

British Dads to get text alerts on how to raise children



London, July 07: Now all those doting dads will be given some tips on how to raise their kids via text messages and e-mails. The British government is hoping that its 23million pounds scheme of using communication and internet technology to support parents will appeal to fathers, as it makes the use of male-friendly gadgets and technology, such as phones, electronic organisers and instant messaging.

Under the new initiative, "Parent Know-How", parents will be able to receive SMS and instant messages with information on a range of issues from obesity to bullying to academic performance or seek advice from other parents on social networking sites. The scheme will also organize existing resources such as websites and telephone help lines. The newly launched schemes are aimed at fathers and other groups who "may struggle to find the help they need". These include the parents of disabled children, those living in poor areas and ethnic minority groups

"We want to support those parents who seek help with bringing up their children. By improving phone-line support and setting up text messages, instant messages and social networks, we will provide help for parents when it suits them best," a daily quoted Children and Families Minister Kevin Brennan, as saying.

The 23million pounds in funding will be split, with 10.5 million pounds to be spent on improving telephone help-lines and 23 millionpounds going into an innovation fund to encourage support services to find new ways to reach parents.

Bureau Report with ANI inputs