



To: Local Educational Agency Leads, Directors of Nonpublic Schools
Route to: Principals, School Nurses, Staff Involved with Community Outreach, Students, Guardians and Parents
From: Christine Norbut Beyer, MSW
Commissioner, New Jersey Department of Children and Families
Date: October 29, 2025
RE: Technoference Public Service Announcement/Campaign

Dear Educational Partners,

Today, as technology continues to shape our daily lives, we recognize its undeniable use in facilitating our lives, helping us stay connected to family and friends, catch up on what's going on in the world and in our communities, for educational and research purposes, and so much more. In fact, data show that 98% of Americans own a mobile phone, with 91% owning a smartphone.

However, concern continues to grow about the overuse of technology— not just by children and youth, but by adults, too - and its effects on the quality of parent-child relationships. With this lens, the NJ Department of Children and Families (DCF) has launched a [public service awareness campaign](#) related to **Technoference — the everyday interruptions in interpersonal interactions between parents/caregivers and their children, caused by digital devices — and its growing impact on relational health, family dynamics, and child development.**

As you well know, strong interactions between a child and their parent/caregiver are important for the child's emotional health, brain development, and sense of connectedness and stability. These opportunities for positive interactions between a parent/caregiver and child are fundamental to building strong, healthy, and secure children who grow into confident adults.

We encourage you to share the PSA on your school website, at school events such as Back to School night, parent-teacher conferences, during sports events, as well as in other school hosted occasions, during which parents and caregivers participate throughout the school year. Our goal, as always, is to help NJ families be safe, healthy, and connected.

Thank you.