



**END VIOLENCE
AGAINST CHILDREN NOW**



Save the Children

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Photo: David Hartman / Save the Children

A world without violence against children is possible

2016 marks the year when we are likely to celebrate 50 countries with full prohibition of physical and humiliating punishment of children. As you read this booklet, hopefully more countries have committed to legal reform. There is – without any doubt – global progress when it comes to legal reform. Every time we achieve a complete ban, we come one step closer to our goal that violence against children is no longer tolerated.

This is very positive, but much more needs to be done. According to global data, four out of five children across the globe still experience violent discipline at home, and it is still lawful in the majority of the world's countries.¹ It is also evident that legal reform and implementation is not enough to eliminate physical and humiliating punishment, which is a form of violence against children that is often sanctioned by social norms. We believe that awareness raising to change attitudes and behaviour through educational campaigns and delivery of parental support through positive discipline trainings are crucial to achieving lasting change. Save the Children also advocates for and contributes to the development of programmes, structures and effective referral and response mechanisms. Most importantly, we must involve and listen to the voices of children.

2016 also marks the year when we celebrate the 10 year anniversary of the UN Secretary-General's Study on Violence against Children. In addition, the soon to be launched Global Partnership to End Violence against Children aims to contribute to the implementation of the objectives of Agenda 2030 of the Sustainable Development Goals with its targets to stop all forms of violence against children. This is one way to unite all countries, civil societies and other key actors around the issue of violence against children, including physical and humiliating punishment.

1. The data is based on an investigation of 62 countries. Unicef: Hidden in Plain Sight (2014)

In 2012, physical and humiliating punishment became one of Save the Children's global child protection priorities. Save the Children Sweden has the privilege of leading this work, and I'm very proud to work with such competent and committed people around the world. We have worked very hard over the years to ensure that combating physical and humiliating punishment is high on the political agenda.

The example of Sweden, the first country in history to prohibit physical and humiliating punishment in all settings in 1979, shows that advocacy work takes a long time and changing attitudes is a never-ending task.

This booklet is meant to give some inspiration for organisations, authorities, child rights professionals and other human rights advocates who are working in the field, or who want to start taking up the work to eliminate physical and humiliating punishment against children. By providing case studies from different parts of the world we want to inspire others and provide practical examples.

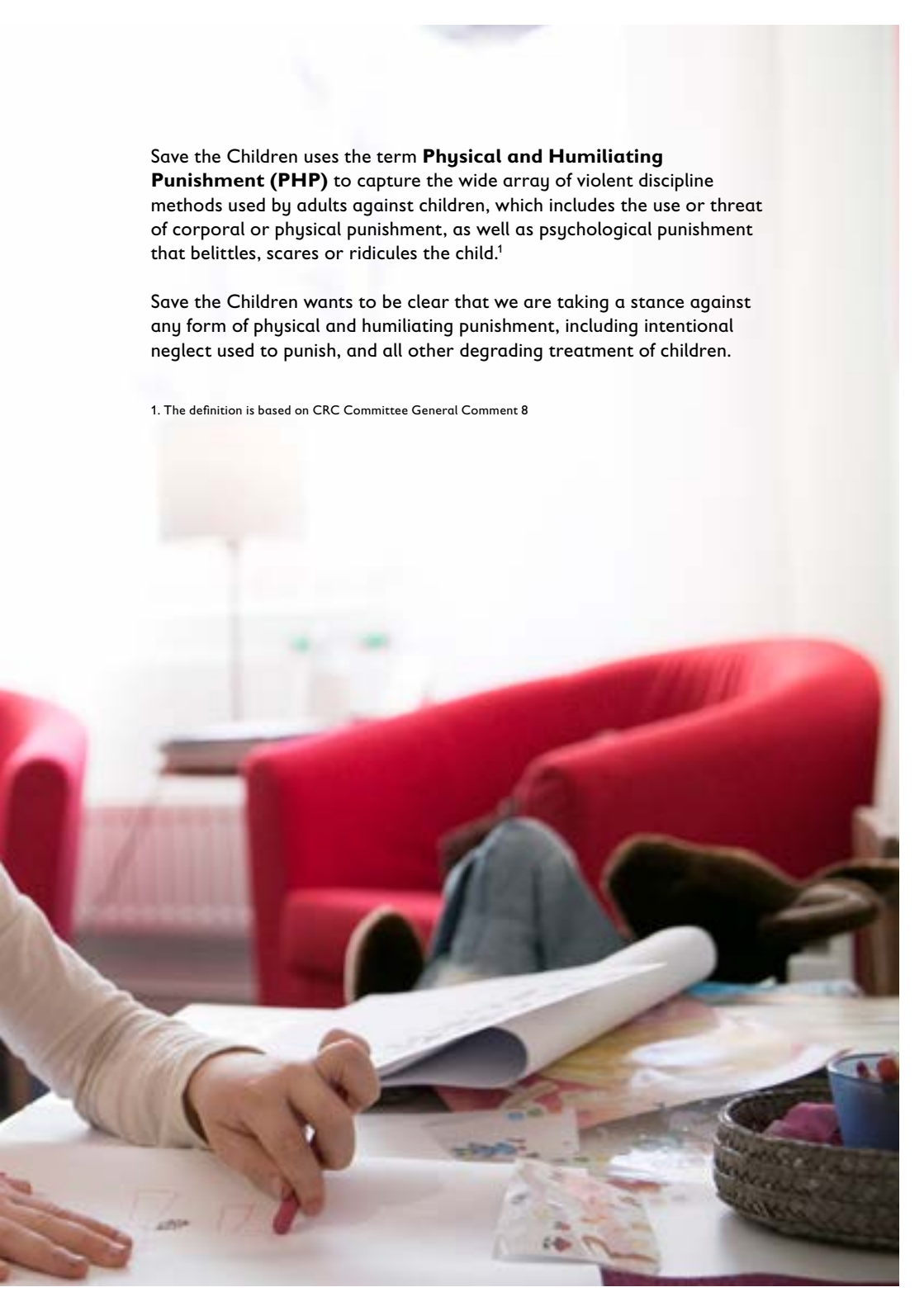
Children have an absolute right to be safe and protected against violence. We know that a world without violence against children is possible and that violence is preventable. I hope that you will stand up for children's right to be protected and join us in our work.

