



**Missouri AMBER Alerts**  
 Captain Corey J. Schoeneberg

1

---

---

---

---

---

---

---

---

**Missouri AMBER Alert**

- The **AMBER** acronym stands for **America's Missing: Broadcast Emergency Response**
- The responsibility for requesting the activation of an AMBER Alert rests **solely with the law enforcement agency having jurisdiction** over the case.
- There are **no requirements** stating a law enforcement agency is required to request an AMBER Alert.
- It is at the **discretion** of the broadcasters to broadcast an alert.
- MSHP facilitates the AMBER Alerts, Endangered Person Advisory, Endangered Silver Advisory, and Blue Alert systems

2

---

---

---

---

---

---

---

---

**Goals**

- Efficiency – at every level (call taker, officer on scene, communications and approval process)
- Accuracy – can't be overstated (what if was your plate #)
- Being disciplined to the system – Criteria followed - if not followed diminishes the effectiveness of the AMBER Alert.
- As stated by the National Center for Missing and Exploited Children:

**"It's important to understand the AMBER Alert must be used appropriately and not overused. If the early warnings are not accurate and/or case doesn't warrant an alert, then the integrity and credibility of the plan will be diminished if the plan is activated in those situations."**

3

---

---

---

---

---

---

---

---

Missouri AMBER Alert Criteria (RSMo. 210.1012)

1. Reasonable belief an abduction has occurred
2. There is sufficient detail to make a public alert useful
3. The victim must be 17 years of age or younger
4. There is a credible threat of serious harm or death to the victim

- Parental disputes do not apply unless sufficient evidence exists to indicate harm may come to the child from a parent, guardian, or other official custodial entity.
- Runaways, arranged meetings are things to consider, victim involvement in disappearance

4

---

---

---

---

---

---

---

---

The Request Process – an overview

- Obtain detailed information from every caller.
- If your agency suspects an abduction has occurred, call the Troop F communications center **(573) 751-1000**.
- Consult with the investigating officer once on scene.
- Contact Troop F if the investigating officer requests an AMBER Alert.

5

---

---

---

---

---

---

---

---

Alert Activation

The following should happen after an AMBER Alert activation:

1. The public will receive a Wireless Emergency Alert (WEA) with a Uniform Resource Locator (URL) on their cellular telephone
2. MODOT will be notified to activate message signs
3. The Missouri Lottery will be notified to activate message signs
4. All MO Alerts subscribers will receive an automated e-mail (moalerts.mo.gov)
5. The AMBER Alert is posted to the MO Alerts Twitter account @MSHPAlerts
6. An active alert is generated and posted to the MO Alerts website
7. Emergency Alert Systems (EAS) broadcast message is sent

6

---

---

---

---

---

---

---

---

# ENDANGERED PERSON ADVISORY

7

---

---

---

---

---

---

---

---

## Endangered Person Advisory (EPA)

Activation Criteria:

- Circumstances fail to meet the criteria for an AMBER Alert
- Missing under unexplained, involuntary, or suspicious circumstances
- Believed to be in danger because of age, health, mental or physical disability, environment or weather conditions, in the company of a potentially dangerous person or some other factor that may put the person in peril
- Sufficient information that could assist the public in the safe recovery of the missing child



8

---

---

---

---

---

---

---

---

# ENDANGERED SILVER ADVISORY

9

---

---

---

---

---

---

---

---

Endangered Silver Advisory - ESA



Activation Criteria:

1. 60 years of age or older and believed to be suffering from dementia or other cognitive impairment
2. A legal custodian of the missing person has submitted a missing person's report to the agency where the person went missing
3. There is sufficient information available to disseminate to the public that could assist in locating the missing adult.

10

---

---

---

---

---

---

---

---

BLUE ALERT

11

---

---

---

---

---

---

---

---

Missouri Blue Alert



Activation Criteria:

1. A law enforcement officer is killed or seriously injured in the line of duty; **or**
2. An officer is missing in connection with official duties; **or**
3. There is an imminent and credible threat to kill or seriously injure a law enforcement officer; **and**
4. The law enforcement agency involved requests or approves the alert being issued

12

---

---

---

---

---

---

---

---

	<h1>QUESTIONS?</h1>
---	---------------------

13

---

---

---

---

---

---

---

<h2>Key Contact Information</h2>	<p>Troop F – (573) 751-1000 E-mail – <a href="mailto:moaderts@mshp.dps.mo.gov">moaderts@mshp.dps.mo.gov</a> MO Alerts website – <a href="http://moaderts.mo.gov">moaderts.mo.gov</a> Twitter - @MSHPAlerts (<a href="https://bit.ly/MoAlerts">bit.ly/MoAlerts</a>)</p>
----------------------------------	--

14

---

---

---

---

---

---

---