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 | INFORMATIONAL LETTER |
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TRANSMITTAL: 96 INF-4

DIVISION: Services &
 Community
 Development

TO: Commissioners of Social Services
 Executive Directors of Voluntary
 Child Caring Agencies

DATE: January 9, 1996

SUBJECT: Blue Book Internet Project

SUGGESTED
 DISTRIBUTION: Directors of Services
 Adoption Supervisors
 Adoption Caseworkers
 Staff Development Coordinators

CONTACT PERSON: Judy Goldman, Blue Book Coordinator
 NYS Adoption Service (NYSAS)
 (518) 473-1512

ATTACHMENTS: None

FILING REFERENCES

| Previous ADMs/INFs | Releases Cancelled | Dept. Regs. | Soc. Serv. Law & Other Legal Ref. | Manual Ref. | Misc. Ref. |
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The Department has developed a pilot adoption project, showcasing New York's available and special needs children available for adoption by featuring their pictures and descriptions on line through the Internet's World Wide Web. The initial phase of this project includes the presentation of approximately 30-40 children. Ideally it will include all New York children who are truly available for adoption by the end of 1996.

This Internet Project uses a high quality picture and provides a brief description for each child. The presentation is very attractive, and is designed to showcase New York's children seeking permanent families. We hope that you will take the opportunity to see the pictures and text on the World Wide Web and provide us with feedback/suggestions. If you would like to view the project and the children already on the Internet, the address is: <http://www.state.ny.us/dss/adopt>.

If you have children that you would like to feature on the Internet, please follow the guidelines listed below;

- 1.) A high quality color picture not more than a year old and similar to photolisting standards must be submitted to NYSAS. The photo should show full face or 3/4 face of the child. Photos must be in focus and the background should be uncluttered. Overly comic, moody or frowning photos are not acceptable. The child should be dressed appropriately and should not be wearing an identifying shirt or uniform.
- 2.) The tone of the summary should be as positive as possible, while still reflecting the child's true situation. The first line should include the month and year of the child's birth, the child's age and a positive statement regarding the child. Include a description of the child's health. When using a medical diagnosis, redefine in terms which a layperson will understand. This summary should include a description of the child's behavior and personality along with their activities and interests. If the child is in school, include grade, reading and math levels. Religious restrictions should be included along with special circumstances such as " child wishes to maintain contact with siblings." NYSAS will continue to assume the right to edit the summary, to bring it into compliance with photo listing standards.
- 3.) The child should be notified that their picture and summary will be on the Internet and that they can see their picture if their school, library, or agency has a computer with Internet access.

We would be glad to add any children you submit who meet the standards listed above. Please send appropriate information to Judy Goldman, Blue Book Coordinator at: NYS Adoption Service, 40 No. Pearl Street, Mezzanine, Albany, N.Y. 12243. If you have any questions or suggestions you may call Judy Goldman at (518) 473-1512.

Rose M. Pandozy
Deputy Commissioner