

TAKE 25 TALKING POINTS

WHAT IS TAKE 25?

- A program of the National Center for Missing & Exploited Children® (NCMEC), Take 25 was created in commemoration of National Missing Children's Day
- National child safety campaign encouraging parents and guardians to take twenty-five minutes to talk to their children about ways to stay safer
- Promotes an ongoing dialogue between children, families, and communities about child safety issues
- 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 recognized by each Administration since
- Annually honored on 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 the U.S. Department of Justice (DOJ) there are an estimated 800,000 children reported missing in the United States annually, 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 are abducted by non-family members each year. About 115 children are the victims of the most serious, long-term abductions and are considered "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.¹



HOW MAY OUR LOCAL COMMUNITY GET INVOLVED IN TAKE 25?

- Coordinate a rally or town hall meeting with local elected officials and community leaders and invite all parents and guardians to attend to 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 child safety
- Encourage members of your community to Take 25 minutes to talk with children about safety issues
- Distribute Take 25 materials throughout your community
- Visit www.take25.org to register your event or view events taking place in your area

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 972,600 leads
- Since its establishment in 1984, NCMEC has assisted law enforcement in the recovery of more than 157,720 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.

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