A PRIMER FOR MISSING CHILDREN’S DAY

Family of Adji Desir, missing since January 10, 2009, from Immokalee, Florida
May 25 is the date both the U.S. and the international community designate as Missing Children’s Day. Because this annual event holds such significance in the work done by state AMBER Alert Coordinators and Missing Children Clearinghouse Managers, a great deal of planning and preparation is undertaken to ensure events are successful in raising community awareness of and commitment to efforts to recover missing and abducted children. This can be daunting for individuals newly serving in these roles as they look to carry on (or create) strong traditions around annual Missing Children’s Day.

Missing Children’s Day was first designated by President Ronald Reagan in 1983. The annual commemoration was adopted as a joint venture in 1998 by the U.S. National Center for Missing & Exploited Children (NCMEC) and the International Centre for Missing & Exploited Children (ICMEC).

Craig Schroeder, who recently left the Florida Department of Law Enforcement (FDLE), has been actively involved in making Missing Children’s Day a huge success in the Sunshine State. He graciously shared with us how he makes it happen, and welcomes other states to consider the strategies and action steps he and his team used if they can be helpful in planning for Missing Children’s Day and other special events recognizing missing and abducted children.

Can you walk us step-by-step through what you have done for recent Missing Children’s Day planning and events?

Missing Children’s Day is a ceremony with two major components. The first is an awards ceremony honoring law enforcement officers, citizens, and children who have made heroic efforts to recover a missing child or have made great strides in combatting child abduction and human trafficking.

The second component is the Time of Remembrance, where we invite the families from Florida Missing Children’s Day Foundation, as well as families of children...
who were missing and found deceased. We honor their children in the presence of the Florida governor, heads of state, sheriffs, police chiefs and other state dignitaries.

During the program, the FDLE Commissioner reads the names of each child as specially selected music is played. The governor and first lady present each family with a rose—white roses for deceased children, and yellow roses for missing children. Roses are placed by posters which display each honored child's picture.

How is responsibility for tasks organized when preparing for the annual event?
The Florida Missing Children’s Day event requires cooperation from multiple agencies. FDLE is the primary coordinator, and it partners with local vendors and state agencies, including the Florida Capitol, Capitol Police, Department of Highway Safety and Motor Vehicles, Tallahassee Police Department, and the Leon County Sheriff’s Office. Funds are raised for the event by the Florida Missing Children’s Day Foundation, a 501c3 established to raise funds for the annual event.

What awards are presented in conjunction with the Missing Children’s Day event?
Florida offers awards in the following categories:
• Legacy Award
• Local Law Enforcement Officer of the Year
• State/Federal Law Enforcement of the Year
• Task Force/Team of the Year
• Combatting Human Trafficking Award
• Citizen of the Year
• School Bus Operator of the Year
• Essay Contest Winner
• Poster Contest Winner

How are these categories decided upon? Do they change from year to year?
Many of our categories have been in place since the inaugural Missing Children’s Day ceremony in 1998. Over time, some categories have been added. For instance, when Pam Bondi was the Florida Attorney General, her office asked to sponsor an award recognizing work in Combatting Human Trafficking, which has been an ongoing category of recognition made every year since. Additionally, we created the Legacy Award last year, and it was presented for the first time to Mr. Don Ryce, father of Jimmy Ryce, a tireless advocate for endangered, missing, and abducted children.

How is outreach for nominations done each year?
Our award nominations are opened in early spring of each year and are disseminated statewide to law enforcement agencies through our partners at the Florida Police Chiefs Association and the Florida Sheriffs Association.

What has been one of the most significant outcomes from the work done to recognize AMBER Alert partners in your state?
Recognizing AMBER Alert partners and those who made strides in protecting children has really brought awareness to Floridians about the ongoing and steadfast commitment of agencies across the state in working together to respond swiftly and effectively when a child is in danger.
What is involved in administering your essay contest?
Our essay contest begins in January of each year when schools return from winter break. Our partners at the Florida Department of Education send out a memorandum outlining the contest rules to all Florida grade schools, calling for essays from their fifth-grade classes. Students are asked to write a one-page essay on the theme “How I Stay Safe All Day.”

