

Rathgael House
43 Balloo Road
Rathgill
Bangor
BT19 7PR

06 January 2026

Dear Principal,

SMARTPHONE FREE CHILDHOOD – THE PARENT PACT

I am writing to make you aware of ‘The Parent Pact’ initiative, which aims to support and promote the reduction of smartphone use in children and young people. The Minister of Education is supportive of this campaign, led by Smartphone Free Childhood, which encourages parents to work together to delay smartphone use among children. It is a voluntary commitment by parents to agree to not provide their children with smartphones until a later age. The initiative aims to:

- Reduce early exposure to social media and online risks.
- Support children’s mental health and wellbeing.
- Foster stronger offline social and family connections.

If your school wishes to engage directly with Smartphone Free Childhood for resources or additional guidance, you are welcome to do so. You can access further information via the following link: [The Parent Pact](#).

I would like to take this opportunity to thank you for your continued support in implementing the Department’s guidance on reducing mobile phone use during the school day, and for your commitment to safeguarding and improving the mental health and wellbeing of your pupils.

Yours sincerely,

claire McClelland.

Claire McClelland
Director of Raising Aspirations, Supporting Learning
Department of Education