



**PHOTO DISTRIBUTION
FRAMEWORK**

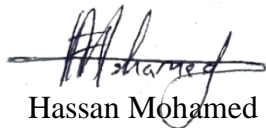
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Foreword

Our joint goal when a child goes missing is to keep them safe from harm and ensure their speedy recovery. This is achieved through our collaborative efforts, which involve sharing information, problem-solving, and performance management. Unfortunately, there is currently no harmonized international strategy to adequately address the search for missing children. In fact, national strategies vary from country to country.

To promote a unified global response, we have adopted the Photo Distribution Framework from reputable organizations such as the International Center for Missing & Exploited Children, AMBER Alert, Polly Klaas Foundation, UK Missing Children and Adults 'An Intergovernmental Strategy', National Center for Missing & Exploited Children, and the United Nations Convention on the Rights of the Child.

The framework serves to explain the role of a photo distribution strategy in engaging the many stakeholders, media, and public in the search for a missing child. It also aims to clarify the differences between a photo distribution strategy and a Rapid Emergency Child Alert System. The distribution of a missing child's photo, along with key information about them, can significantly increase the chances of reducing the occurrence of disappearances and facilitate the recovery of missing children.



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1.0 Introduction

A child can be considered "missing" under a wide range of circumstances. For instance, they may go missing for short periods if they become lost or separated from their parents, such as when they are out shopping or attending events. In rare cases, a child may be abducted by a stranger or a parent, usually after a relationship breakdown. Some children run away from home intending to leave permanently, while others disappear for hours or days before returning home. Some children are forced out of their homes, while others, such as trafficked children, may be directed to "disappear" from care homes by their trafficker or minder, or they may have escaped trafficking but have nowhere to go. We may also encounter children whose parents or caregivers do not know their whereabouts, and they have not been reported as missing.

Effective assessment and support for missing children are best achieved through good information sharing, joint needs assessments, joint planning, and professional trust within the interagency network, as well as joint action in collaboration with families and the community.

2.0 Purpose of a Photo Distribution Strategy

Agencies involved in missing children cases should have a means of distributing the photo and description of a missing child, as well as the capability and willingness to assist in local, regional, and national outreach efforts. A well-established and effective photo distribution strategy is crucial as it provides wide coverage when necessary, offers law enforcement with valuable leads, and keeps the missing child's information fresh in the minds of the community until the child is found, regardless of how long they have been missing.

To implement an effective photo distribution strategy, various stakeholders must be involved, including law enforcement, government agencies, social services, NGOs, industry partners (such as technology and transportation), and, in some cases, media and the public. The coordinated engagement of these stakeholders is essential for a successful photo distribution strategy.

3.0 Sections of Photo Distribution Framework

The Photo Distribution Framework explains the important role of a photo distribution approach in engaging various stakeholders, media outlets, and the public in the search for a missing child. Additionally, it clarifies the distinctions between a photo distribution strategy and a Rapid Emergency Child Alert System. The distribution of a missing child's photo, along with relevant information about the child, can significantly increase the chances of a safe recovery.

This Photo Distribution Framework comprises two main sections:

- Critical components of a distribution strategy, including obtaining consent for dissemination, conducting a risk assessment, addressing safety and privacy concerns, determining the geographical reach of dissemination, choosing appropriate distribution mechanisms, and identifying key information to be disseminated.
- Distribution strategies, which include internal dissemination, public dissemination, endangered missing child advisories, and rapid emergency child alerts.

3.1 Critical Elements of a Photo Distribution Strategy

As a component of a comprehensive response to missing children, the dissemination strategy will outline specific elements and standards that should be established in advance of an actual missing child case. This ensures that all stakeholders involved are aware of their responsibilities. Although not an exhaustive list, some of the critical elements of a strategy are provided below. A dissemination strategy should be customized to meet the local needs, context, and resources. Appendix I contains a flow chart of the Photo Distribution process.

3.1.1 Consent

As we conduct a search for a missing child, we will seek consent from the relevant authorities and the parents to disseminate a photo of and information about the missing child. In cases where consent guidelines do not exist, it is best practice to obtain consent from the relevant law enforcement agency and the missing child's legal guardian(s), if possible and appropriate. Obtaining consent enables us and other stakeholders to distribute the child's photo and information publicly while still protecting the child's privacy.

