NEW YORK STATE
DEPARTMENT OF SOCIAL SERVICES
40 NORTH PEARL STREET, ALBANY, NEW YORK 12243-0001

MARY JO BANE
Commissioner

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LOCAL COMMISSIONERS MEMORANDUM

DSS-4037EL (Rev. 9/89)

NO ATTACHMENTS

Transmittal No: 92 LCM-133

Date: August 27, 1992

Division: Family & Childrens Services

TO: **Local District Commissioners**

SUBJECT: Scared Silent: Exposing and Ending Child Abuse

ATTACHMENTS: Scared Silent Poster

Both public and commercial television networks have joined in an unprecedented effort to help families learn about, recognize and help prevent child abuse. A television special, "Scared Silent," hosted by Oprah Winfrey, will be broadcast Friday, September 4 and Sunday, September 6, nationwide on NBC, ABC, PBS and CBS. While there will be dramatic footage which seeks to illustrate the effects of child abuse, advance materials indicate the program will also address parenting skills and other preventive measures that can help families under stress to cope.

The Department has been given a supply of posters announcing "Scared Silent," and have attached one for your use. You may wish to have it posted in your agency so that both district staff and clients visiting the agency are made aware of the presentation.

The producers of "Scared Silent" anticipate the presentation will result in an increased number of child abuse reports made. The phone number that will be shown during the presentation is 1 800 4-A-CHILD, which is The Childhelp/IOF Foresters National Child Abuse Hotline. Calls received by National Child Abuse Hotline will likely be referred to the State Central Register. We are adding additional SCR intake staff to handle the anticipated increase in volume. Additionally, it is expected that calls made directly to the State Central Register will increase so social service districts should anticipate increased referrals as well. Any questions regarding this memorandum should be directed to Sandy Berman at (518) 474-9607 (ID OFI010).

Joseph Semidei

Joseph Semidei
Deputy Commissioner
Division of Family and Children Services