

*best start  
meilleur départ*

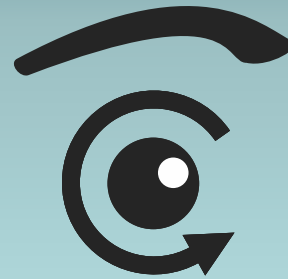
by/par health **nexus** santé



## The Best Start Resource Centre Campaign on Parenting without Punishing



Les enfants voient  
Les enfants apprennent



Children See  
Children Learn

# Why this is important?

**My child is misbehaving!**

**I was spanked as a child and I turned out just fine.**

**Spanking is not abuse!**

**I had to spank her because she just wasn't listening to me....**

**If this is not  
acceptable....**



**Why should  
this be?**



*Pictures from Creative Commons @ [www.flickr.com](http://www.flickr.com)*

# Human Rights Perspective

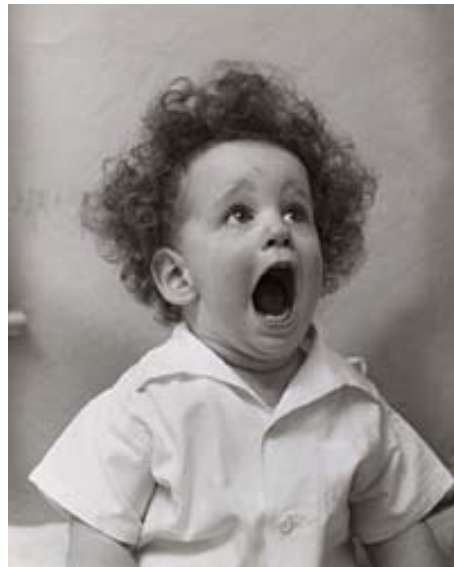
## United Nations Convention on the Rights of the Child - Article 19 (1989)

- Children have the right to be protected from being hurt and mistreated, physically or mentally.
- Any form of discipline involving violence is unacceptable.
- Ratified by Canada, but full implementation currently not fully in place through laws.



# Is Physical and Emotional Punishment Different from Abuse?

- Any aggression toward a child is abusive.
- Physical punishment predicts higher rates of child injury and reports to child welfare.
- Important to see from the child's point of view.



# Healthy Child Development Perspective

**Physical punishment predicts:**

- **Lower moral internalization**
- **Higher levels of verbal and physical aggression**
- **Higher levels of delinquency and antisocial behaviour**
- **Poorer parent-child relationships**
- **Poorer mental health**



# Where do we start?

- **Key informant interviews**
- **Environmental scan of other campaigns**
- **Best practices for child discipline**
- **Parent survey**
- **Needs assessment of service providers**



# Key informant interviews

## 18 Experts (4 USA, 14 Canada)

- Aim to change parents' attitude
- Help parents see from child's point of view and developmental level
- Help parents think about the long term effects
- Promote parenting practices from *Joint Statement on Physical Punishment of Children and Youth*





