



## **PRESS RELEASE**

**Date: 3 October 2008**

**Embargo: Immediate Release**

### **National Personal Safety Day, 13<sup>th</sup> October**

#### **Suzy Lamplugh Trust's New Campaign Highlights Dangers of Using Mobile phones/headphones in the Wrong Place at the Wrong Time**

*In 2007 - 15 year old Adam Regis was talking on the phone to his girlfriend when he was attacked. Adam was killed by a stab wound to the chest.*

*In Jan 2008 - a teenage girl was raped after being dragged down a dirt track from a busy road in Horwich. The 15-year-old was listening to music on her MP3 player as she walked home alone at night.*

*These are just two examples of many such tragic stories. Had they not been talking on the phone or listening to music at the time, would they have seen or heard the danger in time to get away from it?*

For **National Personal Safety Day** this year, Suzy Lamplugh Trust will be promoting their **SAFE & SOUND** campaign.

Again and again people are being attacked whilst distracted by listening to music on ear phones or chatting on their mobile phones - or in many cases mugged specifically for their mobile or mp3player. Many of these attacks could easily have been avoided and the aim of the **Safe & Sound** campaign is to raise awareness of the dangers of using this technology in the wrong place at the wrong time and to

highlight how to use it safely. This campaign seems very simple but it could save lives.

The campaign is being promoted in schools, colleges, youth clubs and workplaces throughout the country and staff and volunteers from Suzy Lamplugh Trust will be handing out safety information to commuters at rail and tube stations in and around London on the day.

ENDS

*Press/Media enquiries to: Jo Walker, Press Officer Tel: 07747 611308 E-mail – [jo.walker@suzylamplugh.org](mailto:jo.walker@suzylamplugh.org)*

### **Notes to the Editor**

**Suzy Lamplugh Trust have carried out a short survey to discover if the public, especially young people, are aware of the dangers of chatting on mobiles/wearing headphones, and if so, whether they act accordingly. The results of the survey will be released on Friday 10 October.**

### **Examples of relevant cases:**

#### **Adam Regis Murder**

**Rachel Harman, 16, said she was on the phone to the 15-year-old talking about their day out when he was suddenly attacked in Plaistow.** Adam had insisted on walking Rachel and several friends to their homes in east London before setting off alone for Upton Park where he lived with his mother.

Rachel said: "We were both talking about how we had had fun that day and that we must do it again. Then I heard him running, he didn't say anything.

"I kept saying, 'Adam, what's wrong?' He didn't say anything, but I could hear the wind as he ran. I just said to him, 'Adam, what's the matter, why are you running?' and that was it. The phone went dead."

Adam, nephew of Olympic sprinter John Regis, was killed by a stab wound to the chest and was found bleeding to death yards from West Ham's stadium on Saturday night.

Rachel said that she and Adam and a group of friends had been to the cinema in Beckton on Saturday evening to watch the hip-hop film Stomp The Yard.

Adam had insisted on walking Rachel and several friends to their homes in east London before setting off alone for Upton Park where he lived with his mother.

(Source: Daily Mail – updated 21st March 2007)

## **Teenage Girl Attacked Whilst Listening to mp3 player**

**A TEENAGE girl was raped after being dragged down a dirt track from a busy road. The 15-year-old was listening to music on her MP3 player as she walked home along Chorley New Road, in Horwich, when she was targeted by a man in a suit.**

Officers say the rapist approached the girl between 10.40pm and 10.45pm on Friday and said something to her she could not hear over her music.

He then dragged her down the secluded track, between Chorley New Road Primary School and the Travis Perkins builders merchants, where he raped her.

(Source: Bolton News – 13 Jan 2008)

## **Arrest after man attacked and robbed while on mobile phone**

**Police today arrested a man after a street robbery in Northampton saw the victim attacked while on his mobile phone.**

The victim was punched and kicked and had his phone and £20 stolen, sustaining cuts to his head and abdomen.

Detective Sergeant Gan Thayanithy said: "There have been a number of robberies over the weekend but we have arrested one man in connection with the incident in Haines Road.

**"We would just like to remind people to be vigilant.**

**"We encourage people to never put themselves in a vulnerable position where they are likely to be targeted.**

**"This means not having valuables such as mobile phones and MP3 players on display in public places.**

(Source: Northampton Chronicle - 08 September 2008 )

## **Bicycle man in double sex attack**

Two women walking along the seafront in Jersey were indecently assaulted in two incidents by a man on a bike.

