A conversation with Regina Schofield

National AMBER Alert coordinator unveils ambitious plan to save abducted children

Ron: Regina, tell me about your priorities as the National AMBER Alert Coordinator.

Regina: I have many priorities but do not want to water down any of the issues so I am going to concentrate on several top issues. Certainly continuation and support of the AMBER Alert training and the technical assistance program is critical if we are going to continue to bring home our missing children. There are some other issues that complement and support the one of overarching training, specifically border issues, Native American concerns and the endangered child alerts.

Ron: Can you tell me about the training that is occurring and then we can talk about the other issues?

Regina: Fox Valley Technical College has developed six training courses in diverse geographic areas for delivery throughout the year. In fact, the training will be delivered over 40 times and serve more than 2,000 people in the course of a year. The training courses are: Child Abduction Response Teams (CART), Investigative Strategies for Missing and Abducted Children (ISMAC), Leadership for Missing Children (LMC), AMBER and the Media; Forensic Response for Missing and Abducted Children; and Prosecutors’ Strategies in Child Abduction Cases.

I am particularly enthusiastic about the CART training. It requires a group of individuals, a max of 10 from a community, who might be involved in a missing or abducted child incident. It will truly make a difference in our communities to have a coordinated response. We all know it takes a village to protect our children. I do not want to minimize the other training opportunities. I encourage everyone to visit www.amberalert.gov to learn more. In addition, we have media training at Newsplex, a state-of-the-art facility at the University of South Carolina. This year we are conducting 20 sessions there, serving AMBER Alert coordinators, their PIOs, and radio and television broadcasters.

Ron: That seems like a lot of training, but I know AMBER coordinators have been asking for support in getting people trained. It certainly sounds like that is happening. I attended many of the pilot sessions of the courses you mentioned and they were well received and informative. Now what about the other priorities you mentioned? Tell me about border issues.

Regina: There are so many difficulties that arise when a child or children are taken across the border. Issues faced on the southern border of the U.S. include communication, difficulty in checking mass transit systems such as Greyhound buses, and pedestrian traffic which often goes unchecked. In addition, the lack of a database link between the U.S. and Mexico and limited funding for equipment and additional personnel add to the problem.

At a Border Issues Summit this past November, all of the issues I just mentioned were brought up, but communication and coordination seemed to be overriding themes. There is a Liaison Unit in Mexico and they are our link to the Mexican authorities for

Continued on page 2.

Editors Note: This is the first of what will be a regular dialogue with Regina Schofield and everyone involved with the AMBER Alert plan. Ron Laney, Associate Administrator, Child Protection Unit, conducted the interview for the inaugural newsletter.

AMBER FACTS:
- 275 AMBER Alerts in 2005
- 338 children
- 335 children recovered 99%
- 322 children recovered safely 96%
- 13 children deceased 4%
- 60 children recovered directly from AMBER

Inside this issue:
- National importance
- Native American
- Beyond borders
- New AMBER stamp
- National AMBER day
- Contest winner
- Odds and ends

Ron Laney, Associate Administrator, Child Protection Unit, conducted the interview for the inaugural newsletter.

Regina B. Schofield, National AMBER Alert Coordinator and Assistant Attorney General

Volume 1, Issue 1 December 2006

Advocate

America’s Missing: Broadcast Emergency Response

Fox Valley Technical College

Knowledge That Works
A conversation, continued from page 1.

Regina Schofield meets with Navajo tribal leaders.

Dissemination of rapid information. So that link really needs to be strengthened. On the international front, we need to adhere to the Hague Convention, to which not all countries subscribe. If we had one central point of contact for dissemination of information, that would help. We also have the legaleities of the abduction and the parent that is left behind, child abductions that involve an illegal alien, trafficking, and many other subsets of these issues. There is much work to be done on many levels.

