

HOMeward BOUND

Partnering To Find Missing Children

<p>HAVE YOU SEEN ME?</p>  <p>Shania Joan Supanich 1-800-THE-LOST www.wsp.wa.gov/missing</p>	<p>HAVE YOU SEEN ME?</p>  <p>Sophia Hernandez 1-800-THE-LOST www.wsp.wa.gov/missing</p>
<p>HAVE YOU SEEN ME?</p>  <p>Aqueda Elizabeth Aries 1-800-THE-LOST www.wsp.wa.gov/missing</p>	<p>HAVE YOU SEEN ME?</p>  <p>Adre'anna Anita Jackson 1-800-THE-LOST www.wsp.wa.gov/missing</p>

Trooper Renee Padgett

SCANNING-Problem Definition

HAVE YOU SEEN ME?



Savannah Marie Everett Age-14
1-800-KID-LOST

Missing Children



SCANNING-Problem Origin



- Lack of visibility of missing children
 - Posters, Mail Flyers, etc
 - Media focuses on current events not children missing for multiple months or years
 - Media is very expensive for families
- Police take reports on missing children
 - Few follow-ups
 - Leads go away
 - Law enforcement does not have the resources to continue the search

SCANNING-Problem Statement



- Due to lack of sustained exposure, missing and abducted children are not being recovered.

ANALYSIS PROBLEM

- Missing children not recovered in a timely manner
- Media focus is on current events; the missing child's face only shared with local community
- Family abduction cases not a high priority in the media
- The longer a child is missing the less likely they will be found
- Emotional distress on family and missing child
- Financial burden on family members



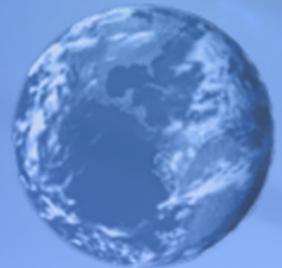
ANALYSIS DATA

- **MISSING CHILDREN CLEARINGHOUSE**
 - In excess of 20,000 reported missing children each year in Washington State
 - Approximately 90%-95% are runaways
 - 5%-10% missing children are a result of custodial interference
 - At any given time there are approximately 1,800 children missing in our state

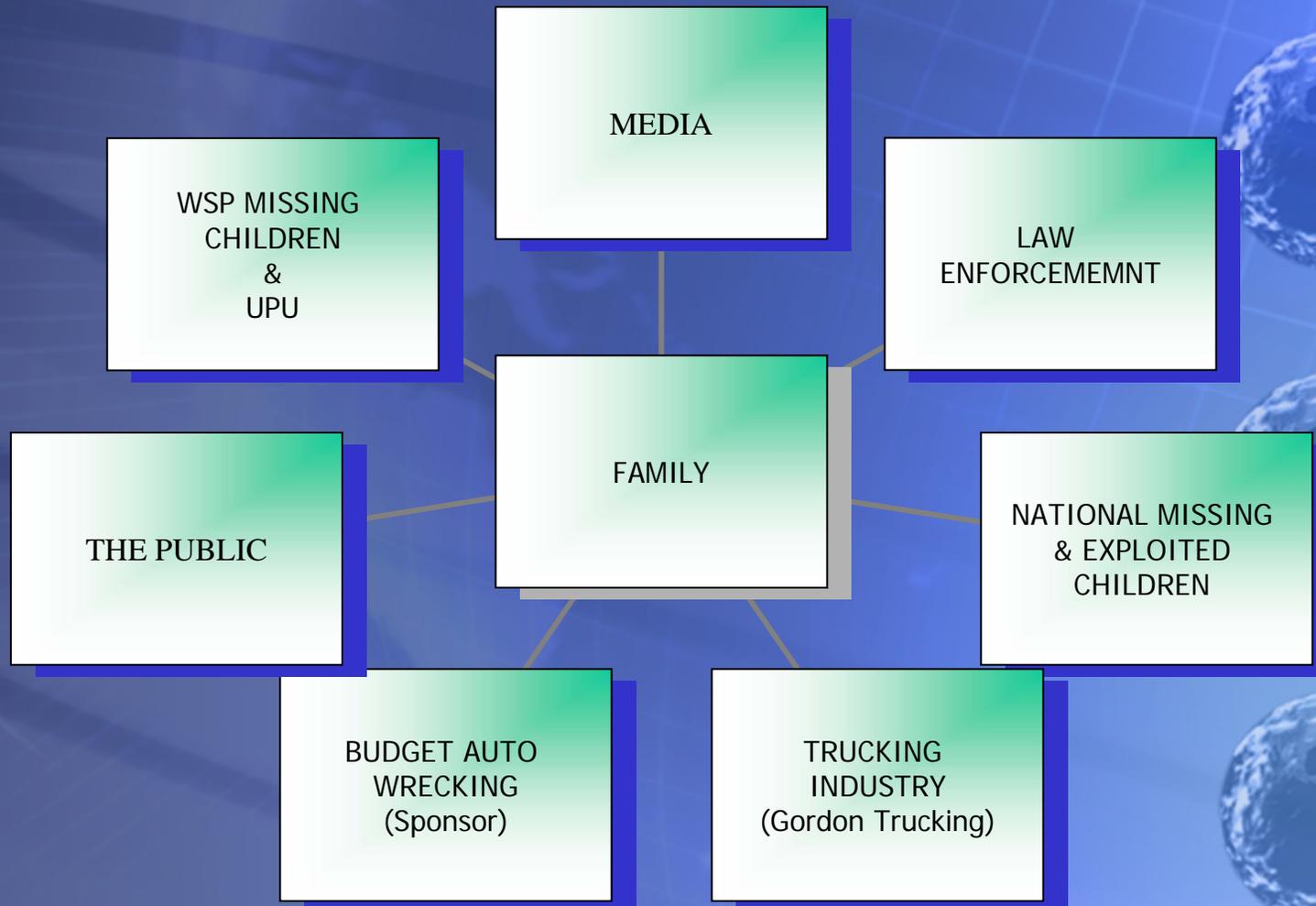
Statistical data courtesy of Ms. Susan Miller-WSP Missing Children & UPU Unit

