



Market research results highlight Australian's understanding of missing persons

The National Missing Person's Coordination Centre (NMPCC) carried out its first market research project with the Australian community in 2009. The objective of the research was to measure awareness and understanding of missing persons nationally and the impact of National Missing Persons Week (NMPW). The research was conducted via an online survey with 1,000 participants Australia-wide.

- › Post-NMPW mentions of NMPW increased by 15 per cent. Awareness of NMPW increased by a further 10 per cent.
- › There was a significant improvement in the understanding of NMPW and its focus on raising awareness of groups that are at risk of going missing, especially the elderly.
- › Post-NMPW participants had a greater understanding that missing persons 'is an issue that can affect the larger community', that 'people should be aware of those around them' and that 'anyone can go missing'.
- › Participants believed that the campaign was effective in communicating the importance of the topic by encouraging viewers to consider the potential impacts that missing persons has on families and the community in more detail.
- › Awareness of NMPW appears to have had a positive impact on both the understanding of the issues as well as attitudes towards missing persons. Increase in understanding was recorded.
- › Those aware of NMPW were the most informed group of who is at risk of going missing including the elderly.
- › Participants felt missing persons to be a more significant issue in the post-test than was the case previously.
- › Overall young people and those with mental illness were generally identified as being groups at risk of going missing.
- › Although many believe the issue of missing persons is significant, over three-quarters thought it to be less than 20,000 each year.
- › A myth that still remains is that people have to wait before reporting someone as missing – the most common response being 12 hours.

Research confirmed NMPW increases the understanding and awareness of missing persons. The research also identified gaps in knowledge which the NMPCC will consider when developing future campaigns and strategies.

For more information email missing@afp.gov.au



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AFP goes red to promote Day for Daniel 2009

On Friday 30 October 2009 the Daniel Morcombe Foundation invited all Australians to participate in Day for Daniel, an annual national event aimed at educating children about personal safety and protection.

The Daniel Morcombe Foundation was established by Bruce and Denise Morcombe (Daniel's parents) in 2005 following the tragic abduction of their son Daniel.

In support of the day, AFP Commissioner Tony Negus invited AFP members from the Canberra office to participate in a red-themed Day for Daniel morning tea.

The show of support was evident as AFP employees filled the room wearing the colour red, the signature colour of

the Daniel Morcombe Foundation and the colour of the t-shirt Daniel was last seen wearing. Federal agents and AFP Executive went as far as wearing the red Daniel Morcombe Foundation tie in support for the cause.

Daniel's parents have previously said that Day for Daniel is not a memorial day, it's a learning and fun day focusing on making a difference. Those words were echoed by the AFP's Chief Operating Officer Andrew Wood and National Manager Economic and

Special Operations Mandy Newton as they spoke at the morning tea commending the important work of Bruce and Denise.

A wide cross-section of AFP staff turned up wearing red at the morning tea (held at Headquarters in Canberra).



Western Australia Police swap uniforms for red

To show support for Day for Daniel Western Australia Police organised a beach volleyball competition and also wore red to raise further awareness of child safety.

For more information visit danielmorcombe.com.au or missingpersons.gov.au.

All in red; members of the Western Australia Police team help to raise awareness of Day for Daniel.



NMPCC to release poster of missing persons using age progression

In early 2010 the NMPCC will release its first national missing persons poster featuring age progressed images of missing persons.

Earlier this year, the NMPCC arranged for Forensic Imaging Technique Training to be conducted in Australia by the National Center for Missing and Exploited Children (NCMEC). Supervisor of NCMEC's Forensic Imaging Unit Glenn Miller, who regularly trains law enforcement in the U.S. and other countries in the use of age progression capabilities for missing persons, conducted the training.

Age progression is the process of modifying a photograph of a person to represent the effect of aging on their appearance. Digital image processing is the most common technique used to age progress a photograph of a person.

The training in forensic imaging techniques provides the skills necessary to recognise the change in facial features which occur with aging and how to implement these

using application techniques and software programs.