3.1.2 Risk Assessment

When dealing with a missing child case, there are two crucial risk assessments that we must undertake. The first assessment should occur immediately after receiving the report to determine the child's immediate level of risk. Key factors that need consideration include:

- The child's emotional, physical, and psychological state;
- The circumstances surrounding the child's disappearance, including possible reasons for going missing;
- Resources available to the child, such as access to a phone, credit card, cash, or transportation.

A further risk assessment is necessary to decide whether a specific case, including a photo or information about the missing child, should be made public. Not all missing children cases are suitable for public appeal. In cases where custody disputes or potential violence is involved, we may want to adopt a less public approach. If public dissemination is unsuitable, we will explore other available tools, resources, and strategies.

3.1.3 Child's Safety and Privacy Concerns

Throughout the search process, the safety and best interests of the missing child will be our primary concern, including when deciding whether or not to engage the public by distributing photos and information about the missing child. We must always consider whether such engagement will help or hinder the ongoing search.

Once the missing child has been recovered, we will be responsible for disseminating information about the child and taking follow-up measures to remove any photos and information, whether in hard copy or digital/electronic format. This is necessary if the continued presence of such information in the public forum is misleading or damaging to the child following recovery, and may even re-victimize the child. To mitigate these challenges, we have chosen to share links to websites containing information about missing children through social networks. This allows us to have more control over the information and void/disable the link when the child is found, thus protecting the child's privacy.

3.1.4 Information Provided

Any information provided to the public should only serve to aid in the recovery of the missing child. It should not create confusion or misunderstandings regarding the instructions provided to them. At a minimum, the information disseminated to the public should include the following:

- A recent photograph of the missing child
- The name and age of the missing child
- Any unique characteristics that may aid in identifying the child, such as tattoos, birthmarks, or disabilities
- The last known articles of clothing, shoes, jewelry, or glasses the child was wearing
- The location where the child was last seen
- Information (such as description or photo) about any individuals suspected to be with the missing child

- Contact information for the public, and parent information if necessary (although it is not recommended)

By providing this information to the public, we can increase the likelihood of finding the missing child and reuniting them with their loved ones.

3.1.5 Geographical Dissemination

When deciding to distribute a missing child's photo and information, it is essential to determine the appropriate geographic reach of the distribution, such as local, regional, or national. For instance, targeting the area where the child disappeared might enhance the chances of locating the child. The ultimate aim of geographic targeting is to recover the child as quickly and safely as possible, while avoiding overexposure and desensitization of the public to the information. Additionally, the available distribution methods may also impact the geographical scope of distribution.

3.1.6 Distribution Mechanisms

When it comes to disseminating a missing child's photo and information, there are various ways to do it depending on the available technology tools. Information can be distributed through traditional as well as innovative means, such as:

- Enlisting volunteers to hand out posters;
- Distributing information via email and fax to distribution lists;
- Issuing press releases;
- Sharing information with radio and TV stations and other media outlets;
- Displaying information on TV screens, in taxis, buses, hospitals, stores, train stations, etc.;
- Posting information on websites and social media networks; and
- Distributing information through our Wapo Wapi App.

This list is not exhaustive as resources for distribution continue to evolve. Regardless of the mechanism used for dissemination, the information being distributed will be pre-designed and consistent, reaching a sizable audience. Coordination efforts will ensure that all stakeholders involved receive the same information and follow a predetermined procedure outlining the necessary steps of the dissemination process..

3.1.7 Closure and Removal of Information

After a child is found, it is crucial to inform every stakeholder who participated in the search that the case is closed, and no further action is necessary. Moreover, it is essential to remove any photos or information related to the child from the public realm, especially if the presence of that information could potentially harm the child in the future. It is important to do so only if it is feasible to remove the information from public forums.

3.2 Distribution Strategies

The strategies outlined in this section can be used separately or in conjunction with one another, depending on case specifics and available resources, and subject to applicable law. Each of these strategies should have a structured, pre-approved plan in place that outlines applicable criteria, agency/stakeholder responsibilities, etc.

3.2.1 Internal Dissemination

Before public dissemination, information about missing child cases, including available photographs, will be shared among our officers and other law enforcement agencies, as well as other entities such as highway patrol, NGOs, child protection agencies, and social services.

