



This new cartoon is part of an initiative in the battle against bullying

Cartoon stands up to bullies

BY KATHRYN DOUGHERTY

A NEW cartoon has hit top TV screens as part of the battle against young bullies.

The new character, Bulbula, has its premiere on the Irish television on Belfast's Bullies Road yesterday and is part of the Media Initiative for Children programme.

The cartoon is part of a major new initiative to help young children in Northern Ireland and the Republic learn to oppose bullying while developing respect for themselves and others.

MRSA, Northern Ireland's largest anti-racism organisation, is partnering with the Media Initiative

Initiative Commission for Children and Young People and the Children's for Children in the Republic, behind the programme to run the long-running Anti-Bullying Week.

As well as the introduction of the BULLY cartoon, a series of 30-minute, 2D-animated programmes have been introduced to help parents and teachers deal with bullying behaviour and support children who have been bullied as well as children who are exhibiting bullying behaviour.

The media campaign to help develop children and young people's TV programmes on RTV, BBC and Channel 4.

Yesterday's event also included the launch of anti-bullying programmes for primary and secondary schools by MRSA and the launch of the Anti-Bullying Week and the anti-bullying project on screen 2D-programmes in Northern Ireland and the Republic.

Julian Fitzgerald, chief executive of MRSA, said: "Research results indicate a significant change in the attitudes of young children who have embarked on the Media Initiative programme, which is due to their work on education, social and physical differences.

"The new cartoon is part of MRSA's 20-year campaign to build

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strong, respectful children who respect others who are different."

Barry McCrean, Northern Ireland Commissioner for Children and Young People, said: "Bullying has been in the news lately in a lot of forms.

"This cartoon is a vital step in helping children understand at an early stage that bullying is wrong and that they can take steps together to stop it and create a better world."

"As the cartoon goes on air, we kindly encourage that parents, MRSA is providing guidance on primary and secondary schools to help parents and teachers help stop bullying."