The process can involve obtaining reference photos of biological parents or family members, and the use of generic reference photos to assist in age progressing certain features of an individual.

In law enforcement, age progression can be used as an effective tool in the sector of missing persons. An image can be created to represent the likely appearance of a person who has been missing long-term. An age progressed photograph can provide a better indication of what the missing person would look like today, and therefore increase the chances of finding them.

There will be a total of six missing persons profiled on the national missing persons age progression

poster. Karen Skinner missing since 2004, was nominated by W.A. Police. Below is an example of a forecasted image of Ms Skinner to the target age she would be today (34 years).



Age progressed image of missing person Karen Skinner (29 to 34 years).

Global Missing Children's Network

The Coordinator of the NMPCC, Leonie Jacques, attended the most recent meeting of the Global Missing Children's Network which was held in Germany.

Sixteen participants from ten countries attended the meeting organised by the Global Missing Children's Network (GMCN). The main agenda item was runaways with presentations provided by Australia, Romania, the United Kingdom, Canada and Brazil specifically in relation to this significant issue and the respective country response.

On day two of the meeting a half day forum was held relating to international parental abduction. A speaker from the German Ministry of Foreign Affairs

provided an overview of some of the issues surrounding this increasingly significant issue.

Across both agenda items there was rigorous discussion and debate with the meeting providing an arena for the sharing of information and challenges.

Discussion regarding the success of International Missing Children's Day 2009 also occurred and planning commenced for 2010.



Representatives attending the meeting of the Global Missing Children's Network.

World Mental Health Day 2009 launched

The 2009 theme for World Mental Health Day (WMHD) was Mental Health in Primary Care: Enhancing Treatment and Promoting Mental Health. The theme was established by the World Federation for Mental Health and focussed on the role primary care plays in mental health services and treatment.

WMHD was held on Sunday 11 October during Mental Health Week, where a special forum was held by the Mental Health Council of Australia (MHCA) at the National Press Club in Canberra on Thursday 8 October.

The forum titled: *Does Doctor Know Best? Making the Most of Primary Mental Health Care*, was an MHCA initiative with the objective of engaging with the sector, consumers and carers in a more innovative and interactive way during Mental Health Week.

The forum was structured around a discussion on the models of primary

care in Australia and how mental health consumers access primary health care treatment. Primary care is generally defined as health care that is provided by a health care professional as the first contact a patient has with the health care system. Primary care is provided predominantly by doctors, practice nurses, primary/community health care nurses and community pharmacists.

The aim of the forum was to discuss "how do we get this team to best work together?", "who else should be involved?", and "is this what mental health consumers want?".

Sophie Scott, medical reporter for the ABC, facilitated proceedings. Tony Fowke AM, the first Australian to be elected President of the World Federation for Mental Health was the guest speaker.

A panel was established to assist Ms Scott in discussions. The panel members were Kim Ryan (CEO, Australian College of Mental Health Nurses), Professor Ian Hickie (Brain and Mind Research Institute), Lyn Littlefield (CEO, Australian Psychological Society), Dr Emil Djakic (AGPN), Dr Caroline Johnson (RACGP).

Several consumers and carers attended and provided very challenging and informative contributions to the forum. In terms of engaging with stakeholders, this year's WMHD function was arguably the best 'interaction' MHCA has seen at the official 'launch'.

Visit www.mhca.org.au for more information.



MHCA Chair, Rob Knowles and Sophie Scott



The Panel: Ian Hickie, Lyn Littlefield, Kim Ryan, Emil Djakic and Dr Caroline Johnson – with ABC medical reporter Sophie Scott.

Anxiety and Depression Awareness helps reduce the stigma associated with mental illness

Anxiety and Depression Awareness (ADA) month in October is *beyondblue*'s initiative for people from all walks of life to raise awareness of depression and anxiety and to help reduce the stigma that so often prevents people from getting well.

Coming up to its fourth year in 2010, ADA month has become one of Australia's leading mental health awareness events.