On the northern border, we face problems such as a lack of resources, no central point of contact across the border, and problems with communication procedures from the U.S. to Canada and the border. Canada has reassured OJP that they do want to take our (U.S.) AMBER Alerts and run them. We need to make sure that it is reciprocated if a child is missing from the northern border. Representatives from Canada have been participating in our regional meetings and we want to continue their involvement and increase our dialogue with them.

In addition, there are sensitivities because of the many tribes along both the northern and southern borders. They are each a sovereign nation with different customs, beliefs, treaties, and cultures. I think you can see we have our work cut out for us.

Ron: Are there plans to further study this problem?

Regina: Yes, border issues was one area of focus at this year’s national AMBER Alert conference.

Ron: Now tell me about the Native American issues. You mentioned some of the issues in your border discussion.

Regina: Well, there are 562 federally recognized tribes in the U.S. and to my knowledge AMBER Alert systems do not exist in Indian country. It is important to remember that they are sovereign nations and many feel they are only obligated to deal with the federal government — the branch equal to their level of government. Furthermore, Indian country often lacks the technology to activate and sustain an AMBER alert, and the distances served make for real challenges. There also is little collaboration with AMBER Alert coordinators. We need to work on those relationships and to establish a point of contact within each tribe. Capacity-building relationships need to be formed among tribes and the state.

Many tribes border Canada or Mexico which further compounds the problem. So you see we have many challenges and obstacles. However, as a first step we are going to work on communication with Native Americans, develop AMBER Alert plans that address the unique needs of Indian Country and work with states that have Indian tribes to facilitate MOUs. There was a meeting in August 2005 held with AMBER Coordinators and representatives of Indian tribes to begin strategic planning to bring AMBER Alert to Indian Country. We have been meeting with Native American communities and have worked on some of the issues pertinent to this population at the National Conference in July, 2006.

Ron: The last issue you mentioned is the endangered child alerts. I know that Utah has recently instituted an Endangered Person Advisory. Tell me about this.

Regina: Yes, you are correct, Utah has an Endangered Person Advisory, which is used in instances when an AMBER Alert is not appropriate, and yet there are suspicious circumstances, issues regarding the health or mental capacity of the child, or other circumstances that make public notification critical. The Endangered Person Advisory or EPA does not involve the EAS system, but rather serves as a “super press release.” There are at least six other states that have a similar program, as well as several states that have an unwritten policy for “near AMBER Cases.” I would really like to explore the variations in the states and develop guidelines for best practices. Clearly we want to differentiate an EPA from an AMBER Alert, and still respond to the occurrence.

Ron: Let’s switch gears and tell me about the positive changes you have seen in the Program since you became National AMBER Alert Coordinator.

Regina: You know, I have not been in this position long, but I am pleased with the progress of AMBER Alerts as seen in the dialogues we have initiated with our border countries and with the Native American tribes. Guam and the Bahamas have also expressed interest, which is very exciting. Certainly expanding our training programs and requiring teams in the CART program are steps in the right direction. We’re improving our responses and widening our net for

Continued on page 7.

AMBER FACTS:

80% of all successful AMBER Alert recoveries took place after October 2002-the beginning of a national coordinated effort.
Of national importance

Notes from the 2006 National AMBER Alert Conference

The 2006 National AMBER Alert Conference had lots of firsts: it was the first time for National AMBER Alert Coordinator Regina B. Schofield to meet all of the AMBER Alert Coordinators and their partners, the first conference to provide specialized training for new AMBER Alert Coordinators and the first conference to be expanded to include tribal police and law enforcement representatives from Canada and Mexico. Here are some notes and highlights from the conference:

“AMBER Alert has become so established and so effective that it has actually become a crime deterrent. More and more, we’re seeing abductions being short-circuited by the mere issuance of an AMBER Alert. Abductors are scared straight because they know what will happen when an AMBER Alert is activated.” - Regina B. Schofield, Assistant Attorney General and National AMBER Alert Coordinator

ENDANGERED PERSON ADVISORY

WHAT IS IT? An action plan in cases that do not meet the AMBER Alert criteria.

