A Step-by-Step Guide

on implementing the Convention on the Rights of the Child to achieve an end to corporal punishment



Publisher	Council of the Baltic Sea States Secretariat Slussplan 9, PO Box 2010, 103 11 Stockholm, Sweden
Authors	Anna Henry and Tríona Lenihan, Global Initiative to End Al Corporal Punishment of Children
Editors	Turid Heiberg, Annabel Egan and Maria Corbett
Programme Partners	Council of the Baltic Sea States; Ministry of Social Affairs, Estonia; Ministry of Social Affairs and Health, Finland; Ministry of Welfare, Latvia; Ombudsman for Children's Rights, Poland; Ministry of Health and Social Affairs, Sweden; and the Global Initiative to End All Corporal Punishment of Children.
Expert Input	Daja Wenke
Design	Myah Design www.myahdesigns.com
Creative Team	Shawnna von Blixen and Marlene Riedel

ISBN: 978-91-984154-7-6



This work is licensed by the Council of the Baltic Sea States under the Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License. To view a copy of this license, visit http://creativecommons.org/licenses/by-nc-nd/4.0

Would you like to translate this publication?

Please contact the Council of the Baltic Sea States to find out more about format, accreditation and copyright.

contents

the non-violent childhoods programme1

a global perspective and lessons learned6		6
2.1	why prohibit corporal punishment?	6
2.2	global progress	7
2.3	lessons learned	7

reforming the law		10
3.1	the legal foundation	10
3.2	reviewing existing legislation	11

planning for implementation		14
4.1	key principles of effective implementation	14
4.2	comprehensive national action plans	14
4.3	elements of effective implementation	15

traini	ng and capacity building	16
5.1	guidance and training	16
5.2	integration into national and local child protection systems	17

cooperation with stakeholders	
parents and the family	20
children	21
civil society	21
	parents and the family children

awar	eness-raising	
7.1	behavioural change and social transformation	24
7.2	rights-based approaches	25
7.3	key groups	25
7.4	partnerships	25
7.5	ethics in campaigning	25
7.6	communicating key messages	25

conclusion	
------------	--

the non-violent childhoods programme

Changing the World: **Making Non-Violent Childhoods** a Reality

The adoption of a national law that prohibits the corporal punishment of children in all settings, including in the home, is a milestone achievement. It makes a clear statement that corporal punishment is a form of violence against children which is no longer socially acceptable nor legally condoned. Once a prohibition is in place, societies and states have a duty to invest in ensuring its effective implementation. Countries all over the world are confronting this challenge and the goal of ending the corporal punishment of children is now firmly on both national and regional agendas.

The Baltic Sea Region is almost a 'no-corporal-punishment zone' for children as 10 out of the 11 countries in the Region have prohibited corporal punishment in all settings. Sweden was the first country in the world to enact a legal ban in 1979; Finland (1983), Norway (1987), Denmark (1997), Latvia (1998), Germany (2000), Iceland (2003), Poland (2010), Estonia (2015) and Lithuania (2017). The Russian Federation has yet to introduce a legal ban.

The Baltic Sea Region is diverse. While some countries in the Region have almost 40 years of experience of implementing a legal ban, others have only just embarked on the journey to ensure childhoods free from violence. The Non-Violent Childhoods Programme draws on the outstanding commitment and leadership demonstrated by changemakers in the Region. This includes politicians, public officials, service providers, practitioners, researchers, advocates, the media and citizens, including children, young people and parents.

The developments in the Baltic Sea Region show that it is possible to change attitudes and behaviours and that social norms can be transformed in favour of positive, non-violent child rearing. Since the national bans have come into force, more and more parents have rejected the use of corporal punishment in the upbringing of their children. But despite the progress achieved, too many children continue to experience physical and emotional violence or humiliating and degrading treatment.

The aim of the Non-Violent Childhoods Programme is to promote the full implementation of a ban on corporal punishment of children in the Baltic Sea Region through collaborative, multi-stakeholder planning and action. Its programme of work is managed by the Council of the Baltic Sea States Secretariat with co-funding from the European Commission. Five country partners are supporting the project drawn from ministries and national institutions in the Baltic Sea region: the Ministry of Social Affairs, Estonia; the Ministry of Social Affairs and Health, Finland; the Ministry of Welfare, Latvia; the Ombudsman for Children's Rights, Poland; and the Ministry of Health and Social Affairs, Sweden. The Global Initiative to End All Corporal Punishment of Children is an international partner to the Programme.

The Non-Violent Childhoods Programme has developed a set of guidance reports and a campaign, aimed at parents, children, practitioners, advocates and policy makers. Each report focuses on a specific theme – a stepby-step guide, implementing the ban in the domestic setting, positive parenting, awareness-raising campaigns, service provision and tracking progress. In addition, the campaign raises awareness of the harmful impact of corporal punishment and the importance for children to have trusted adults to turn to. The reports and campaign offer inspiration and provide guidance standards and practical tools aimed at transforming societies and making non-violent childhoods a reality. While the reports are based on the experience of the Baltic Sea Region, they convey key messages and highlight best practices that have relevance not only to the 11 states in the Region but also to Europe and beyond.

More information on the reports and campaign can be accessed at www.childrenatrisk.eu/nonviolence

introduction and key messages

The adoption of the UN Convention on the Rights of the Child in 1989 signalled a new consensus that children, as human beings, are full rights-holders and Governments as duty-bearers are responsible for ensuring that the rights of the child are realised.

The Convention is now the most widely and rapidly ratified human rights treaty in the world,¹ demonstrating the commitment of all states which have signed up to changing the global perception of children and both empowering and protecting them.

Article 19.1 of the Convention requires Governments to "protect the child from all forms of physical or mental violence, injury or abuse, neglect or negligent treatment, maltreatment or exploitation, including sexual abuse, while in the care of parent(s), legal guardian(s) or any other person who has the care of the child."² Ending punitive violence against children in all settings is a vital strategy in the movement to end all forms of violence against them. Prohibition of corporal punishment in law is the essential foundation for reducing its use, but alone, it is not enough to free children from violence. Prohibition must be implemented effectively, including through society-wide measures aimed at changing social norms and attitudes around violence in child rearing. While making the legal prohibition of corporal punishment a reality takes time and requires investment, experience also shows that it is possible.

This step-by-step guide is informed by the UN Convention on the Rights of the Child and the General Comments on the Convention issued by the UN Committee on the Rights of the Child. It explains how these measures can be applied in practice, from law reform to awareness-raising, including planning, education, training and capacity building for both professionals and civil society.

