

# Pointers For Parents

## Program Helps Keep America's Children Safe

(NAPSA)—This year marks the 20th anniversary of the Missing Children's Act, the first Federal law addressing the need for resources to help recover missing children. While the FBI's missing children's statistics have decreased to the lowest level in a decade, more than 2,000 children still are reported missing each day.

The reduction is attributed to heightened public awareness, forensic advancements and community-based prevention programs including Ford's "Commitment to Kids," a national child identification effort that aims to keep kids safe.

Ford's Commitment to Kids program is a partnership among actress Jamie Lee Curtis, Blue Oval Certified Ford dealers and the National Center for Missing & Exploited Children (NCMEC). On April 9, Ford kicked off the program at the FBI's New York headquarters by reuniting previously missing children with the officers who found them.

"Protecting our communities and keeping our children safe is important to parents everywhere," said Jim O'Connor, Ford Division president. "The Commitment to Kids ID kit gives parents an easy way to record invaluable information in the unfortunate event a child is reported missing."

From April 9 through June 16, parents can bring children to participating Blue Oval Certified Ford dealerships and receive free child safety ID kits. More than one third of parents do not know their child's exact height, weight and eye color—information kept in the ID kit that can help expedite the return of a missing child.

Despite the decrease in statistics, missing children cases continue to surface nationwide. Parents can help keep children safe by teaching them how to react to different situations. Following are some safety tips from Ford, Jamie Lee Curtis and the NCMEC to help your child make the right choices in tough situations.



**Spokeswoman Jamie Lee Curtis works with law enforcement officers nationwide to help keep kids safe. Blue Oval Certified Ford dealers will provide parents with free child ID kits.**

1. Before I go anywhere, I always check first with my parents or the person in charge. I tell them where I am going, how I will get there, who will be going with me and when I'll be back.

2. I check first for permission from my parents before getting into a car or leaving with anyone, even someone I know. I check first before changing plans or accepting money, gifts or other items without my parents' knowledge.

3. I will always take a friend with me when I go places or play outside.

4. I say "NO" if someone tries to touch me in ways that make me feel frightened, uncomfortable or confused. Then, I immediately tell what happened to my parents, or another grownup I trust.

5. I know my home telephone number, address and parents' work numbers. In an emergency, I should contact my parents immediately.

6. I trust my feelings and talk to grownups about problems that are too big for me to handle on my own. If someone makes me feel scared or uncomfortable, I know my parents or other grownup I trust will listen and help me.

7. I am strong, smart and have the right to be safe.

For more information about dates and locations of Ford dealers offering free child ID kits, call 1-866-BLUEOVAL or log onto [www.blueoval.fordvehicles.com](http://www.blueoval.fordvehicles.com).