

teachable moments



A happy, fun-filled hour at the playground.

A quick break from the books.

A moment between bites of pizza.

A pause at the end of a busy day.

Almost any time is the **perfect time** to talk to kids about safety and teach them lessons that can impact them for a lifetime.

www.take25.org



Make time to talk
about child safety.

National Missing Children's Day
MAY 25

A program of The National Center
for Missing & Exploited Children®

www.take25.org

take25@ncmec.org



The National Center for Missing & Exploited Children®

Charles B. Wang International Children's Building

699 Prince Street • Alexandria, VA 22314-3175

www.missingkids.com

1-800-THE-LOST®

Special thanks to our partner



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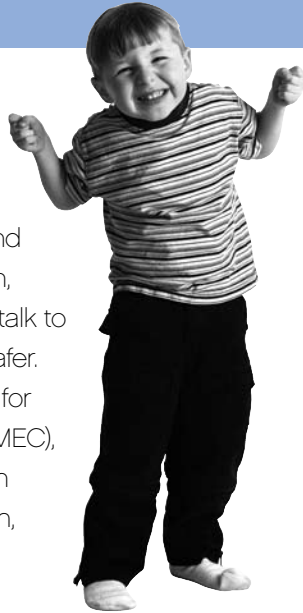
it's all about time.



take action today to pave the way for a better tomorrow

What is Take 25?

Take 25 is a national child safety campaign encouraging parents and guardians to take time on May 25th, National Missing Children's Day, to talk to their children about ways to stay safer. Sponsored by the National Center for Missing & Exploited Children® (NCMEC), the Take 25 campaign promotes an ongoing dialogue between children, families, and communities about child safety.



National Missing Children's Day serves as an annual 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. First declared a nationwide day by President Ronald Reagan in 1983, National Missing Children's Day has continued to be annually marked by each Administration since.

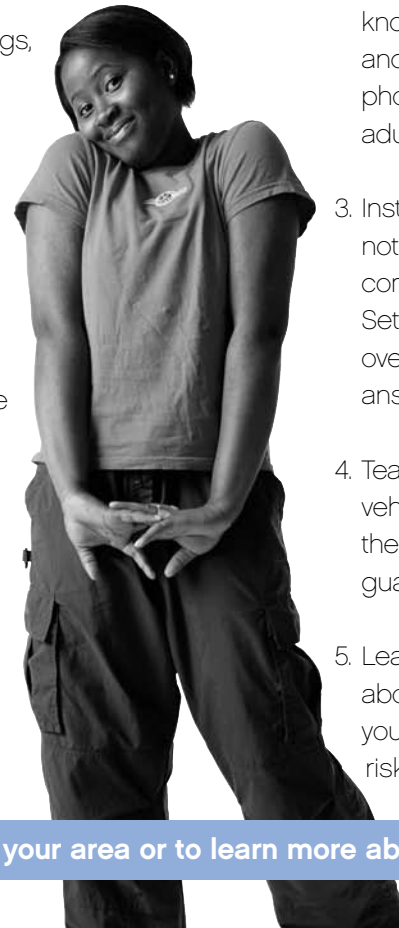


What can I do?

Host a Take 25 event! If you're part of a community organization, consider hosting a Take 25 safety event in your area. NCMEC provides all the tools necessary to host a Take 25 event including event planning documents, outreach materials and talking points can also help get the word out by volunteering to distribute safety materials and posters or reach out to your local media. Such events include press conferences, town hall meetings, and child ID events.

Spend time talking to children about ways they can stay safer. NCMEC has developed simple safety tips and conversation starters that will help you initiate an engaging 25-minute discussion with your children.

Whether you're participating in an event or taking time at home to talk to your children, you'll be part of a national movement dedicated to protecting children.



What can I do at home to make my kids safer?

1. Take your children on a walking tour of the neighborhood and tell them which homes they may visit without you. Teach them to ask you before leaving home and to stay with a friend whenever they're playing outside or going anywhere.
2. Teach your children their full names, address, and telephone numbers. Children should also know their parents' or guardians' full names and how to reach them at work or on their cell phone(s). Make sure they know to call a trusted adult or 911 in case of an emergency.
3. Instruct children to keep the door locked and not to open the door or talk to anyone who comes to the door when they are home alone. Set rules with your children about having visitors over when you're not home and about how to answer the telephone.
4. Teach your children to never approach a vehicle, occupied or not, unless they know the owner and are accompanied by a parent, guardian, or other trusted adult.
5. Learn about the Internet. The more you know about how the Web works, the better prepared you will be to teach your children about potential risks. Visit www.NetSmartz.org to learn more.

To find a Take 25 event in your area or to learn more about child safety, visit www.take25.org.