



THE CITY OF SAN DIEGO

NEWS RELEASE

San Diego Police Department

FOR IMMEDIATE RELEASE

January 7, 2011

CONTACT: Lieutenant Debra Farrar
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Event: Phase 3 of Child Safety Campaign
When: January 7, 2010, at 9:00 p.m.
Where: Porter Elementary School North
445 South 47th Street, San Diego

On September 21, 2010, the Southeastern Safety Coalition (Referred to as Southeastern Safety Resource Team or SSRT) officially launched the "Child Safety Campaign" with their "Give them a Brake" billboards. This campaign is driven by a commitment to keep youth safe, especially on the streets. The SSRT has developed a plan to better inform parents, the community and businesses on how to be proactive to ensure child safety.

October 6, 2010 was International Walk to School Day. The SSRT launched Phase 2 of their Child Safety Campaign at Porter Elementary North prior to the first bell ring at 8:30 a.m. Phase 2 was centered on "Getting Children to School Safely."

On January 7, 2011, the San Diego Police Department Southeastern Division and the Southeastern Safety Resource Team are kicking off Phase 3 of their "Child Safety Campaign." We are introducing two additional informational cards targeting **daytime loitering and curfew** in English and in Spanish.

If juveniles violate these laws, they have an increased chance of becoming victims or engaging in other criminal behavior and experimenting with drugs and/or alcohol.

Our children are our most valuable asset. Our focus is on keeping them safe.

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