



Mercer County

Children's Medical Daycare

# Press Release

[www.childrensmedicaldaycare.com](http://www.childrensmedicaldaycare.com)

August 23, 2005

## Keeping Kids Safer

Two-thousand children are reported missing in the United States everyday. "That's 800,000 missing kids every year, we have to try to get this number down and prevention is the best form of protection," said Sue Viola, President of Mercer County Children's Medical Daycare in Hamilton, NJ. The Smile Safe Kids initiative is a new partnership with schools, Lifetouch, and the National Center for



Missing & Exploited Children. The program is provided at no cost to through participating schools to help families stay safer and respond quickly if a child is missing.

Youngsters at Mercer County Children's Medical Daycare received ID cards that will help authorities start an accurate and immediate on-site search the moment the child is missing. "It's understandable that child safety is a concern for many families. The safety prevention tips provided with this program will help protect our children by teaching them to be safer", said Ms. Viola. "I highly recommend that all schools collaborate with this important and vital initiative."

Experts say the odds for a safe recovery improve significantly if a current portrait of the missing child is immediately available. This helps law enforcement take quick, coordinated and focused action – even in common cases like when a child becomes separated from parents or guardians in a public place.

Mercer County Children's Medical Daycare provides children with special medical needs, ages birth to 4 years, with a continuum of medical care that is prescribed by their doctors in a daycare environment. The program opened in July 2003 as the State's largest pediatric medical daycare program and has served over 170 children from the Trenton community.