

Bradford Launch Text Message Anti- Bullying Service

New Initiative Goes Live 16th July 2007

The Bradford Children & Young People's Partnership is launching, on the 16th July, a new text-based anti-bullying service to support its commitment to making Bradford a safer place. The project, led by Bradford Youth Offending Team and Bradford Youth Service, will enable young people with concerns and worries about bullying to text confidentially and anonymously as a first point of contact.

To assist the launch there will be a co-ordinated advertising campaign, involving bus and city-centre posters, as shown below. Later in the year posters, cards and other printed materials will be distributed across schools in the district.



Plans and timetables are already in place for staff training and development to ensure that the new service is professional and consistent.

The new service supports Bradford's commitment to achieving the Five Outcomes for its children and young people. It will also sit as part of Bradford's developing strategy to combat and reduce bullying - soon to be strengthened by the appointment of an anti-bullying co-ordinator.

"By launching this service we are responding to young people's genuine concerns about bullying. I believe the use of text messages will make the service accessible because young people may feel more comfortable using their mobile to make this difficult first step for help."

Kath Tunstall

Strategic Director for Children's Services,
Bradford Metropolitan District Council

"Bullying blights young people's lives and I am delighted they will be able to text for help and advice."

Cllr. Colin Gill

Executive Member for Services to
Children and Young People

A Few Facts About Text Messaging

- 48% of 15-24 year olds favour communication via SMS
- 8 out of 10 Young People are more likely to send a text than call
- 96% of young people under 25 have a mobile phone
- Texting is cheaper than sending a letter and a standard rate land-line call
- On average Young People use of a mobile phone is double that of their computer usage
- Mobile phone use crosses all social groups

**Young people can text in confidentially and anonymously
to Bradford's Anti-Bullying Service on 0798 9999 222**