

The 4 BIGGEST MISTAKES Parents Make ****That Put Their Children at Risk****



- ✓ **NOT LETTING THEM SCREAM**
- ✓ **PARENTS AFRAID TO SPEAK UP**
- ✓ **ASSUMING A CROWD PROVIDES PROTECTION**
- ✓ **AFRAID TO ADVERTISE THAT WE ARE PROTECTING OUR CHILDREN**

FREE AMBER ALERT GPS E-BOOK
By Russell Thornton

Don't be the next VICTIM

"I remember thinking, 'Our son's been murdered, and now we've got to be the ones to do something about it.' It is a sad thing for this country that the fight had to be led by two broken-down parents of a murdered child. But we had to because no else was going to do it."

- *"Tears of Rage," John and Reve Walsh*

A study examined 403 attempted kidnappings by strangers or slight acquaintances that were reported by police or news media in 45 states from February 2005 to July 2006. It was conducted to learn how such attempts are foiled. The study did not look at successful abductions. Six in ten victims fought back and escaped, according to the ongoing study's initial findings. Three in ten ran away before any physical contact, and about 10% were saved when an adult nearby intervened.

- *National Center for Missing and Exploited Children, USA Today 9/06/06*

The Facts:

- About one child is murdered per 10,000 missing child reports.
- In 80% of abductions by strangers, the first contact occurs within a quarter mile of the child's home. In many cases, the abduction does, too.
- Most strangers grab their victims on the street or try to lure them into their vehicles.
- About 74% of the victims of non-family child abductions are girls.

- *U.S. Justice Dept.*

- Each year, 3,600 to 4,200 children are abducted by someone outside the family; 1/2 of them are age 12 or older; 2/3 are female; at least 19% of these abductors are not strangers to their victims. The chance of a minor being kidnapped by a stranger is 1 in 560; by a family member, 1 in 180.

- *Discover Magazine as reported by Gannett News Service 5/28/96.*

- 85% to 90% of the 876,213 persons reported missing to America's law enforcement agencies in 2000 were juveniles (persons under 18 years of age). That means 2,100 times per day, parents or primary care givers felt the disappearance was serious enough to call law enforcement.
- The number of missing persons reported to law enforcement has increased 468%, 341 in 1982 to 876,213 in 2000.

FBI's National Crime Information Center (NCIC)

- Based on the identity of the perpetrator, there are three distinct types of kidnapping: kidnapping by a relative of the victim or "family kidnapping" (49 percent), kidnapping by an acquaintance of the victim or "acquaintance kidnapping" (27 percent), and kidnapping by a stranger to the victim or "stranger kidnapping" (24 percent).
- Family kidnapping is committed primarily by parents, a large percentage of perpetrators being female (43 percent). Other types of kidnapping offenses occur more frequently to children under 6, juveniles of both sexes occur equally, and offenses most often originate in the home.
- Acquaintance kidnapping involves a comparatively high percentage of juvenile perpetrators, has the largest percentage of female and teenage victims, is more often associated with other crimes (especially sexual and physical assault), occurs at homes and residences, and has the highest percentage of injured victims.
- Stranger kidnapping victimizes more females than males, occurs primarily at outdoor locations, victimizes both teenagers and school-age children, is associated with sexual assaults in the case of girl victims and robberies in the case of boy victims (although not exclusively so), and is the type of kidnapping most likely to involve the use of a firearm.

*United States Department of Justice,
Office of Juvenile Justice Delinquency Prevention Juvenile Justice Bulletin, June 2000*

The tips noted below will greatly impact and lessen the opportunity for abduction and kidnapping of your children.

Not letting them SCREAM!



Mistake #1: As parents, we are constantly trying to teach our children to behave - especially in public. We tell them “Shhh!” or “Don’t make a scene!” We don’t want to be embarrassed or appear to have an unruly child, but sending this message to our child could possibly inhibit them when it really counts. A child’s scream has an uncanny way of raising the hair on the back of your neck. The pitch of their voice (that only a child can create) or the shrill of the sound makes you want to cover your ears and turn away. Regardless, when a child screams, not only does it alarm you, it can be downright unnerving to everyone around.