# Environmental scan of other campaigns

*Spanking: It Hurts More Than You Think*

*Discipline Shouldn't Hurt*

*Children are Unbeatable!*

*Raise Your Hand against Smacking!*

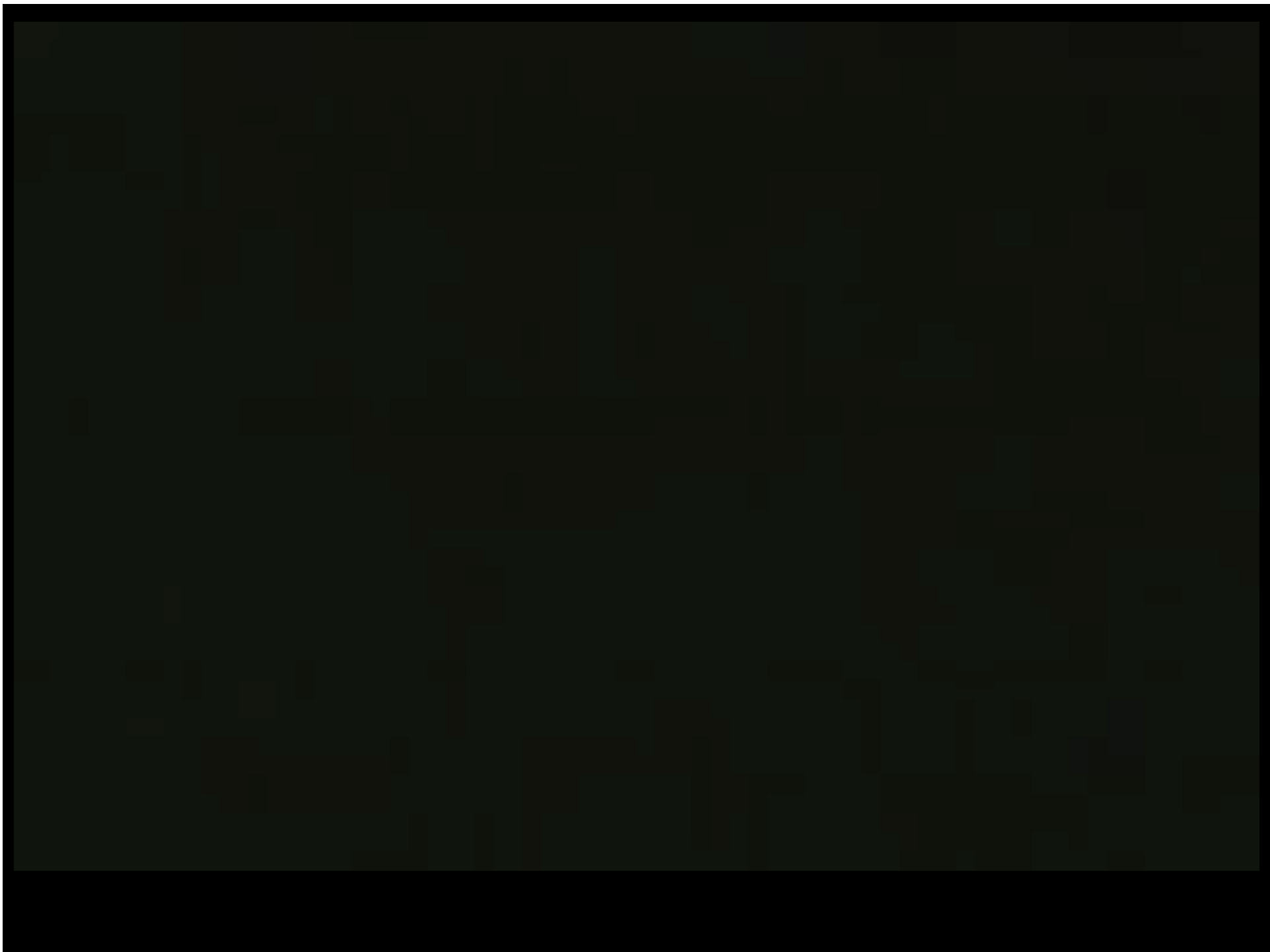
*Think Twice*

*Positive Discipline is In Your Hands*

*Children See, Children Do*

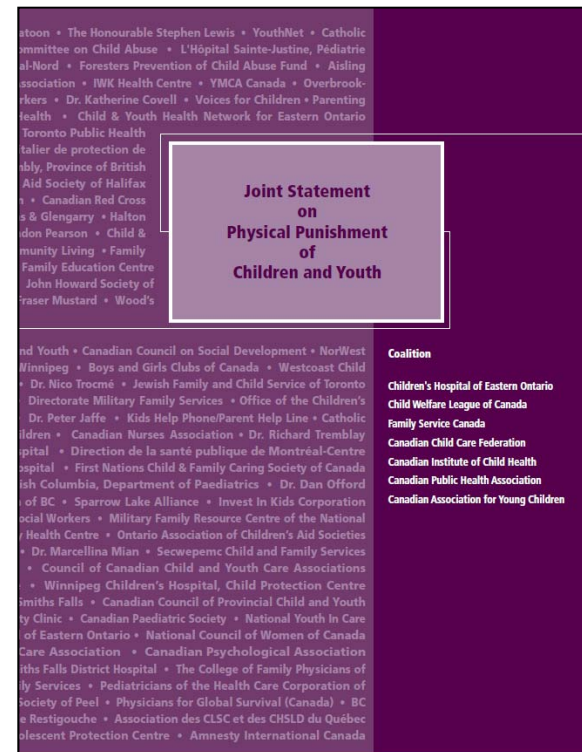
*Use Words that Help, Not Hurt*



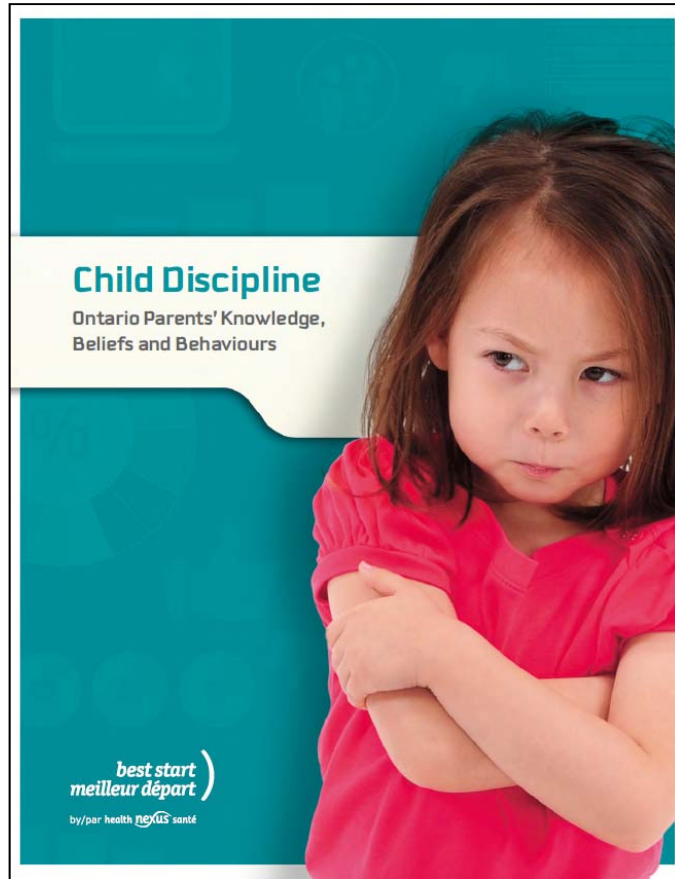


# Best practices for child discipline

- Recommendations built on healthy development practices.
- Similar to *Joint Statement on Physical Punishment of Children and Youth*.
- Time-outs?
- Use of rewards?
- Ignoring unwanted behaviour?