ANALYSIS UNDERLYING CAUSE

- Lack Of Media Attention
 - Television, newspaper, etc.
- Lack Of Resources
 - Funding
 - Law enforcement investigators/detectives
- Loss Of Public Interest

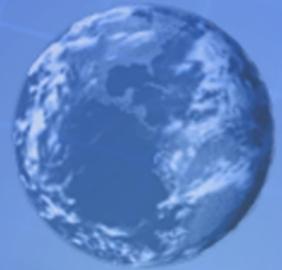
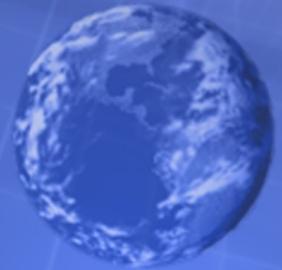


ANALYSIS STAKEHOLDERS



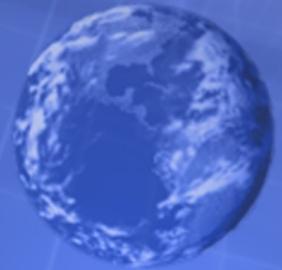
RESPONSE GOAL

- **Locate & Recover Missing Children**
 - Every child counts
- **Create Resources To Accomplish The Goal**
 - Public awareness
 - Develop a sustainable and ongoing program
- **Increase Community Partnerships**
 - Trucking industry
 - Media
 - Local law enforcement
 - Public



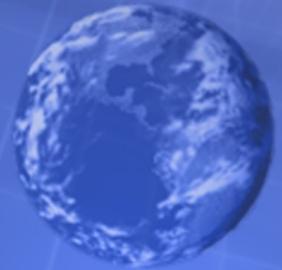
RESPONSE OBJECTIVES

- Create a broad base public awareness program to shed light on the problem of missing children
- Ensure the faces of missing children in Washington State stay in the public eye
- Seek public and private resources to assist with the program
- Ensure successes are shared with the public
- Create a program that is sustainable



RESPONSE SOLUTION OPTIONS

- Use Of Media
 - One time shot
 - Very expensive to have multiple broadcasts/ads
- Advertising On Vehicles That Operate Across Multiple States
 - Trucks or busses
- Law Enforcement
 - Limited resources
 - Case goes cold/Lack of leads



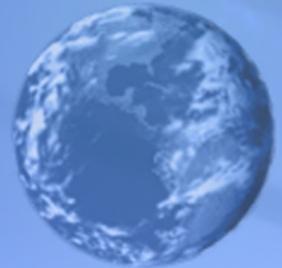
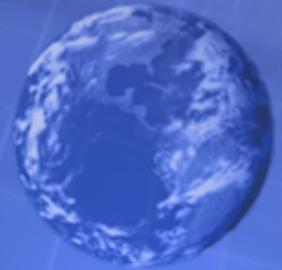
RESPONSE SOLUTION OBSTACLES