A Step-by-Step Guide

¹ For more information see: https://www.unicef.org/crc/index_30229.html

² A copy of the Convention can be found at: https://downloads.unicef.org.uk/wp-content/uploads/2010/05/UNCRC_united_nations_convention_on_the_rights_of_the_child.pdf?_ga=2.180006244.1945329974.1534770920-415042064.1534770920

KEY MESSAGES

This guidance report provides the following key messages:

- We know it is possible to change attitudes and behaviour. In countries that have reduced the use of corporal punishment, social change was achieved through a combination of law reform, socio-political developments and an evolving understanding of children as rights-holders. Political support, clear legislation and national action plans are important tools in making the ban on corporal punishment a reality for children. National action plans and strategies work better when roles and responsibilities are clear and activities are financed at local and national level.
- The main objective of law reform is to explicitly communicate that any form of corporal punishment is unacceptable and that the law protects children from assault, as it does for adults, and will be applied in the best interests of the child. The primary purpose of the ban is to educate and provide support for parents, carers and others, not to criminalise them.
 Effective law reform is accompanied by a clear action plan, including steps to raise awareness of the law.
- All professionals working directly and indirectly with children need training and capacity building to understand the preventive purpose of the prohibition of corporal punishment and how to implement it to best support children. Relevant groups of professionals include policy makers, social workers, teachers, law enforcement, medical and health

professionals and others engaged with children.

- Effective implementation of a law that prohibits corporal punishment requires visible, crosssectoral coordination to ensure educational and that preventive measures are prioritised, delivered and communicated widely. Good coordination, monitoring and evaluation across Government and between Government and civil society, will ensure its effective implementation.
- Effective implementation requires concerted action from services and institutions, coordinated by national and local government, for children, parents and other carers, families, communities and civil society. Civil society includes charity-run services, academia, the media, faith groups and other organisations. Implementing the ban on corporal punishment requires an environment in which these groups can operate most effectively to support implementation across all elements of society.³
- Consistent and high-profile communication is needed in order for a variety of audiences to understand and support the prohibition of corporal punishment and understand children's right to be free from all violence. Key messages to be conveyed include that corporal punishment is unacceptable and harmful to the child, and that non-violent childhoods using positive parenting methods are of benefit to both children and parents, as well as to society in general.

³ Committee on the Rights of the Child, 'General Comment No. 5 (2003): General measures of implementation of the Convention on the Rights of the Child', para 56.



a global perspective and lessons learned

We know it is possible to change attitudes and behaviour. In countries that have reduced the use of corporal punishment, social change was achieved through a combination of law reform, socio-political developments and an evolving understanding of children as rights holders. Political support, clear legislation and national action plans are important tools in making the ban on corporal punishment a reality for children. National action plans and strategies work better when roles and responsibilities are clear and activities are financed at local and national level.

2.1 WHY PROHIBIT CORPORAL PUNISHMENT?

The use of corporal punishment violates a child's right to respect for its human dignity and physical integrity, as well as its right to health, development, education and freedom from torture and other cruel, inhuman or degrading treatment or punishment.

In countries where corporal punishment and assault of adults is prohibited, the legality of corporal punishment of children violates a child's right not to be discriminated against by the law because of its age. Laws that allow children to be assaulted, but protect adults from the same, are symptomatic of children's low status in society and reinforce the view of children as possessions rather than individual people and full rights-holders. The legality of corporal punishment also undermines child protection, as it reinforces the idea that a certain degree of violence against children is acceptable.

The UN Committee on the Rights of the Child makes it absolutely clear to all countries that the Convention on the Rights of the Child requires full prohibition of corporal punishment in all settings, including the home, and effective implementation of that prohibition. Other UN and regional human rights treaty monitoring bodies reinforce this call for prohibition and elimination of corporal punishment, and the issue is frequently raised through the Universal Periodic Review.⁴

Corporal punishment remains the most common form of violence experienced by children in all regions of the world. In the worst cases, it can lead to serious injury and even death, but an ever-growing body of research also links less severe forms such as "spanking" to a range of negative health and behavioural outcomes for children, many of which can persist into adulthood. In addition to direct physical harm, corporal punishment is associated with poorer mental health, brain development and educational outcomes, increased aggression and anti-social behaviour, and damaged family relationships.⁵ It can also lead to increased approval and use of violence in later life. In particular, it has been linked to an increased risk of experiencing intimate partner violence, either as a victim or perpetrator.⁶

⁴ The Universal Periodic Review is a peer-review system whereby states are examined by other UN member states on their overall human rights record, every five years. States issue recommendations to the state under review, which must respond to each recommendation received. 5 Gershoff, E. T., "Corporal punishment by parents and associated child behaviors and experiences: A meta-analytic and theoretical review", Psychological Bulletin 2002 (128(4)), 539-579;

Gershoft, E. L., Corporal punishment by parents and associated child behaviors and experiences: A meta-analytic and theoretical review, Psychological Bulletin 2002 (128(4)), 539-579;
 and Gershoff, E. T., Grogan-Kaylor, A., "Spanking and Child Outcomes: Old Controversies and New Meta-Analyses", Journal of Family Psychology 2016 (30(4)), 453-469.
 Global Initiative to End All Corporal Punishment of Children, Corporal punishment of children: review of research on its impact and associations, Working paper (London: Global Initiative to End All Corporal Punishment of Children, 2016); and Temple, J. R., Choi, H. J., Reuter, T., Wolfe, D., Taylor, C. A., Madigan, S., Scott, L. E., "Childhood Corporal Punishment and Future Perpetration of Physical Dating Violence", Journal of Pediatrics 2017, published online 4 December 2017.

Ending corporal punishment is therefore essential for reducing the overall levels of violence in our societies. Under Goal 16 of the Sustainable Development Agenda, "Peace, Justice and Strong Institutions", all States have committed to ending all forms of violence against children by 2030 (Target 16.2).⁷ One of the indicators adopted to track progress towards this target measures the proportion of children who experience corporal punishment by caregivers (Indicator 16.2.1). A comprehensive package of strategies, called INSPIRE, has been developed to provide a framework for States to end violence against children. This INSPIRE package highlights the need for laws banning corporal punishment of children by parents, teachers and other caregivers.⁸

Prohibition of corporal punishment in law is an essential foundation for reducing its use, but law reform must be implemented effectively, including through society-wide measures aimed at changing social norms and attitudes around violence in child rearing. Evidence of positive changes in attitudes and practice in disciplining and educating children following prohibition of corporal punishment is strong,⁹ but the process of transforming behaviour takes time. Therefore, countries that have not yet achieved full legal prohibition must prioritise the reform of national legislation as a first step if they are to reduce the prevalence of violent punishment by 2030 (Indicator 16.2.1).

2.2 GLOBAL PROGRESS

Since Sweden became the first country to impose a legal ban on all corporal punishment of children in 1979, global progress towards prohibition has accelerated, particularly in recent years. Since 2006, when the United Nation's World Report on Violence against Children recommended prohibition as a matter of urgency, the number of States that have banned all corporal punishment has more than tripled. Now, more than a quarter of all UN Member States have prohibited corporal punishment in all settings, including the home. Many more have indicated a commitment to doing so and have made progress in prohibiting corporal punishment in settings outside the home, such as in schools.