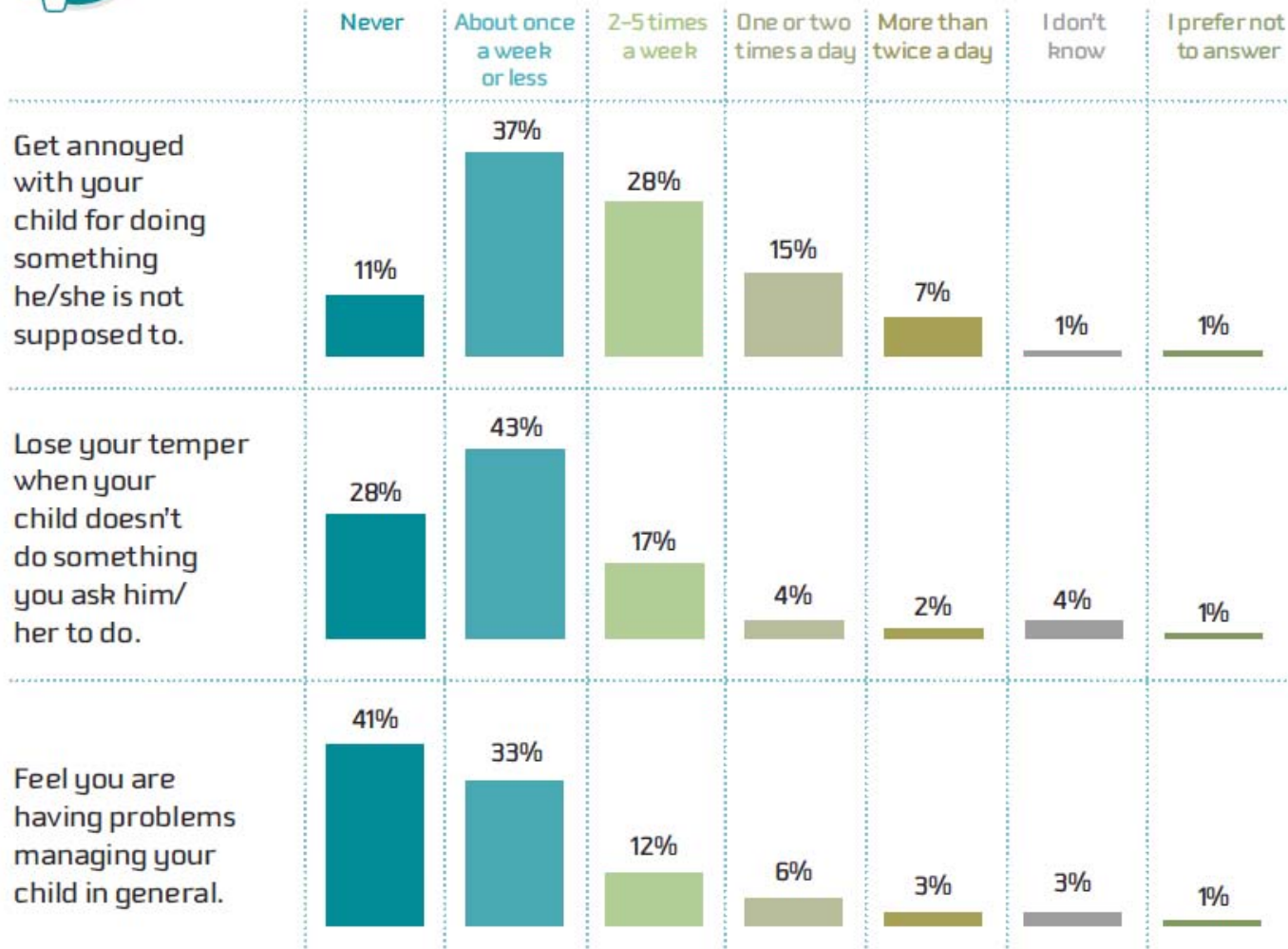
# Parent Survey



- What do parents know?
- What are they doing?
- Where are they getting their parenting information?



**Survey Question:** How often do you do the following? (If you have more than one child under age 6, think of the child you feel is more challenging.)



