

PROTECTING YOUR FAMILY



Take A Picture, Help Prepare Your Family

(NAPSA)—Parents and guardians recognize the importance of monitoring their child's eating habits, extracurricular activities and Internet usage. Yet many are still not taking all of the necessary steps to help protect their children.

A recent survey found that, despite several child abduction cases in the national headlines over the past few years, one of the most important child identification tips is often overlooked.

The National Center for Missing & Exploited Children (NCMEC) says that having a good-quality current photo of the missing child is essential to assist law enforcement in the critical first hours of investigation after a child is reported missing. However, according to a recent survey conducted by Duracell and NCMEC, only 46 percent of parents or guardians believe that having a recent photo of a child for emergency purposes is important. Additionally, only 49 percent of parents who have an emergency photo of their child update it every six months—the time frame recommended by experts.

“Having an updated photo is essential should your child ever go missing,” said Nancy A. McBride, National Safety Director of NCMEC. “Parents and guardians also need to continue to make child safety a priority by ensuring their children are properly supervised, knowing the adults who have access to their children and practicing basic safety skills with their family regularly.”

A common myth is that it is less important to discuss general



There are child-safety essentials every family should know.

safety information with older children because “they know better.” According to NCMEC, children 11 to 17 years of age are at an equal or greater risk than younger children. Older children may appear to be very self-confident, but may engage in risky behavior because they do not understand the consequences of their actions. When parents give their older children more freedom, they should make sure they understand the important safety rules.

To empower parents and guardians to help protect their children, Duracell and NCMEC have partnered to develop the Power of Parents. Housed at www.duracell.com/parents, this program dispels common child-safety myths and provides early intervention tips and tools for parents and guardians, including a downloadable, step-by-step child identification kit. The program also features a unique e-mail service to remind parents and guardians to update their child's ID photo every six months.