States that are reluctant to challenge corporal punishment sometimes argue that it is "too early" and that prohibition should wait until the public is ready for change. However, it must be remembered that protection from all forms of violence has already been recognised as a fundamental right of every child and the question of whether or not public opinion is in favour should not be used as an excuse to delay its realisation. In addition, the experience of many States shows that a shift in public opinion in favour of the ban on corporal punishment often follows rather than precedes the enactment of a ban, which can in itself lead to nation-wide recognition of the benefits of nonviolent methods of discipline.

Sometimes it is argued that making the change towards non-violent child rearing can take place without prohibition. However, it is difficult to impress upon parents that they must not use corporal punishment when it still remains lawful. When corporal punishment is a deeply embedded practice for generations, it is essential that the law provides clarity and demonstrates beyond doubt and without exception that it is no longer acceptable.

Many States and societies also struggle with a multitude of child rights and child protection issues, including child labour and sexual violence against children, but the prevalence of such challenges are not a reason for delaying the prohibition of corporal punishment. Rather, the process of reforming the law to provide the same protection to children from assault as is afforded to adults, helps to raise the status of children in society and promotes the view of children as full citizens and rights-holders, rather than half-citizens or possessions. In this way, addressing corporal punishment can provide an entry point for addressing all rights of the child in a holistic way. For example, some countries that have reduced the use of corporal punishment following a legal ban have also seen an increase in adult approval of child participation and respect for the voice of the child.

2.3 LESSONS LEARNED

A number of key lessons have emerged from experiences across the Baltic Sea Region in achieving full prohibition of corporal punishment and implementing the legal ban.

2.3.1 ACHIEVING LEGAL PROHIBITION

- Given the traditional legal and social acceptance of some degree of corporal punishment in child rearing in many societies, it is essential that the law is clear that any form or degree of physical punishment, or any other form of humiliating or degrading punishment, of children is unlawful.
- It is important to clarify that the primary aim of the ban is to stop parents from using violent or other cruel or degrading punishments by supporting and educating parents and carers, not criminalising them. This helps to reassure the public, and to guide implementation of the ban in the best interests of the child.
- Socio-political developments and an evolving understanding of children as rights holders have contributed to successful law reform processes in many countries, particularly in the Baltic Sea Region.

⁷ For more information see: https://www.un.org/sustainabledevelopment/development-agenda/

⁸ World Health Organisation Inspire: 7 Strategies for ending violence against children http://www.who.int/violence_injury_prevention/violence/inspire/en/ 9 This can be seen in the Baltic Sea Region, where a number of countries have conducted comparable research before and after law reform. In Sweden, for example, the number of children

regularly smacked fell from around half in the 1970s to around a third in the 1980s and a few per cent after 2000.

- Campaigns for law reform can be effective when they are supported by the media and led jointly by a range of actors including: students; youth organisations; community and faith-based organisations; NGOs; Ombudspersons; national human rights institutions; ministries and politicians.
- It is important to build understanding of, interest in and support for the ban when advocating for prohibition of corporal punishment, whether the initiative is driven by civil society or policy makers.
- Strong political consensus in support of the ban helps to facilitate its enactment, but is also important for subsequent implementation efforts.

2.3.2 IMPLEMENTING THE LEGAL BAN

- A plan for implementation of the ban is essential to ensure it is integrated across all ministries and departments. This may be a standalone plan or an integral element of a broader plan to end all violence against children. National action plans work better when roles and responsibilities are clarified and funded at local and national level.
- Implementation requires concerted action supported by sufficient budget allocation – across a range of policy fields including: planning public awareness-raising and education campaigns; providing support services and information for parents and children, and professional training.
- Ongoing awareness-raising is vital to build consensus in support of the ban, and to change attitudes and behaviour, so plans and funding must be put in place for long-term and recurrent activities.
- Campaigns are most effective when they motivate parents and carers with information on both the dangers of corporal punishment and the benefits of positive parenting for supporting children's healthy development, reducing stress and strengthening parent-child relations.
- Collaboration between state and non-state actors is key to effective dissemination and implementation of the legal ban. This includes civil society, academia, Ombudspersons and other independent institutions and the media.
- The media can play an important role in bringing child protection themes into the public discourse, including information about the ban on corporal punishment and about positive parenting. It can also provide a platform for public debate which can be a powerful tool for engaging citizens on the issue.
- Research, analysis and evidence help to inform ongoing implementation. Good data collection mechanisms, such as periodic health or child victim surveys, can be used to monitor the progressive implementation of the ban and related policies.
- Universal screening services provide good opportunities to talk to clients about violence and corporal punishment, and can facilitate identification and follow up of cases of violence.

- Clear reporting obligations can encourage proactive reporting and referral of suspected or known cases of violence, aid early identification and intervention and may help to prevent escalation of violence.
- Preventing family separation is an essential objective of the child protection system. When corporal punishment is identified in the home, the child's best interests must be determined on a caseby-case basis, taking into account the particular circumstances of the child.
- Multidisciplinary and interagency cooperation is essential for early identification, referral and follow-up on cases of violence against children, for example, the Barnahus model.
- Family support services and a diversity of parenting training programmes are needed to meet the specific needs of families.
- In situations of family separation, services are more effective when they generate trust in the population they serve. To achieve trust, community-based and state services need to ensure transparency, reliability, accountability and impartiality in the way that cases of violence in the home are handled and followed up.



reforming the law

The main objective of law reform is to explicitly communicate that any form of corporal punishment is unacceptable and that the law protects children from assault, as it does for adults, and will be applied in the best interests of the child. The primary purpose of the ban is to educate and provide support for parents, carers and others, not to criminalise them. Effective law reform is accompanied by a clear action plan, including steps to raise awareness of the law.

3.1 THE LEGAL FOUNDATION

The UN Committee on the Rights of the Child clarified the purpose of prohibiting corporal punishment in its General Comment No.8. It states that the objective is to prevent violence against children by changing attitudes and practice; underlining children's right to equal protection; and providing an unambiguous foundation for child protection and for the promotion of positive, non-violent and participatory forms of child rearing.¹⁰ The aim of law reform to prohibit corporal punishment is to ensure that children have the same equal legal protection from assault as adults.

Many countries have made progress in repealing laws that allowed or authorised corporal punishment of children. These laws often co-exist with other laws that claim to protect children from "violence" and "abuse". The experience of States that have achieved full prohibition shows that challenging deeprooted traditional attitudes towards children requires comprehensive law reform that removes any right to use corporal punishment, and sends a clear message that any corporal punishment of children in any setting is unacceptable and unlawful.

PROHIBITION OF CORPORAL PUNISHMENT IS ACHIEVED WHEN:

- Legislation explicitly prohibits or is clearly interpreted as prohibiting – all corporal punishment and other cruel and degrading punishment.
- The language used is clear and not open to misinterpretation – the law must leave no doubt that

children should not be physically punished or suffer humiliating or degrading punishment.

