

BLOOMSBURY ELEMENTARY SCHOOL

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Dr. Jenniffer Marycz
Chief School Administrator

Mr. Tim Mantz
Business Administrator

January 9, 2018

Dear Parents/Guardians,

It has come to my attention that students in local proximity of Bloomsbury School District have taken part in something known as the “Tide Pod Challenge.” This is where teenagers challenge each other to ingest detergent pods in an effort to achieve a type of high. This is an Internet challenge that is currently gaining popularity through such platforms as YouTube, various Internet videos, and memes. What makes this type of challenge especially dangerous is that ingesting just one single pod is enough to cause fluid in the lungs, respiratory or cardiac arrest, and/or coma. Although we are not aware of any direct activity involving our Bloomsbury students, the District is still taking this very seriously.

Moving forward, Mrs. Woodruff, Ms. Hill-Whipple, and Mrs. Scuderi will be working as a team to discuss the dangers of this challenge with our 4th-8th grade students during their health classes over the next few days. We will be stressing the importance of resisting peer pressure, the dangers of the challenge, and the need to come forward to an adult they trust if they are aware of anyone they know who may be taking part in such a dangerous challenge. We ask you, as parents to continue this discussion with your children to reinforce the dangers. We also ask parents, to continue monitoring your child’s Internet and social media use at home. If you need any help or suggestions with this, please feel free to contact the school.

As always, thank you for your continued support. Together, we can work to help keep our children safe.

Sincerely,

Dr. Jenniffer Marycz