Essays are generally due in early March. Once all have been received, they are divided up into seven regions—one for each FDLE Regional Operations Center. The essays are sent to the governor’s legal office, another partner who helps us facilitate many facets of the Missing Children’s Day event. They choose a single winner from each of the seven regions. Those seven winners are then sent to Department of Education representatives who select a panel to determine a single, statewide winner.

In the event of a tie, FDLE assembles a panel to make the final decision. The winning essayist is invited to the Florida Missing Children’s Day ceremony to receive his/her award and read the essay to the audience.

What do you do to help publicize the event?
The Florida Missing Children’s Day presentation is a public event that usually draws around 500 people to the Capitol Complex. To publicize the event, we send out invitations to all partner agencies and post information to the Florida Missing Endangered Persons Information Clearinghouse (MEPIC) page as well as the Florida Missing Children’s Day Foundation page. News releases are sent statewide and our public information officers also provide updates both before and following the event.

Can you share some examples of media coverage?
We always have the Florida Channel broadcast the event live. In addition, local news media attend and frequently interview award winners and family members.

We also try to create other events to garner attention. For instance, last year we partnered with the Tampa Bay Rays to hold a Missing Children’s Day event at Tropicana Field, where our poster and essay contest winners threw out the first pitch. All attendees were given a Florida Missing Children’s Day bracelet and we set up a table at the main entrance to provide more information.

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Rupert, Idaho, population 5,554, is an agricultural hamlet known for its charm and friendliness. The town is in an area of Southern Idaho known as Magic Valley. On the surface, Rupert would seem like an unlikely setting for a human trafficking case that sparked an intensive search crossing state borders.

During the afternoon of April 16, 2020, the Rupert Police Department received a call from a mother that her 14-year-old cognitively impaired daughter was missing. The Minidoka Sheriff's Office sent out an Attempt To Locate (ATL) for the missing child.

Idaho State Police (ISP) Dispatcher DeLisa Orren saw the ATL and contacted Rupert police to learn more about the situation and to determine if it qualified for an AMBER Alert. Orren soon found information linking suspects associated with the incident to previous assaults and human trafficking.

Rupert Police Detective Samuel Kuoha discovered text messages indicating the child had been groomed, and was taken around 8:00 a.m. after her mother left for work.

Idaho AMBER Alert Coordinator Tanea Parmenter determined the case met AMBER Alert criteria because the victim was lured away from home and taken across state lines for the purpose of sex trafficking.

The Big Picture
Unfortunately, it is not unique for a vulnerable child living in a small town to be enticed by traffickers through text messages or social media. Consider these findings:

- The U.S. Bureau of Justice Statistics (BJS) found human trafficking suspects were most commonly charged with peonage, slavery, forced labor, or sex trafficking (39 percent), followed by the production of child pornography (32 percent) and transportation for illegal sex activity (29 percent). BJS also reports the number of human trafficking defendants sentenced annually to prison has increased more than fivefold from 2000 to 2015, from 132 to 759.
- The 2018 Federal Trafficking Report determined over half (51.6%) of the criminal human trafficking cases active in the U.S. in 2018 were sex trafficking cases involving only children.
- The U.S. State Department of State...
reported in 2019 a growing trend of traffickers using online social media platforms to recruit and advertise targets of human trafficking.

- The U.S. Department of Health & Human Services notes the average age for a person entering the sex trade in the U.S. is 12 to 14 years old.

**Idaho AMBER Alert**

In this case, Parmenter helped the Rupert Police Department ensure the missing person record was updated in the National Crime Information Center (NCIC) and issued an AMBER Alert at 8:23 p.m. through the state’s alerting system, CodeRed. The alert was sent to law enforcement terminals, highway signs, lottery terminals, 511 information, as well as news and radio broadcasts.

The AMBER Alert brought in many tips, including information from people who knew one of the suspects. Those tips helped police obtain the suspect’s cellphone number and determine he was in California. The Wireless Emergency Alert (WEA) system was not activated because the suspect and victim were believed to be out-of-state at this point.

“We were confident we were doing all we could to help find her; however waiting to hear the outcome of the interaction with officers took quite a while and we were on pins and needles waiting for the investigation to play out,” said Parmenter.

