

## What shop staff will do

Staff in shops that are part of the Safe Child Scheme are trained to:

- tell the child who they are
- ask the child's name
- carry out a brief search of the immediate area with the child
- notify store or shopping centre security
- make an announcement on the public address system
- make sure of the identity of anyone collecting the child
- stay with the child in a public place until collected
- contact the police if the parent/carer cannot be traced.



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**NSPCC**  
Cruelty to children must stop. FULL STOP.



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**What to do if your  
child gets lost  
whilst you're shopping**

**Safe Child Scheme  
a leaflet for parents and carers**

# Introduction

In today's large, busy shopping environments it's all too easy for young children to become separated from their parents or other adult carers. When this happens it can be very distressing for both child and adult.

Most children are reunited with their families very quickly. But a lost child is a vulnerable child, so it is best to help prevent children from getting lost in the first place and teach them what to do in case it should happen.

**The Safe Child Scheme is a partnership approach to helping reunite young children with their families if they become separated while out shopping or in a crowd.**

**Let's all help keep children safe...by knowing what to do.**



# What parents and carers can do

## Help prevent children from getting lost:

- Encourage children to stay close to you in shops and to hold your hand or trolley.
- Use reins or wrist straps on young children in busy places.
- Don't leave children in unsupervised play areas.

## Help find them quickly if they do get lost:

- Make sure children know what the Safe Child 'holding hands' picture looks like.
- Make sure children know that store and shopping centre staff wear uniforms and name badges. Teach them to go and tell an assistant if they do become lost (usually staff at the checkouts are easiest to recognise).
- Teach children to tell staff their name, address and telephone number.

## If you do become separated from your child:

- Go to the nearest till or ask the nearest member of staff.
- If in a shopping centre or street, contact the information desk or nearest shop for help.
- Listen for any public address announcements.
- If your child cannot be found, ask the store staff to contact the police on your behalf immediately.

Teach children these simple instructions so they will know what to do if they become lost:

## If you are lost:

**If you cannot see the person you came shopping with**

- stop
- stand still
- look around for the person
- do not run around.

**If you see the person you are with**

- go straight back to them and hold their hand.

**If you still do not see the person you are with**

- walk to a till or checkout and tell the person working there that you are lost.

**If you get lost in a shopping centre or street**

- go straight into the nearest shop and tell someone who is working on a checkout or the information desk that you are lost.

**Always remember, do not go up to anyone else.**