

Press Release
1st June 2006

SPOT THE SPOT CAMPAIGN

The national personal safety charity, the Suzy Lamplugh Trust, are encouraging parents to support their '**Spot the Spot**' campaign this summer in order to keep their kids safe when they get lost or separated at busy holiday destinations.

The Chief Executive of the charity, Julie Bentley, explains, "Every parent knows just how easy and terrifying it is to lose a child on a crowded beach or in a theme park during the holidays. It is just as terrifying for the child to be lost. However, if families follow the Spot the Spot rules (?) then it will be much less traumatic and they should soon be safely reunited."

SPOT THE SPOT

- As soon as you reach your destination, spot an obvious spot and arrange for everyone to meet there if you get separated, eg. If you were in a theme park it could be by the biggest tower, or if on a crowded beach, it could be the lifeguard station. (*If you have a very young child, teach them that if they lose sight of you they should stop and stand on the spot like a statue until you come back for them. Make it a game and practice it at home.*)
- Teach your children your mobile phone number as soon as possible or if they are too young to learn write it on their arms, so that a responsible adult would be able to contact you.
- Discuss with them before you go anywhere the type of person they can approach for help if they feel threatened when they are separated from you. These could include policemen/women; mothers with young children; shop staff or security guards – Emphasise that these are the **ONLY** strangers they should approach.
- Let them know that they should never go anywhere, even with a 'safe' stranger, except where you had arranged to meet.

In other words teach the kids to:
SPOT THE SPOT
GO STRAIGHT TO THE SPOT
WAIT AT THE SPOT

For further personal safety information visit the Suzy Lamplugh Trust website on www.suzylamplugh.org.

Ends

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