



Bilingual Postcard Campaign

Campaigning (Llandaff)

Mothers' Union members in Wales launched a bilingual postcard in October 2012, as part of the Bye Buy Childhood campaign.

The handy postcard is pre-addressed to Ofcom for people to fill in the details of any television programme they are unhappy with, for example a programme containing sexually explicit material or violence before the 9pm watershed. Welsh Assembly Member and supporter of the Bye Buy Childhood campaign, Janice Gregory AM, supported the launch of the postcard, at the Senedd in Cardiff Bay.



The event was attended by Mothers' Union members from across Wales, members of the clergy, the Archbishop of Wales and other Assembly members including Rebecca Evans, Mike Hedges, Sandy Mewies and Joyce Watson. The launch attracted media coverage from, amongst others, the BBC and Premier Christian Radio. Mothers' Union members are now deciding whether to produce an updated version in 2015.

For general guidelines about setting up and developing outreach initiatives, go to the members' section of the Mothers' Union website www.mothersunion.org