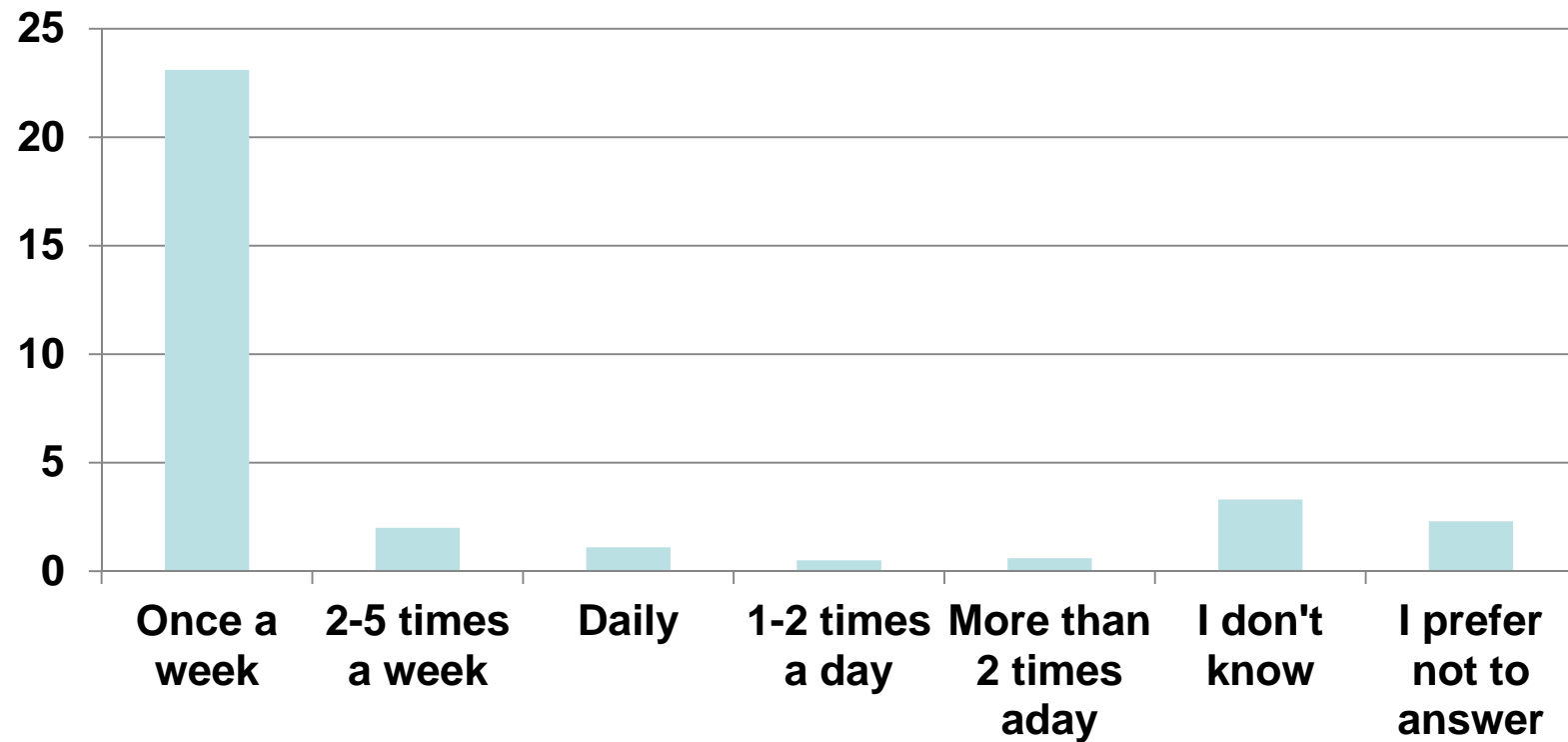
## So... what do parents do at least once a week?

- Ignore it (44%)
- Put in time out in other room (69%)
- Raise their voice/scold/yell (85%)
- Take away privileges (85%)
- Slap or spank (27%)



## Why?

## Percentage of parents that slap/spank their children 0-6



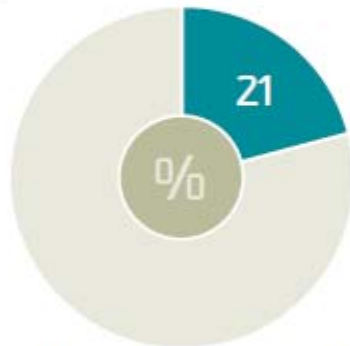


# So, who are those parents who spank/slap?

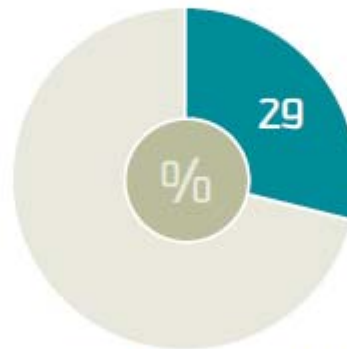
*(based on age of parent)*



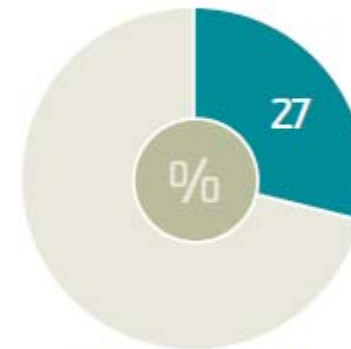
Percentage of parents that spank or slap their child at least once a week based on age of parent



Under 35 years old



35 - 44 years old



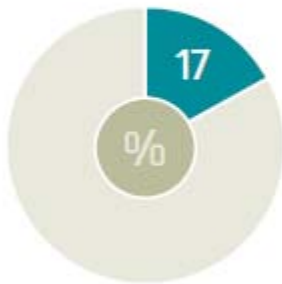
44 - 45 years old

# So, who are those parents who spank/slap?

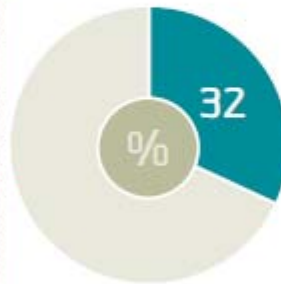
*(based on income)*



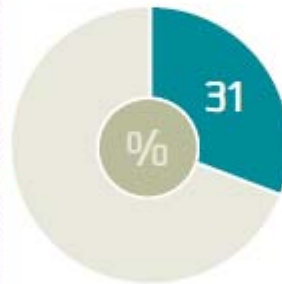
Percentage of parents that spank or slap their child at least once a week based on household income