A handwritten signature in grey ink that reads "Elisabeth Dahl". The signature is written in a cursive, flowing style.

Secretary General of Save the Children Sweden

What is Physical and Humiliating Punishment?





Save the Children uses the term **Physical and Humiliating Punishment (PHP)** to capture the wide array of violent discipline methods used by adults against children, which includes the use or threat of corporal or physical punishment, as well as psychological punishment that belittles, scares or ridicules the child.¹

Save the Children wants to be clear that we are taking a stance against any form of physical and humiliating punishment, including intentional neglect used to punish, and all other degrading treatment of children.

1. The definition is based on CRC Committee General Comment 8

Global progress towards legal reform

The year 2015 has witnessed extensive progress towards universal prohibition of physical and humiliating punishment of children, with more than half of UN member states having achieved legal prohibition of physical and humiliating punishment in all settings or being committed to doing so. Protecting children from violence is an explicit obligation set out in the United Nations Convention on the Rights of the Child and its Optional Protocols. As of June 2016, 49 states have prohibited physical and humiliating punishment of children in all settings and at least 54 states are committed to doing so.¹

2016 marks the 10th anniversary of the UN Secretary-General's Study on Violence against Children (UN VAC),² the first global study to document violence against children in all settings. It shaped the current global agenda for child protection, in which Save the Children is significantly involved.³ Since the UN VAC-study in 2006, the number of states with prohibition has more than tripled, from 16 to 49.⁴

2016 also marks the beginning of the implementation of the new Sustainable Development Goals (SDGs), which specifically include a target to end violence against children: 'abuse, exploitation, trafficking and all forms of violence and torture against children' (SDG16.2).⁵

1. On Save the Children's Resource Centre, you can find an updated map on the global progress towards law reform, developed by the Global Initiative to End all Corporal Punishment of Children. <www.resourcecentre.savethechildren.se/global-themes/child-protection/childrens-world-map>

2. <www.unicef.org/violencestudy/reports.html>

3. See more in the chapter about the UN VAC-study in this booklet

4. <www.endcorporalpunishment.org/assets/pdfs/reports-global/Progress-delay-2016-03.pdf>

5. For more information, visit <www.sustainabledevelopment.un.org/sdgs>

This booklet is based on a recent internal desk review of Save the Children's and partners' work against physical and humiliating punishment of children, commissioned by Save the Children Sweden. It aims to present best practices, to show what methods have worked around the world, and to spread knowledge about results achieved and lessons learned when it comes to law reform and positive discipline. Examples are presented from Save the Children members, Country Offices and partners in Peru, Brazil, Romania, Philippines and South Africa.



Photo: Hannah Maule-Ffinch/Save the Children

Children's right to be protected from violence

Children have an absolute right to be safe from violence, as stated in the Convention of the Rights of the Child. Prohibiting physical and humiliating punishment establishes the right for children to enjoy their dignity, physical and psychological integrity, as well as their right to quality education, development and health.

There is also significant evidence on the devastating, long-term impacts that physical and humiliating punishment can have on the wellbeing and development of the child. It can cause serious physical and psychological harm to the child and teaches that violence is an acceptable and appropriate strategy for resolving conflict or getting people to do what you want. Furthermore, the idea that it is acceptable to hit children – the smallest and most vulnerable members of society – but not adults, promotes a double standard that there are two kind of citizens: children and adults.¹

Evidence also shows that violence does not have a disciplining effect. On the contrary, actions such as yelling, slapping or verbally humiliating a child have a negative impact on the relationship between the parent and the child. Instead, there are positive ways to bring up children which do not include violence or other degrading methods.²

As a child rights organisation, Save the Children believes that all children have the right to be protected against all forms of violence, including physical and humiliating punishment.

1. <www.endcorporalpunishment.org/research/impact-corporal-punishment.html>

2. Durrant, Joan E. Positive Discipline in Everyday Parenting: 2013, The Global Initiative Review of research on the effects of corporal punishment: working paper, 2013



Photo: Susan Warner / Save the Children

“

States Parties shall take all appropriate legislative, administrative, social and educational measures 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.

Convention of the Rights of the Child, article 19

The Swedish experience of legal reform

Sweden was the first country to introduce a law against physical and humiliating punishment in 1979. Prior to 1979, the practice was considered necessary in order to make children grow into competent, responsible members of society. However, this is no longer legal nor tolerated in Sweden as a method of upbringing.

In the 1930's, the debate in Sweden, and in many countries, started to focus on the rights of children. There was a growing understanding among pediatricians, child psychologists and educationalists about the negative impacts on children from physical and humiliating punishment. A publicity campaign informed parents and other caretakers over the course of several decades. Education associations and several NGOs, including Save the Children Sweden and BRIS (Barnets Rätt i Samhället¹), started organising lectures and presentations engaging parents and other caretakers in discussions on how



There was a lot of lobbying of politicians. The message was very straight forward – it is never ok to hit a child, and hitting may have very serious consequences. Celebrities like Astrid Lindgren took a stand against violence against children, which meant a lot; and that we worked in a very determined way with the issue, was another key factor for its success.

Eva Harnesk, *Thematic Advisor on violence against children and Psychologist, Save the Children Sweden*

1. Children's Rights in Society, Swedish NGO

to raise children without the use of violence. The key messages in the campaign were that children who have been frightened, threatened and smacked carry the damage inside them into adulthood, that violence breeds violence, and that children must be treated with respect and understanding if they are to grow into responsible citizens.² Many prominent people in Sweden became deeply involved in the debate. One of them was Astrid Lindgren, Sweden's most famous children's author.

In the years preceding the legal ban in 1979, a big campaign was broadcasted on television and distributed in other mass media. Information was printed on milk cartons with the aim of starting discussions in the family. The brochure "Can you bring up children successfully without Smacking and Spanking?" was distributed to all households with children and interpreted into many languages including English, German, French and Arabic. Children's and antenatal clinics made up an important



I started working as a paediatrician in the beginning of the 70s, at the same time as they started educating health care staff and social workers about corporal punishment. This was ground breaking at the time; previously only individuals had been engaged in the issue, but then children's and antenatal clinics, child psychiatrist centres, juridical authorities and the social services began collaborating in a completely new way. Everywhere in the country, collaborations like these were created.

