGNATURE)

Email #3 to Principals – Template

Date to be distributed: on or about May 14th, 2012

Dear _____:

As we reach the halfway point of California Child Safety Awareness month, thousands of parents have already purchased a child ID kit and taken steps to prepare for an emergency.

An estimated 1,478 cases of family abductions and 53 cases of stranger abduction occur annually in California, and more than 90,000 kids, mostly teens, run away. Fingerprints are critical tools in being able to bring children home safely, yet most parents don't have their child's fingerprints recorded.

Please help us get even more parents to support this initiative by asking them to protect their children with an FBI-approved Child ID Kit. With each purchase, one additional Child ID Kit will automatically be donated to law enforcement for use by a family in need.

Thank you for your support in getting this important message to parents. If you have any questions or require another copy of your participation package sent to you, please contact: info@childidprogram.com.

You can also visit ~~www.bepreparednotscared.info~~ [Note: link no longer valid.] for more information

about the program. Sincerely,

(INSERT YOUR SIGNATURE)

Email #4 to Principals – Template

Date to be distributed: on or about May 25th, 2012

Dear _____,

As the final week of California Child Safety Month begins, I ask for your help one last time in motivating parents to act and help keep their children safe. May 25th marks National Missing Children's day, a nationwide reminder to all parents and guardians about the need for fingerprints, photographs and other pieces of vital information to be ready to hand over to law enforcement in case of an emergency.

Please support our state's efforts and help protect California's children by asking your parents to order a child ID kit. The program's FBI-approved inkless fingerprint ID kit provides parents and guardians with a clean, convenient way to record their child or teen's fingerprints and physical characteristics on a card they can keep at home, only to be used in case of emergency.

With each purchase, one additional child ID kit will automatically be donated to law enforcement for use by a family in need.

If you have any questions or require another copy of your participation package sent to you, please contact: info@childidprogram.com.

For more information, you can also visit: ~~www.bepreparednotscared.info~~ [**Note:** link no longer valid].

Sincerely,

(INSERT YOUR SIGNATURE)

Sample Tweets & Facebook Posts

Goal: 3 per week

TWITTER:

We support the State Assembly and @NatChildID's California Child Safety Awareness Month. Keep your child safe today: <http://bit.ly/JYKU5H>

Be #preparednotscared. Learn how a @NatChildID kit can help protect your child or teen: <http://bit.ly/JYKU5H>

With each purchase of a @NatChildID kit another kit will be donated to a family in need. #preparednotscared <http://bit.ly/JYKU5H>

ID kits are for all kids under the age of 18. Teens = highest runaway rates. Be #preparednotscared & help keep kids safe. <http://bit.ly/JYKU5H>

Child ID kits are kept at home by parents & are ONLY turned over to law enforcement in an emergency. <http://bit.ly/JYKU5H>

Help protect California's richest asset – our children. Find out how a Child ID kit can help keep kids safe: <http://bit.ly/JYKU5H>

FACEBOOK:

On May 1st, the State Assembly has proclaimed the month of May “*Child Safety Awareness Month*” in the state of California. “*Child Safety Awareness Month*” is an initiative created in partnership with the National Child ID Program and supported by Speaker Pro Tempore Fiona Ma's office, the FBI, FBI National Citizens Academy Alumni Association and the California State Sheriffs Association. The State Superintendent's office and all districts are also placing their full support behind this initiative. Learn about Child ID Kits and how they can help protect our children - <http://bit.ly/JYKU5H>

Protect California's children with a Child ID Kit: The state of California passed a resolution to make this month “*Child Safety Awareness Month.*” The resolution was made because over 100,000 children go missing in California each year. These are staggering statistics and the state wanted to take action to protect as many children as possible. We are joining together with the California State Assembly and the National Child ID Program in partnership with the FBI to raise awareness about the National Child Identification Kit as a vital tool for parents to safeguard their children in case of emergency. Learn more: <http://bit.ly/JYKU5H>