**California AMBER Alert**

The California Highway Patrol (CHP) contacted Rupert police officers at the request of the Idaho State Police (ISP) about issuing an alert in California. Sgt. Matt Whitworth was working that night and consulted with his on-call manager regarding the request from Idaho. The CHP protocol requires officers to talk to the activating agency to make sure communications are established throughout the investigation. After determining the case met California’s AMBER Alert criteria, CHP issued an AMBER Alert at 9:38 p.m. for seven counties along the I-80 corridor in California.

Supervisor and California AMBER Alert Coordinator and Lead Instructor, Sergeant Ed Bertola said, “It can be tricky to activate for another state because we need to be sure it meets our criteria and there’s good evidence there’s a nexus to California, and that the victim is in our state. AMBER Alerts are most effective when you have good information to give the public and our allied agencies.”

The California AMBER Alert was sent to law enforcement, broadcasters, highway signs, lottery terminals, schools, and businesses that have agreed to post the alerts on electronic signs. By law, California must create its own flyer with information about the suspect and victim. The WEA message includes a link to Twitter with the flyer information included.

“We were just trying to think of other avenues for what we could do,” said Whitworth. “We were seriously worried about the victim.”
Meanwhile, Rupert detectives found information about a second suspect who might still be in Idaho. ISP issued a second AMBER Alert through WEA at 11:00 p.m. in several Southern Idaho counties.

Also, CHP undertook a massive search of databases to glean information about the suspect and his vehicle. They activated license plate readers in an attempt to locate the suspect’s vehicle and began tracking the suspect’s cellphone.

CHP officers from multiple areas descended on a location obtained from the cell phone ping and identified the suspect’s vehicle at a rest area in Truckee, California, at 1:04 a.m. on April 17. They called for backup and then approached an older woman inside the car who said everyone in the vehicle was part of her family.

“We were disappointed when they found the car and one of the two suspects and the victim we were looking for weren’t there,” said Whitworth. “It was devastating that this could be a false report.”

The CHP officers did not give up searching after hitting this roadblock. CHP was still receiving pings from the victim’s cell phone in that location, so they conducted an exhaustive search of the large rest area. A swift yet thorough search of the area presented challenges, including many other vehicles, large buildings, and a groundcover of new snow.

While searching the back area behind one of the buildings, an officer spotted what appeared to be a fresh set of footprints leading to a densely wooded area. They followed the footprints in the snow for about 150 yards and found the suspect and the victim hiding behind a large tree. “They had a ‘Spidey-Sense’ that something was wrong,” added Whitworth. “We are very relieved we found the victim, I definitely slept well that night.”

The suspects were arrested, and the child was placed with child protective services. Three other juveniles, who were with their non-custodial mother, were also located with the Idaho teen.

**Lessons Learned in Idaho**

Idaho’s AMBER Alert coordinators Leila McNeill and Tanea Parmenter are grateful for the CHP’s cooperation and quick action. “We were excited to hear the victim was located safely and they were able to catch the suspects before they got too far into California,” said Parmenter. “We are also extremely fortunate to have an experienced dispatcher catch the ATL and take the time to ask questions, knowing that potential existed that this could be more than ‘just a runaway.’”

Idaho State Police Director Kedrick Wills said dispatcher DeLisa Orren’s extra efforts exemplify the agency’s goal of changing and saving lives. “The action DeLisa took that night made the difference between this girl being returned to her family and being abducted by people who could have caused her harm.”

Orren humbly dismisses any personal credit for what happened. “A successful AMBER Alert is all about teamwork,” she said. “There are no jurisdictions, diversified agencies, state borders or egos. It is all about everyone working together, doing their part, for the good of the victim. The AMBER Alert system works because of the dedication of each person to the safe rescue of the child.”

Looking back, Parmenter said training and practice helps to ensure policies and procedures are in place to support quick
activation and dissemination of AMBER Alerts. A press release was sent after the alert to explain the AMBER Alert process overall, and why WEA was not used initially.

She said this case is an important example of why AMBER Alert coordinators should stay connected with coordinators in other states. “Suspects rarely stay in the same state; building a relationship with the other states assists in the quick recovery of the child and suspects.”

“We work in law enforcement because we care,” added Leila McNeil. “We strive to do all we can to help those in need during the most harrowing time a family can imagine.”