Staffan Jansson, Professor of Public Health and Paediatrician

2. Modig, Cecilia: Never Violence – Thirty-five Years on from Sweden's Abolition of Corporal Punishment (Save the Children Sweden: 2009

part of the campaign by providing support and information to parents and ever since, these institutions have been important actors in raising awareness and introducing measures to prevent violence in families in Sweden.

A general ban of corporal punishment of children in schools was introduced in 1958. Only Norway preceded Sweden in 1936 by introducing such a ban. The legal ban in schools preceded the ban in the home, a pattern commonly seen at the global level today.

After many years of advocacy, the Swedish ban on physical and humiliating punishment of children finally became reality in 1979. A large majority of the Swedish parliamentarians (259 votes to 6, 3 abstentions) voted for the ban, making Sweden the first country in the world to prohibit physical and humiliating punishment of children. The law was introduced in the Children and Parents Code.

The law prohibits parents from using violence or emotionally abusive treatment when bringing up a child. However, it does not prevent parents from restraining their children to prevent harm to themselves or others. The aim with the legal reform is not to punish parents but to send a clear message that violence is neither tolerated nor a private matter.



The work to establish the new social norms in all levels of society, from all professionals who work with children to parents/ caregivers and NGOs, was very important. Organisations like Save the Children and BRIS, paediatricians, authors and journalists spread knowledge about the risks of hitting at the same time as parents were being educated. When the parliamentarians came to vote about the law, there was no resistance.

Karin Blomgren, *Thematic Advisor violence against children, Save the Children Sweden*

The Swedish ban in 1979 was a landmark in history and a foundation on which Save the Children Sweden has based much of its global advocacy work on physical and humiliating punishment. Due largely to the Swedish ban in 1979 and the social rights-centered status given to children in Sweden, Save the Children Sweden has been able to engage directly with committed Swedish parliamentarians and gain their support for initiatives to stop physical and humiliating punishment across the world.

What does the Swedish law say?

Children are entitled to care, security and a good upbringing. Children are to be treated with respect for their person and individuality and may not be subjected to corporal punishment or any other humiliating treatment.

Children and Parents Code, Chapter 6, section 1



An important reason for the favourable development in Sweden was the Swedish welfare system with its ideas of equality, both economic and gender equality. Other reasons were: political unanimity across the whole political scale, a high level of awareness of the social and economic factors that often lie behind corporal punishment of children, and a highly educated population. The law was also enacted after a number of other important law reforms had been made, for example the law against corporal punishment in schools.

Staffan Jansson, Professor of Public Health and Paediatrician

Important partnerships

Save the Children is working in partnership with many civil society organisations, both at the national and at the global level, working to combat physical and humiliating punishment of children. One of the most significant partnerships is the Global Initiative to End all Corporal Punishment of Children. The Secretary General of Save the Children Sweden in 2001, Thomas Hammarberg, was a co-founder of the organisation and Save the Children Sweden has worked closely with them since its inception. The Global Initiative has mapped out the legality of physical and humiliating punishment in every state and territory and puts pressure on governments through different international mechanisms, such as the United Nations Universal Periodic Review.¹ Together, Save the Children and the Global Initiative have increased the capacity of key actors at national and regional levels to strengthen advocacy on eliminating physical and humiliating punishment. Save the Children Sweden and the Global Initiative have published and distributed annual global reports and other thematic publications, as well as conducting law reform workshops in Asia, Africa, the Middle East and Europe.

Save the Children Sweden partners with many agencies and stakeholders, including the Council of Europe, UNICEF, PLAN, Men Engage, the UN Special Representative of the Secretary General on Violence against Children, and regional bodies and networks.² Important cooperations have been with child-led organisations, for example in the Latin American and Caribbean region, West Africa and in the Philippines. Save the Children Sweden also has a long history of working with faith-based groups. As some of the strongest opposition to prohibition of physical and humiliating punishment comes from conservative faith-based groups, this has been vital work.

1. A mechanism of the Human Rights Council where countries' human rights records are discussed and reviewed

2. Includes regional bodies such as the South Asia Initiative to End Violence against Children (SAIEVAC) and regional networks such as the Global Movement for Children, Southern Africa Network to End Corporal Punishment



Photo: Jonathan Hyams / Save the Children

Save the Children's four strategic pillars

“Save the Children believes that laws, and their effective enforcement and implementation through comprehensive measures, including awareness- raising and education on alternative forms of non- violent child-rearing practices and ‘positive discipline’ of children, can prevent violence against children in the first place and help parents and teachers to change their attitudes and behaviours.”¹

To prohibit and eliminate physical and humiliating punishment, Save the Children uses a strategy based on following four strategic pillars, as seen below.

Advocacy for legal reform and policy change

Save the Children believes that a ban on physical and humiliating punishment of children is essential in order to end all forms of violence against children. Save the Children's ambition is to influence governments to prohibit physical and humiliating punishment in all settings, including homes, schools, justice systems and care settings.

1. Save the Children's Child Protection Strategy 2013-2015: Prohibition and Elimination of Physical and Humiliating Punishment of Children (2013)

Save the Children's four strategic pillars

Legal and policy change

Governments ban PHP in all settings.

Changing public attitudes

Communities no longer accept PHP

Behaviour change

Parents/caregivers and teachers practice positive discipline

Child participation

– throughout the process



Many of Save the Children Sweden's offices in all regions have, often with national partner organisations, played a decisive role in convincing national parliaments and governments to legislate. Their uncompromising, rights-based advocacy has contributed to the accelerating progress, making universal prohibition and elimination of violent punishment of children a realistic goal, now in sight. Together we have worked to place and keep the issue high on the international agenda.

Peter Newell, *founder of Global Initiative to End all Corporal Punishment of Children*



An advocacy campaign for legal reform needs to be focused and have a good understanding of the political context and parliamentary procedures, well-prepared arguments and broad professional support. Generally, as with other issues where there is strong social approval for discriminatory harmful traditional practices, governments and parliaments have to be persuaded to recognize their human rights obligations, listen to professional opinion and lead public opinion.