- **Budget**
 - No finances available
- **Resources**
 - No graphic design personnel
 - Law enforcement agencies pulled for multiple duties
- **Partners**
 - Would require multiple partners (trucking industry, media, law enforcement, missing children's families)
- **Missing Children**
 - How to select which missing children to focus on (over 1800 each month)

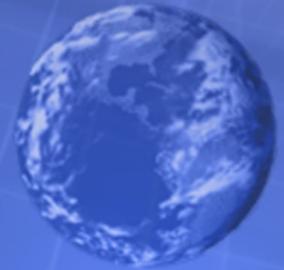


RESPONSE SOLUTION ACTION PLAN

- **OPERATION HOMEWARD BOUND**
 - In 2005 Trooper Renee Padgett began working with an idea to help locate missing children. Her vision was to put a large photographic image of a missing child on the side of a semi trailer. The thought was that the high visibility of trucks on the road would assist in locating a missing child.



RESPONSE SOLUTION TIMELINE



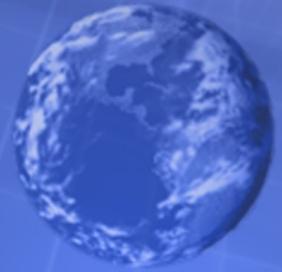
- Target Date To Implement Idea
 - April 2006
 - Idea for Homeward Bound was conceived November 2005
 - POPS Project Began Late November 2005
 - Partnerships created
 - Contact graphic design companies
 - Locate sponsors
 - Work with Missing Children Clearing House to select four children to focus on

RESPONSE SOLUTION

- Trooper Padgett Created Innovative Ways To Fund The Project
 - Donations were sought from a variety of CEO's, many local businesses and the trucking industry
 - Graphic companies were contacted for poster manufacturing
 - Gordon Trucking was contacted and volunteered the use of their semi trailers



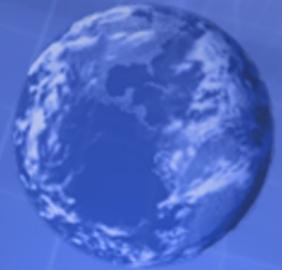
ACTION PLAN CHILD SELECTION



- Shania Supanich
 - 9 Years Old
 - Missing Since 2004
 - Custodial Interference



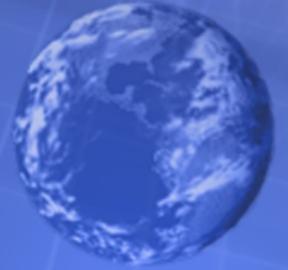
ACTION PLAN CHILD SELECTION



- **Agueda Arias**
 - 7 Years Old
 - Missing Since 2001
 - Custodial Interference



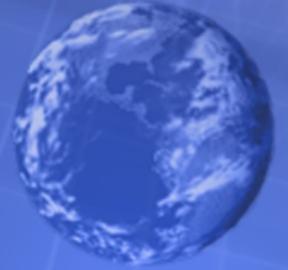
ACTION PLAN CHILD SELECTION



- Sofia Hernandez
 - 11 Years Old
 - Missing Since 1997
 - Custodial Interference