- There are no legal loopholes that could be used by those seeking to justify or defend some level of violent punishment of children.
- Any legal defences or authorisations of corporal punishment are repealed so that the criminal law on assault applies equally to assaults on children as to adults, whether or not its use is described as discipline or punishment.

PROHIBITION OF CORPORAL PUNISHMENT IS NOT ACHIEVED BY:

- Laws that do not explicitly refer to corporal punishment – for example, laws that prohibit "all forms of violence" or confirm the child's right to "respect for human dignity and physical integrity". Given the traditional acceptance of corporal punishment in child rearing, these laws are unlikely to be perceived and interpreted as prohibiting all corporal punishment.
- Laws that prohibit "corporal punishment that causes harm". These laws could be interpreted as not prohibiting all corporal punishment by those who believe that physical punishment is only harmful if it reaches some threshold of severity. The law must be clear that corporal punishment is prohibited regardless of the level of severity or frequency, and regardless of whether it caused harm or was intended to harm.

¹⁰ Committee on the Rights of the Child, 'General Comment No. 8 (2006): The right of the child to protection from corporal punishment and other cruel or degrading forms of punishment'.

• Laws that limit, rather than prohibit, the use of corporal punishment (for example, making it unlawful for older children but allowing it for younger children, or prohibiting the use of an implement but allowing slaps). These so-called "compromise laws" do not achieve full prohibition.

3.2 REVIEWING EXISTING LEGISLATION

The first step in identifying where law reform is needed is to assess the current legal status of the use of corporal punishment. This must be done across all settings including the home, schools, day care, alternative care settings, and the penal system, including the use of corporal punishment as a sentence for crime. Laws governing the investigation and response to incidents of violence against children, such as in the areas of child protection and safeguarding, should also be considered in order to design a system that is proportionate and in the best interests of the child.

The aim of the review is to identify the legal provisions that currently make corporal punishment lawful. These may include:

- Laws that allow for the use of corporal punishment and/or regulate how it should be carried out, e.g. in schools or as a sentence of the courts
- Laws (including common law, or case law) that provide legal defences or justifications for the use of corporal punishment, such as "reasonable chastisement", "the use of force for purposes of correction", "moderate correction", etc
- Laws that are silent on the issue, e.g. education law which does not prohibit corporal punishment in schools.

In some States, Governments have issued policies, guidance or circulars stating that corporal punishment must not be used. These are positive, but they do not amount to prohibition, which is achieved through legislation which has been passed by parliament and can be enforced.

Most countries have assault laws that make it a crime to hit or otherwise assault another person. Many have child protection laws prohibiting cruelty to children, and constitutions that guarantee protection from cruel, inhuman or degrading punishments. National constitutions usually do not require reform because prohibition in national laws would be in line with this principle. In a very few cases constitutions allow corporal punishment, in which case reform is necessary. Some countries, when they ratify international human rights instruments like the Convention on the Rights of the Child, incorporate these treaties into national law so that they take precedence over domestic law. However, these protections do not constitute an explicit prohibition of corporal punishment in all its forms, and may not

always be interpreted to protect children from corporal punishment by parents and other carers.

In some countries, the right of parents, teachers and others to use "reasonable" punishment (chastisement, correction, etc) exists in common (case) law, and this may be confirmed in legislation. This constitutes a special defence, so that the law on assault does not apply to "disciplinary" assaults on children by parents, teachers or others: corporal punishment is considered to be "reasonable". In other countries, the law is silent and does not reference corporal punishment at all in education law or family law: this does not mean that it is prohibited. If the law does not clearly say that corporal punishment is prohibited, then usually it is not.

3. 2. 1 ESSENTIAL COMPONENTS

The two essential components of law reform to achieve prohibition are:

- Repealing all defences and authorisations of corporal punishment
- Enacting the explicit prohibition of corporal punishment and other cruel and degrading punishment

Once all existing authorisations and special defences for the use of corporal punishment have been removed from legislation, the basic criminal law on assault will apply to children. This means that any assault, even in the context of punishment or "discipline", will be unlawful. Children, like adults, will be protected by the criminal law wherever they are and whoever the perpetrator.

However, simply removing these provisions is a "silent" reform and does not send a clear message that corporal punishment is no longer lawful. Effective law reform is clear and explicit, so that adults and courts cannot misinterpret it. Prohibition is achieved when the repeal of any special defence is accompanied by the insertion of a statement which makes it clear that assault can no longer be justified as punishment or correction.

Where there are no defences to be repealed, new legislation can be enacted to explicitly prohibit all corporal punishment. Ideally the law should recognise children's rights in the home, school, penal system, alternative care settings, workplace etc. Some countries have enacted a new law prohibiting all corporal punishment and other cruel and degrading punishment, and included a clause amending and/ or repealing other legal provisions on corporal punishment. The important thing is to ensure that no loopholes are left which could be construed as allowing corporal punishment in any setting.

3. 2. 2 GETTING THE LANGUAGE RIGHT

Because corporal punishment has traditionally been widely accepted as a disciplinary measure in child rearing, it may not be perceived as harmful, abusive or even violent. For this reason, legislation that prohibits "violence" or "inhuman or degrading treatment", or which protects "physical integrity" or "personal honour and dignity" may be misunderstood. Using the term "physical punishment" may be interpreted as excluding emotional and psychological forms of punishment. A law which uses the words "corporal punishment" is explicit.

Prohibiting corporal punishment "which causes, or is likely to cause harm" is also misleadingly as it implies that there is a form or degree of corporal punishment that is not harmful. Laws that aim to prohibit "corporal punishment and all other forms of cruel or degrading punishment", reflect the language in article 37 of the Convention on the Rights of the Child and in the Committee's General Comment No. 8.

Very occasionally, a country does not have words for "corporal punishment" in the national language. In this case, a way should be found to make the law absolutely clear that provisions against violence, assault and humiliation apply in the context of disciplining children. If a definition is considered necessary, the clearest definition of corporal punishment is that used by the Committee on the Rights of the Child in General Comment No. 8 (2006), paragraph 11.¹¹

3. 2. 3 WORKING WITH GOVERNMENT AND PARLIAMENT¹²

When advocating for legislation to be passed and implemented, whether from the perspective of civil society or as a policy maker, it is important to build understanding, interest and support in parliament to press for change.

TO MAKE A COMPELLING ARGUMENT, THE FOLLOWING COULD BE CITED IN AN INITIAL COMMUNICATION:

- the global movement in favour of prohibition
- recommendations made by the Committee on the Rights of the Child in its concluding observations on the State's reports under the Convention on the Rights of the Child
- a summary of the current legal status of corporal punishment in all settings¹³
- a summary of the reforms needed to achieve full prohibition
- relevant national research

11 Ibid

• evidence that demonstrates the damage that corporal punishment can have on child development.