The sharing of information between agencies can help to minimize the chances of the missing child being left in a vulnerable situation or leaving the city/country, while increasing the chances of a speedy recovery. Our efforts to develop a missing case database will enable case information to be entered as quickly as possible, further enhancing the speed and effectiveness of our response.

3.2.2 Public Dissemination

As each search for a missing child is unique, the information required from the public will differ accordingly. When we decide to involve the public via photo distribution, our partnership with various organizations such as NGOs, media outlets, and private companies will assist us in disseminating the information. For instance, volunteers can help in distributing posters on the streets and in stores, while private companies can aid in electronically distributing posters.

Considering the rapid advancement of distribution tools and technologies, we will carefully select the appropriate media types (e.g., print media, digital/online media, social media) and the extent of dissemination efforts based on the level of risk to the child. Regardless of the distribution mechanisms used, it may become necessary to halt the dissemination process and remove all information from the public view when their assistance is no longer required.

As part of a public photo distribution plan, we will collaborate with law enforcement officers to determine if an INTERPOL Yellow Notice should be issued. A Yellow Notice is a valuable law enforcement tool that can increase the chances of locating a missing person, especially if there is a possibility that the person may travel or be taken abroad.

We will periodically review the dissemination plan for each case to determine if new information needs to be included or if dissemination should be done in different locations. If a case remains unresolved for a prolonged period, we will discuss alternative dissemination strategies with our partners. In situations involving long-term missing children, it may be beneficial to create a new appeal with an age-progressed photo of the child.

3.2.3 Endangered Missing Child Advisories

An endangered missing child advisory is used to bring attention to the specific risks faced by a missing child, such as the lack of necessary medication. This type of advisory notifies the public promptly while we determine if the case meets the more stringent criteria for a rapid emergency child alert.

To avoid confusion among the involved agencies and the public, the launch criteria for an endangered missing child advisory will be clear and concise. The criteria for issuing an endangered missing child advisory will be distinct from the criteria for issuing a rapid emergency child alert. At a minimum, we will consider the following questions before issuing an endangered missing child advisory:

- Is the child missing under unexplained or suspicious circumstances?
- Does the child's age, health, mental or physical disability, or environmental/weather conditions pose a risk to their safety?
- Is the child in the company of a potentially dangerous person, or is there any other factor that could endanger the child?
- Is there sufficient information available to enable the public to assist in the safe recovery of the missing child?

By asking these questions, we can evaluate the circumstances of the missing child and decide whether to issue an endangered missing child advisory to help locate them quickly and safely.:

3.2.4 Rapid Emergency Child Alert Systems

Rapid Emergency Child Alert Systems serve as a way to broadcast and disseminate information about the most serious cases of missing children to the public. The most well-known Rapid

Emergency Child Alert System worldwide is the U.S. AMBER Alert, which is a voluntary partnership between law enforcement, broadcasters, transportation agencies, and others.

The main objective of any Rapid Emergency Child Alert System is to mobilize an entire community instantly to assist in the search for and safe recovery of a missing child by providing detailed information about the missing child, the suspected abductor, the suspected abductor's vehicle, and other pertinent information. The key criteria for a Rapid Emergency Child Alert System include:

- The child is under 18 years old.
- There is information indicating that the child is in immediate danger of serious harm or death.
- There is sufficient information available to enable the public to assist law enforcement with locating the child.

However, as with endangered missing child advisories, Rapid Emergency Child Alert Systems alone are not enough. It is essential that law enforcement and relevant partner agencies establish a comprehensive response to a report of a missing child, and the Rapid Emergency Child Alert System should complement the overall missing child response. For a more detailed understanding of Rapid Emergency Child Alert Systems, please refer to the Rapid Emergency Child Alert System Framework.

