



# Child Safety Awareness

June 25, 2015

## (U) Educate Kids. Listen to Kids. Protect Kids. - Summer Safety Tips

(U) Since the release of students for summer break in early June and summer programs, camps, and activities beginning, WSIC would like to remind readers of useful safety information to keep our kids safe this summer. Together, we can *Educate Kids, Listen to Kids and Protect Kids.*



## (U) Report to the Nation: Protecting Children in Your Home

(U) Each year in the United States, more than 2,200 children – or six kids each day – die from an injury in the home. “Report to the Nation: Protecting Children in Your Home,” a report made possible with support from Nationwide, is based on a survey of 1,010 parents. It explores what parents are concerned about and what they do -or don't do - to keep kids safe at home.



(U) Please see the following link for complete document:

[http://issuu.com/safekids/docs/report\\_to\\_the\\_nation\\_protecting\\_chi\\_9d9dceb6146fff/1?e=4874392/11606415](http://issuu.com/safekids/docs/report_to_the_nation_protecting_chi_9d9dceb6146fff/1?e=4874392/11606415)

(U) The National Center for Missing and Exploited Children (NCMEC) provides a number of resources for child safety and prevention.



## (U) Online Safety



(U) NCMEC's NetSmartz411 is parents' and guardians' premier, online resource for answering questions about Internet safety, computers, and the Web.

(U) Their site homepage reads, “Search our knowledge base for answers to all of your questions about the online world! If you can't find what you're looking for, use the "Ask the Experts" tab to send us a new question”.

(U) Noted below are a few of the questions and responses posed to NetSmartz411:

- **(U) “Is it unsafe to post family pictures of children online?”**

(U) Posting your child's pictures on any site could put them at risk for victimization. Using privacy settings to limit access to your children's pictures can help to protect them. However, you need to be sure that only people you know and trust in real life are able to see your pictures.

(U) There is no particular way to prevent your uploaded images from being copied, saved, and used by other individuals online. The only way to ensure that no one is using and saving your images is to avoid uploading them to the Internet. Even if you use coding to prevent users from right-clicking and saving your pictures, they can still screen capture the page where the images are posted.

*(U) Once an image is online, there is no getting it back.*

(U) The rule we tell children to follow when posting pictures online is to *think before posting photos*. Personal photos should not have revealing information, such as school names or locations. Look at the backgrounds of the pictures to make sure you are not giving out any identifying information without realizing it. The name of a mall, the license plate of your car, signs, or the name of your sports team on a jersey or clothing all contain information that can give your family's location away.

- **(U) “What is Vine?”**

(U) Vine is a mobile application owned by Twitter that enables its users to *create and post short looping video clips*. Video clips created with Vine have a maximum clip length of six (6) seconds and can be shared to Vine's social network, or to other services such as Twitter and Facebook.

(U) Parents and guardians should be aware that this technology can be used to exploit children. Be sure to communicate with your children about the risks they face online and specifically about the damaging consequences of posting inappropriate images and videos online. It is important to stress to children and teens that *once an image or video is online, there is no getting it back*. Children need to be mindful of who receives their videos, what those videos contain, and how it could be used to hurt them. Posting a child's image on any site could put them at risk for victimization.

(U) To see more information on these questions, and others like those listed below, please visit: <http://netsmartz411.org/>

- What is Yik Yak?
- What are Google Hangouts?
- What is Kik Messenger?
- What is Snapchat?
- What is WhatsApp?

(U) Why come to us?

- **(U) We know where you're coming from.** Sometimes adults feel like they don't know quite as much as their children do about the Internet. This site is your opportunity to learn more. Anyone - a parent, guardian, grandparent, stepparent, teacher, or concerned friend - is welcome to use NetSmartz411 to better understand the opportunities and challenges children face online.
- **(U) We are experts.** Your question will be answered by professionals who know a lot about Internet safety - the real-life analysts at the National Center for Missing & Exploited Children. We handle daily reports about the online exploitation of children, and know steps you can take to keep the children and teens in your life safer online.