STEPS TO BUILD SUPPORT INCLUDE:

- Identify the government department(s) responsible for legislation on corporal punishment and one or more responsible ministers and senior officials.
- Identify partners support can come from civil society organisations or an alliance of organisations, media, academia or the health sector – to maximise influence on government.
- Identify any children and young people who could be involved in approaches to government and in meetings.
- Write to the responsible minister(s) and senior official(s) to raise the issue and request a meeting to discuss it.

Having taken these steps, it is important to continue to follow up with letters, calls and requests for meetings, keeping in mind that legal change can be a lengthy process. Subsequent steps could also include the following:

- Identify the most senior members of parliament who are sympathetic to prohibition as well as relevant parliamentary groups or committees (such as a parliamentary committee for children).
- Discuss strategies for increasing support before encouraging open debate in parliament, to avoid provoking opposition prematurely.
- Request a member of parliament to ask specific questions of Government.
- Organise meetings/inquiries.
- Ask a member of parliament to initiate a debate in parliament on ending corporal punishment.
- Be aware of possible opportunities for law reform and understand the process for introducing legislation.
- Be prepared to respond to "frequently asked questions" about prohibition.¹⁴
- Draft clear and succinct briefings, test them on sympathetic parliamentarians and revise as necessary.
- Develop a database of members of parliament, including contact details for parliamentarians and their staff so that you can email/fax/hand deliver briefings quickly and efficiently.
- Avoid briefing known opponents of law reform who are unlikely to be converted, as this may only serve to provoke more active opposition.

¹² For more information see: http://endcorporalpunishment.org/wp-content/uploads/law-reform/Law-reform-briefing-5-2009-EN.pdf

¹³ For more information see: https://endcorporalpunishment.org/global-progress/

¹⁴ For more information see: https://endcorporalpunishment.org/faqs/



planning for implementation

Effective implementation of a law that prohibits corporal punishment requires visible, cross-sectoral coordination to ensure educational and preventive measures are prioritised, delivered and communicated widely. Good coordination, monitoring and evaluation across government and between government and civil society, will ensure its effective implementation.

4. 1 KEY PRINCIPLES OF EFFECTIVE IMPLEMENTATION

Rights Based: Effective implementation is childcentered and focused on promoting the rights of children. This includes, for example, ensuring that plans to implement law reform will be developed with the participation of children and will reflect the very wide range of experiences and situations that children face, including marginalisation and disadvantage. It must also meet the needs of children living in a range of different family and care arrangements.

Endorsed by Government: Plans for effective implementation should be endorsed by Government at the highest level and involve all relevant departments that have a responsibility for children. Ideally, this should include departments involved in finance and budgeting to ensure that implementation is sufficiently resourced. It should also reflect the respective roles of, and be endorsed by, a range of sectors including: education; social and health care; law enforcement; and non-governmental and community groups and organisations that work with or for children, including private providers.

Timeframes: Effective implementation should also include clear timeframes for all actions relating to law reform, including a preparatory phase. This would include, for example, training for key professionals, and awareness-raising with the general public about the intent of the law in order to 'prepare the ground' and gather support.

Promotion: Finally, to be effective, plans for implementation should be widely promoted and disseminated and include a timeframe and mechanisms to monitor and report on implementation (for example to parliament or ombudspersons).

4.2 COMPREHENSIVE NATIONAL ACTION PLANS

A comprehensive national action plan is central to effective law reform and implementation. As a first step in developing such a plan, it is necessary to undertake a thorough review of the current situation including an exploration of:

- Any action taken already, including development of programmes and materials that challenge corporal punishment in different settings.
- The structures of all relevant national and local services impacting on children and families that could be used to support the move away from violent punishment.
- Available research on the prevalence of and attitudes towards violent punishment of children.

Having carried out such a review, it is then possible for Governments to begin to develop a national plan in partnership with various stakeholders that can help to coordinate efforts to effectively implement the ban. This plan could be a distinct plan to eradicate corporal punishment; integrated into a national plan to eliminate all forms of violence against children; or part of a comprehensive plan on child protection.

EXAMPLES

In Finland, for example, the National Action Plan to Reduce Corporal Punishment of Children was adopted for the period 2010-2015.¹⁵ As a multi-year strategic planning document with a strong focus on prevention, it has helped to coordinate the work of state agencies, NGOs and civil society partners on the same objectives and to obtain an overview of resource allocation and activities undertaken in this area.

National action plans also need to be properly budgeted, including for the purpose of evaluation. Regular evaluation of all measures taken to implement the ban across society, including periodic surveys with different groups in the population are important to help adjust campaigns and programmes according to the evolving needs of society.

In Sweden, the ongoing process for the implementation of the legal ban is informed by research and periodic evaluations of the impact of the ban, which ask parents about their attitudes towards corporal punishment. The parents' responses are valuable to understand their evolving needs and inform future programmes and campaigns.

4. 3 ELEMENTS OF EFFECTIVE IMPLEMENTATION 4. 3. 1 COORDINATION

Effective implementation of a ban on corporal punishment includes communication to all departments responsible for children, families and public health, including any decentralised or federal structures so that the prohibition is fully understood at all levels of government.

Coordinating implementation of the ban will also take into account any services for children and/or families that are contracted out to private providers or nongovernmental agencies, so that they understand their responsibilities to implement the prohibition. This approach recognises the fact that the Government remains ultimately responsible for protecting children and for realising children's rights, even though particular services may be provided by the private or non-governmental sectors.

4.3.2 MONITORING IMPLEMENTATION AND EVALUATION

Effective implementation should include monitoring to ensure that the ban is bringing about the desired change in society and in social norms, resulting in better protection of children. This works best when it is built into the planning process early and includes the following:

MONITORING STRUCTURES AND TOOLS:

- Child Rights Impact assessment and impact evaluation tools to plan for and assess the impact of law reform;
- Oversight mechanisms, for example regular reporting to parliament, and the full utilisation of bodies such as national human rights institutions and offices of ombudspersons in the monitoring process.

RESEARCH AND DATA:

- The identification of indicators and sources of data that can be disaggregated to monitor the impact of law reform, including in relation to disadvantaged or excluded children. Data on the number of reported incidents should be gathered, but it is also necessary to gather data that can track changing attitudes towards corporal punishment and feedback from children and their families about their experience of support services.
- Ideally, 'baseline' data should be gathered before legislation is passed, so as the reform becomes embedded progress can be assessed against this baseline.
- An increase in case load or referrals may occur as a consequence of the reform. This should be anticipated and viewed as a 'success' indicator as it demonstrates that there is a growing confidence to identify and report violence against children.

4.3.3 CHILD CENTERED BUDGETS

The UN Convention on the Rights of the Child requires Governments to allocate the 'maximum extent [...] of available resources' to protect children's rights, and to ensure that the proportion of national budgets allocated to children is made clear and public.¹⁶ Therefore, the adequate financing of a strategy to implement prohibition of corporal punishment is an important step in making law reform effective.

