AMBER Alert Europe

Check. Think. Report.

Thank you for joining our annual prevention campaign for International Missing Children's Day. This year, we focus on providing parents and caregivers with the necessary information on what to do when their child goes missing. The Check. Think. Report. campaign provides a step-by-step guide on how to react promptly and effectively. It focuses on three key actions: "Check" to confirm the absence of the child, "Think" to gather and process important details, and "Report" to quickly inform the relevant authorities. The guidelines provide all you need to promote the campaign.

AMBER Alert Europe contact:

- Julie Bellinkx - julie.bellinkx@amberalert.eu

What you will receive from us:

1. **A dedicated campaign webpage**
   (in your requested language(s))
2. **A step-by-step infographic**
   (in your requested language(s))
3. **A selection of campaign visuals**
   (in your requested language(s) and formats suitable for websites and social media)
4. **A press release**
   (in English)

How you can participate:

Campaign Launch: Monday, May 21st – 10:00 AM (CET). Since May 25th falls on a Saturday this year, we will exceptionally begin the campaign on Tuesday, May 21st and continue it through the end of the week.

a. Share the campaign, incl. a link to your dedicated campaign webpage, on your social media channels (Facebook, Twitter, Instagram, LinkedIn, etc.). Please don't forget to **tag AMBER Alert Europe*.** You can also make use of a selection of relevant hashtags*
b. Share the press release, incl. a link to your dedicated campaign webpage, and/or campaign visuals on your website
c. Share the press release, incl. a link to your dedicated campaign webpage, and/or campaign visuals with your national media
d. All of the above 😉

***Social media tags AMBER Alert Europe:**

- Facebook: @AMBERAlertEurope
- Twitter: @AmberAlertEU
- Instagram: @amberalerteurope
- LinkedIn: @AMBERAlertEurope

*** Hashtags:**

- #IMCD
- #InternationalMissingChildrensDay
- #PreventMissingChildren
- #CheckThinkReport
- #AMBERAlertEurope
- #ChildSafety
- #MissingChildren
- #ChildProtection

Languages:

The Check. Think. Report. campaign is available in the following languages:

- Albanian
- Bosnian
- Croatian
- Czech
- Dutch
- English
- German
- Italian
- Lithuanian
- Macedonian
- Polish
- Portuguese
- Slovenian
- Spanish