Your child’s scream is the first and most effective line of defense. An effective child scream will alarm, unsettle, and make the predator instinctively turn away. This will quickly turn the tables back on the predator under almost every circumstance.

Discussing the scream with your child is not enough, and as uncomfortable as this may sound, you need to practice this with your child several times. They have most likely been programmed by you not to scream around adults. You need to give them the assurance and approval to let out a blood curdling cry if they are ever even close to a compromising situation. Encourage your child to trust his/her ‘gut instinct.’

The side effect may be an embarrassing situation at a grocery store or park, but who cares, it is infinitely better than removing this first line of defense for potential predators.

DOs & DON'Ts:

- ✓ **Do** practice screaming with your child. Educate them that screaming could save their life.
- ✓ **Don’t** have your child dismiss their “gut feelings.” Help them understand the importance of recognizing and acting upon these feelings. If something doesn’t feel right - usually it’s not!

Here are some of the realities of child abduction:

- Children of every age, gender, and race are vulnerable to child abduction.
- Over 50% of the children kidnapped in non-family abductions were taken from the street, in a vehicle, or from a park or wooded area. Almost 75% of those children kidnapped in family abductions were taken from their own or another's home or yard.
- The majority of children who are reported missing have run away, or there has been a misunderstanding with their parents about where they were supposed to be.
- Of the kids and teens that are truly abducted, the majority of them are taken by a family member or an acquaintance; 25% of kids are taken by strangers.
- Almost all children kidnapped by strangers are taken by men, and about two thirds of stranger abductions involve female children.

Parents afraid to SPEAK UP!



Mistake #2: Most parents can recall a situation when their child has slipped from their sight for a few minutes. We start calling their name and our eyes quickly start searching everywhere. Panic even sets in accompanied by that horrible, indescribable feeling in our gut. Even though we are feeling out of control, many of us are afraid to ask for help. PARENTS BE BOLD! The first several minutes are the most crucial in child abduction. If you lose track of your child in a public setting for more than a couple of minutes, it is time to react! Although this may be embarrassing and uncomfortable, it is crucial to the recovery of the child. Employ the supermarket or shopping mall intercom announcements immediately. RAISE YOUR VOICE if such systems are unavailable. Talk to other patrons of the store and ask for their help. All parents can relate to the fear of a lost child. Although strangers, they will begin to look and watch for your child and any suspicious activity. Don't be shy - use your public resources and speak up sooner - not later!

DOs & DON'Ts:

- ✓ **Do** alert everyone you can if your child goes missing. The more eyes looking for your child - the better chance of finding him/her.
- ✓ **Don't** feel stupid if it is a false alarm. If you overreact, who cares. You'll probably never see these people again anyway. Most people will be completely understanding of the situation.

Story

"My father told me of a time when he had just entered a grocery store when a notice came over the intercom stating that there was a little lost boy. His eyes widened and his heart started racing as he immediately went back to the front doors of the store and stood there determined not to let anyone with a child leave the store to the peril of his own life. A few minutes later the alert was cancelled. The little boy had just wandered away from his mother and was looking at a toy rack in the corner of the store. My dad waited and watched with a lump in his throat, as a teary eyed mother was hugging her small child. He told me he had to stand there for a minute for his pulse to slow down so he could go on with his shopping. There are people around you all the time, like my dad, who will do anything to make sure that nothing happens to a child."

Fred Thornton, Seattle WA

Assuming a CROWD provides protection.



Mistake #3: A common misconception is that when your child is in a crowd, they are safe. Don't ever fall under the illusion that your child is safe in the crowd. In fact, that is prime time for the predator to approach and disguise an abduction. The National Center for Missing and Exploited Children points out that children between the ages of 11 to 17 are equally at risk to predators as younger children. A crowd provides an environment where noise, commotion, and distracted parents allow predators too many resources to snatch your child from right under your nose. Remember - even one set of additional eyes can effectively minimize this threat in crowds as predators thrive effectively only when there are no witnesses. Children and teenagers alike need to effectively employ the “buddy system” at all times.