4.3.4 CAPACITY BUILDING AND AWARENESS-RAISING

Law reform to prohibit corporal punishment will have as its primary objective the prevention of corporal punishment by changing attitudes toward its use and by communicating the unacceptable nature of violent punishment. Therefore, the delivery of a national programme of training, capacity building and awareness-raising is an essential step in ensuring full implementation of the prohibition. These elements are dealt with in more detail in Section 5 of this report.

A Step-by-Step Guide

15 Don't Hit the Child, National Action Plan to Reduce Corporal Punishment of Children (2010-2015) (Ministry for Social Affairs and Health, 2011 16 Article 4 of the Convention on the Rights of the Child, see https://downloads.unicef.org.uk/wp-content/uploads/2010/05/UNCRC_united_nations_convention_on_the_rights_of_the_child.

pdf?_ga=2.180006244.1945329974.1534770920-415042064.1534770920

training and capacity building

All professionals working directly and indirectly with children need training and capacity building to understand the preventive purpose of the prohibition of corporal punishment and how to implement it to best support children. Relevant groups of professionals include policy makers, social workers, teachers, law enforcement, medical and health professionals and others engaged with children.

5.1 GUIDANCE AND TRAINING

The provision of capacity building and training programmes to all those working with or on behalf of children and families will help build capacity to uphold the prohibition of corporal punishment. These programmes cover the purpose and intent of the law, the way in which the law should be implemented in the child's best interests and how professionals can recognise and intervene when needed. It is also essential that the broadest range of professionals, particularly those that provide support to parents, clearly understand the alternatives to violent punishment, can demonstrate these to parents and carers and can advocate effectively for their use.

As a starting point, training should ensure that all professionals working with or on behalf of children and families understand:

- The principles enshrined in the UN Convention on the Rights of the Child and understand what this means in practice for the child as a rights holder.
- The definition of corporal punishment and the damage caused by its use, including so called 'light' punishment.

In addition, training and capacity building measures should be tailored to meet the needs of specific groups of professionals such as carers, teachers and professionals who work with parents; the police and legal/judicial profession; and professionals involved in education.

5.1.1 CARERS, TEACHERS AND PROFESSIONALS WORKING WITH PARENTS

Training and capacity building for carers and teachers who work with children, and professionals who provide services to support parents and 'parents-to-be', such as social workers, midwives and health visitors, should deliver the following outcomes to ensure the individual understands:

- The principles behind non-violent relationships and the positive impact on a child's development that good relationships and positive discipline will have.
- A range of positive discipline methodologies, have access to examples of materials and approaches and be fully equipped not only to use them but also to support others to do so.
- How to recognise the signs of violence, when to refer to early intervention, support or child protection systems, and how to interact with parents/carers in these circumstances, for example communication and emotional skills, and building trust.

5.1.2 POLICE AND LEGAL/JUDICIAL PROFESSION

Training and capacity building for professionals in the areas of law enforcement and the legal/judicial system should ensure the individual understands:

• The role that the best interests of the child plays in decision-making in the implementation of the prohibition, and is equipped to make decisions tailored to each individual case, based on the circumstances and needs of the child affected.

• The de minimis principle, that the law does not concern itself with trivial matters, as set out in the General Comment on Corporal Punishment

5.1.3 PROFESSIONALS IN EDUCATION

Targeted training and capacity building for professionals working in formal and informal education, such as 'out of school' and faith-based education programmes, as well as youth services should also deliver the following outcomes:

- Positive discipline and non-violent educational methods should be built into the education system and the culture of all schools, at every level of the education system, including early years and informal provision.
- Schools should monitor and assess the effectiveness of non-violent educational methods, and have robust systems to take action against teachers who use corporal punishment in any form.
- Not only should educational practitioners understand and use non-violent methods, but the education of children should include non-violence as an important principle, which can be included in measures to combat peer violence, bullying etc.
- Schools should institutionalise supportive measures for children who report being exposed to corporal punishment.
- Schools are ideal places to locate early intervention and preventative support for parents and carers, which should be accessible to all, be nonstigmatising and presented in a way that will encourage all parents or carers to come forward for support.
- Teachers and other educators such as youth and faith workers, should also be trained to understand how to recognise the signs of violence, when to refer to early intervention, support or child protection systems, and how to interact with parents/carers in these circumstances, for example communication and emotional skills, and building trust.

5.2 INTEGRATION INTO NATIONAL AND LOCAL CHILD PROTECTION SYSTEMS

Prohibition should be fully integrated into child protection and safeguarding systems, and underpinned by very clear guidance, frameworks and standards to support professionals working in these areas to respond to incidents of corporal punishments, particularly those that are serious enough to warrant criminal investigation. This should not only apply to those working to protect children, such as social workers, but also those who play a part in investigation and prosecution, e.g. health workers, police and legal professionals.

The child protection system and all professionals working in it must be child-centred and prioritise the best interests of the child in decision-making at all times.

The system must also provide professionals with clear thresholds for decision-making so that no child is separated from their family unless as a last resort; and clear processes for making referrals.

EXAMPLES

A number of child-centred, integrated services and multi-disciplinary responses to cases of corporal punishment have been implemented in the Baltic Sea Region and other countries. Examples of successful interventions include the Barnahus model and the Family Group Conferencing.

The national action plan is particularly critical here, as it is a mechanism to help coordinate all actors with a role in implementation of the ban and also serves to fully express the responsibility that Government has over decentralised, privatised or community run services for children that receive government funding (see Section 3). In particular, the funding that such services may receive can be a useful mechanism to ensure basic principles are in place to underpin the implementation of prohibition:

- Services should be centred around the rights of the child, and enshrine the best interests of the child as the primary consideration in all actions.
- Community leaders, volunteers and activists should understand the purpose of prohibition across all settings, and be able to advocate for alternatives such as positive parenting models.
- Services should have ready access to law enforcement systems in order to be able to make responsive referrals should the need arise.



cooperation with stakeholders

Effective implementation requires concerted action from services and institutions, coordinated by national and local government, for children, parents and other carers, families, communities and civil society. Civil society includes charity-run services, academia, the media, faith groups and other organisations.

Implementing the ban on corporal punishment requires an environment in which these groups can operate most effectively to support implementation across all elements of society.¹⁷

6.1 PARENTS AND THE FAMILY

Probably the most important environment in civil society in relation to protecting children from violence is the family environment. Initiatives to support the prevention of corporal punishment should therefore start in the family home or other domestic settings. As the primary purpose of the legislation is prevention, it is important to be clear that any violence against children, including in the home, is not acceptable and that a range of alternative non-violent parenting methods are available.

Initiatives to promote positive parenting include a wide range of different activities, including preventive campaigns, support service provision and individual and educational programmes. The overall purpose of such activities is to change norms, attitudes and/or behaviour of parents and enable the shift from punitive parenting to positive parenting. Programmes offer a wide range of methodologies and tools, including public information campaigns, face-to-face or internetbased training in positive parenting skills, therapeutic interventions, social networking, family nurse interventions and home visits.