Peter Newell, *founder of Global Initiative to End all Corporal Punishment of Children*

Save the Children also sees the need to move beyond seeking a legal ban to also advocating for public policies and programs that support the implementation of the ban. Parents and children should also have access to preventive and responsive services, including access to psycho-social and legal services to enable children to fully recover after experiencing violence. It is crucial that the various authorities, including schools and preschools, social services, the police and civil society work effectively together to prevent violence in the first place, and to guarantee the child's right to protection and recovery when violence has occurred.

While there has not been a one-size-fits-all method for achieving legal ban, a comprehensive strategy has proven to have some success. It consists of targeted advocacy campaigns, regional support, and strategic partnerships. The advocacy campaigns need to be linked to evidence on the negative effects of physical and humiliating punishment, as well as presenting positive discipline techniques and methods.

In 2010, Save the Children Sweden and the Global Initiative, published a Campaigns Manual that provides step-by-step guidelines for advocacy initiatives, from planning a campaign for prohibition to measuring the outcomes of the campaign.² This manual, which has been a guiding resource for many Save the Children country offices, has been translated into several languages and has enabled considerable advances in the advocacy work towards ending physical and humiliating punishment in many parts of the world.

Awareness raising for social change

Governments have the responsibility to enforce, monitor and implement a law, through a series of relevant policies and programs, and to make the law known by all citizens. Save the Children works with other civil society organisations and faith-based leaders/community leaders to ensure that educational campaigns and information reach all levels of society, from parents and caregivers, to teachers, social workers, paediatricians, academia, media and children. This is necessary in order to build a sustainable change of attitude and social

2. Save the Children Sweden and Global Initiative to End All Corporal Punishment of Children: Ending Corporal Punishment and Other Cruel and Degrading Punishment of Children through Law Reform and Social Change – Campaigns Manual, (2010)



In Africa corporal punishment is very difficult to talk about - to many, including the government authorities, it is not a major issue. It is proper for parents to punish their children, including caning them, unless it is excessive, this is 'in order'. Many people have been brought up in this way so that is all they know about disciplining children.

Geoffrey Oyat, *Regional Child Protection Advisor, Save the Children, East and Southern Africa*

norms so that physical and humiliating punishment is not only prohibited but also eliminated. The goal with educational campaigns and spreading information is to increase knowledge of non-violent child rearing practices among adults and for children to be aware of their right to protection from violence.

Behaviour change and positive discipline

One of the most common reasons why parents around the world hit their children is that they were brought up that way themselves. Changing these deep-rooted attitudes requires persistence, information and persuasive arguments. Providing support to parents can help them handle conflicts without using force. Positive Discipline in Everyday Parenting is a non-violent method of child rearing developed by Save the Children Sweden and Professor Joan Durrant from the University of Manitoba. It was developed in order to support behaviour change among parents, other caregivers and teachers and has been used by staff and partners in more than 30 countries around the world.



One day I was very upset at home, so my child gave me the positive discipline book and said 'you're not doing as the book says'. I was able to laugh and we discussed the problem.

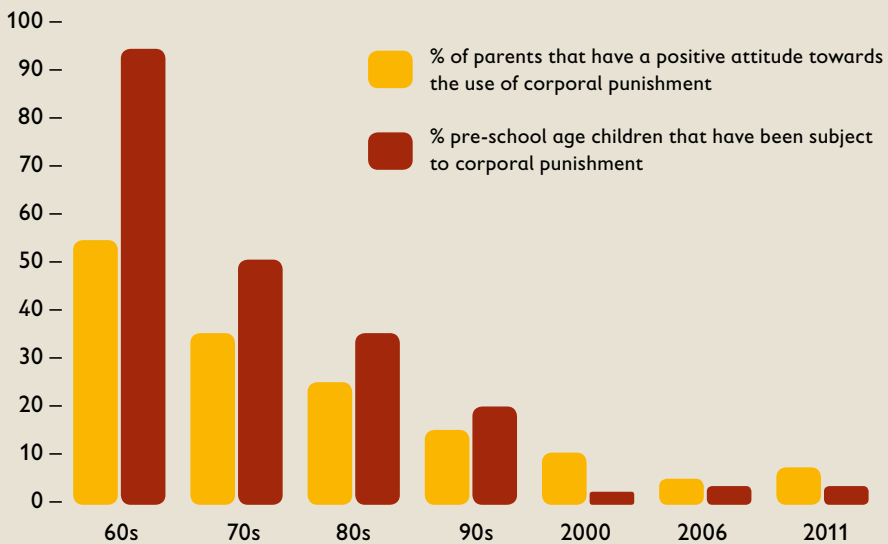
A mother who participated in Save the Children supported trainings on positive discipline in everyday parenting in East Jerusalem.

Save the Children works directly with parents but also with capacity building of civil society organisations, social workers and other professionals who work with children and their families. They are given tools to educate parents and other caregivers about positive discipline techniques and to prevent, detect and respond to violence against children. Save the Children's goal is for these programs to be gradually taken over and administrated by governments or other actors, such as universities, to ensure sustainability and scalability of the programs.

Monitoring behaviour change is critical to ensuring lasting change. In Sweden, regular surveys are carried out to monitor trends in violence against children and the impact of the ban. These surveys play an important role in enabling the government and other authorities to make informed decisions.

In 1965, 53 percent of Sweden's adults regarded corporal punishment as a necessary part of children's upbringing. The decades following the ban saw a dramatic change in both prevalence and attitudes towards physical and humiliating punishment in Sweden. However, there have been no major changes in Sweden during the last ten years. The latest figures from 2011 show that 14 percent of children in the 9th grade

Attitude and behaviour change in Sweden



have experienced being smacked at some point in their lives, and 3 percent said it happened often.³

The surveys made in Sweden indicated a change in attitude among the public. The graph to the left indicates that the awareness raising campaigns in Sweden also resulted in changes in values and actual behaviour.

Child participation

Children have both a contribution to make, and a right to be involved in, all activities to end physical and humiliating punishment. Evidence exists of the significant role of child-led activities in changing the behaviour of parents, other caregivers and teachers. Save the Children Sweden has supported some important awareness raising activities with children across all regions, many of which have been designed and/or led by children themselves. Initiatives using written or visual materials, produced by children to express how they feel when they experience physical or humiliating punishment, have been particularly powerful.