**Lessons from California**

As AMBER Alerts are still relatively rare in the larger scheme of law enforcement’s work, Sgt. Whitworth noted the importance of other emergency alerts utilized in notifying the public. He said the experience gained from issuing the other alerts helps him keep up on what needs to be done to issue an effective alert.

Sgt. Bertola emphasized that AMBER Alert coordinators, law enforcement officers and telecommunicators must listen and look for indicators of sex trafficking when responding to calls/reports, because more and more often there is a connection between trafficking and missing children.

He said this case is a good example that officers should never give up—even when leads initially point to confusing or contradictory information.

“The officers could have said, ‘Good luck’ but they took the information and followed their gut and held the people for an extended period of time to figure this out,” said Bertola. “They didn’t give up on what they thought was happening. All the technology in the world doesn’t substitute for determination or good police work.”

Both Bertola and Whitworth have children, and they say that experience gives them extra motivation to find missing and abducted children.

“At the end of each alert you hug your kids differently,” said Bertola. “I’ve often tried to put myself in a victim family’s place. I couldn’t bare the loss in this type of situation. The CHP is dedicated to do whatever we can do and develop any technology we can to make the amount of time a family is separated the shortest time possible and get every child back safely.”

“It does give extra motivation when you have kids of your own,” said Whitworth. “It’s why you sign on to do this job in the first place, because you want to help people. We want to do the right thing and do the best job we can.”

Sergio Anaya Alcantar, 18, was charged with felony rape and kidnapping. Alcanter’s stepfather, Carmelo Villanueva Galarza, 35, was charged with kidnapping and sexual abuse of a minor under 16.
ALABAMA LAUNCHES MISSING AND ENDANGERED PERSON ALERT

Alabama will now issue a Missing and Endangered Person Alert for individuals 18 and older with a mental or physical disability and at risk of bodily harm or death. The alert expands what was once called the Missing Senior Alert to help handle more cases that do not meet AMBER Alert criteria.

FLORIDA HAS NEW LAW TO PROTECT CHILDREN FROM ABUSE IN FOSTER CARE

Florida Governor Ron DeSantis signed a bill on June 18, 2020, to create Jordan’s Law, which provides additional resources and training for social workers and others in the state’s child welfare system. The law is named after Jordan Belliveau, the two-year-old’s body was found after his mother allegedly struck him in the head and abandoned him in the woods.

HOUSTON BILLBOARDS WILL NOW SHOW MISSING CHILDREN

The Texas Center for the Missing has teamed up with Clear Channel Outdoor Americas to utilize digital billboards for providing information on missing children. The effort was started to help Robyn Bennett find her missing 16-year-old daughter. The messages will be broadcast about 1,250 times every day on each of the 10 billboards throughout the Houston area. “These cases can all be solved if we all work together and look for these missing children actively and report what you see if you see something,” said Beth Alberts, CEO of the Texas Center for the Missing.

MISSOURI NOW ISSUES STATEWIDE NOTIFICATIONS FOR BLUE ALERTS

Missouri’s notification system used for AMBER Alerts will now also be used for Blue Alerts, an alert that notifies the public when a law enforcement member is killed or seriously injured. The Blue Alerts will include photos and descriptions of the suspects and vehicles and will be sent to people who signed up for Mo-Alerts at www.moalerts.mo.gov.

TENNESSEE CONSIDERS “EVELYN’S LAW” TO REQUIRE REPORTING OF MISSING CHILDREN

Lawmakers in Tennessee are working on a bill that would make it a crime for failing to report a missing child within 48 hours. “Evelyn’s Law” is named after Evelyn Boswell, a baby found deceased two months after she was last seen. The child’s mother has been charged with lying to police about who had the baby.
OHIO POLICE WORRY AMBER ALERT SEARCHES WILL BE HAMPERED BY NEW LICENSE PLATE LAW

Ohio law enforcement officials are concerned that searches during AMBER Alerts will be hampered after a state law was changed so front license plates are no longer required. They say it will be more difficult for officers and license plate readers to identify a suspect's vehicle. Ohio legislators changed the law after a study found it would save the state $1.4 million annually needed to produce front license plates.

TENNESSEE LAWMAKERS CONSIDER ADDING SURVEILLANCE CAMERAS TO INTERSTATES

A Tennessee bill would place police surveillance cameras on the state’s busiest roadways. The current state law forbids unmanned traffic enforcement surveillance cameras, but Representative Mark White wants the cameras to be used to track suspected criminals, including AMBER Alert suspects. Critics are raising privacy concerns about the proposed law.