Support provided to the family should ensure that first

and foremost the prohibition of corporal punishment promotes its prevention and educates family members on the benefits of positive childrearing and the harm to children caused by all forms of violence against them. Interventions in the family environment must meet the needs of the wide range of domestic settings in which a child may live, including foster and residential care, informal guardianship and extended families. Any support provided in these settings should not only work to eliminate corporal punishment but should also seek to improve the standard of care delivered and ensure that the developmental needs of the child are being met.

Positive parenting programmes to eliminate corporal punishment in the family environment are most effective if they are:

- Focused on early intervention, and prevention of violence
- Child-centred, and child rights based
- Based on research and evidence
- Inclusive and easy to access, non-stigmatising and local
- Multi-agency and surround the family with the expertise and support that they need, when they need it.

In order to best meet the needs of parents and carers, models of delivery include 'universal' programmes, open to all; 'selective' models which are targeted at particular groups, and 'indicated' models, where

¹⁷ Committee on the Rights of the Child, 'General Comment No. 5 (2003): General measures of implementation of the Convention on the Rights of the Child', para 56

individuals are referred to particular classes or support because of a risk of violence.

6.2 CHILDREN

Article 12 of the UN Convention on the Rights of the Child sets out the child's right to be heard. It provides children with the right to express their views and to have their views given due weight in accordance with their age and maturity in all matters that affect them. Article 12 is recognised as one of the guiding principles of the Convention and fundamental to the interpretation and realisation of all other rights. It recognises that children are the experts in their lives and experiences, and applies both to sociopolitical participation and to judicial and administrative proceedings affecting the child. The latter will require child-sensitive communication and interviewing, including the provision of a child-friendly environment.

In terms of their socio-political participation, children can make valuable contributions to the design of services and responses to cases of violence in the home. The process for engaging children in this way must be prepared carefully, both to ensure that safeguarding obligations are met and in order to choose the best methods for children of various ages and with different levels of maturity and ability to express themselves. Options may include using drama, art, painting, making short films or digital story telling.

EXAMPLE

The Ombudsman for Children in Sweden works with a method called "Young Speakers"¹⁸ conducting interviews and group discussions with children in different situations, including on the theme of violence. The Ombudsman for Children has also developed a child-friendly website 'Koll på Soc'¹⁹ in cooperation with children, which provides child-friendly information about their rights, how to contact social services, the role of social services and relevant laws, including the legal ban on corporal punishment.

RECOMMENDATIONS FROM CHILDREN AND YOUNG PEOPLE IN THE BALTIC SEA REGION:20

- Children want more access to quality information about the prevention of violence, their rights and where to get help if needed. Interactive websites and a dedicated space close to schools or other places children spend time would be useful for this purpose.
- Social workers should be more proactive and approach children who they believe are experiencing violence at home, to help children speak out.
- Pupils would like to be able to contact a social worker anonymously at any time. This could help to

reduce worry and uncertainty about the effect that speaking up about violence in the home might have on their family.

6.3 CIVIL SOCIETY

A wide range of civil society partners can play a positive role in supporting implementation of the law and transformation of attitudes. However, in order to bring them on board it is important that these actors have the opportunity to benefit from training and capacity building on the issue, for example through guidance and information materials, training courses, or coalitions/networks to provide information and support.

EXAMPLES OF INFLUENTIAL CIVIL SOCIETY PARTNERS INCLUDE:

- Service delivery or professional organisations such as trade unions for teachers or health workers, parents' associations and child rights NGOs. Such organisations play an important role in changing behaviour and social attitudes through advocacy, awareness-raising, training, service provision and delivery of programmes, for example for families or young people.
- Child helplines play an important role in disseminating information and providing children with an opportunity to report violence and receive advice. In many countries, child helplines have implemented campaigns to raise awareness about the right to protection from violence and where to get help, and also often contribute statistics and qualitative reports.
- Faith groups, including faith leaders, faith communities and academic institutions²¹ and diaspora and other community organisations and leaders can be valuable partners in capacity building. They can communicate key messages to their communities, but also provide training, capacity building and support to children and families, and to community educators and service providers (e.g. faith-based day care and informal education).
- The private sector should be included, not least because of its financial resources and reach. Corporate bodies can engage through campaigns, developing communication channels and material and supporting the education of their employees in non-violent parenting strategies.²²
- The media and key public figures such as campaigners, journalists or academics can widely disseminate information and signpost support services, such as parenting support, to ensure access is as wide as possible.

¹⁸ For more information see: https://www.barnombudsmannen.se/young-speakers/om-unga-direkt/ 19 For more information see: https://kollpasoc.se/

²⁰ Non-Violent Childhoods: Moving on from corporal punishment in the Baltic Sea Region, National Consultation in Sweden, 8-10 May 2017, pp.22-24; and Non-Violent Childhoods: Moving on from corporal punishment in the Baltic Sea Region, Report of the National Consultation in Estonia, 15-17 November 2017. 21 For more information see: http://endcorporalpunishment.org/resources/thematic-publications/handbook-for-multi-religious-gatherings-2016/

²² Non-violent childhoods: Consultation with stakeholders in Expert Meeting, Warsaw, 13-14 March 2018: "Working with the corporate sector on child rights" by Henrik Holmquist available at http://www.childrenatrisk.eu/nonviolence/2018/03/14/expert-meeting-communication-and-campaigns-related-to-the-legal-prohibition-of-corporal-punishment/



awareness-raising

Consistent and high-profile communication is needed in order for a variety of audiences to understand and support the prohibition of corporal punishment and understand children's right to be free from all violence. Key messages to be conveyed include that corporal punishment is unacceptable and harmful to the child, and that nonviolent childhoods using positive parenting methods are of benefit to both children and parents, as well as to society in general.

Today there is a growing body of legal, social and scientific evidence to support arguments for the prohibition of corporal punishment of children, which clearly demonstrates that all forms of violence against children are unacceptable. Awareness-raising and communication campaigns play an important part in ensuring implementation of national laws to prohibit the corporal punishment of children.

Campaigns can generate awareness of, and support for, the legal ban and promote a shift from the use of corporal punishment in society to the understanding and use of positive and non-violent approaches to discipline. Campaigns and awareness-raising may involve partners at all levels, and include a wide range of bodies across health, education, NGOs, faith and community sectors – as all these partners play an important role in implementation.

Campaigns will be most successful if they are included in national strategies which include a broad set of activities, target a large population and are sustained over time. A mix of initiatives can be the most effective way to change behaviours and attitudes. For example, such a mix might include a universal media campaign, participatory approaches, and information offered by service providers and training for parents in non-violent parenting strategies.

AWARENESS-RAISING ABOUT THE LAW AND ITS IMPLICATIONS COULD INCORPORATE:

• Communicating the child's right to protection from corporal punishment and all other cruel or degrading forms of punishment to children and adults;

- Disseminating information on the dangers associated with corporal punishment and providing alternatives
- Communicating the purpose of the law (prevention) and how it will be implemented (best interests).

