

Appendix P: Public Messaging Script Regarding Unaccompanied Minors

This section provides sample messaging to communicate with the public after an emergency or disaster. Messages can be adapted for press releases, social media, websites, or announcements to help families report or locate separated children.

Public Alert Template

PUBLIC ALERT: Family Reunification After [Disaster Name]

[Date] - [Time]

[City/County/State] – Following the recent [Disaster Name] event, authorities are working diligently to reunite families and individuals who may have been separated. If you are looking for a missing loved one, or if you have information about someone who may be separated from their family, please do one of the following:

- **Call our hotline:** You can reach out to our team by phone at [INSERT HOTLINE PHONE NUMBER HERE].
- **Complete an online inquiry form:** You can complete an inquiry form online at our website: [INSERT WEBSITE HERE].
- **Make an in-person inquiry:** You can come to the Family Assistance Center located at [INSERT ADDRESS HERE].
- **Found children:** Anyone who finds a child separated from their parents or legal caregivers should contact any available first responder or our hotline at [INSERT HOTLINE PHONE NUMBER HERE] for further instructions.
- **Let family members know you are safe:** Use the [American Red Cross Safe and Well program](#) to let family members know you are safe or to search for loved ones.

We understand this is a difficult time, and we are committed to helping you reunite with your family.

Public Messaging Tips

- Post accurate, centralized updates about reunification services across official platforms (websites, social media, SMS).
- Use consistent hashtags or page links to reduce confusion and misinformation.
- Flag or report false reunification reports or impersonation attempts.
- Avoid posting identifiable information or images of children unless:
 - The child is still missing, and permission has been granted by legal guardians or authorities, or
 - It is essential for recovery and vetted by law enforcement