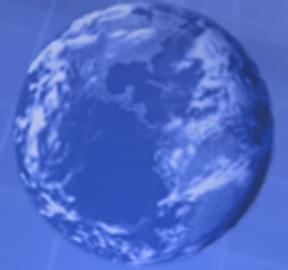
ACTION PLAN CHILD SELECTION



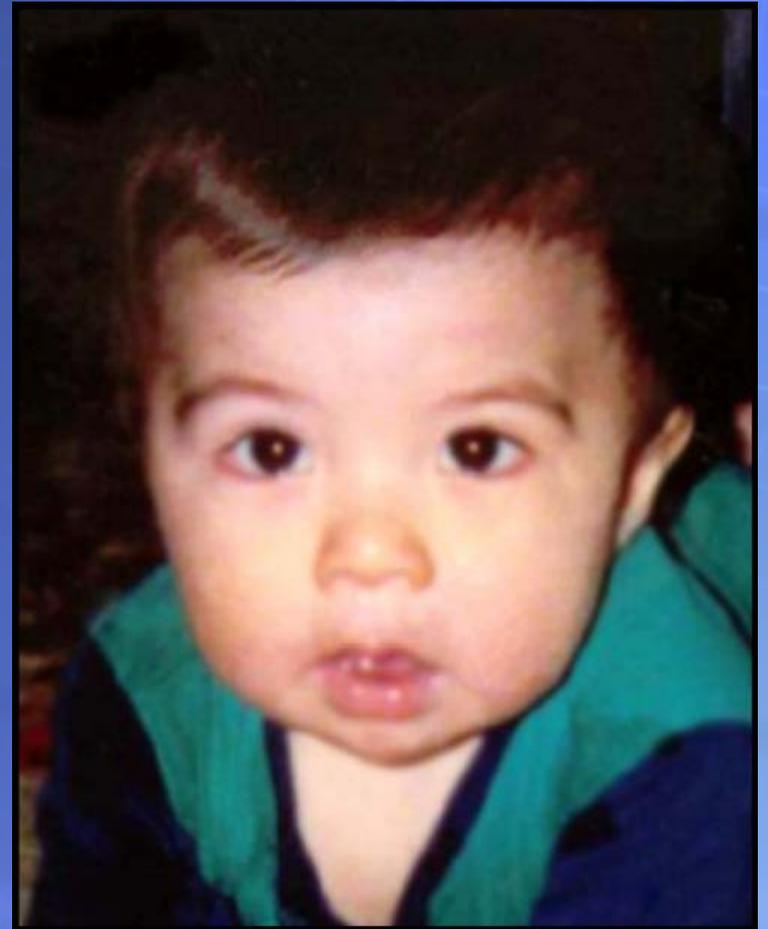
- Adre'anna Jackson
 - 9 Years Old
 - Missing Since 2004
 - Kidnapping



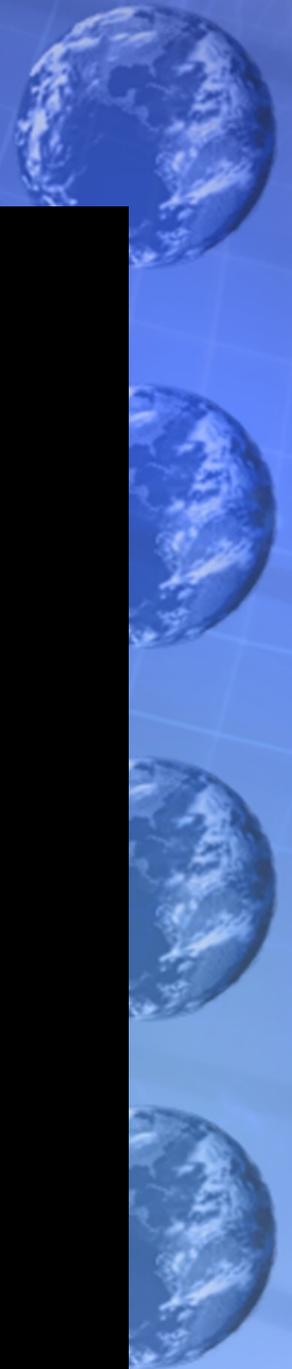
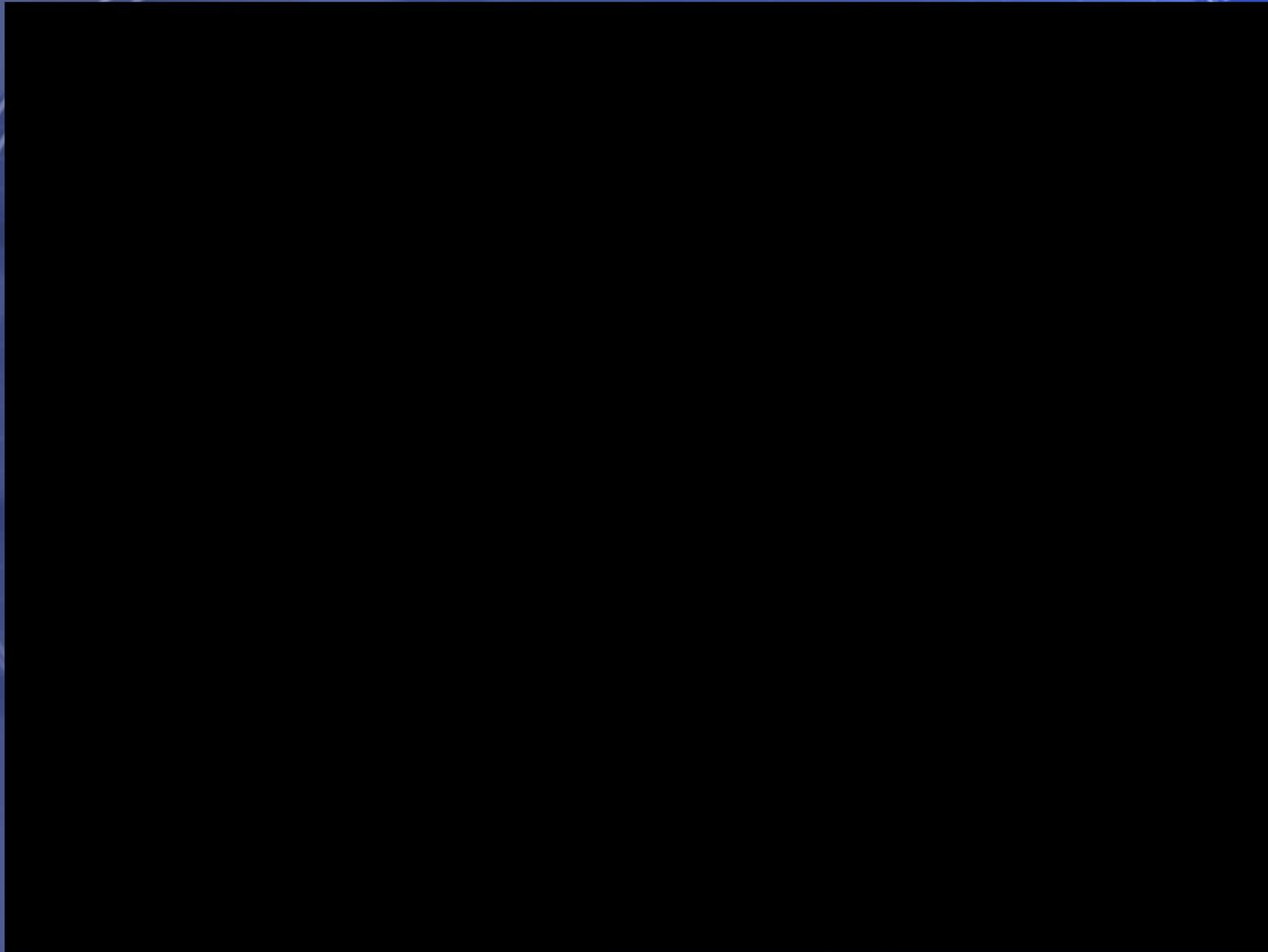
ACTION PLAN CHILD SELECTION