Examples where child participation has been crucial in the advocacy work on physical and humiliating punishment include Brazil, Peru and the Philippines and will be described more in detail later in this booklet.



Governments and actors involved in combatting physical and humiliating punishment should actively engage with children and respect their views in all aspects of preventing, responding to and monitoring physical and humiliating punishment against them. States should give all children the opportunity to participate, regardless of age, gender, disability, language, ethnicity and economic situation.

From Save the Children's Advocacy messages

3. Staffan Jansson, Carolina Jernbro, Bodil Långberg: Kroppslig bestraffning och annan stränkning av barn i Sverige -en nationell kartläggning (Stiftelsen Allmänna Barnhuset: 2011)

Violence is not a private matter

The prohibition of physical and humiliating punishment is a sensitive issue and many times it is met with resistance. The freedom of parents to choose their method of upbringing children is often seen as more important than children's right to a life free from violence. A common excuse is that children would otherwise become bad-mannered. This was also the argument in Sweden from the opponents of the law. Making the vision of security and freedom for children from all violence a reality demands dedication and courage from all adults who are close to children – parents, teachers, neighbours, relatives, friends and all others.

When working with changing attitudes, many misconceptions are encountered based on presumed religious, cultural, parental and privacy rights. All major religions promote the good care and treatment of children and hitting children and causing them pain is incompatible with the values expressed in their religious teachings.



To ban physical and humiliating punishment in the home is seen as an invasion of the private sphere. The practice is too often accepted and part of social norms; children are often considered the property of their parents. It can be a sensitive issue for politicians to bring up physical and humiliating punishment and then it is useful to be able to support our arguments with evidence on both the harmful effects and best practices – showing that change is possible.

Sara Johansson, *Thematic Advisor Child Protection, Save the Children Sweden*



Photo: CJ Clarke / Save the Children



A growing number of religious leaders publicly acknowledge that physical and humiliating punishment is at odds with their core religious beliefs. Their active participation can make a difference in accelerating a law reform and in helping the society to transition towards a peaceful, non-violent way to rear children.

Cristina Barbaglia, Child Protection Advocacy Officer, Save the Children Sweden

Achievements in Latin America

Efforts towards prohibition in all settings have been very successful in the Latin American region. Nine of the 32 countries in Latin American region have achieved full prohibition (June 2016): Argentina, Bolivia, Brazil, Costa Rica, Honduras, Nicaragua, Peru, Uruguay and Venezuela. Three more countries currently have proposals in the process of filing or approval by Congress; Paraguay, Chile and El Salvador.

The region is working on the following main strategic areas: promoting a legal ban, changing public attitudes, and promoting the development of public policies and government programs to support implementation of the ban through positive discipline methodologies.

A key factor for the success in Latin America has been the strong civil society networks that influence both regional institutions and national governments. For example, Save the Children's long engagement with the inter-governmental body MERCOSUR for legal reform in the Latin American region has played an important role.



The role played by Save the Children Sweden was vital. We would not have walked that road without Save the Children Sweden calling on us to embrace this challenge and staying with us along the way. In fact for the past five years and to date, we continue working together to stimulate similar processes in other countries of the region.

Study Respondent from the Latin American and the Caribbean Region



Photo: Souvid Datta / Save the Children



It has become something of a domino effect, 'if this country can make it, we also can'. It's one thing with legal reform, but it has to be followed by effective implementation

Eva Bellander, *Thematic Advisor Child Protection, Save the Children Sweden*

Best practices and lessons learned: Peru

Peru achieved a full ban in December 2015 after an intense advocacy process involving Save the Children and local Peruvian partners: APN (Acción por los Niños), Paz y Esperanza and IPRODES.¹ These local NGOs were very active in advocating, promoting, educating and influencing the media and high level Peruvian government officials² for the adoption of the new legislation. In the process, they were supported by Save the Children and the Global Initiative to End all Corporal Punishment of Children.

The Congress of Peru approved the law against physical and humiliating punishment against children in all settings, replacing the previous article of the Children's Act that permitted "reasonable and moderate correction". Costa Rica, where the organisation Paniamor was the driving force behind the legal ban achieved in 2009, served as inspiration for Save the Children and partners in Peru in the work to achieve a ban. In 2007, the campaign "Adiós al Castigo Físico" (Bye-Bye Corporal Punishment), was launched by Save the Children and partners, different public sectors and child led organisations. The campaign lasted for several years.



I would never lay my hand on you, I would just give you love and affection, and we will always keep on the dialogue to avoid future problems.

Mother from Peru

1. IPRODES: Instituto Promoviendo Desarrollo Social. IPRODES, APN and Paz y Esperanza are part of the network "Buen Trato", "Good treatment for children".

2. Including the Minister of Women and Vulnerable Population, the Deputy Minister of MIDIS; the Chair of the Congress Family Committee, the President of the Congress and the Ombudsman of Children.



Photo:Allan Lissner / OCIC

“

Children participated throughout the campaign, through advocacy work targeting the Congress, seminars, meetings with congressmen, and in street activities (mobilisations, demonstrations, collecting signatures for the prohibition). Children also performed interviews in the media: radio, newspapers, TV, and lately, social media networks. The campaign was successful in the way that common people uploaded the campaign on facebook, twitter, web pages, and recorded and took pictures of themselves with the messages of the campaign.

Teresa Carpio, *Thematic Advisor in Child Rights Governance, Save the Children Sweden, based in Peru*

As a part of the campaign, children and adolescents collected 50,000 signatures demanding the banning of physical and humiliating punishment. Other activities were organised in different districts with the participation of TV actors and singers. The Congress also received children into Parliament and eventually signed a commitment to the ban.

Another campaign, “No quieres que te vean así” (“You don’t want to be seen like that”) was launched to make parents and other caregivers aware about the negative effects of physical and humiliating punishment, in drawings made by children themselves. The campaign was adopted in El Salvador, Nicaragua and Peru. Save the Children offices in these countries been highly involved in the development of these materials and there are plans to spread them to other countries.

Save the Children, together with the organisations APN and Paz y Esperanza, have also developed trainings directed towards teachers, health care staff, parents and grassroots organisations to identify and report physical and humiliating punishment and other types of violence, as well as providing positive parenting guidelines. Moreover, adolescents have been supported to educate their peers about children’s rights.