4.0 Role of Volunteers

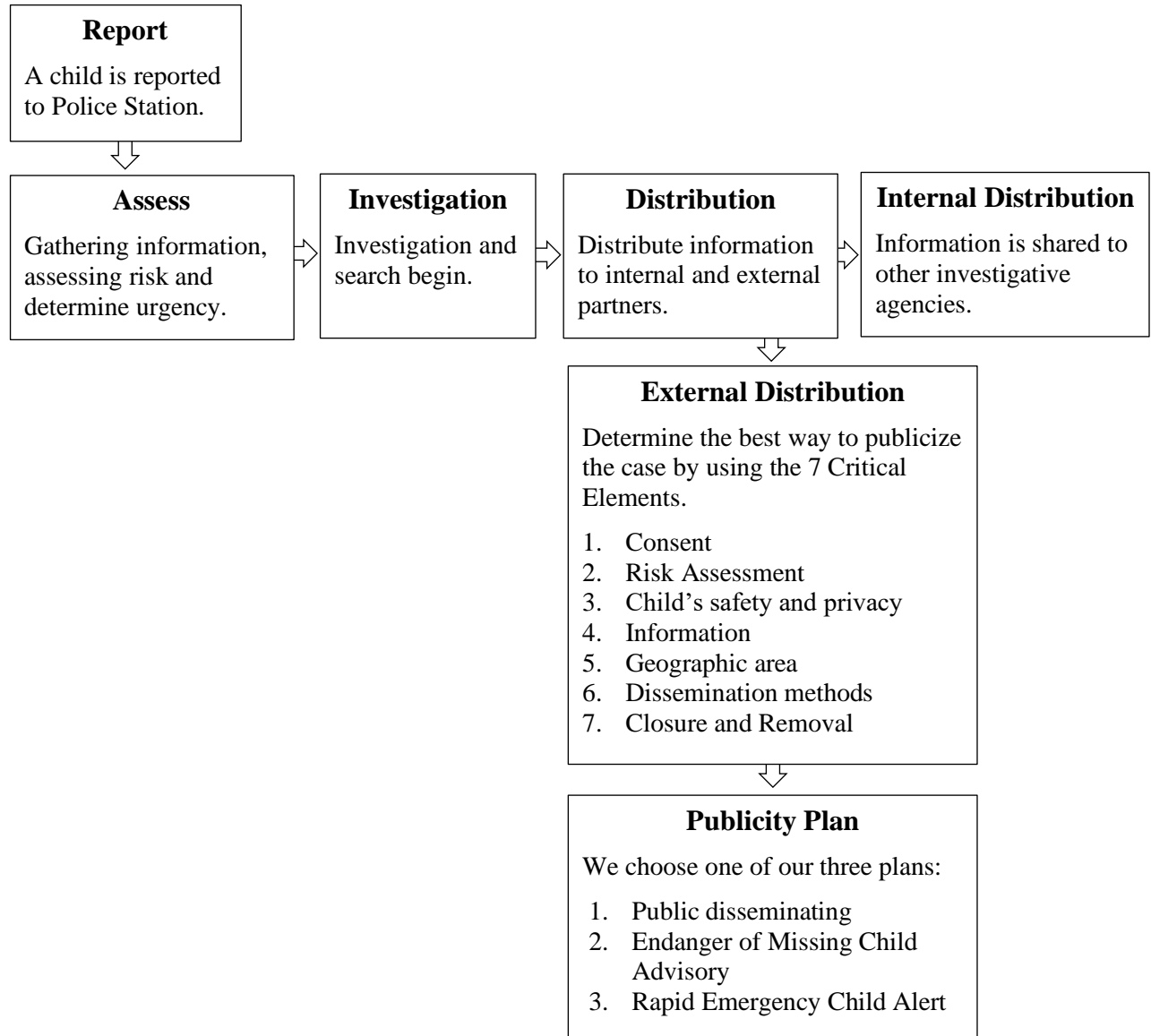
We recognize the significance of engaging with the community in preventing and searching for missing children, and we rely on the support and generosity of our caring volunteers to accomplish this. These guardian angels focus on three primary tasks: disseminating information, providing administrative assistance, and attending community events. Our volunteers distribute photos and information about missing children at various locations such as social media, retail stores, gas stations, libraries, schools, and recreation centers.

We express our gratitude to all our volunteers who have demonstrated exceptional dedication and gone above and beyond the call of duty in helping those in need. Your selflessness and commitment to our cause are critical to the success of our mission.

We understand that the prevention and recovery of missing children require a collective effort, and we encourage anyone who is passionate about this cause to join us as a volunteer. Together, we can make a significant difference in the lives of missing children and their families.

