



## TAKE 25 TALKING POINTS

### WHAT IS TAKE 25?

- Take 25 is a national child safety campaign encouraging parents and guardians to take twenty-five minutes to talk to their children about ways to stay safer
- A program of the National Center for Missing & Exploited Children® (NCMEC) created in commemoration of National Missing Children's Day
- Take 25 promotes an ongoing dialogue between children, families, and communities about child safety issues
- Take 25 is a national grassroots initiative designed to raise awareness of the issues surrounding missing and exploited children

### WHAT IS NATIONAL MISSING CHILDREN'S DAY?

- National Missing Children's Day was first declared a nationwide day of commemoration by former President Ronald Reagan in 1983 and has continued to be annually marked by each Administration since
- Annually honored as May 25th, this day serves as a reminder to the nation to renew efforts to reunite missing children with their families, remember those who are still missing and make child protection a national priority

### WHY IS TAKE 25 IMPORTANT?

- According to a study by the U.S. Department of Justice there were an estimated 800,000 children reported missing in the United States in 1999, amounting to roughly 2,200 per day. Thankfully, the vast majority are located quickly.
- According to that same DOJ study, an estimated 58,200 children were abducted that year by non-family members. About 115 children are the victims of the most serious, long-term abductions that people consider "stereotypical kidnappings."
- A 2003 study conducted by RoperASW, a leading marketing research firm, surveyed a group of more than 1,000 parents and grandparents. The study's results indicated the need for increased parental/guardian education as half of the parents and grandparents considered child abduction and sexual exploitation to be a "very big" problem.<sup>1</sup>



## TAKE 25 TALKING POINTS (cont.)

### HOW MAY OUR LOCAL COMMUNITY GET INVOLVED IN TAKE 25?

- Coordinate a rally or a town hall meeting with elected officials and local educators and invite all parents and guardians to attend and learn how to talk to their children about safety
- Coordinate a child identification event to photograph and fingerprint local children
- Plan a Take 25 event at a local school or community center to help educate your community about the importance of teaching parents and guardians protective measures to help children stay safer
- Encourage members of your community to Take 25 minutes to talk with children about safety issues
- Distribute Take 25 materials throughout your community

### ABOUT THE NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN

- NCMEC is a 501(c)(3) nonprofit organization working in cooperation with the U.S. Department of Justice's Office of Juvenile Justice and Delinquency Prevention
- NCMEC helps prevent child abduction and sexual exploitation; helps find missing children; and assists victims of child abduction and sexual exploitation, their families, and the professionals who serve them
- NCMEC's Congressionally mandated CyberTipline®, a reporting mechanism for child sexual exploitation, has handled more than 638,000 leads
- Since its establishment in 1984, NCMEC has assisted law enforcement with more than 148,160 missing-child cases resulting in the recovery of more than 132,314 children

To learn more about NCMEC and the issue of missing and exploited children, call the toll-free, 24-hour Hotline at 1-800-THE-LOST® (1-800-843-5678) or visit [www.missingkids.com](http://www.missingkids.com).

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<sup>1</sup>Missing and Exploited Children Survey: Report Draft. New York, New York: RoperASW, September 23, 2003, page 7.