DOs & DON'Ts:

- ✓ **Do** stay together. If you are in a store trying on clothes, take them in the dressing room with you. Never leave them to play in the toy department while you browse the rest of the store.
- ✓ **Don't** ever send your child to the bathroom alone. Some predators have been known to hang out in bathrooms. This means you may have to take them to the bathroom even if they are not of the same gender.

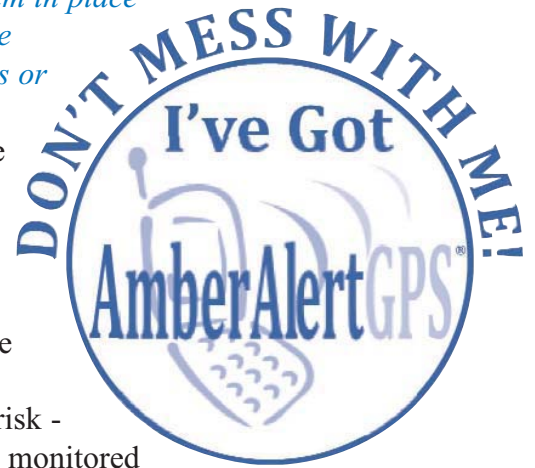
Statistic Area or Story

Words cannot describe how wrenched my heart and soul was the day my 3 year old son went missing. It all happened at a large family gathering at my parent's home with all my brothers and sisters and their many children. All the cousins were playing outside together where other adults were also. I assumed since there were so many others around that everything was safe and cozy. I went inside to relax. After a while everyone was coming inside the house. I was expecting my son to be among them, but he wasn't. I asked everybody if they had seen my son. They couldn't remember when they saw him last. I checked the yard and all through the house but could not find him. My mother suggested we all split up and each take a different direction to look around the neighborhood. I found myself running around like a shattered lunatic calling his name. Could he be in the hands of some sick predator? About an hour later my mother saw an old couple driving very slowly with a little boy up by the window. My mother noticed that it was my son. The couple said that they saw him in a field with horses, walking in between their legs. Since he was too young to tell them where they lived they decided to gather him and drive slowly through the neighborhood. With all my children, I have watched them with the memory of that day and never took my eyes off them anywhere. But even with that close of supervision, there have been times they've slipped out of my sight. To know there is a device that can tell me where he instantly is, is so comforting. The horror of that hour would not have happened if I had the Amber Alert GPS device.

Linda Marshall, Salt Lake City, UT

Afraid to ADVERTISE that we are protecting our children.

Mistake #4: As parents, we may want to hide the fact that we have things in place to protect our homes or children. But have you ever seen a “Beware of Dog” sign or a “Security Alarm” sticker in the window of a house or fence? Whether there is a real guard dog or real alarm system in place is irrelevant, there is a REAL perceived protection in place. Simply the appearance of these notices will deter the majority of potential thieves or predators at first glance. When Amber Alert GPS LLC was founded, we received comments to the effect that predators will simply find the GPS device and remove it after the abduction. We were told that we should hide the fact that our child has such a device on their person. We’ve put a lot of thought and research into this. That is why we take the “BEWARE OF BIG, MEAN, HIGH TECH DOG” sign approach. Although the GPS device is small and has no logo on it, we encourage parents to display an Amber Alert GPS sticker on their backpacks, notebooks etc. We want all predators to feel the potential risk - perceived or real. Knowing that the child can be tracked and is being monitored at all times will spoil many such attempts.



DOs & DON'Ts:

- ✓ **Do** go to your local Radio Shack and purchase security alarm stickers. Display them on your windows and doors to give the impression that you have a security system in place, even if you don't.
- ✓ **Don't** ever miss the opportunity to let everyone know that you are monitoring your child's safety.