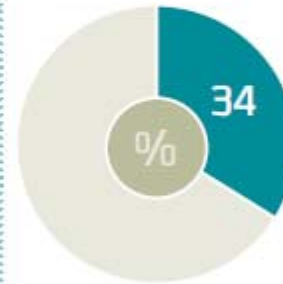
Less than \$40K



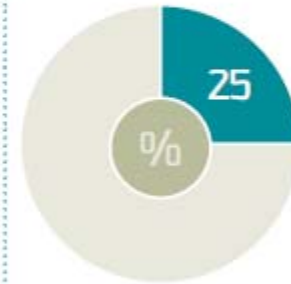
\$40-59K



\$60-79K



\$80-100K



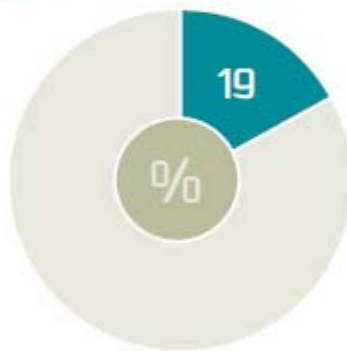
More than \$100K

# So, who are those parents who spank/slap?

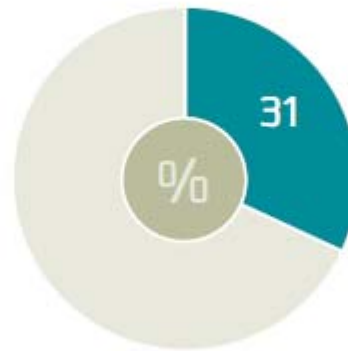
*(based on educational level)*



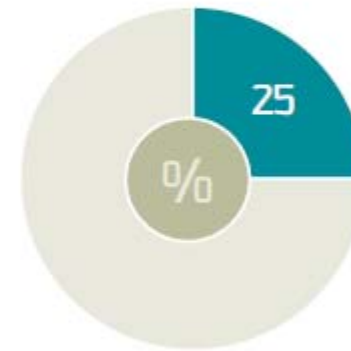
Percentage of parents that spank or slap their child at least once a week based on educational level of parents



High school or less



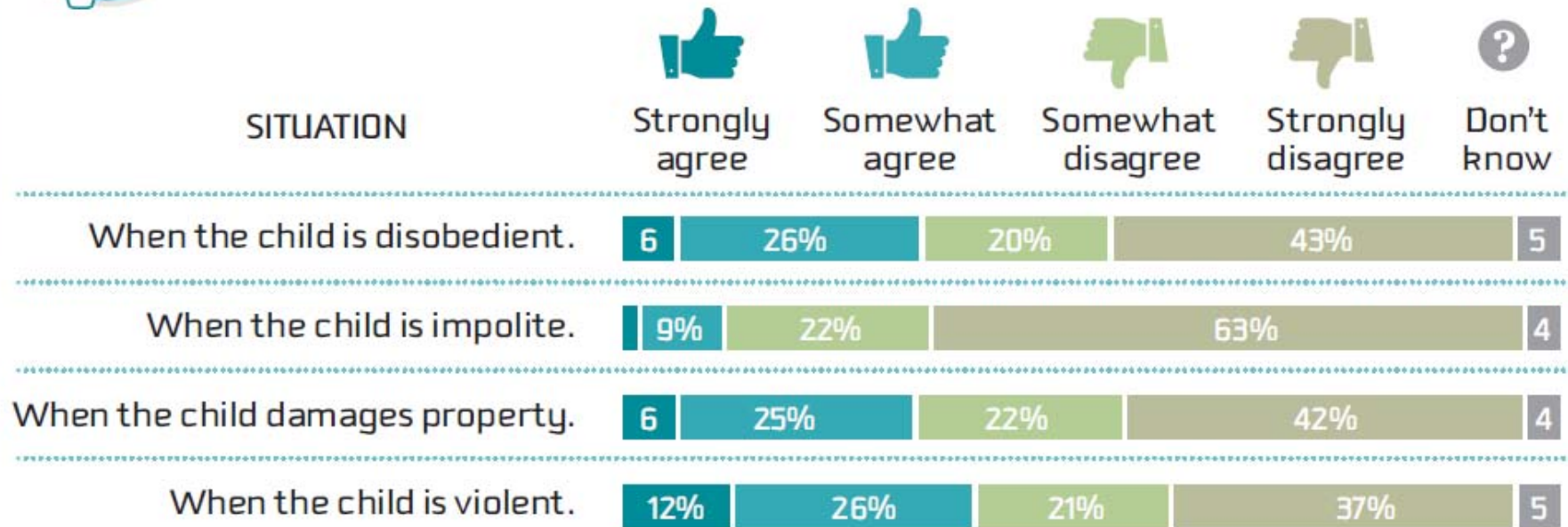
College/Trade/  
Technical training



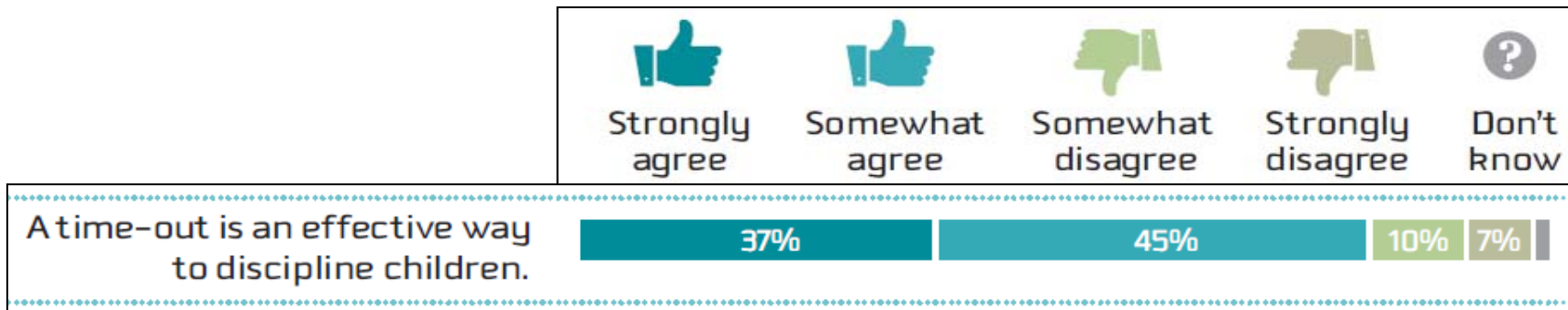
University



**Survey Question:** To what extent do you agree that it is acceptable for a parent to spank or slap their child in each of the following situations?