This October, Australians certainly put ADA on their RADAR with more than 2,800 organisations, community groups and individuals across Australia ordering 68,000 ADA month kits containing *beyondblue*'s information.

CEO of *beyondblue*, Leonie Young, said ADA month was a great opportunity for people to show they care about the struggle faced by people with mental illnesses, their friends and families.

"This outstanding level of support confirms what we already know – that there is a genuine desire of many people to actively tackle the stigma that is unfortunately still associated with mental illness," she said.

"Given that around one million people in Australia live with depression and a further two million have an anxiety disorder, yet less than half seek help, there's a fundamental need to continue to encourage open discussions about mental health. The first steps on the road to recovery are to talk about your health issues and seek help.

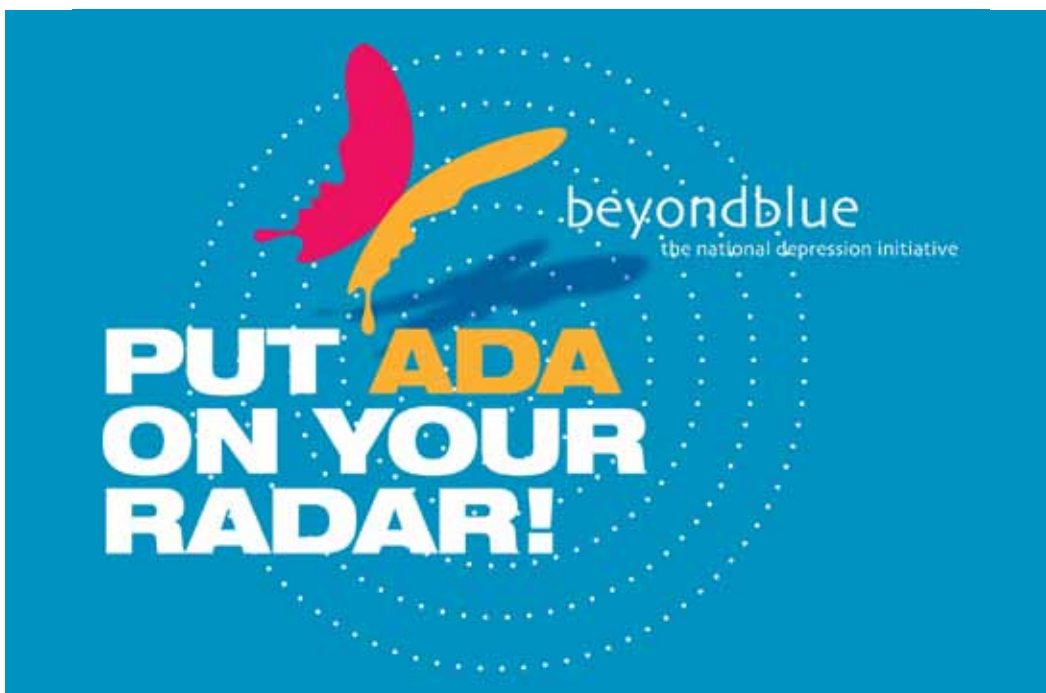
One in six people are likely to experience anxiety or depression. The chances are, if not ourselves, we all know someone who is affected.

Partner organisations of *beyondblue* – including the NMPCC and AFP – promoted ADA month to its staff and networks.

To find out more about depression, anxiety and related disorders, visit beyondblue.org.au or call the information line **1300 22 4636** (local call cost from a landline).



Beyondblue CEO Leonie Young



A minute for Madeleine

At 12:01 am on Tuesday 3 November 2009, the UK's national law enforcement centre for protecting children – the Child Exploitation and Online Protection (CEOP) Centre – issued an online viral message aimed at anyone who is close to the person/s involved in the disappearance of Madeleine McCann.

CEOP, supported by global partners and law enforcement agencies including the NMPCC and AFP, asked the public to help spread the message via the internet.

A short 60-second video (which can be viewed at ceop.police.uk) contains new images (age enhanced by the National Centre for Missing & Exploited Children (NCMEC), USA) showing what Madeleine may look like today.

