

# JUNIOR CITIZEN CHILD SAFETY CAMPAIGN

## CRIME, CONSEQUENCE, CHOICES, PERSONAL SAFETY

The choices young people make will determine the life they lead

On behalf of the Metropolitan Police Service and Child Safety Media, we would like to take this opportunity to thank you for your interest in the Metropolitan Police Service's Junior Citizen initiative.

This year, over 30,000 Year 6 children attending primary schools across London will visit one of the Junior Citizen child safety events. Participating agencies include the Metropolitan Police Service, London Fire Brigade, London Ambulance Service, Transport for London, Port of London Authority, Trading Standards, Road Safety Units and Anti-Social Behaviour Teams.

Our Junior Citizen campaign is organised in partnership with Child Safety Media, an organisation that works in collaboration with the emergency services and local agencies to reduce the number of child victims through the provision of interactive safety training and education programmes.

The initiative has been devised specifically for students who are about to leave primary schools and teaches them the skills needed to keep safe at such an important time of their lives.

To support the events, Child Safety Media have developed a unique virtual training programme that reinforces messages taught at the events. Using digital images, text and hyperlinks, the Junior Life Skills programme will engage and entertain children. Packed with information and advice from professionals on topics such as personal safety, fire safety, knife crime, road safety, transport safety, healthy living, first aid, bullying and Internet safety, this virtual experience will enable us to reach even more young people with vital safety messages.

'Junior Life Skills' complements our policing philosophy of being community focused and using partnerships to reduce crime and make London a safer place to live. Obviously, young people are a valued part of the community and our ultimate goal is to make them feel safe, involved and reassured.

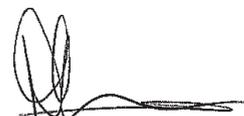
Thank you once again for your interest in such an important campaign that will help young people make the right choices. A member of Child Safety Media will contact you within the next few days to establish the level of your support.

Best wishes,



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