One key to success in Peru has been the involvement of many different actors from various professions in the educational campaigns - the support of the media, famous tv actors with strong messages addressed to authorities and parents - and the direct involvement of the children themselves. All of this made it possible to reach out to the public.

Teresa Carpio, *Thematic Advisor in Child Rights Governance, Save the Children Sweden, based in Peru*



I don’t want to be hit... I want them to say that they love me much.

Child from Peru



Photo: Alejandro Kirchuk / Save the Children

Best practices and lessons learned: Brazil

In Brazil, children's active participation in the work to achieve law reform has been crucial to its success.

Save the Children Sweden was active in Brazil through the campaign Red Não Bata, Eduque (Don't hit, educate) through advocacy work towards politicians and other decision-makers. Save the Children worked directly and intensely with the Congress through the Parliamentary Front for Children. To ensure that the suggested ban was approved, Red Não Bata, Eduque identified the 20 parliamentarians in the Brazilian parliament who were committed to the work for children's rights and conducted an intensive lobby campaign. In total, 400 local organisations all over the country mobilised for legal reform.

After a long process from 2009 to 2014, and with support from many actors at national and international level, the law to ban physical and humiliating punishment in all settings was approved.

Parallel to the work of enacting the law, Save the Children delivered positive discipline training programmes to parents and community leaders in Rio de Janeiro, who were trained to intervene and prevent situations of violence against children in their communities. Health professionals in Rio de Janeiro have been involved in gender discussions to promote men's involvement in caring for children's health and prevention of physical and humiliating punishment of children. The children's book "Kicking Rhinestones", which is an educational tool promoting an education free of violence and equality between boys and girls, was disseminated in communities. There was also a campaign called "Play More" to raise awareness of positive education for boys and girls. Here, the concept of play was used as a tool to prevent violence and promote an education free of violence.



Photo: Genna Naccache / Save the Children



That children themselves describe how it feels to be beaten - this strengthens the advocacy work. Children's voices can never be questioned.

Eva Bellander, *Thematic Advisor Child Protection, Save the Children Sweden*



In Brazil Save the Children has worked for many years with partner organisations for a law against corporal punishment in all contexts. One major step towards the law was the strategic work with the Congress and Senate in Brazil with civil society, parliamentarians and celebrities.

Elisabeth Dahlin, *Secretary General of Save the Children Sweden*

Best practices and lessons learned: Romania

In 2005, Romania banned physical and humiliating punishment of children in all settings. Save the Children Romania, supported by Save the Children Sweden, has played a fundamental role, actively lobbying the government for the law. In one of the national campaigns developed by Save the Children Romania, the well-known Romanian proverb Beating is from Heaven was challenged with the alternative statement Beating is not from Heaven, accompanied by the image of a sad angel with a bruised eye. The campaign included posters, flyers and video spots.

Decision makers were targeted via a public debate in the Parliamentary Palace. Letters written by children and a brochure with children's powerful quotes were sent to the parliamentarians. Parents and teachers were targeted via workshops and printed materials on positive discipline and professionals working with children were provided with the Good Practices Guide for Preventing Child Abuse. During the National Children Forum, held in 2002, children asked government representatives what the government was going to do about physical and humiliating punishment.

Although the number of children reporting being hit went down from 84 percent in 2001 to 63 percent in 2013, the number is still high.¹ Part of the explanation could be that the culture of using physical and humiliating punishment is still strong. A common view in Romania is that praise and encouragement can lead to a spoiled child.

Since prohibition itself does not automatically change people's behaviour towards children, activities such as parent and teacher education programmes in positive discipline were introduced. Other service delivery initiatives included counselling services for families at risk and parental support via an online parenting education platform.²

1. Read more: Global Initiative to End All Corporal Punishment of Children: Country Report Romania (2015) <www.endcorporalpunishment.org/progress/country-reports/romania.html>

2. <www.parintibuni.ro>

Save the Children Romania also runs education programs for soon-to-be parents or for parents who were imprisoned and are now preparing to reunite with their families. The purpose of these programs is to prevent violence, de-stigmatise and normalise error in the parenting process and provide non-violent solutions.



It was challenging to speak about children's rights and respect in a country where most parents believed they owned their children and with so little acceptance from the public and authorities towards interference in the family life. For that reason we needed four years to develop specific activities and campaigns targeting different groups.

