



Deborah J. Daniels
Assistant Attorney General
Office of Justice Programs

Progress Report on the National AMBER Alert Strategy

In October 2002, Deborah J. Daniels, Assistant Attorney General for Office of Justice Programs, was appointed by Attorney General John Ashcroft to serve as the first National AMBER Alert Coordinator. Since that time, under her leadership and with guidance from the National AMBER Alert Advisory Group, a strategy was developed and implemented in 2003. The Advisory Group is composed of victims, law enforcement, broadcasters, and officials from the Departments of Justice and Transportation.

Since AMBER Alert began in 1996, over 125 children have been recovered. *Two-thirds of the total number of all recoveries have occurred since October of 2002, when the AMBER program became a coordinated national effort.* Communities, states, and jurisdictions are working together and across state lines as the vital link in the national strategy to bring abducted children home.

NATIONAL STRATEGY FOR AMBER ALERT:

- **Assess current AMBER activity nationwide**
- **Create a coordinated AMBER network**
- **Communicate "lessons learned"**

PROGRESS REPORT for 2003:

- **Assess current AMBER activity**
 - ▶ Determined status of local, statewide, and regional AMBER plans to identify national trends, characteristics, and current procedures.
 - ▶ Evaluated available technology and developed AMBER Alert draft technology standards to promote cooperation between state communications systems.
 - ▶ Held the first-ever AMBER Alert Technology Conference in December 2003 which provided 65 AMBER coordinators access to new technology to enhance AMBER communications.
- **Create a coordinated AMBER network**
 - ▶ Provided training and guidance on plan development and enhancement for law enforcement, broadcasters, and transportation representatives through regional summits and missing children training courses.
 - ▶ Established federal, state, and local partnerships and promoted agreements among states and communities to develop a seamless network

- **Communicate “lessons learned”**
 - ▶ Held the first-ever National Training Conference on AMBER Alert in August 2003, which brought together teams from every state to receive training, AMBER plan development, and share best practices.
 - ▶ Presented the national strategy at over 30 major conferences held by broadcasters, law enforcement, and juvenile justice organizations.
 - ▶ Raised public awareness through the creation of a national AMBER Alert web site: www.ojp.usdoj.gov/amberalert/ ; media appearances; training videos; and the production and distribution of an AMBER Alert brochure.

FOCUS FOR 2004

- Convene the Second National Training Conference on AMBER Alert to report on progress of National AMBER Alert Strategy and dialogue with participants about individual plan issues and successes.
- Increase the number of regional summits and localized training specific to the needs of a community.
- Improve communications among plan coordinators through creative use of the Internet and develop a newsletter to include information about sites, technologies, and success stories.
- Track the progress of plan implementation and provide assistance to plan coordinators for AMBER program enhancement.
- Develop a report to Congress on the activities of the National Coordinator and the effectiveness and status of the AMBER plans of each state.
- Make available a “Best Practices” report from the Department of Transportation.
- Work with broadcasters on development of training videos and public service announcements.
- Work with the media and law enforcement on emphasizing the need for AMBER Alerts to be local in origin, as not to desensitize the public to the use of this important tool.

AMBER Alert Progress 1999-to date		
Year	Number of Recovered Children	Number of Statewide AMBER Plans Implemented
1999	8	1
2000	8	1
2001	2	2
2002	26	28
2003	72	14
2004 (to date)	10	2
Total	129	48

updated 3/17/04