Interpol, Europol and national police agencies from the US, Canada, the UAE and Europe also supported the initiative. Specialist charities and NGO's such as the NCMEC, Missing Children Europe and the UK charity Parents and Abducted Children Together (PACT) also provided expertise and support.

Head of the UK's CEOP Centre, Jim Gamble said that the rationale behind 'A Minute for Madeleine' was that the person they are looking for is likely to be a partner, family member or friend of the person/s who

were involved in Madeleine's disappearance. It is also highly probable that they, or someone close to them, is using the internet to search for any updates that may suggest the police are getting closer to discovering the truth.

"We want the message to become so widespread that it becomes just one click from any Madeleine search as a constant reminder to that person that it is never too late to do the right thing – that it is never too late for that person to redeem themselves," Mr Gamble said.

To show your support, help spread the message by linking to ceop.police.uk and disseminate the link through online communities.

The message is available in seven different languages – English, Arabic, French, German, Italian, Portuguese and Spanish.



Artist's impressions of how Madeleine McCann might look today at age 6 (age enhanced by the NCMEC, USA).

For more information visit ceop.police.uk.

The Smile of the Child celebrates 15 years

It was on 9 November 1995, while battling for his life in Greece, that Andrea Yannopoulos aged 10, wrote in his diary his wish to help put smiles on the faces of children. And so began The Smile of the Child.

Today The Smile of the Child has surpassed everyone's expectations and celebrates 15 years of providing care and protection to thousands of children in Greece. Its objective is to support all children in Greece and Cyprus who may be in danger or whose needs cannot be met by their parent(s) or guardian(s).

Since its inception The Smile of the Child has grown to nine community homes providing safety to 245 children at any one time. It is recognised as the Greek National Centre for Missing and Exploited Children. The centre works closely with parents, judicial and law enforcement authorities, the media and the public to recover missing

children. The Greek Centre, in close cooperation with the Greek National Police, is also responsible for activation of AMBER Alert Hellas; an emergency broadcast system for missing children.

The Smile of the Child has been a member of the 'Missing Children Europe' (MCE) since 2001 and is on its Board of Directors. It is also on the Board of Directors of the International Centre for Missing & Exploited Children (ICMEC). There are also plans to open a South-Eastern European Centre for Missing and Exploited Children that will organise and coordinate the efforts of NGO's, law enforcement and other stakeholders in the region.

The Smile of the Child runs the Greek National Helpline for Children "SOS 1056" and in September 2007 was assigned **116 000**, the European Hotline for Missing Children.

As part of its 15 year anniversary, The Smile of the Child will be hosting a number of activities during November and December 2009.

For more information visit www.hamogelo.gr.



What's new?

Missing persons website functionality – print posters of individual missing persons

The NMPCC website missingpersons.gov.au now has the ability to download posters of missing persons who are profiled on the website. All the public need to do is go to the profile of the missing person and click **'View Poster'**. The 'Missing' poster, customised to that missing person's details, can then be printed.

Along with this functionality, age enhanced photos of missing persons can be uploaded to individual profiles of missing persons in the hope of increasing recognition of that person. This functionality will become particularly useful as the NMPCC begins to age enhance images of long-term missing persons.



Missing Persons Website profile page

Click **'View Poster'** for a customised, printable poster for that individual (next page).

[Printing Instructions](#) | [Print this page](#)

MISSING

Cheong, Sally

Personal Details

Last seen:	Wednesday, 2 April 2008
Year of birth:	1985
Height:	162cm
Build:	Slim
Eyes:	Brown
Hair:	Brown
Complexion:	Tanned
Gender:	Female
Distinguishing Feature:	



Circumstances

Sally Cheong was last seen at 3.00am on Wednesday the 2nd of April, 2008, at her home in Oakleigh South Victoria. Concerns are held for her as no contact has been made with the family since this date.



AFP
AUSTRALIAN FEDERAL POLICE

National Missing Persons Coordination Centre

1800 000 634

missing@afp.gov.au
www.missingpersons.gov.au