Police said the attacker approached the women from behind before assaulting them.

**It is thought the two women were wearing headphones and did not hear their attacker approach.**

(Source: BBC NEWS - 5 Sept 2008)

## **20-year-old man attacked by two youths in an alleyway.**

**The man was wearing headphones and did not hear anyone approaching before he was hit from behind in the unprovoked attack in Bedworth, Warwickshire.**

He fell to the floor and was kicked before his attackers ran off towards Willis Grove.

The man, who suffered cuts and bruises to his face and head during the attack on Wednesday, was taken to hospital.

(Source: BBC News – 25 Jan 2007)

## **Man Suffers Broken Jaw in Attack**

Police are appealing for witnesses to a robbery which occurred in Cotham, Bristol on Saturday 20th September 2008.

At approximately 2.30am the male victim was walking along Arley Hill on his way to Clifton. **He was listening to his I-Pod through earphones and did not hear or see anybody approach him. He suddenly found himself on the ground being kicked.** He recalls seeing two white males nearby, one was wearing a sports jacket. He briefly lost consciousness and when he came to, discovered that his I-Pod and mobile phone had been taken from his pocket. He was covered in blood and managed to flag down a taxi. He was subsequently taken to hospital where he was treated for a fractured jaw.

(Source: Avon & Somerset Police Website – added 23/9/2008)

## **Men attack youngster for mobile phone**

Robbers prised open the fingers of a desperate 11-year-old schoolboy as he tried to stop them stealing his mobile phone.

The youngster was asked for the time by the two men as he waited for a friend on the railway tracks behind West View Leisure Centre in Ribbleton.

When he pulled his phone out to check the time, one of the men demanded he hand it over.

When the boy refused, the second man grabbed him and pushed him while the other grabbed his wrists and prised open his hand to snatch the phone from him.

**Det Sgt John Crichton, investigating the robbery, said: "It seems to be a very common offence now that lot of vulnerable young children are having their mobile phones stolen from them, both when being asked for the time and when walking along using them.**

"I would warn young people to look around before using their phone and to be careful."

**Anyone with information should call Preston police on 01772 203203 or Crimestoppers on 0800 555111.**

**Published Date:** 09 August 2008

## **Woman Attacked and Mobile Phone Grabbed**

A WOMAN was hit over head and robbed of her mobile phone in an attack in Coley.

The 23-year-old was approached by a man on Wensley Road at the roundabout with Rembrandt Way on Friday (12/09) at around 11.20am.

After a short conversation, the thief hit the woman on the back of the head and forced her Samsung E900 mobile phone from her hand, before running off,

Witnesses can contact PC Lloyd via the 24-hour Police Enquiry Centre on 08458 505 505, or call Crimestoppers anonymously on 0800 555 111.

**(Source: Reading Chronicle - 16 sept 2008)**

## **Thug who attacked a student before stealing his mobile phone has been jailed.**

Christopher Harrison snatched Gaurav Shukla's £450 phone as he was sending a text to a friend as the Metro train pulled into North Shields station.

And when Mr Shukla, 19, tried to get the phone back Harrison ran off.

But Mr Shukla followed and the pair ended up grappling on the floor late on February 10 this year, Newcastle Crown Court was told.

Harrison, with 43 previous convictions, punched, kicked and bit Mr Shukla to try and escape, the court was told. Mr Shukla lost consciousness after the attack and woke up to find police and station staff around him.

He was taken to North Tyneside General Hospital and treated for bruising, swelling and a black eye.

**Source: News Guardian, 15 May 2008**

## **Wharfer attacked and robbed**

A WHARF worker was beaten unconscious and robbed following a night out.

The 29-year-old from Wandsworth had his bag, MP3 player and keys stolen in the assault on Friday (September 14) at 11.30pm.

He was approached by a man in Saltwell Street who gestured to him.

A Tower Hamlets police spokeswoman said: "**The victim, who had his earphones in and was not able to hear what was being said, swore at the suspect to go away.**

**"The victim then felt a blow to the head and fell to the ground and was punched and kicked."**

He lost consciousness and woke to find his belongings missing. Police were called and took the victim to hospital for treatment to a bump on the head, grazes and bruises.

He was later discharged.

Anyone with information should call the Tower Hamlets Robbery Squad on 020 8217 3838 or Crimestoppers on 0800 555 111.

**Source Wharf.co.uk. 20 Sep 2007**

**The Suzy Lamplugh Trust**, a registered charity, is the leading charity for personal safety. The 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.