WHO CAN BE HELPED? Anyone in danger because of age, health, mental or physical disability, environment, weather conditions, in the company of a potentially dangerous person or some other factor that may put the person in peril.

WHAT WILL HAPPEN? Law enforcement, media and NCIC are notified. Flyers, automatic phone notifications and other means are also used to notify the public.

WHAT DOESN’T HAPPEN? Broadcasters don’t use EAS & transportation doesn’t use highway signs.


WHAT’S A CART?

A team of individuals from various agencies, jurisdictions and disciplines who are trained and prepared to respond to a missing, endangered or abducted child. The Child Abduction Response Team can go in and assist an agency at the beginning of the investigation.

WHY:

• First hours are critical
• Many agencies & officers haven’t investigated a child abduction

• One agency will not have all necessary resources
• Promotes cooperation among agencies

Attendance for this program requires team participation. A minimum of four and a maximum of 10 team members are permitted. Sign up for CART training at [www.amber-net.org](http://www.amber-net.org)

FATHER OF MOLLY BISH SPEAKS OUT

John Bish spoke at the conference about how difficult it is for a family to cope after a child has been abducted. His 16-year-old daughter Molly was kidnapped in 2000 and found murdered three years later. The search for Molly was the largest and most costly investigation of its kind in Massachusetts state history.

EMANCIPATED MISSING CHILDREN PROJECT

Florida launched a massive project to locate missing children who have reached the age of emancipation. Investigators found that communities did not put as much effort in finding runaways and children abducted by parents. Police need to find where missing children go and what they are running from. Other findings:

• 28% of NCIC entries had errors
• 30% of children left home because of abuse
• 67% left because of living conditions

ICAC

The Internet Crimes Against Children Task Force has 46 teams to investigate perpetrators who use the Internet to exploit children. ICAC is responsible for more than 7,300 arrests. During child abductions ICAC can investigate computers to find evidence that can lead to the recovery of the child. Other statistics:

• 50,000 predators are trolling the Internet
• One in five children receives a sexual solicitation
• One in 33 children is aggressively solicited to meet the pedophile in person
• Five AMBER Alerts were issued in 2005 for children lured on the Internet

AMBER INFO:

For AMBER Alert training and technical assistance, contact:

Phil Keith, Project Director
AMBER Alert Training & Technical Assistance Program
Fox Valley Technical College
401 9th Street NW, Suite 630
Washington, DC 20004
877-71-AMBER
askamber@fvtc.edu

Official AMBER FAQ’s:
877-71-AMBER
askamber@fvtc.edu

Training & Class registration:
[www.amber-net.org](http://www.amber-net.org)
History was made as tribal police chiefs, AMBER Alert Coordinators and other law enforcement officers gathered together to bring AMBER Alerts into Indian country. The two-day conference held in Albuquerque, New Mexico in July included government and tribal representatives from the United States and Canada.

Assistant Attorney General Regina B. Schofield told conference participants that tribes will play a critical role in making the AMBER Alert network seamless across the country. “I want to make sure our friends in tribal communities have the maximum benefit of the AMBER Alert, because they deserve to know that their children are being protected.”

Speakers discussed the importance of working with Tribal Councils, the complexity of Native American law and offered suggestions to overcome stereotypes, misconceptions and cultural differences. “Despite our differences and varying experiences, we are all here for a sole purpose—and that is to make our communities better and safe places for children,” said Knoxville Police Chief Gus Paidousis.

A panel from Wisconsin and Minnesota described a joint training that was held for tribal officials of both states to prevent crimes against children in Indian country. The three-day conference in March was held in Onalaska, Wisconsin and included tribal prayers, drums and songs. During the training, they agreed to create a Multi-Disciplinary Response Team to address issues involving intertribal abductions, missing children and runaways. The presentation spurred numerous tribes and states to start planning their own regional training conferences.