Appendix

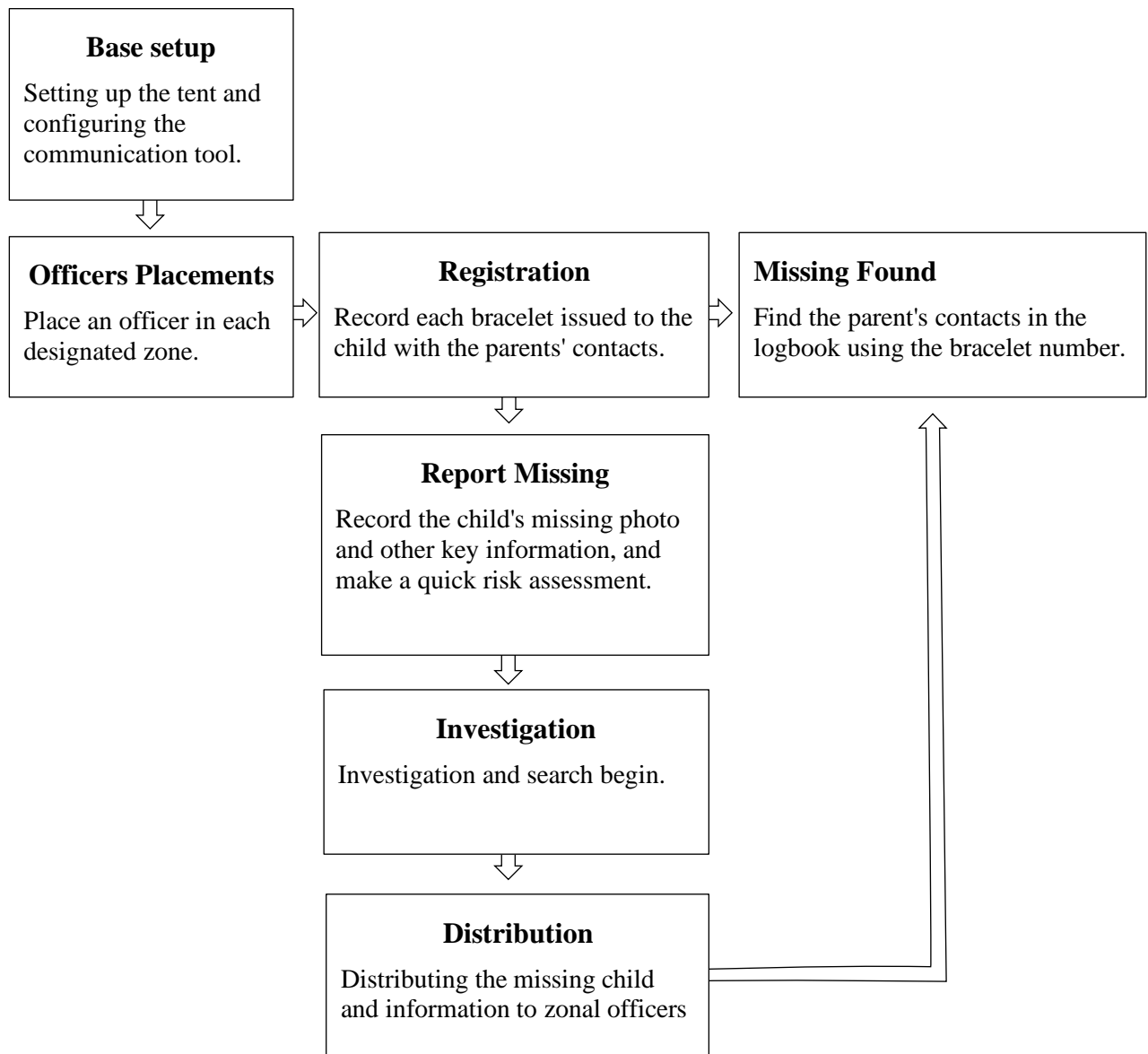
Appendix 01: Photo Distribution Flow Chart



****Important Notice:**

The full process from Assess to Distribution is a continuous dialog between investigative agency and the public. The process may be reviewed and updated periodically throughout the investigation.

Appendix 02: Emergency Response on Public Event Flow Chart



****Important Notice:**

The process can be reviewed and updated periodically depending on the nature of the event and the crowd.