Other prevention steps parents can take:

- Complete a child identification kit for each child. This includes an updated picture, age, height, weight, fingerprints, and hair sample for DNA. This [free kit](http://www.amberalertgps.com) of all the pertinent information you'll need is located at: www.amberalertgps.com.
- Keep a list of your child's current friends with their addresses and phone numbers. If their friends' parents are divorced, make sure that you have both sets of numbers and addresses.
- Know your neighbors and your neighborhood. By contacting your local law enforcement, you are legally allowed to check the criminal background of anyone who comes in contact with your child.
- Make sure that your child knows the safe parts of your neighborhood. Teach them to avoid areas that are not well lit, such as alleys, wooded areas, or vacant areas. Teach them to always be aware of their surroundings.
- Teach your child to never walk alone or take a short-cut; always have a friend or group with you.

What is more precious in this whole world than our CHILDREN?



Children are our most valuable gifts and should be treated and protected as such. It's not enough for us as adults to know and understand the dangers that lurk around us and our children. We need to **TAKE ACTION** and do everything we can to protect them from the vile predators among us. All it takes is looking away once and your worst nightmare could happen.

Imagine the magnitude of power and the **PEACE OF MIND** you will have with the **AMBER ALERT GPS** defense system on or with your child. Like most good parents, keeping your child **SAFE** is your highest and most important priority!

Be Safe Today

How to get your AMBER ALERT GPS

When your child carries an Amber Alert GPS, you can find them anytime or anywhere right from your cell phone. Amber Alert GPS combines the latest GPS and cell phone technologies to help you locate the whereabouts of your kids.

- ✓ GPS Personal Locator - Precise GPS technology able to pinpoint locations worldwide.
- ✓ Real Time Tracking via Cell Phone - Live real-time tracking for your child through a mobile phone or any internet connected device.
- ✓ Google Maps Compatible - No custom software needed, works with Google Maps, Yahoo Maps and other internet navigation enabled mapping programs.
- ✓ Safe Zone - Set specific boundaries around your home, neighborhood, or school and receive alerts when your child leaves the boundary area.
- ✓ SOS Button - When triggered, the SOS button sends out an exact location signal for immediate rescue or action



The AMBER ALERT GPS is the safest and easiest child safety product on the market - bar none! The peace of mind I feel, knowing I can track my child at a simple glance of my cell phone and computer is absolutely priceless! Thank you AMBER ALERT GPS manufactures.

Melissa Belding, Yakima WA

My oldest daughter just started driving and dating. I get worried sometimes about who she is with and where they are going. With the AMBER ALERT GPS, I always know. I know where she is at and how fast she is driving - or how fast someone else is driving. I'm also reassured by the SOS panic button. If she gets in a car wreck or a bad dating situation, she can alert me immediately. I know that I can't always prevent something bad from happening, but at least I can do more with this device than I was doing before.

Julia Howard, Salt Lake City, UT

The AMBER ALERT GPS system, unlike others that were once only available to government, FBI, and investigators are now available to us - the 'Concerned Parent Population.' What a modern-day miracle to be able to track your child's whereabouts in mere moments!

Clark Gentry, Richfield, UT

Whether your child is age 3 or 19, the AMBER ALERT GPS child safety product is a must have for anyone with children. We live in the most dangerous times in the world, and the horrible crimes against children are unspeakable! Here is our tool to fight back and win. I never thought we could have such a blessed product that empowers us against evil dangers that lurk everywhere!

Valerie Stevens, Spokane WA

I was afraid that this would be too complicated to use, but this AMBER ALERT GPS unit is amazingly easy! I keep one in my car as well as one for my wife when she goes anywhere alone. I can't tell you how satisfying and calming it is to have this amazing product right in my own hands. What a glorious invention! (A perfect gift for the grandkids at Christmas) THANK YOU!

Grandpa Gales, Doral, FL

This AMBER ALERT GPS System is bona fide, legitimate, and proven! I am always a bit skeptical about new products, but this GPS unit blew me away! It's unequaled! "Now a Believer."

- Viola Patterson, No. Vernon, IN

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