The Albuquerque conference identified some other issues that are unique to Native American communities, including:

- Law enforcement needs to work together so sovereignty and jurisdiction issues don’t interfere with saving a child
- Children can be taken from one reservation to another
- Training, technology and protocols are needed to make sure alerts go out quickly and effectively

The tribes also bring some inherent strengths to the AMBER network, including:

- Experience working with federal, state and local partners through Homeland Security

### NATIVE AMERICAN FACTS:

- 1.4 million tribally enrolled Native Americans live in all 50 states
- 2.7 million self-identified Native Americans
- The U.S. has 562 federally recognized tribes
Beyond borders

Child abductors don’t recognize borders and now the AMBER Alert won’t stop at borders to save a child. Representatives from Mexico, Canada and the United States met to address international child abductions for the first time in July at the Border Issues Conference held in Albuquerque, New Mexico.

“We can’t change international law, but we can prevent our borders from inviting abductions,” said Deputy Assistant Attorney General Cybele Daley.

She shared a recent case involving an eight-year-old girl who was abducted from Nevada. The Lyon County Sheriff’s Office issued an AMBER Alert in the San Diego area and the California Highway Patrol, FBI and the Mexican Federal Police all worked together to eventually find the victim and suspect in Mexico. The abductor was tried and sentenced to 17 years in a Mexican federal prison.

Fox Valley Technical College AMBER Alert Program Manager Phil Keith explained that Canada has been very active in setting up an AMBER Alert Plan in every province and territory. He added that Mexico started a similar alert plan in May 2005 called Operation Alba that can be used when a child or adult woman has been abducted.

Approximately seven to 10 percent of all family abductions cross international borders. The National Center for Missing and Exploited Children is currently handling 1,550 abduction cases involving children taken out of the country.

The focus on international child abductions started with a pilot program in San Diego in 2004. The pilot group identified what was needed to recover international child abduction victims, including: training for law enforcement, judges, attorneys and U.S. Consular officers; a nationwide list of translators and interpreters; and an international list of domestic violence and child protective services.

Participants at the Border Issues Conference also created a list of possible solutions and strategies, including: creating a contact information list, training and MOUs for border states; cross-training with Homeland Security; cross-border training of AMBER Alert; public service announcements in Spanish; and a neutral calling point in Mexico for AMBER Alert tips.

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Top HAGUE Countries sending abducted children to the U.S.

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<th>Country</th>
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<td>Mexico</td>
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<td>Canada</td>
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<td>United Kingdom</td>
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<td>France</td>
<td>6%</td>
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<td>Germany</td>
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Top HAGUE Countries receiving abducted children from the U.S.

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<td>Italy</td>
<td>3%</td>
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<td>Columbia</td>
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National AMBER Alert Awareness Day: January 13, 2007

As we approach the holiday season, and gather with family and friends, we also begin our planning for the New Year.

Each year we commemorate National AMBER Alert Awareness Day to mark the anniversary of the abduction and murder of 9-year-old Amber Hagerman. January 13, 2007, will mark 11 years since Amber’s disappearance.

Last January the Department of Justice observed the anniversary with a special ceremony at which Attorney General Alberto R. Gonzales and Post Master General John E. Potter unveiled the new AMBER Alert postage stamp.

This year, I encourage all AMBER Alert Coordinators to highlight the day with press conferences, special media releases, and other events to increase public awareness of the AMBER Alert program and to encourage public participation in safely recovering missing children. I will be collecting media clippings, event flyers, and any other items from your commemorations to add to a collection of memorabilia of the nationwide celebration of National AMBER Alert Awareness Day.

Please join me on National AMBER Alert Awareness Day as we reflect on the enormous strides of the AMBER Alert program, and on the children whose lives have been touched by AMBER Alert. I am honored to be a part of this shared commitment to protect children through the joint investment of our time, resources and energies. That collaboration is the essence of the AMBER Alert program, and I am so proud of our accomplishments.