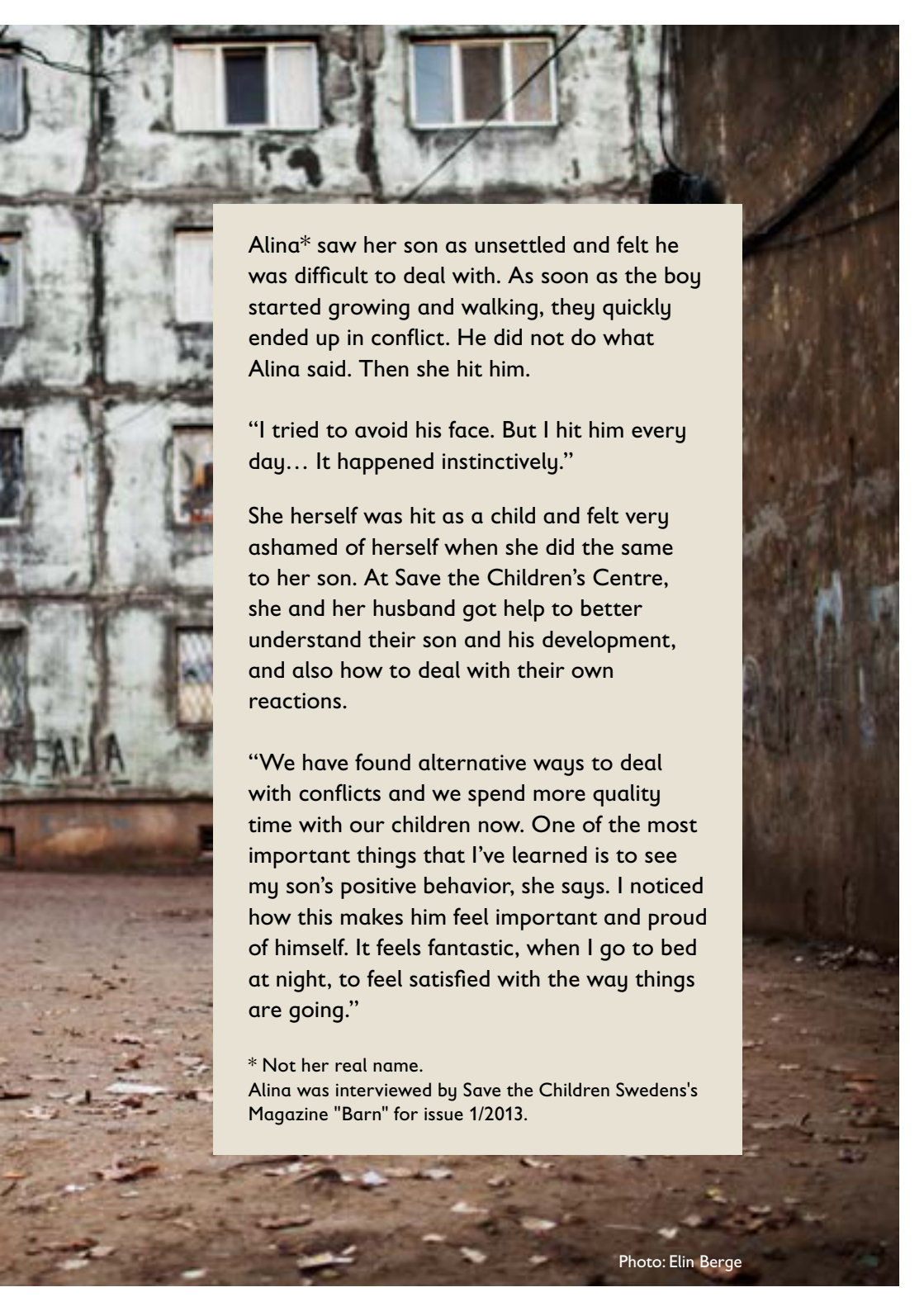
Gabriela Alexandrescu, Save the Children Romania executive president



We have a saying in Romania which goes something like this – where mothers spank, children grow. But they not only lose their self-esteem but also their trust in other people. Many become troubled and disruptive, having difficulty concentrating both at home and in school.

Diana Stanculeanu, Psychologist and Coordinator of Save the Children's Centre in Romania (published in BARN 1/2013)





Alina* saw her son as unsettled and felt he was difficult to deal with. As soon as the boy started growing and walking, they quickly ended up in conflict. He did not do what Alina said. Then she hit him.

“I tried to avoid his face. But I hit him every day... It happened instinctively.”

She herself was hit as a child and felt very ashamed of herself when she did the same to her son. At Save the Children’s Centre, she and her husband got help to better understand their son and his development, and also how to deal with their own reactions.

“We have found alternative ways to deal with conflicts and we spend more quality time with our children now. One of the most important things that I’ve learned is to see my son’s positive behavior, she says. I noticed how this makes him feel important and proud of himself. It feels fantastic, when I go to bed at night, to feel satisfied with the way things are going.”

* Not her real name.

Alina was interviewed by Save the Children Swedens's Magazine "Barn" for issue 1/2013.

Best practices and lessons learned: Philippines

The work to enact a new law against physical and humiliating punishment and to change attitudes and behaviors in the Philippines is part of Save the Children's signature programme Safer Homes and Communities that is designed to ensure that other countries can learn and be inspired. The work has been conducted with determination, in a very strategic manner, and in cooperation with other organisations. In the Philippines, Save the Children has a strong alliance with the Child Rights Network. The challenge today is to get politicians in the Senate on board. Although the House of Representatives has agreed to the law against physical and humiliating punishment, the bill has not yet passed the Senate and it will be filed in Congress again in July 2016.

In the Philippines, Save the Children is working to support local partner organisations and conduct advocacy work to convince politicians to put an end to physical and humiliating punishment at the same time as educating parents, children, social workers, and teachers in positive discipline.



We have come a long way by working the way we did, as a network with other organisations and at all levels of society both for getting the law through and for changing attitudes and behaviours. We have involved children from the beginning and child-led organisations are now at the core of advocacy and community education to change social norms.

Wilma Banaga, *Child Protection Advisor, Save the Children, Philippines*



Photo: Jonas Gratzer

ZOTO together with child-led organizations Children and Youth Organisation (CYO) and the Active Youth Movement (AYM) are working against physical and humiliating punishment and are teaching children about their own rights.

Collaboration with government agencies and local government units has been strengthened in recent years, which will ensure that the programme will reach more families. It is also a way of working towards a sustainable long-term programme that can target complete elimination of this kind of violence and contribute to the implementation of the law once it is in place. The Department of Social Welfare and Development has started to integrate positive discipline into its parenting sessions and has committed to working with Save the Children in developing a comprehensive positive discipline programme.



It hurts to be hit and it is humiliating, especially if it is in front of your friends. You feel it not only in your body but it also wounds your soul.

Raven Arinino, 17 years old (*published in BARN 1/2013*)



We gather a group of children and tell them about the Convention of the Rights of the Child and that it is not right for their parents and other adults to hit them.

Rodinah Pongan, *young member of Children and Youth Organisation, CYO*
(*published in BARN 1/2013*)

Previously Helen Paler (to the right) hit her children, but not anymore. Her daughter Glenda says she will never hit her little son Zeus Glenn.



Photo: Jonas Gratzner

Best practices and lessons learned: South Africa

South Africa achieved prohibition of physical and humiliating punishment in schools in 1996, but has not yet achieved a ban in all settings.

Save the Children South Africa is leading the Working Group on Positive Discipline, a network of South African organisations working in various ways to prevent and address child abuse and neglect. The network emphasizes the promotion of positive parenting and non-violent discipline, and is committed to the abolition of physical and humiliating punishment of children in the home. When the group was formed back in 2006, the Children's Amendment Bill at the time contained a clause prohibiting physical and humiliating punishment in the home. The Bill supported awareness-raising and educational programmes on positive discipline and discouraged the prosecution of parents. However, when the amendment of the Children's Act was finally passed late in 2007, the clause for which the Working Group had advocated was removed from the final Act.

