



Legislation Text

File #: Res 0172-2006, **Version:** *

Res. No. 172

Resolution urging the Department of Education and day care centers to partner with Lifetouch School Portraits in the SmileSafe Kids Program, in order to provide identification cards to the parents and guardians of all children in these schools and centers free of cost.

By Council Members Baez, Comrie, Foster, Gennaro, Gonzalez, James, Koppell, Palma, Sanders Jr., Sears and Weprin

Whereas, According to the New York State Department of Criminal Justice Services, in 2004, there were over 21,000 reported missing children in New York State and 4,622 reported cases in New York City; and

Whereas, Lifetouch School Portraits is the world's largest employee owned photography company, taking school portraits since 1936, and operates in 435 New York City schools, including many public schools; and

Whereas, Lifetouch School Portraits created the SmileSafe Kids program in cooperation with the National Center for Missing and Exploited Children (NCMEC); and

Whereas, The NCMEC is a nationally recognized organization committed to helping locate missing children and to assisting their parents and local law enforcement agencies by providing, among other services, a national toll free hotline and an internet based information clearinghouse service used by law enforcement agencies to rapidly distribute information about missing children; and

Whereas, The SmileSafe Kids program provides the families of each child who receives a school portrait with two safety identification cards free of charge; and

Whereas, The safety identification cards contain a color photograph of the child, as well as the child's name, school, grade level, the month the photograph was taken and other descriptive information; and

Whereas, The safety identification cards also contain a toll free number that connects to the NCMEC;

and

Whereas, Lifetouch Portraits will make every participating child's portrait available electronically to the NCMEC upon request; and

Whereas, The SmileSafe Kids program is able to provide parents with child safety tools that have the potential to significantly aid their ability to locate their children in the event that they are lost or abducted; now, therefore, be it

Resolved, That the Council of the City of New York urges the Department of Education and day care centers to partner with Lifetouch School Portraits in the SmileSafe Kids Program, in order to provide identification cards to the parents and guardians of all children in these schools and centers free of cost.

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