## (U) Remediation

(U) If you ever feel that your child has been exploited or enticed, you are encouraged to contact your local law enforcement agency and report the incident to the Cyber Tipline at [www.cybertipline.com](http://www.cybertipline.com).

(U) NCMEC provides many resource and safety games and educational tools on their website <http://www.missingkids.com/Families>. Of those multiple resources, the KidSmartz program teaches about the 4 Rules of Safety:

1. Check First
2. Take a Friend
3. Tell People "No"
4. Tell a Trusted Adult



(U) In this segment is a section called "The Common Tricks" which highlights the tactics individuals use to lure children away.

LEARN THE TRICK	BEAT IT
<p><b>THE OFFER TRICK</b> <i>A child is offered something desirable- like candy, money, toys or a ride.</i></p>	<p>Children should not accept gifts without your permission. Use teachable moments, like when a friend or relative offers a gift, to practice this concept with your child.</p>
<p><b>THE ANIMAL TRICK</b> <i>A cute or interesting animal is used to get the child to follow or enter a vehicle or home.</i></p>	<p>Teach your children to never enter anyone's vehicle or home without your permission.</p>
<p><b>THE EMERGENCY TRIC</b> <i>Someone fakes an emergency and offers to take the child to another location.</i></p>	<p>Instruct your child to never go anywhere with anyone without asking the permission of the adult in charge. Have your child practice saying, "I can't go with you until I check with my mom/dad/teacher" in a firm voice and walking away.</p>
<p><b>THE HELP TRICK</b> <i>The child is asked to help with something such as directions, looking for a lost pet, or carrying something.</i></p>	<p>Adults should ask other adults for help, not children. Have your child practice saying "I can't help you" in a firm voice. Teach children to stand at least one to two arms' lengths away while interacting with unknown adults.</p>

<p><b>THE FRIEND TRICK</b>  <i>The person tells the child he or she has been sent by the child's parent. Sometimes the person actually does know the parent.</i></p>	<p>Talk to your child's school about obtaining permission from you before releasing your child to anyone.</p>
<p><b>THE "BAD" CHILD TRICK</b>  <i>Someone accuses the child of doing something wrong and says the child must go with him or her.</i></p>	<p>Teach your child to always check with you or the adult in charge before going anywhere with anyone. Instruct children to immediately tell you if someone approaches them or tries to take them away.</p>
<p><b>THE FLATTERY/MODEL TRICK</b>  <i>Someone compliments the child and asks to take his or her picture. The person may promise the child fame or fortune.</i></p>	<p>Instruct your child not to accompany anyone anywhere without your permission. Teach older children that a legitimate photographer or casting agency will try to talk to a parent or guardian, not a child.</p>
<p><b>THE OPEN-THE-DOOR TRICK</b>  <i>Someone tries to get the child to answer the door when the parents aren't home.</i></p>	<p>Remind your children they shouldn't open the door for anyone when you aren't home. Let them know legitimate service people will return.</p>

(U) If a child is planning to head out for some family or group activity, the **attached** "Going Out Checklist" can help make the outing safer. 

(U) The Center for Disease Control and Prevention (CDC) highlights summer safety awareness for water related activities, preventing injuries and being safe in the sun.



**(U) Water Safety**

(U) Water-related activities are popular for getting physical activity and have many health benefits. Here are some tips to stay safe while having fun.

- (U) Learn how to prevent [recreational water illnesses](#) and help [protect yourself and your kids](#).
- (U) Help kids get [H2O Smartz](#) about water safety.

(U) Drowning is the leading cause of injury death for young children ages 1 to 4, and three children die every day as a result of drowning.