Although the clause was lost, the work to enact a law for full prohibition of physical and humiliating punishment is still in process. The Department of Social Development is currently developing a Child Protection Policy which will influence the amendments to the Children's Act. Members of the working



We are right there and yet we could be far away. If we get the clause into the policy, we are almost there. If it's not going to be included in the policy this year, we will have to wait a long time until the next amendment period.

Divya R. Naidoo, *Programme Manager Child Protection, Save the Children South Africa*

group are advocating for a clause explicitly banning physical and humiliating punishment in the home to be included in the policy this year.

In cooperation with the Department of Basic Education, Save the Children South Africa has initiated positive discipline programmes in schools. Positive discipline programmes for parents will be initiated this year. Together with partners, Save the Children South Africa piloted a seven-step program in fifteen schools that took teachers through a process from using violence to focusing on positive learning methods. The program is yet to be rolled out at the national level.

In 2016, Save the Children South Africa will host seminars and follow up with the positive discipline in everyday teaching with about 40 schools. Last year, eight seminars were held in eight provinces. The plan is to get the provincial Departments of Basic Education to support the roll out of the program nationally.

Save the Children South Africa has also involved children through Children's Committees or Child Rights Clubs based in schools, where they come together to learn about their rights and become active participants in their realization.



In the fifteen schools there has not been a single incident since the commencement of the project. This is not primarily because they respect children's rights but because they are afraid of the consequences of using corporal punishment. We start where teachers are and move them to understanding and respecting children's rights and dignity.

Divya R. Naidoo, *Programme Manager Child Protection,*
Save the Children South Africa

Achievements of the UN VAC-study

That violence against children occurs everywhere in the world and in all kinds of societies was one of the conclusions made in the UN VAC-study in 2006, initiated by the UN CRC Committee, which was the first study made on violence against children in all settings. In 1999, there had been a similar study on violence against children in conflict settings. For the first time in history, the international community made a comprehensive documentation of violence against children in all settings where children spend their time; homes, schools, communities, institutions, hospitals. The purpose was to understand what kind of violence children experience. The UN VAC-study also attempted to map out what had been done to stop it. The study firmly states that no violence against children is justifiable, and that all violence against children is preventable if all sectors of society work together.

The Study also led to a new position, the UN Special Representative on Violence against Children, Martha Santos Pais who advocates on behalf of children.



Tackling violence can be most challenging in the private sphere, but violence does not stop at the door of the family home nor at the gates of the school. All violence can and must be prevented by every society.

Paolo Sérgio Pinheiro, *Independent Expert for the UN Study on Violence Against Children, at the launch in 2006*



Photo: Sebastian Rich / Save the Children



For the first time, children's voices were given a platform, through consultations and workshops. There was a massive movement where civil society, academia and researchers came together with the Independent Expert, and the UN Agencies. Save the Children Sweden helped to bring about the issue of physical and humiliating punishment which was an issue not discussed much, back then. Through the involvement of children and young people the UN Study demonstrated how prevalent corporal punishment was (and sadly still is) in children's lives. Many countries started to implement action plans to tackle it.

Cristina Barbaglia, *Child Protection Advocacy Officer, Save the Children Sweden*

The way forward

Prohibition in law is essential but alone it is not enough to guarantee children's rights. Professionals working with children, parents and the public at large need to be informed of the law and of children's right to protection. This is crucial to ensure children are protected, and that physical and humiliating punishment is not only prohibited but also eliminated. Advocacy to see permanent change in legislation takes substantial time and requires investment of resources.

From the examples presented in this booklet, we have seen that it is crucial to, parallel to the advocacy work on legal reform, deliver education and information campaigns and positive discipline programmes to parents, teachers and caregivers as well as capacity training of health professionals, social workers and religious leaders among others. It is also important to build alliances and networks with other organisations within the civil society at the same time as building strategic relations with key government bodies and parliamentarians. Listening to the voices of children, and letting children be active participants throughout the whole process is not only part of their right as stipulated in the Convention of the Rights of the Child, but also something that has shown to be successful in the campaigns.

Research shows that working with men and fathers to challenge harmful gender norms, masculinities, and caregiving is important, not only to address intimate partner violence but also violence against children. A transformation in social norms and attitudes around gender, power, and violence is needed to address all kinds of violence.¹

1. Rut Levtov, Nikki van der Gaag, Margaret Greene, Michael Kaufman, Gary Barker: *State of the Worlds Fathers 2015* (Save the Children, Promundo, Rutgers WPF, The Sonke Gender Justice Network, MenEngage: 2015)

The 2030 Agenda for Sustainable Development, with the target 16.2 to end all forms of violence against children, provides a new and additional context for advocacy to maintain and increase this momentum of change. To deliver on target 16.2, to end violence against children, we need to work together and harness the power of governments, the private sector, civil society communities of faith and academia, and most importantly children. It is necessary to build on all their efforts, provide leadership and demonstrate practical results for children and families.



By 2016, more than a quarter of UN member states have banned all violent punishment of children (49 by June 2016) Universal prohibition of violent punishment is now in sight. How long it will take to achieve depends entirely on the passion and energy with which this fundamental reform for children is pursued. 2030 is an entirely realistic target for achieving universal prohibition and making substantial progress towards its elimination. We also know what other measures are required to move towards elimination: wide dissemination of the law banning all violent punishment and of children's right to full protection, awareness-raising of the harm done by violent punishment and promotion of positive, non-violent relationships with children.

Peter Newell, *founder of the Global Initiative to End All Corporal Punishment of Children*



Sometimes children behave badly and then it can be difficult for parents to control their anger. But it is not ok to hit. The child will feel that it is unfair [...] They feel not only physical pain but also emotional pain.

Josef Eduard, 9 years old from Romania

Despite progress and law reform, four out of five children around the world still experience violent discipline at home. Children have an absolute right to be protected against violence. Save the Children is committed to supporting all efforts to achieve this so that violence against children is no longer tolerated.

This booklet provides examples from the world on how to stop physical and humiliating punishment of children and promote positive discipline. It is meant to inspire others to promote change.

A world without violence against children is possible. Join us in our work!

END VIOLENCE AGAINST CHILDREN NOW



Save the Children