- **Francisco Rios-Carriere**
 - 3 Years Old
 - Missing Since 2004
 - Custodial Interference



ACTION PLAN HOMEWARD BOUND

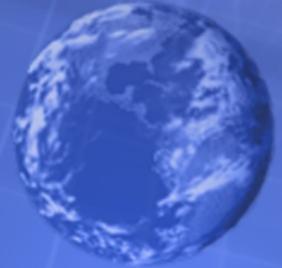


ASSESSMENT EVALUATION METHODS

- Number of children recovered
- Number of missing children tips compared to the number prior to the project implementation
- Increased public awareness
- Additional funding/partnerships

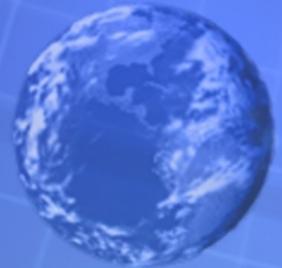


ASSESSMENT RESULTS



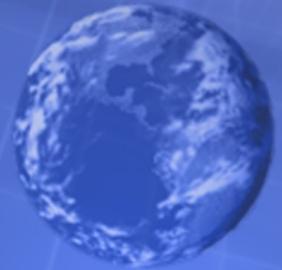
- Increased Public Awareness

- Multiple media releases
- 475 missing children tips to the clearing house (37% increase over 2005)
- How to call in information on missing children given out to the public
- The posters of missing children traveled through 11 western states



ASSESSMENT RESULTS

- Recovery Rate
 - Shania Supanich was located and returned to her mother in October, six months after the unveiling of the Homeward Bound POPS Project
 - 25% recovery rate
- Increased funding/partnerships
 - Gordon Trucking is donating an additional 100 semi-trailers and funding for 100 additional missing children posters
 - Budget Auto Wrecking donated additional funds for future posters



ASSESSMENT