7. 1 BEHAVIOURAL CHANGE AND SOCIAL TRANSFORMATION

Behavioural change and social transformation communication are two complementary approaches to address individual practices and the social influences that hinder the implementation of national laws. Behavioural change focusses on addressing individual knowledge, attitudes and practices, and social transformation focusses on communities and broader society with the aim of changing harmful cultural practices, societal norms and religious beliefs that influence individual behaviour.

Awareness-raising remains an important part of all communication strategies for behavioural change and social transformation. For example, informing people about the impact of corporal punishment and the support services that are available for parents and children will help generate awareness and social consensus in support of the law and a change in behaviour. However, awareness-raising about the law alone does not automatically guarantee strong social support and individual commitment for this change. Communication should, therefore, go beyond information about the ban and how it should be implemented. It should also lay the foundation for defining a new consensus within society stipulating that no violence against a child, however light, is acceptable.

7. 2 RIGHTS-BASED APPROACHES

All strategies to raise awareness and change behaviour should be centred on the rights of the child and should involve the participation of children. In practical terms, this means that the principle of the best interests of the child should be central to planning, implementation and evaluation of campaigns and any advocacy for non-violent childhoods; there should be a focus on developing the capacity of those who have a duty to implement the legislation to understand the rights of the child; and special effort should be made to ensure that children receive adequate information and are actively involved in awareness-raising and campaigns.

7.3 KEY GROUPS

Communication, awareness-raising and behaviour change should ideally reach all segments of society and target specific needs, attitudes and practices. Universal approaches or large scale campaigns alone may not convince some communities, particularly those that may pose a particular risk to children. Therefore, campaigns should also be inclusive – for example, targeting fathers, children with disabilities and children from minority ethnic groups.

7.4 PARTNERSHIPS

Strong and broad partnerships are crucial to effective behavioural change and social transformation. Working together can help ensure inclusive awareness-raising and campaigns that reach and involve all important audiences with activities and messages that are effective and appropriate to their different needs. Such partnerships also gather critical mass and demonstrate that different groups and professions, such as doctors, politicians, faith-based groups, teachers, the police and civil society stand firmly behind the legal ban on the use of corporal punishment against children.

7.5 ETHICS IN CAMPAIGNING

Key principles to ensure an ethical campaign include respect for the rights of participants and respect for the broader community. In the case of participants, this may include, for example, informed consent, personal privacy, data protection and safeguarding participants from harm. In the case of the broader community or target group, an ethical campaign will "do no harm", for example it will not expose children to risk nor contribute to generating distrust in children and adults.

7.6 COMMUNICATING KEY MESSAGES

In any communications campaign, it is also important to identify moments where the target audience will be easier to access and particularly susceptible to receiving the key messages being delivered. In the case of corporal punishment, such opportunities may arise in connection with:

- Birth registration;
- Pre- and post-natal services;
- Health service and health practitioner contacts with parents, future parents and children;
- Pre-school entry, school entry, school curriculum and informal educational settings;
- Social and welfare services in contact with children ;
- Initial and in-service training for all those working with and for children and families, including teachers and care workers;
- Elements of civil society in contact with children and families, including religious/faith groups, sports clubs, arts, cultural and other leisure activities used by children and families;
- Mass media billboards and Radio/TV;
- Internet awareness-raising and social networking etc.





conclusion

KEY STEPS TO ACHIEVING NON-VIOLENT CHILDHOODS



Explicit and clear prohibiting legislation, which covers all settings and environments where a child may be (e.g. the home, schools).



Adequate provision for training and capacity building that spans service providers including social workers, health, law enforcement and education.



Accompanying child protection systems that will implement the law effectively in the best interests of the child.



The engagement of civil society, particularly providing information and support to parents and carers on the use of positive discipline.



A comprehensive national action plan for implementation that is childcentred and multi-sectoral, and includes:

- Coordination mechanisms
- Monitoring and evaluation
 mechanisms
- Adequate resourcing



Awareness-raising campaigns to promote the purpose of prohibition and support changes in attitudes and behaviours around violence in child rearing.

Non-Violent Childhoods

The Non-Violent Childhoods programme aims to promote the full implementation of the legal ban on corporal punishment in the Baltic Sea Region through collaborative, multi-stakeholder planning and action. The programme is managed by the Council of the Baltic Sea States and jointly funded by the European Commission. www.childrenatrisk.eu/nonviolence

Council of the Baltic Sea States

Established in 1992, the Council of the Baltic Sea States (CBSS) is a political forum for regional inter-governmental cooperation and dialogue. The member states of the CBSS are Denmark, Estonia, Finland, Germany, Iceland, Latvia, Lithuania, Norway, Poland, Russia, Sweden, as well as the European Commission. The CBSS operates through its networks and expert groups. In 1998, the CBSS initiated its work to implement the UN Convention on the Rights of the Child. The CBSS Expert Group on Children at Risk engages with national, regional and international stakeholders to end abuse, exploitation, trafficking and all forms of violence against children. www.cbss.org

A Regional Initiative and Partnership

The Non-Violent Childhoods programme operates in partnership with ministries from Estonia, Finland, Latvia and Sweden and with the Ombudsman for Children's Rights in Poland. Representatives from government ministries, national parliaments, ombuds-offices for children, academia and organisations as well as children from most of the countries in the Baltic Sea Region have in addition participated in expert meetings and contributed to the programme and the guidance reports. Experts from other countries and institutions in Europe have also taken part.

Global Initiative to End All Corporal Punishment of Children

The Global Initiative to End All Corporal Punishment of Children works with governments and non-governmental actors towards universal prohibition and elimination of corporal punishment of children. It is an international partner to the Non-Violent Childhoods programme. www.endcorporalpunishment.org

Guidance Reports

A Step-by-Step Guide on implementing the Convention on the Rights of the Child to achieve an end to corporal punishment

Ensuring Non-Violent Childhoods – Guidance on implementing the prohibition of corporal punishment in domestic settings

Parenting for Non-Violent Childhoods – Positive parenting to achieve an end to corporal punishment

Building Supportive Societies for Non-Violent Childhoods – Awareness-raising campaigns to achieve an end to corporal punishment

Service Providers as Champions for Non-Violent Childhoods – Service provision for children and parents to achieve an end to corporal punishment

Tracking Progress towards Non-Violent Childhoods – Measuring changes in attitudes and behaviour to achieve an end to corporal punishment

The Non-Violent Childhoods Programme is led by the Council of the Baltic Sea States in partnership with:

Ministry of Social Affairs, Estonia Ministry of Social Affairs and Health, Finland Ministry of Welfare, Latvia Ombudsman for Children's Rights, Poland Ministry of Health and Social Affairs, Sweden The Global Initiative to End All Corporal Punishment of Children

More information on the Non-Violent Childhoods programme, including its guidance reports and the campaign, can be found at **www.childrenatrisk.eu/nonviolence**







GLOBAL INITIATIVE TO End All Corporal Punishment of Children