Protect California's children with a Child ID Kit: An estimated 1,478 cases of family abductions and 53 cases of stranger abduction occur annually in California, and more than 90,000 kids, mostly teens, run away. Fingerprints are critical tools in law enforcement's ability to bring children home quickly and safely, yet most parents don't have their child's fingerprints recorded. **Kits and all of their contents are 100% controlled by parents.** I.D kits are **kept in the home** by parents, and used only in case of emergency. Support California Child Safety Awareness Month and protect your child with an FBI-approved Child ID Kit: <http://bit.ly/JYKU5H>

Help us protect California's children. Each year, more than 100,000 children in our state go missing. When these tragedies happen, many parents are not prepared and unable to immediately provide law enforcement with their child's vital information including fingerprints and D.N.A. samples in situations where every second counts. The month long California program will encourage parents to ***be prepared, not scared***, and help protect their children with an FBI-approved Child ID kit.

California “Child Safety Awareness Month”

Questions & Answers

What is the National Child ID Program?

The National Child ID Program (NCIDP) was created by the American Football Coaches Association (AFCA) as a community service initiative designed to help protect America’s youth and change the statistics related to missing children. The program’s FBI-approved fingerprint ID Kit provides parents and guardians with a clean, convenient way to record their child’s fingerprints and physical characteristics on a card they can keep at home. When the program began in 1997, less than two percent of parents had a record of their child’s fingerprints. Now, more than 30 million ID Kits have been distributed, with a goal of protecting all 60 million children in the United States.

Why is May “Child Safety Awareness Month” in California?

The state of California passed a resolution in May, 2012 to make this month “Child Safety Awareness Month.” The resolution was made due to the fact that over 100,000 children go missing in California each year. These are staggering statistics and the state wanted to take action to protect as many children as possible. The State Assembly, Speaker Pro Tempore Fiona Ma's office, and State Superintendent Tom Torlakson, along with law enforcement and professional athletes and coaches are all joining together to raise awareness about the National Child Identification Kit as a vital tool for parents to safeguard their children in case of emergency.

What is the American Football Coaches Association?

The American Football Coaches Association is the primary professional association for football coaches at all levels of competition. The 10,000-member organization includes all of the 32 NFL coaches, more than 90 percent of the 680-plus head coaches at the college level and thousands of high school coaches across the country.

When did the FBI become part of the National Child ID Program?

In December 2001, the Federal Bureau of Investigation (FBI) joined in partnership with the AFCA to help increase parents’ awareness regarding the need to improve child safety. Agents have participated with the AFCA in numerous national, regional and local efforts to explain the problem of missing children and the importance of having a completed Child I.D Kit to provide to law enforcement in the time of need. The FBI has encouraged all 18,000 law enforcement agencies throughout the U.S to participate in the National Child Identification Program.

What is included in the ID Kits?

- Each kit is enclosed in a standard #10 letter-sized envelope and is comprised of a DNA collection envelope with DNA swabs and an inkless fingerprinting card with:
- Step-by-step instructions detailing how to take a fingerprint
- An area to practice fingerprinting

- A standard fingerprint area that can be used by law enforcement
- Foil pouch containing inkless fingerprinting solution
- Sections for recording the child's physical description and identifying marks
- Sections for recording doctor phone numbers
- Space for current photograph
- DNA swab for collecting and storing child's DNA

**** Kits and all of their contents are 100% controlled by parents.** I.D kits are **kept in the home** by parents, in case of emergency. If ever needed, parents have vital information that can quickly be turned over to law enforcement.

How did the National Child ID Program get started?

The National Child Identification Program was launched at the West Virginia/Miami football game on September 27, 1997. On that day, the University of Miami distributed nearly 12,000 ID Kits. That year, more than one million ID Kits were distributed at NCAA Division I-A college stadiums. In 1998, AFCA expanded the program to the NFL and all NCAA divisions - Division IA, I-AA, II, and III. Since its inception, the National Child ID Program has distributed more than 4.2 million ID Kits at NFL and college stadiums throughout the United States.