AIR FORCE ACADEMY HOPE LICENSE PLATE READERS WILL HELP IN AMBER ALERTS

The U.S. Air Force Academy in Colorado Springs, Colorado, now has license plate readers that can help law enforcement identify vehicles if a car is stolen or an AMBER Alert is issued. “They’re just another terrific tool for keeping our community safe,” said Capt. Moses Lee, 10th Security Forces Squadron operations officer.

MOTHERS PUSH FOR LAW REQUIRING AN ALERT FOR MISSING SOLDIERS

The mothers of two deceased Fort Hood soldiers want federal lawmakers to create “Dakota’s Law,” that would set up an AMBER Alert-style system to find missing soldiers. The law is being championed by the mother of a soldier who was found deceased by his car three weeks after he went missing in 2017, and the mother of a soldier who was found buried 10 months after he was reported missing in 2019. The law would also require law enforcement to begin an immediate search.
What is the overarching goal of Florida's Missing Children's Day program?
Our goal for Missing Children's Day is to bring awareness to the issue of missing children. We highlight ongoing challenges by awarding law enforcement officers and citizens for their bravery, as well as keeping a spotlight on Florida children who are still missing.

Can you share any stories of previous winners or events that made a difference in the recovery of missing and abducted children?
Our Jimmy Ryce K-9 Trailing Team of the Year, named for Jimmy Ryce, who was abducted and murdered in 1996, always produces a winner who made direct and significant impacts on recovering a missing child. For instance, this year's winner was an officer and his K9 partner who tracked an at-risk child who wandered from his home, over a highway and through the woods. Their efforts brought the child home unharmed.

What advice would you offer to other AMBER Alert Coordinators in their work to make Missing Children's Day a significant and effective event in their states?
The most significant part of the ceremony is the Time of Remembrance; it is important to remind these families whose children have been missing for weeks, months, years, and even decades, that we have not forgotten about them. For other coordinators who are working on a Missing Children's Day event or program, I encourage them to never lose sight of the important and positive impacts created when we strive to keep these families and their children front and center.

Note: Craig Schroeder recently left FDLE for another position but Florida Missing Children's Day will continue as it always has. Craig's supervisor, Senior Management Analyst Supervisor Brendie Hawkins, will assume his duties until a replacement is made. She is available for any questions at BrendieHawkins@fdle.state.fl.us.
AMBER ALERT EUROPE ISSUES ITS ANNUAL REPORT FOR 2019

AMBER Alert Europe marked a number of important milestones for its goal of #ZeroMissingKids in its annual report for 2019. The highlights include:

- The organization’s Police Expert Network on Missing Persons (PEN-MP) was officially recognized by all member states of the European Union.
- PEN-MP appointed Damjan Miklič with the Slovenian Police Directorate as the new president representing the 60 police experts from 16 countries.
- The ‘Stay Safe With Simon’ campaign was launched to teach children how to protect themselves from being abducted.

AMBER Alert Europe also started partnerships with national police forces of Sweden, Bosnia-Herzegovina, and Lithuania, as well as with missing persons organizations in the UK and Spain. The full report can be found here.

EUROPEAN POLICE LAUNCH CAMPAIGN TO PROTECT CHILDREN FROM ONLINE GROOMING

The Police Expert Network on Missing Persons (PEN-MP) recognized International Missing Children’s Day by kicking off the #DontBeAnEasyCatch campaign that warns children about online predators. The prevention campaign features an animated video with prevention tips which has been translated into 10 languages and distributed in 23 countries—including the U.S. and Taiwan. Read more about the campaign here.