- (U) Always supervise children when in or around water. A responsible adult should constantly watch young children.
- (U) Teach kids to swim. Formal swimming lessons can protect young children from drowning.
- (U) Learn cardiopulmonary resuscitation (CPR). Your CPR skills could save someone's life.
- (U) Install a four-sided fence around home pools.

(U) Recreational boating can be a wonderful way to spend time with family and friends. Make boating safety a priority.

- (U) Wear a properly fitted life jacket every time you and your loved ones are on the water.

## **(U) Preventing Injuries**

(U) Each year in the United States, emergency departments treat more than 200,000 children ages 14 and younger for playground-related injuries. Falls at home and on the playground are a common cause of injury.

- (U) Check to make sure that the surfaces under playground equipment are safe, soft, and well-maintained.
- (U) Supervise young children at all times around fall hazards, such as stairs and playground equipment.
- (U) Use stair gates, which can help keep a busy, active child from taking a dangerous tumble.

(U) A concussion is a type of traumatic brain injury caused by a bump, blow, or jolt to the head that can change the way your brain normally works. Concussions can occur in any sport or recreation activity.

- (U) Learn [concussion signs and symptoms](#) and [what to do](#) if a concussion occurs.
- (U) Make sure kids and teens wear the right protective equipment for their sport or recreation activity.

(U) Parents can take many actions to protect their children's health and safety at home.

- (U) [Stay smart around the house](#) by following tips on fire prevention, microwave use, and living with pets.
- (U) Learn [healthy home](#) tips for each room in the house.

## **(U) Heat and Sun Awareness**

(U) Heat-related illness happens when the body's temperature control system is overloaded. Infants and children up to 4 years of age are at greatest risk. Even young and healthy people can get sick from the heat if they participate in strenuous physical activities during hot weather. For heat-related illness, the best defense is prevention.

- (U) Never leave infants, children, or pets in a parked car, even if the windows are cracked open.
- (U) Dress infants and children in loose, lightweight, light-colored clothing.
- (U) Schedule outdoor activities carefully, for morning and evening hours.
- (U) Stay cool with cool showers or baths.
- (U) Seek medical care immediately if your child has [symptoms of heat-related illness](#).

(U) Just a few serious sunburns can increase you and your child's risk of skin cancer later in life. Their skin needs protection from the sun's harmful ultraviolet (UV) rays whenever they're outdoors.

- (U) Cover up. Clothing that covers you and your child's skin helps protect against UV rays.
- (U) Use sunscreen with at least SPF (sun protection factor) 15 and UVA (ultraviolet A) and UVB (ultraviolet B) protection every time you and your child go outside.

## **(U) Various Wisconsin area safety events planned for this summer:**

- (U) Summer Safety Night – Thursday, June 25, 2015, 4:30pm – 7:00pm  
Municipal Complex, 2000 Municipal Drive, Neenah, WI  
(U) Events include Kids ID & DNA kits, dunk tank, fire extinguisher training and more.  
(U) More information at: <http://www.govalleykids.com/calendar/summer-safety-night/>

- **(U) Safety Town**

**Madison Area:**

Session III July 6-10, 8:30am – 11:30am  
Session IV July 13-17, 8:30am – 11:30am  
Cost: \$100  
Ages: Designed for children 4-5.  
Light House Christian School, Madison, WI  
<https://www.cityofmadison.com/safetytown/info.cfm>

**Milwaukee Area:**

Session 2 July 6 – July 10, 9:00am – 12:00pm  
Session 3 July 13 – July 17, 9:00am – 12:00pm  
Cost: \$65  
Ages: Designed for children 4-5  
Burleigh Elementary School, Brookfield, WI  
<http://brookfieldsafety.com/safety-town/>

**Green Bay Area:**

July 13-17, 2015  
July 20-24, 2015  
Cost: \$90  
Ages: Designed for children 4-6  
Elmore Elementary School, Green Bay, WI  
<https://centerforchildhoodsafety.org/safety-town-registration>

**(U) Additional Resources and Assistance**

(U) The Wisconsin law enforcement community, first responders, businesses and citizens have always proved to be very involved and committed to keeping kids safe. Below are beneficial resources that the Wisconsin Department of Justice would like highlight for its readers.