Please share with us your plans for commemorating National AMBER Alert Awareness Day by sending materials to:

Mr. Ron Laney, Associate Administrator, Office of Juvenile Justice and Delinquency Prevention, 810 7th Street, NW Washington, DC 20531

Electronic files can be sent to: rlaney@usdoj.gov

Thank you and happy holidays,

Regina B. Schofield
National AMBER Alert Coordinator
Assistant Attorney General, Office of Justice Programs

Missouri girl wins “Bringing Our Children Home” poster contest

Catherine Braun of Mary's Home, Missouri was this year's winner of the "Bringing Our Children Home" national poster contest. The U.S. Department of Justice sponsors the annual contest that lets 5th grade students develop artwork representing America's united goal to bring missing children home.

Catherine was recognized at a special ceremony in Washington D.C. on May 25, National Missing Children's Day. Special thanks to Darlene Crocker and Sgt. Keverne McCollum, Missouri Missing Persons Clearinghouse; Capt. Kim Hull, Missouri AMBER Alert Coordinator; and Capt. Ron Replogle, Missouri State Highway Patrol.

SEX OFFENDER FACTS:

Community notification of sex offenders has an impact:

- 20% reduction in felony recidivism
- 70% reduction in felony sex offending recidivism rate
A conversation, continued from page 2.

these missing and abducted children cases.

Widening our net, makes me think about the tremendous strides we have made in the secondary distribution system, and it is expanding all the time.

Ron: Can you tell me more about this system?

Regina: Secondary distribution is a secure system which redistributes AMBER Alerts issued by law enforcement to secondary distributors such as online providers and wireless carriers. This system, created at our direction in 2005 by the National Center for Missing and Exploited Children, dramatically increases the number of people who can be on the look out for abducted children in a targeted geographic location.

If your wireless carrier participates in the Wireless AMBER Alerts Initiative you can register and receive an alert for your area. To register go to www.wirelessamberalerts.org or your wireless carrier’s website. Currently, there are 26 carriers and almost one half million subscribers signed on for this service. It is very exciting and more developments are constantly occurring such as the American Trucking Association sending AMBER Alerts to trucks equipped with the proper technology. Soon alerts also will scroll on the Internet in the geographical area where they occur. Our hope is this expansion of our distribution system will act as a deterrent to a would-be abductor or increase the likelihood of a positive recovery.

Ron: Your plate seems full; how are you managing all these efforts? I know there is an AMBER Alert Working group. What exactly is their role?

Regina: There are 14 working members in this group. They are charged with providing honest feedback to the Office of Justice Programs regarding the AMBER Alert program and with engaging in open discussions about issues relating to the program, as well as problems associated with missing and abducted children. Some of the issues we have focused on and will continue to focus on include the identification of sex offenders by law enforcement, and the development of new Public Service Announcements (PSA) for parents and children. The working group has discussed possible PSA topics and focus, including border issues, cyberspace, and asking parents if they know who their children are bringing home. These are works in progress, but the group is invaluable in terms of providing feedback and insight.

Ron: I know I have taken a lot of your time, just want to ask you about one more item. I understand you were able to participate in AMBER Alert Awareness Day, an event that marked the 10th anniversary since the abduction and murder of Amber Hagerman on January 13, 1996. What activities occurred? Do you have any reflections on the occasion?

Regina: In 10 years, obviously we know we have come along way. The most significant change during the past decade as it relates to AMBER for me is the wide recognition of what an AMBER Alert is. I think parents and the public recognize AMBER Alerts as a tool that can be used by law enforcement to recover missing children. The 10th anniversary was very memorable and moving, Amber’s mother was present to receive a plaque commemorating all she has done, and the Attorney General spoke to the group assembled as part of a larger Office of Juvenile Justice and Delinquency Prevention Conference.

Ron: Any closing comments?