What is the difference between the National Child ID Program's ID Kit and traditional fingerprinting programs?

The National Child ID Program offers an inkless ID kit, thus providing a clean, convenient way to record fingerprints with no messy black ink. The National Child ID Program also allows the expansion of existing fingerprint programs by decentralizing the fingerprinting process for law enforcement and providing parents and guardians with an ID Kit they can use and keep at home.

How many children have been found as a result of using the National Child ID kit?

The National Child ID kit is just one tool that law enforcement uses to find children so it's difficult to quantify the direct results. One reason fingerprints are so important, is that they are the only physical characteristics that don't change over time.

Proclamation by the California State Assembly

WHEREAS, Annually, approximately, 800,000 children are reported missing in the United States, which averages one child every 40 seconds; and

WHEREAS, Of those approximately 800,000 children, 450,000 children run away, 3000, 000 children are abducted by a family member, and 58,000 children are abducted by a nonfamily member; and

WHEREAS, These statistics are meant to encourage parents to be prepared, not scared; and

WHEREAS, When a child is missing, the child's parent or guardian should report the child's disappearance to local authorities as soon as possible, ideally within the first two to three hours after the child's disappearance; and

WHEREAS, To be as effective as possible, when reporting a missing child, a parent or guardian should have an AFCA/ FBI National Child ID Kit available to give to law enforcement and should file a missing person's report; and

WHEREAS, It is important to add detailed information about identifiable marks such as birthmarks and scars, either as a description or a photograph, to the Child ID Kit; and

WHEREAS, There are 6.8 million school aged children in the State of California, and the safety of those children is paramount and should be a concern for all; now, therefore, be it

Resolved by Assembly of the State of California, the Senate thereof concurring, That the Legislature declares the month of May 2012 as Child Safety Awareness Month; and be it further

Resolved, that the Chief Clerk of the Assembly transmit copies of this resolution to the author for appropriate distribution.



National Child
Identification
Program



Speaker Pro Tempore Fiona Ma partners with National Child Identification Program in Statewide Effort to Ensure Child Safety

Month of May Declared “California Child Safety Awareness Month,” Inkless Fingerprint Child ID Kits Now Available to Parents for At-Home Use

Sacramento, CA – May 1, 2012 – Speaker pro Tempore Fiona Ma (D-San Francisco and San Mateo Counties) has partnered with the National Child Identification Program (NCIDP), an organization launched by the American Football Coaches Association and the Federal Bureau of Investigation (FBI) to protect America’s children, by introducing ACR 145 which declares the month of May as “***Child Safety Awareness Month.***” During the month, the statewide initiative will encourage parents to “be prepared, not scared” in emergency situations, provide critical safety tips and information, plus offer families access to special inkless Child ID Kits for at home use.

“We are pleased to partner with the National Child ID Program to introduce California’s Child Safety Awareness Month,” said Assembly Speaker pro Tempore Fiona Ma. “With nearly 800,000 children missing in the U.S., and 100,000 cases in California alone, we need to bring awareness to this issue and take preventive measures to protect our children. Through this initiative, we hope to gain widespread support and access to an Identification Kit which includes vital information such as fingerprints and DNA swabs which if ever needed, can be immediately given to authorities to assist them in their efforts to locate a missing child.”

Spearheaded by Assemblywoman Ma, the regional effort is supported by California’s private and public school systems, the California Superintendent of Public Instruction Tom Torlakson’s office, law enforcement, business owners, coaches, athletes, and the state’s four FBI offices. National and regional media support is also provided by Lifetime Networks, AmberWatch TV, AmberWatch Foundation and Sacramento’s KXTV News10/Sac&Co. Throughout the month, each organization will take part in the child safety awareness campaign with a goal of reaching the parents of school-aged children across the state.