# What about timeouts?



## Differences between Moms & Dads



- More supportive of use of physical, verbal punishment and strict discipline.
  - More likely to say that slapping/spanking are effective methods.
  - Less likely to think that slapping/spanking teaches children that it is OK to hit others.
- More likely to get annoyed and feel they have trouble managing their child.
  - More likely to think that children develop lasting psychological problems when adults yell or swear at them often.

# Canadian-born vs Immigrant



- More likely to be annoyed by child.
- More likely to lose their temper.



- Less likely to think that slapping/spanking teaches children that it is OK to hit others.
- Less likely to put child in time-out in different room.

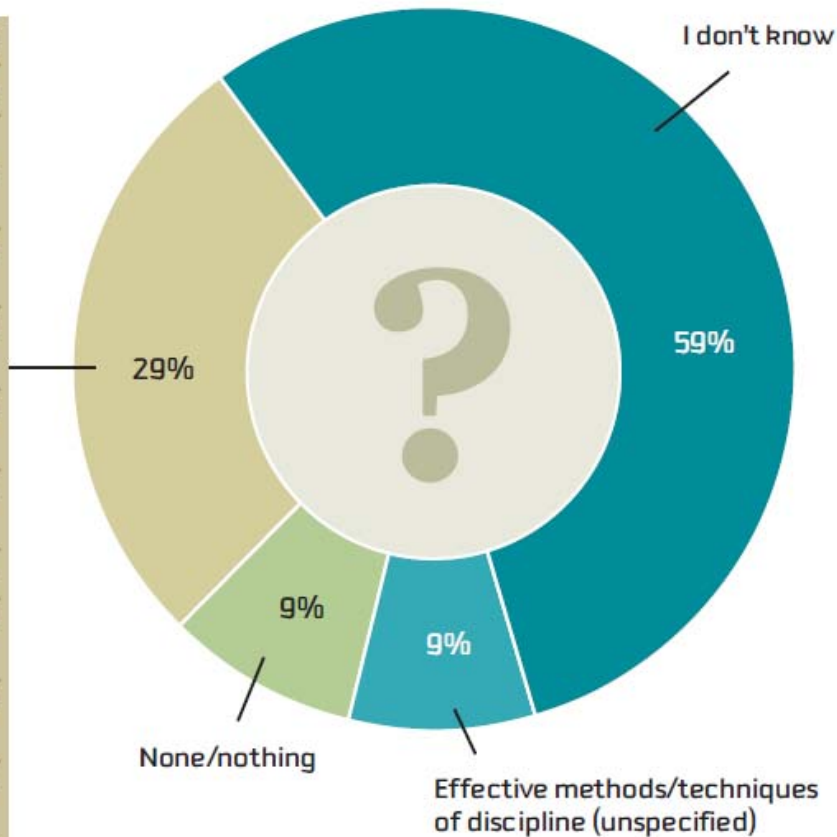
➤ No difference in slapping/spanking behaviour.



**Survey Question:** What types of information are you looking for regarding disciplining your child?

**OTHER RESPONSES**

Other	5%
I prefer not to answer	5%
Using educational material (books, online, parenting classes)	3%
Effective ways to change child behaviour	3%
How to keep calm/not get so angry/not yelling	2%
Communication/talking to the child	2%
Age-appropriate methods of discipline	2%
How to get the child to listen	2%
Effective strategies that don't involve physical punishment	2%
Effective time-outs for the child	1%
How to deal with the child's temper tantrums	1%
Talking to other parents/friends/family members	1%



