



Press Release

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CHARITIES BACK 'NON-ALARMIST' SAFETY CAMPAIGN FOR YOUNG CHILDREN

Suzy Lamplugh Trust is joining the Children's Safety Education Foundation, Kidscape, police, politicians and the private sector in supporting the '**Safer Strangers, Safer Buildings**' campaign - a new initiative that aims to help children to help themselves if they get lost or feel unsafe.

The campaign has been designed to help young children to identify safe adults who they could ask for help, as well as safe places to go to in an emergency. This offers a positive alternative to the traditional 'stranger danger' messages, which can make children over anxious about the perceived risk from all strangers.

Steven Gauge, Chief Executive of Suzy Lamplugh Trust says:

*"Suzy Lamplugh Trust are delighted to be backing the **Safer Strangers, Safer Buildings** campaign. This is a positive, simple safety message that can easily be understood by young children without scaring them.*

“This knowledge will not only make them safer but will give them the extra confidence or learning something new and valuable to them.”

The campaign will be launched at the House of Commons on 7th May. Speakers at the launch will include Steven Gauge, as well as representatives from the Children’s Safety Education Foundation, Kidscape and ‘Toxic Childhood’ author Sue Palmer.

“This campaign will help youngsters to pick out responsible people such as Police Officers, Police Community Support Officers, traffic wardens, bank counter staff, shop keepers and check out assistants, “ says Liam McGurrian of the Children’s Safety Education Foundation.

“What’s more, it will help children to spot safer buildings to go in to such as banks, post offices, supermarkets, shops, libraries, medical centres and other community facilities.”

The **Safer Strangers, Safer Buildings** campaign features a film produced by children’s documentary specialists Child’s Eye Media’s film, **Teigan gets lost**, which will help even very young children to understand the simple message of the campaign.

Teigan gets lost shows six-year-old Teigan using the **Safer Strangers, Safer Buildings** code when she gets lost in a supermarket. The film also includes a section showing Greater Manchester Police Officer, Helena Hodgson, who developed the initiative, explaining the message to a group of schoolchildren.

For further personal safety advice for children and adults, visit www.suzylamplugh.org.

ENDS

Press/Media enquiries to: Jo Walker on 07747 611308

email –

steven.gauge@suzylamplugh.org/jo.walker@suzylamplugh.org

gh.org OR Katy Jones on 0161 445 5115 email

katy.jones@childseyemedia.com

Notes to Editors:

1. **Safer strangers, Safer Buildings** is an initiative which has been piloted in the North West based on Home Office guidance, to encourage children to identify responsible adults who would be able to help them in an emergency and also buildings they can go into to ask for help. The campaign is backed by leading charities: the Children's Safety Education Foundation, Suzy Lamplugh Trust and Kidscape
2. The **Safer Strangers, Safer Buildings** initiative ties in with Ed Balls' (Secretary of State for Children, Schools and Families) recently published **Staying Safe Action Plan**. It also complements the '**Hold on to childhood**' and '**Let our children play**' campaigns (supported by eminent educationalists, academics and professionals), which highlight how children are being increasingly kept indoors because of parental anxiety.
3. The **Safer strangers, safer buildings** campaign will be launched by John Leech MP at a media event in the Jubilee Room, House of Commons, 10am – 12 noon, Wednesday May 7th 2008. Photographers, broadcast crews and reporters are welcome to attend the launch. Please RSVP by calling 0161 445 5115 or email katy.jones@childseyemedia.com to confirm your attendance.

Suzy Lamplugh Trust

The national personal safety charity, **Suzy Lamplugh Trust**, works to raise awareness of the importance of personal safety in order to help people to avoid violence and aggression and live safer, more confident lives.

The Trust works alongside government, the police, the educational establishment, public bodies and the business sector to encourage safety wherever people may be at risk - in the home, at work, in public and in schools and colleges, on public transport and when travelling at home or abroad