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Schools in anti-bully campaign

By LAURIE MCCORM

HUNDREDS of schools across Ireland launched a crackdown on bullying yesterday.

Advice is being given to teachers and parents to tackle the problem which has been blamed for self-harm and suicide among young people.

In what has been dubbed anti-bullying week, TV ads with the cartoon character Ruana were launched in Northern Ireland and the Republic.

It is part of the initiative between the Northern Ireland Commissioner for Children and the Republic's Young People and the Ombudsman for Children.

Northern Ireland Commissioner Barney McNeary said: "This cartoon is a vital step in helping children understand at an early stage that bullying is wrong and they can take steps together to stop it."