

NEW CHILD SAFETY PROGRAM

Dear Parent or Guardian,

In our continuing commitment to support the safety of our community, North Ranch Elementary School is pleased to announce our participation in SmileSafe Kids®, a new child safety program developed in partnership by the National Center for Missing & Exploited Children (NCMEC) and Lifetouch National School Studios.

A pair of Safety ID Cards, provided free of charge, featuring your child's current portrait and an introduction to the program have been sent home with your child. For additional information, please visit www.smilesafekids.com.

According to the Department of Justice, nearly 800,000 children are reported missing each year. While most missing children are found within a few hours, we know that any time apart from your child can be a stressful and terrifying experience. The SmileSafe Kids program will help your family in three ways:

1. **Prevention** – Discuss key safety practices with your family to help everyone stay safer.
2. **Early Intervention** – The enclosed safety ID cards will help authorities start an accurate, on-site search if you become separated from your child. Keep one in your wallet or purse at all times.
3. **Rapid Response** – If your child is missing and you do not have a current portrait for use in search efforts, you can call NCMEC's toll-free hotline (1-800-THE-LOST) and provide the ID number featured on the cards for 24/7 assistance.

At North Ranch, the health and well-being of your child are top priorities. We're proud to be a partner in the SmileSafe Kids program, one of the nation's largest child safety initiatives.

Sincerely,

Sarah S. Hartley, Ed.D
Principal