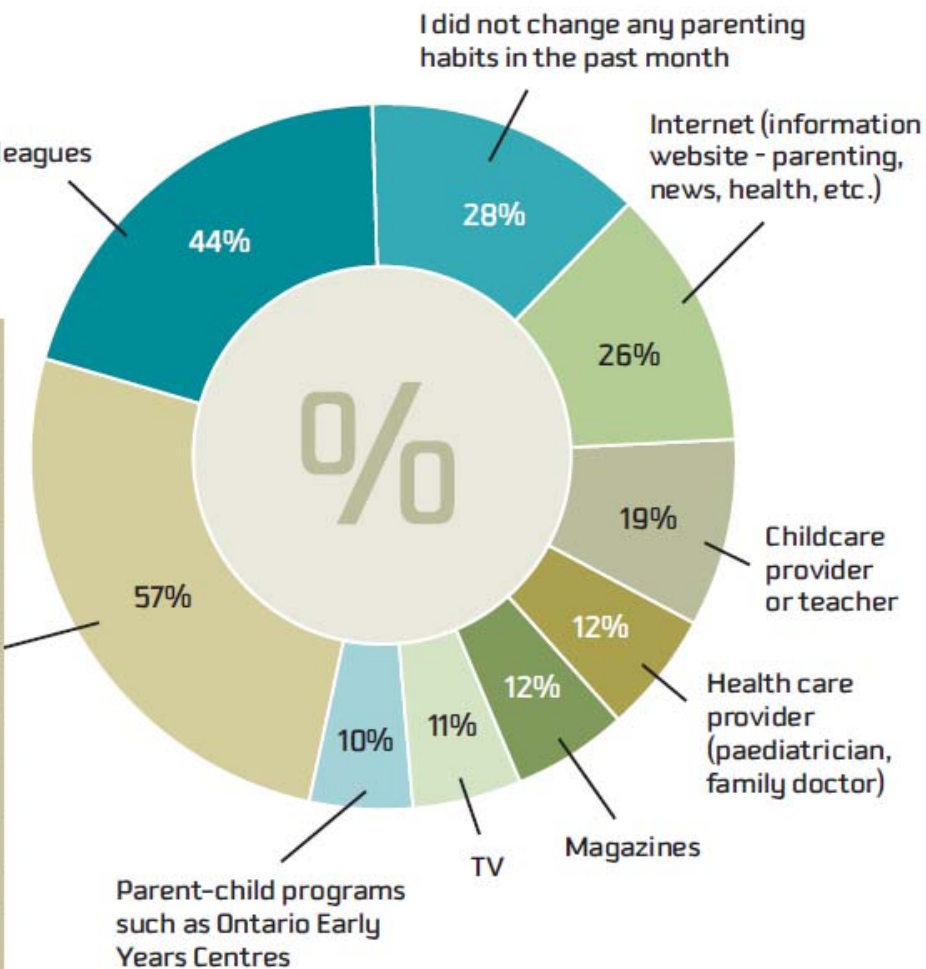




**Survey Question:** In the past month, which of the following sources of information influenced the way you handled a parenting situation?

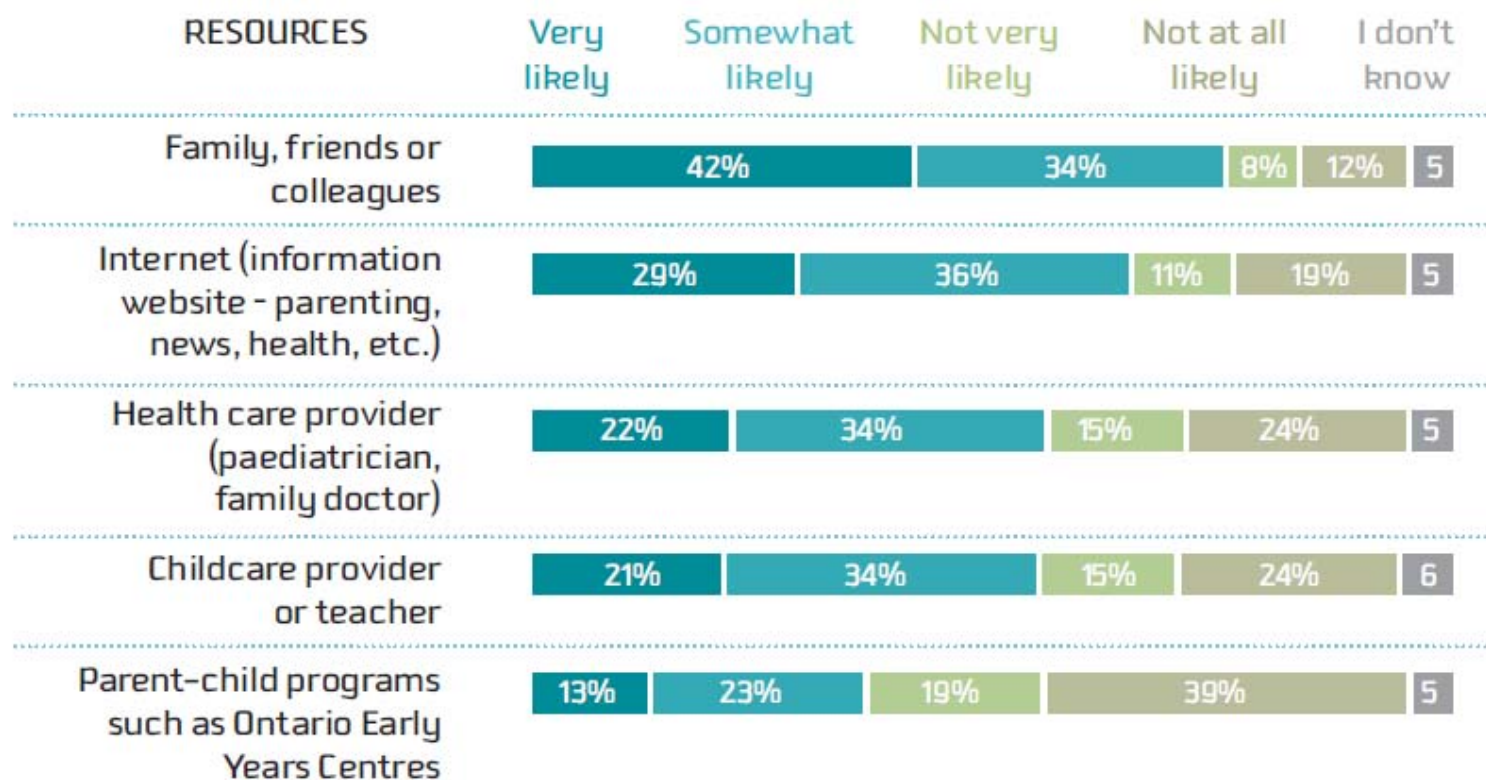
**OTHER RESPONSES**

Facebook	8%
Parenting classes/groups	7%
Newspapers	6%
Public library	6%
Radio	4%
Pamphlet	4%
Public health nurse	4%
Social worker	4%
YouTube	3%
Public health unit	3%
Other (includes books)	3%
Twitter	2%
I don't know	3%





**Survey Question:** How likely are you to use the following resources to get information about child discipline in the future?



