

SAEB Safeguarding Ambassadors Summer Bulletin 2026

Supporting Loved Ones Who May Go Missing or Experience Memory Loss

Welcome from Mariya, Chair of the SAEB Safeguarding Ambassadors



Hello everyone,

Welcome to our Summer Safeguarding Ambassadors Bulletin. In this edition, we are focusing on how we can support loved ones, neighbours and members of our communities who may be at risk of going missing or becoming confused or disorientated because of memory loss, dementia, health conditions or sudden medical symptoms.

We are very grateful to Hassnaa for sharing her lived experience so openly. Her story is a powerful reminder that a moment of confusion or vulnerability can happen suddenly, and that having the right information available at the right time can make a real difference.

As Safeguarding Ambassadors, we know that small, practical steps — such as completing the Herbert Protocol, keeping emergency contacts up to date, carrying identification, or talking with family and carers in advance — can help people feel safer and better supported. These conversations are not always easy, but they are an important act of care, kindness and prevention.

Please do take a few moments to read and share this bulletin with your networks, community groups, families, friends and neighbours. Together, we can help raise awareness, encourage preparation and support people to stay safe, connected and visible in our communities.

Warm wishes,

Mariya

Chair, SAEB Safeguarding Ambassadors

Sharing Lived Experience

Hassnaa's Story



A few years ago Hassnaa experienced a frightening moment that has stayed with her. She remembers being outside a hospital and then suddenly “coming around” to find people leaning over her, asking if she was okay and whether they could call someone to help. She describes feeling confused, vulnerable and unsure of what had happened, with little sense of how she had got there or what she needed in that moment.

In sharing her experience, Hassnaa wants people to understand what it can feel like when medical symptoms come on suddenly and explained that her conditions can leave her feeling dizzy, confused and unsteady, and that this can make it difficult to say where she is, what has happened, or who should be contacted. Her voice of lived experience helps to highlight how quickly a familiar place can become suddenly overwhelming when someone feels disorientated and unable to ask for help clearly.

Her story helps us all to understand why easy-access emergency information is so important. If key details are available quickly — such as emergency contacts, medical conditions, medication, communication needs and anything that helps the person feel safe — those nearby can respond with confidence, compassion and respect. This is where the Herbert Protocol can be so useful: it brings this vital information together in one place, so families, carers and emergency responders can act quickly and with greater confidence if someone goes missing or becomes disorientated. Hassnaa's experience reminds us that preparation is not about expecting the worst; it is about making sure the right information is there when it is needed most, so the person's needs and voice are not lost in a moment of crisis.

What is the Herbert Protocol?

The Herbert Protocol is a nationally recognised scheme designed to help find people living with dementia or memory loss if they are reported missing. It uses a simple form to record important information such as personal history, daily routines, favourite places, health needs, medication, communication needs and emergency contacts.

Having this information ready in advance helps police and other responders begin a focused search without delay. The form is not stored by the police, so it should be kept safely by the person, their family, carers, care provider, or another trusted person and updated whenever key information changes.

You can complete the official **Herbert Protocol form** online through the national [MedicAlert Herbert Protocol Portal](#) or by downloading a paper copy directly from your local UK police force's website. The Herbert Protocol is a vital **safeguarding tool** used by British emergency services to quickly locate vulnerable individuals, particularly those living with dementia, if they go missing.

Safeguarding Ambassador Key Messages

- **Complete the Herbert Protocol:** Relatives, unpaid carers and paid carers are encouraged to complete the Herbert Protocol in advance. This means essential information is ready to share immediately with police if someone goes missing.
- **Keep information up to date:** Review the form regularly so that details about medication, routines, favourite places, communication needs and emergency contacts remain accurate.
- **Make emergency information easy to find:** Keep a copy somewhere accessible at home, in a care plan, or with a trusted carer so it can be handed over quickly if needed.
- **Use simple identification tools:** Encourage people to carry identification, emergency contact details, medical information or specialist needs cards where appropriate.
- **Use technology safely:** Where suitable, consider mobile phone emergency contacts, medical information on the lock screen, location sharing, or community alarm services.
- **Look out for each other:** Neighbours, friends, community groups and local services can all play a part by noticing when someone appears confused, distressed or lost, and knowing how to seek help.

Our Safeguarding Ambassador Top Tips

Keep identification items handy

- **Freedom Pass:** Remind people to carry their Freedom Pass even when they are not using public transport. It contains personal details that can help authorities identify and assist them quickly.
- **ID bracelets:** Wearing a bracelet that lists key emergency details, such as health conditions or allergies, provides responders with vital information rapidly.
- **Label clothing for rapid contact:** Adding discreet labels inside clothing with a carer's or family member's phone number can help others reach the right person quickly if someone is found confused or distressed.
- **Make the most of mobile phone features:** Encourage people to enable phone tracking to help locate them if they become lost, and to add emergency contacts and medical information to their phone's lock screen. This can be especially valuable in moments of crisis.
- **Community alarm services:** For individuals who spend time alone at home, referrals to community alarm services via GPs or social services can provide reassurance. These devices enable quick alerts in emergencies.
- **Specialist needs cards:** Carrying cards that list important needs, such as hearing, vision or mobility impairments, can help emergency responders communicate effectively and adapt their support.

Keep key information with you

- **Medication list:** Keeping a medication list available helps responders understand allergies, health conditions and treatment needs.
- **Pet information:** Keeping pet information accessible helps ensure pets left at home can be cared for if the person is taken to hospital.

A message from the SAEB Safeguarding Ambassadors

The Safeguarding Ambassadors encourage everyone to talk early with family members, carers and trusted people about what would help if someone became lost or disorientated. These conversations can feel difficult, but they are an important act of care. By preparing together, we can help people remain safer, more visible and better supported in moments of crisis.

Please share this bulletin with your networks, community groups, care providers, families, friends and neighbours. A completed form, an emergency contact, or a small piece of identification can make all the difference when someone needs help quickly.



The SAEB Safeguarding Ambassadors

