



1903 Bartlett Avenue
Altoona WI 54720

SCHOOL DISTRICT OF ALTOONA

PRESS RELEASE

Parent Education Session will Focus on Tough Subject

Altoona, November 3, 2010. Last March, Altoona's Director of Public Safety, Todd Chaney and Investigator Jesse James, brought significant issues related to cell phone use - including the distribution of sexual images - to the attention of the Altoona school district's administrative team. Since then as part of their efforts to raise awareness related to safety issues and precautions, the administration has shared this tough subject with the Altoona school board and administrators from other school districts.

On November 18, another group of stakeholders will be added to the mix when Investigator Jesse James presents, **Cell Phone Crimes/Sexting** to parents. While the session is geared toward parents of students in grades 4-12, all parents are welcome. The session will focus on local and national cases and their impact on the individuals involved and the school community.

The statistics are shocking - 22% of teenage girls and 18% of teen boys have sent or posted nude or semi-nude pictures or videos of themselves. Fifteen percent of them say they have done so to someone they only "knew" online. Percentages of teens sending or posting sexually suggestive messages is even higher; 37% for teen girls and 40% for teen boys.

Communication is the most effective tool parents can use to help their children avoid risky behavior. As a first step, join us in helping to open the lines of communication. More information and resources are available on our website: www.altoona.k12.wi.us - click on the Parents Tab and scroll down.

Parent Information Session Cell Phone Crimes/Sexting

Presented by
Investigator Jesse James,
Altoona Police Department

November 18, 6:30 p.m.
Altoona Middle School LMC
(Rm 3225)

For information: Joyce Orth, Executive Assistant

Contact: jorth@altoona.k12.wi.us

Phone: 715-839-6032

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