

Bring Madeline Home

One minute they are there and the next they're gone. It is every parent's worst nightmare not to know where their child is, or what's happened to them. Children of the most vigilant parents can be kidnapped. Every second of every day parents make a risk assessment. There is no such thing as risk free. Can any parent lay their hand on their heart and say that they never let go of their toddler's hand while paying in the supermarket, never looked up while chatting to realise you haven't actually seen your little one for a good few minutes, never let your older children play out the front with their friends unsupervised?

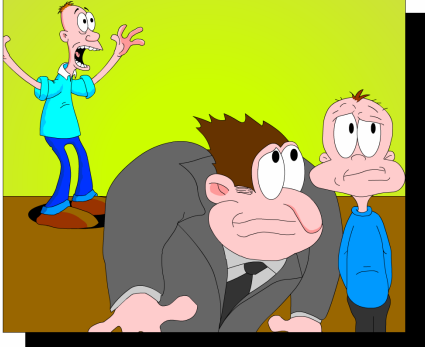
Keeping your children safe on holiday and at home is a most profound priority. It is sad to say that it has taken the McCann's family's pain and heartache to give us all the shock we need to prevent a similar tragedy striking our own families. No parent can look after a child all the time, but there are things parents can do to minimise the chances of something such as this happening. Your best ally is your child.

Advice on Child Safety

- As soon as children are able to understand, they should be taught their full name, parents names, address and telephone number. It should be repeated with them until they remember it. They also need to know what number to ring in an emergency. This will all depend on the age of your child and on how quick they learn.
- Have a plan of action in place for when a child gets lost in a public place e.g. shopping centre.
- Children should be taught to feel confident to refuse to do anything they feel is wrong or frightens them.
- Young children should never be left in unsupervised play areas in shops or parks. Do not leave them alone in a car or outside a shop, even for just a few minutes.
- Simple rules about personal safety can be taught from as young as two or three years old. Children should be told clearly they must never go off with anyone, not even someone they know, without first asking the adult who is looking after them.
- Teach children that when they are in danger or someone is hurting or threatening them they should take any action that will protect them. This includes running away, screaming, kicking, punching or lying. Their safety is all that matters and is more important than being polite.
- Children should not wear clothing on which their names are boldly displayed – they will respond to their name even if it is a stranger calling them.



Repeat over and over again all safety issues to protect your child. Tell your child about strangers (people they do not know) and how they are not to go off with them under any circumstances, but instead run home or to a public area where there with other people present e.g. maybe where they see women with other children etc. This must be explained tactfully so that the child does not fear every new face he/she sees in the street. Tell the child to ask for your permission before going off even with someone they know.



When you speak to your children, do so in a calm, non threatening manner. Children do not need to be frightened to get the point across. Fear may actually work at cross-purposes to the safety message, because fear can be paralyzing to a child. There is no time like the present to drum this information into your children.

Four year old Madeleine McCann was abducted from Praia da Luz, Portugal on 3rd May. No parent should have to endure the anguish felt by the McCann family. If you have ANY information regarding her whereabouts, please call one of the following numbers (calls can be made anonymously):

Intl: +44 1883 731 336
UK: 0800 555 111
Email: info@findmaddie.com