FOUR CHILDREN’S RIGHTS ORGANIZATIONS JOIN AMBER ALERT EUROPE

AMBER Alert Europe now has 38 official organizations representing 23 countries after welcoming four new organizations into the fold during the summer of 2020. The following are the newest members:

- Fundación ANAR is a non-profit that promotes children's rights in Spain and Latin America. The organization has been managing the European hotline number for missing children in Spain since 2010. [https://www.amberalert.eu/fundacion-anar/](https://www.amberalert.eu/fundacion-anar/)
- NGO Instituto de Apoio à Criança has been defending children’s rights since 1983. The non-profit has been operating the missing children hotline for Portugal since 2004. [https://www.amberalert.eu/iac/](https://www.amberalert.eu/iac/)
- Child Rights Centre Albania is a non-governmental organization that was established in 1997 to improve children’s rights in Albania. [https://www.amberalert.eu/crca/](https://www.amberalert.eu/crca/)
- The Greek Safer Internet Center was launched in 2016 to promote internet safety for children. The organization teamed up with AMBER Alert Europe on the #DontBeAnEasyCatch prevention campaign. [https://www.amberalert.eu/greek_safer_internet_center/](https://www.amberalert.eu/greek_safer_internet_center/)
INDIAN COUNTRY INVOLVED IN 1,000TH AMBER ALERT SUCCESSFUL RECOVERY

A case that ended with the safe recovery of four missing children from the Arapaho Tribe in Wyoming became the 1,000th AMBER Alert success story. AMBER Alerts were issued in Wyoming and Colorado for the missing children, ages 5, 6, 11 and 14. Authorities believed they were in imminent danger after being taken by their non-custodial mother. A citizen saw the alert and helped police recover the children from a motel in Colorado. The National Center for Missing & Exploited Children has been documenting all successful AMBER Alert recoveries after the program began in 1996.

WISCONSIN STARTS TASK FORCE FOR MISSING AND MURDERED INDIGENOUS WOMEN

Wisconsin Attorney General Josh Kaul launched a new task force to help fight the abduction, homicide, violence, and trafficking of Native women in the state. The Missing and Murdered Indigenous Women (MMIW) Task Force will examine contributing factors to the crimes and focus on understanding the roles of federal, state, and tribal jurisdictions. The task force will also improve and implement data collection and reporting methods.

“The problem of violence against women and children and the disproportionate impact on Native women and communities is the responsibility of all of society to address,” said Kristin Welch, Menikanaehkem Women’s Leadership Cohort-MMIW Coordinator. “For meaningful long-term reform, we must look to solutions that are Indigenous-led while addressing both historical acts of violence against Indigenous women as well as those that still exist today within modern institutions.”

PORTLAND HOSTS MISSING AND MURDERED INDIGENOUS WOMEN AWARENESS WEEK PANEL

The Portland Tribal Relations Program sponsored “Strengthening the Safety Net: Missing and Murdered Indigenous Women Awareness Week” from May 3-8, 2020. Tribal, state, and federal representatives participated in a panel that included discussions on the complexities surrounding missing and murdered indigenous women and the dynamics of enforcement for tribal protection orders.
ANNUAL TRIBAL YOUTH CONFERENCE HELD ONLINE IN 2020

Team members from the AMBER Alert Training and Technical and Assistance Program, AMBER Alert in Indian Country (AATTAP-AIIC) participated in United National Indian Tribal Youth conference that was held through several online sessions from June 25-July 29, 2020. The conference included presentations on missing and exploited children and other issues facing young Indigenous people.

OPERATION LADY JUSTICE CONSULTATIONS BEGIN TO ADDRESS MISSING AND MURDERED AMERICAN INDIANS

The Presidential Task Force on Missing and Murdered American Indians and Alaska Natives, also known as Operation Lady Justice, is beginning a series of consultations to get a better understanding of the scope and nature of issues regarding missing and murdered American Indians and Alaska Natives. The consultations with tribal governments were originally set to begin in March but were moved online to August and September because of the pandemic.
AMBER ALERT INFORMATION TO BE SHARED AT OKLAHOMA RED EARTH FESTIVAL

AATTAP-AIIC representatives will take part at the 33rd Annual Red Earth Festival in Oklahoma City on September 5-6, 2020. AIIC team members will host a resource table and speak with attendees on resources available to assist tribes with developing or strengthening missing and exploited children programs in their communities.

NEW TOOL AVAILABLE FOR NATIVE AMERICAN SURVIVORS OF CRIME AND ABUSE

The National Congress of American Indians, Tribal Law and Policy Institute and National Center for Victims of Crime has created a web-based resource mapping tool to help Indigenous victims of crime and abuse. The Tribal Resource Tool also received input from tribal stakeholders across the U.S. The searchable database includes a list of all available services and helps identify gaps so they can be addressed.