- **(U) *The Wisconsin Clearinghouse for Missing and Exploited Children and Adults***
  - The Wisconsin Clearinghouse for Missing and Exploited Children and Adults actively assists law enforcement, victim families, the National Center for Missing and Exploited Children, and other missing children organizations in cases involving missing children, human trafficking victims and children who are victims of enticement via the Internet. Wisconsin's Clearinghouse provides technical investigative assistance, referrals, and advocacy in navigating the criminal justice system, along with other resources, services, and information, to victim families of children and adults who are missing and considered endangered in the state of Wisconsin, nationwide and internationally.
  - Contact [wisconsinclearinghouse@doj.state.wi.us](mailto:wisconsinclearinghouse@doj.state.wi.us) for more information.
- **(U) *Amber Alert Wisconsin***
  - (U) Wisconsin's Amber Alert Program is a voluntary partnership and collaborative effort involving law enforcement agencies, broadcasters, transportation agencies, the wireless industry, and the Outdoor Advertising Association of Wisconsin to disseminate urgent bulletins concerning abducted children. Amber Alert bulletins are broadcast over the public airwaves, via text messages, highway message boards, outdoor advertising sign boards and through many multiagency partners to enlist the aid of the public to help locate an abducted child. Wisconsin's Amber Alert partners strive toward the same goal - save the life of a child.
  - For more information, law enforcement can be directed to <http://wilenet.org>

- **(U) Child Abduction Response Team (CART)**

- Wisconsin Department of Justice, Division of Criminal Investigation (DCI) has an established CART program in place. The Division's CART Program fills the most critical law enforcement needs in the state-wide response to child abductions. CART is a team of individuals from DCI who are trained and prepared to respond to a report of a missing, endangered or abducted child. CART leverages resources to aid in the search and rescue efforts and to assist the agency of jurisdiction in its investigation. The role of the CART is not to supplant the investigation of the local jurisdiction, but rather to enhance the ongoing investigation with a cooperative approach involving trained DCI law enforcement personnel, resources and technology.
- Contact DCI at (608) 266-1671 if you require more information on DCI's CART program.

- **(U) The Wisconsin Crime Alert Network**

- The Wisconsin Crime Alert Network from the Wisconsin Department of Justice allows local, state, federal, and tribal law enforcement agencies to send out crime alert bulletins to businesses and the public targeting recipients based upon type of business and location. Alerts are sent via email, SMS text, and fax to those signed up to receive alerts. Crime alerts have many uses, including attempted child luring and missing persons. Individuals can subscribe and are strongly encouraged to do so. For the "category" you select you will pick "General Public." You also have the option to select if you are a neighborhood watch member.
- To sign up please see: <http://www.wisconsincrimealert.gov/>

(U) Sources: <http://www.cdc.gov/family/kids/summer/>  
<http://www.missingkids.com/home>  
<http://www.amberalertwisconsin.org/>  
<http://www.wisconsincrimealert.gov/>  
<http://www.doj.state.wi.us/dci/special-ops/child-abduction-response-team>  
<http://www.cityofmadison.com/safetyTown/>  
<http://www.safekids.org/interactive/how-safe-your-home>  
<http://www.doj.state.wi.us/sites/default/files/dci/regions.pdf>

**(U) Reporting Notice:**

**(U) The public should contact law enforcement via 9-1-1 when an immediate response is needed regarding suspicious activity for any type of crime, including terrorism. To report suspicious or criminal activity that does not pose an immediate threat to public safety, citizens can contact law enforcement using a non-emergency number, call 1-877-WIWATCH (1-877-949-2824), or go to [www.wiwatch.org](http://www.wiwatch.org) and submit an online report.**

For Administrative Purposes Only:

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