



# Press Release

August 2, 2021

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## A Child Goes Missing Every Minute and 26 Seconds in the U.S.

*As schools resume, the Paradise Valley Police Department urges families to create a Safety Profile for their household to provide vital information to 9-1-1 in case of any emergency*

**Town of Paradise Valley, August 2<sup>nd</sup>, 2021** – In 2020, there were 365,348 reported cases involving missing children made to the National Crime Information Center (NCIC) according to the FBI. During each of these cases, vital information was shared by families in crisis to assist responding officers. However, by streamlining the process of receiving pertinent information from our residents and visitors who dial 9-1-1 for any emergency including a missing child, first responders can improve lifesaving actions and the recovery of missing children.

“With the start of a new academic year, safety is our top priority for our schools, their students, families, and staff,” said Chief of Police Peter Wingert. “We want to encourage all families in our community to take advantage of our emergency alert and notification system by creating a Safety Profile to help us help you in an emergency. This extra layer of protection can enhance our response time and efforts to ensure the safety of our entire community.”

The Paradise Valley Police Department is reminding families that there is a free service available to help plan ahead of an emergency called AlertPV. It is powered by Smart911, the national public safety service, and allows families to create a Safety Profile for their household by downloading the Smart911 App or enrolling at [www.alertpv.us](http://www.alertpv.us) and providing details such as photos of children, home address, medical notes, and emergency contacts.





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If any member of the family dials 9-1-1 from any phone number registered to their Safety Profile, only then does the information become available to Dispatchers within the Town of Paradise Valley to send first responders to the correct location with current information on the individual in need. These details can greatly affect the outcome of any emergency, including:

### **A Missing Child**

If a child is missing, a current photo and physical description in the family's Safety Profile can save valuable time because it can be sent to officers in the field to immediately begin a search.

### **Emergency Call from a Child**

A child may know how to dial 9-1-1, but they may not always be able to relay the information needed to get help fast. Details such as an address, medical notes on a parent, or other family members within the household which can be included in the Safety Profile.

### **An Incident Walking To or From School**

If a child carries a cell phone and needs help while walking to or from school for a medical issue or an accident, the Safety Profile will provide contact information for parents or other emergency contacts who need to be notified of the situation on behalf of the child.

### **An Incident at Home**

In the event of a house fire, accident or other emergency at home, responders can be aware of who lives in the house, including pets, and be sure everyone is accounted for and safe.

Smart911 is currently available in 50 states and more than 3,500 municipalities across the country and has been credited with positively impacting the outcome of several emergencies.

**Engage your neighbors and ask if they know about the #NineOClockWalk Campaign.** *Making a nightly habit can help us change the face of crime prevention. Help keep your neighborhood crime-free. End crime by walking it out. Search #NineOClockWalk on social media for safety tips and schedule your annual Home Security Review by contacting Community Resource Officer Steven McGhee at [smcghee@paradisevalleyaz.gov](mailto:smcghee@paradisevalleyaz.gov)*

For the latest information, follow us the Paradise Valley Police Department:

[www.ParadiseValleyPD.com](http://www.ParadiseValleyPD.com)