Regina: I would like to end this interview on a personal note, I recently had a child and I know if anything happened to my child, I would be devastated. So many individuals — I don’t want to name names, but there are many who had that nightmare occur — who have been instrumental in developing and improving the AMBER system. I applaud these individuals for turning their nightmare into something positive. I know my child is safer because of the AMBER Alert Program.

Thanks, Ron, for giving me this opportunity to open a dialogue with the AMBER people. I think the training, the open discussion, on border and Native American issues, and the national meeting will improve the consistency, expansion of, and awareness in AMBER Alert plans across the country and minimize problems and delays across states and countries. That is my charge. I have been inspired by the level of commitment and enthusiasm exhibited by all those involved in the AMBER Alert Program. Glad to be part of the team!

“Recently I had a child and I know if anything happened to my child, I would be devastated...but there are many who had that nightmare occur who have been instrumental in developing and improving the AMBER system. I applaud these individuals for turning their nightmare into something positive.”

— Regina Schofield

AMBER FACTS:

A 2005 study found that half of all AMBER Alerts were issued for white children and half were issued for non-white children.
Odds and ends:

Important information, resources and events

THE PIO PRIMER

During an AMBER Alert, the buck stops with the public information officer. The PIO is the primary point of contact to make sure timely and accurate information is given to the public so an abducted child returns home safely. Now PIOS can get some help to do their job more effectively in the “AMBER Alert Best Practices Guide for Public Information Officers.”

The newest U.S. Department of Justice publication offers insight on the PIO’s role, optimal position in management, organizing media briefings, ensuring the message has been received, controlling the spread of rumors and what should be done after the alert has been deactivated.

The guide warns that a PIO must be prepared: “An AMBER Alert can generate an immediate demand for information from all types of information from all types of media. This sudden demand can be overwhelming, especially for a small agency.”


CRASH COURSE IN CATCHING CHILD KIDNAPPERS

When a child has been kidnapped it is too late to learn the best way to conduct a child abduction investigation. Fox Valley Technical College is now offering “Investigative Strategies for Missing and Abducted Children” (ISMAC), a four-and-a-half day course on how to investigate and find the needed resources to recover a missing or abducted child. Law enforcement officers and child protection workers can learn interviewing and interrogation techniques, crime scene evidence collection and processing, profiling suspects and legal issues involving search warrants and interrogation. You can sign up for this hands-on training at www.amber-net.org.

AMBER ALERT REGIONAL SESSIONS

Much of the success of the National AMBER Alert Conference can be attributed to the legwork that was done at the AMBER Alert Regional Work Sessions. These annual sessions allow AMBER Alert coordinators and their partners to work together to improve and enhance their AMBER Alert programs. Four regional work sessions were held again this year in the spring for the purpose of enhancing the AMBER Alert system nationwide. Below is a list of regional liaisons from FVTC who work with each region and the states that comprise each region.

Northeast Work Session

Participating States: CT, DC, DE, MA, ME, MD, NH, NJ, NY, PA, RI, VT
Contact: Jim Walters - (202) 347-5610 or waltersj@fvtc.edu

West Work Session

Participating States: AK, AZ, CA, CO, HI, ID, MT, NV, NM, OR, UT, WA, WY
Contact: Fran Blair - (202) 347-5610 or blair@fvtc.edu

Midwest Work Session

Participating States: IA, IL, IN, KS, KY, MI, MN, MO, NE, ND, OH, SD, WI
Contact: Terri Peaks - (202) 347-5610 or peaks@fvtc.edu

South Work Session

Participating States: AL, AR, FL, GA, LA, MS, NC, OK, PR, SC, TN, TX, VA, WV, VI
Contact: Angela Hill - (202) 347-5610 or hill@fvtc.edu

AMBER FACTS:

Most common reason for alerts in order of frequency:

- family abductions; non-family abductions; lost, injured or missing; and runaways.

SEX OFFENDER FACTS:

- 40% of all sex offenders are not under supervision
- Only 50% of states have a tip line

Winning poster urges adults to “put a hand out to help kids” (see p. 6)