“Good preparation will go a long way toward keeping California’s children safe,” said California State Superintendent of Public Instruction Tom Torlakson. “I encourage families, schools and communities across California to take advantage of these safety tips and information. By working together, we can make a difference in the lives of our kids and live up to our responsibility to them as parents, guardians, teachers, law enforcement and other role models.”

California Child Safety Awareness Month/2

Each Child ID Kit includes a DNA collection envelope with DNA swabs and an inkless fingerprinting card, step-by-step instructions detailing how to take a fingerprint, an area to practice fingerprinting, a standard fingerprint area that can be used by law enforcement, a foil pouch containing inkless fingerprinting solution, sections for recording a child's physical description and identifying marks, sections for recording doctor's phone numbers and a space for a current photograph. ID kits are **kept in the home** by parents and in case of emergency they have vital information that can quickly be turned over to law enforcement to assist in efforts to locate a missing child. **Kits and all of their contents are 100% controlled by parents.**

“No parent wants to imagine this kind of tragedy, but we want parents to be prepared, not scared,” said Kenny Hansmire, NCIDP Executive Director. “When a child goes missing every second is critical. In such high stress situations, it is easy to forget key details. By recording a child's fingerprints and important data in advance parents are able to work effectively with law enforcement to find their child. We are pleased to collaborate with the State of California and our partners to launch this aggressive effort to keep our children safe.”

In America, 800,000 children are reported missing every year (one child every 40 seconds), according to AFCA/FBI research. 450,000 of those children run away, 300,000 are abducted by family members and more than 58,000 are abducted by non-family members. Yet, when the National Child ID Program was launched in 1997, less than two percent of parents had copies of their child's fingerprints to use in locating their child in case of an emergency. This was of particular importance as FBI studies determined fingerprinting to be the most effective tool in finding a missing person as everyone's fingerprints are unique and don't change over time unlike physical appearance.

To date, through the National Child ID Program, the American Football Coaches Association and the FBI have distributed over 30 million ID kits across the country. The organization hopes to reach all 60 million children in the United States.

For more information about “California Child Safety Awareness Month” and to purchase a Child ID Kit, parents and guardians can visit www.bepreparednotscared.info [**Note:** link no longer valid.]. With each purchase of a Child ID Kit, an additional kit will be donated to a family in need. Safety tips and additional information will also be available online.

About the California Department of Education

The California Department of Education (CDE) is a state agency led by State Superintendent of Public Instruction Tom Torlakson. For more information, please visit <http://www.cde.ca.gov> or by mobile device at <http://m.cde.ca.gov/>. You may also follow Superintendent Torlakson Twitter at <http://www.twitter.com/TorlaksonSSPI> and Facebook at <http://www.facebook.com/CAEducation>.

About the National Child Identification Program

The National Child ID Program (NCIDP), the largest such effort in the U.S., is the official community service program of the American Football Coaches Association, a national organization comprised of all NCAA, NFL and high school coaches. Launched in 1997, the NCIDP offers parents and guardians inkless fingerprint Child ID Kits to easily record vital information to keep their children safe. In the program's first two years, nearly seven million ID Kits were distributed through stadiums, churches and community events. Since 2001, in partnership with the Federal Bureau of Investigation (FBI) and its 18,000 law enforcement agencies the program has distributed more than 30 million ID kits across the U.S. to date. The NCIDP's new goal is to reach all 60 million children in the U.S.

###

Media Contacts:

Martine Charles, 206-295-9114

martine@sportspr.com

[**Note:** contact information may no longer be valid.]

Katrina Younce, 310-995-3619

katrina@sportspr.com

[**Note:** contact information may no longer be valid.]

Questions or Concerns?

Please contact:

National Child Identification
Program Office:

972-934-2211

www.childidprogram.com

~~www.bepreparednotscared.info~~

[**Note:** this link is no longer
valid.]