# Needs Assessment of Service Providers

Which of the following tools would be most useful to you to promote a child discipline message to parents?

Response	Chart	Percentage	Count
A large poster (16" X 20")		25%	73
A small poster (8 ½" X 11")		18%	53
A pamphlet		40%	116
A growth chart		31%	88
A placemat		13%	38
A postcard		12%	34
A small tear-off sheet		25%	71
A bookmark		11%	33
Ready-to-use parent workshop materials		74%	214
Other, please specify...		11%	32
<b>Total Responses</b>			<b>288</b>

**+ 73 general comments.... Thank you!**

## We are now ready....

- ✓ **Key informant interviews**
- ✓ **Environmental scan of other campaigns**
- ✓ **Best practices for child discipline**
- ✓ **Parent survey**
- ✓ **Needs assessment of service providers**



# Form an Advisory Committee

Men

Crisis Intervention

Rural

Academic

Public Health

Mental Health

Northern

Early Learning

Women

High-risk

Francophone

Community Health

Parenting Education

Newcomers

# Goal of campaign



**To reduce the prevalence of physical and emotional punishment of children from birth to age 6.**

## Let's hear from parents.



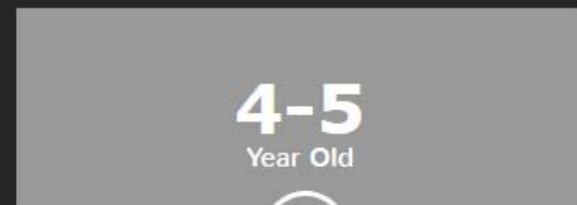
## Your child learns from you and your actions.

Parenting is stressful. You need ways to manage your stress while teaching your child.










Research shows that punishments such as slapping, spanking or shaming do not work. They can actually harm your child. They can have a negative lasting impact on your relationship.

There are more positive ways to teach your child that do work.

Watch these videos for suggestions on raising your child without using punishment



Join the *Parenting Without Punishing* movement.  
A free computer wallpaper is available.

SHARE         

*Join the  
movement!*

# A bit more about the videos....

- 13 families (6 French, 7 English)
- Focus on fathers
- Cultural & social diversity







# The Pledge...

Join the *Parenting Without Punishing* movement.  
A free computer wallpaper is available.

SHARE         

*Join the  
movement!*

I will commit to find positive strategies to deal with every day challenges with my young children, without using physical or emotional punishment.



Children See  
Children Learn

Les enfants voient  
Les enfants apprennent

My child learns from  
me and my actions.  
Mon enfant apprend de  
moi et de mes gestes.

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# Getting Parents to the Website

- **Growth Charts**
- **Public Service Announcements (Radio & TV)**
- **Camera-ready ads**
- **Articles**
- **Web banners**
- **Parent tips**
- **Displays**



**Children See Children Learn**

Your child learns from what you say how you say it and what you do. Take a moment to think about how you can help your child at each stage of development. For tips, visit [www.ChildrenSeeChildrenLearn.ca](http://www.ChildrenSeeChildrenLearn.ca). Add your own photos and drawings of learning moments.

Help your child learn to problem-solve, step by step.

Help your child understand why their behavior is not acceptable and what they can do differently.

Teach your child words to express feelings and needs.

When things don't go as planned, help your child correct the situation.

Look at the situation from your child's point of view and acknowledge your child's feelings.

Praise your child for specific efforts.

Give your child choice. Make sure that you will accept the choices they select.

Redirect your child's attention by telling them what they can do.

Create a safe environment for your child to explore.

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**Les enfants voient Les enfants apprennent**

Votre enfant apprend de ce que vous dites, comment vous le dites et de ce que vous faites. Prenez un moment pour penser à la façon de l'aider à chaque stade de développement. Pour des idées, visitez [www.LesEnfantsVoientLesEnfantsApprennent.ca](http://www.LesEnfantsVoientLesEnfantsApprennent.ca). Ajoutez vos propres photos et dessins à l'apprentissage avec nos idées et places de titres.

Aidez votre enfant à résoudre des problèmes, étape par étape.

Aidez votre enfant à comprendre pourquoi son comportement n'est pas acceptable et ce qu'il peut faire différemment.

Montrez à votre enfant des mots pour exprimer ses sentiments et ses besoins.

Quand les choses ne se déroulent pas comme prévu, aidez votre enfant à corriger la situation.

Mettez-vous à la place de votre enfant pour mieux décoder ses sentiments et messages.

Félicitez de façon spécifique votre enfant pour ses efforts.

Donnez des choix à votre enfant. Assurez-vous que vous acceptez ce qu'il choisit.

Redirigez l'attention de votre enfant en lui disant ce qu'il peut faire.

Créez un environnement sécuritaire pour que votre enfant puisse explorer.

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# Growth Charts

- 100,000 printed
- Daycares (50,000)
- OEYCs (30,000)
- Public Health (5,000)
- Also for sale

# Public Service Announcements



**Yet to be designed!**

- 250 English and 11 French Ontario radio stations
- 95 English and 6 French Ontario television stations

**Will need your help to remind local stations to use!  
Can also disseminate through social media.**

# Promotional Tools to be Developed

- **Camera-ready ads**
- **Articles**
- **Web banners**
- **Parent tips**
- **Displays**

# What else did you want?

## Ready-to-use Workshop

- All 16 videos (FR & EN)
- Facilitator Guide (FR & EN)

(Will allow for one-on-one use through home visits...)



## Anything else???

- **Webinars on the campaign**
- **Regional workshops on Child Discipline**
- **Consultations/presentations at conferences**





# Thank you!



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