

BUILDING A EUROPE FOR AND WITH CHILDREN



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Raise your hand
against smacking!

A Council of Europe
campaign against
corporal punishment
of children





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Corporal punishment of children is the most widespread form of violence against children and it violates children's rights. It is ineffective as a means of discipline, conveys the wrong message to children and may cause seriously physical and psychological harm. Despite this, between 60% and 90% of parents in most European countries approve this practice.

The Council of Europe is challenging corporal punishment by campaigning for the total abolition of this practice and by promoting positive, non-violent parenting in its 47 member states.

The campaign launch of "Raise your hand against smacking" on 15 June 2008 in Zagreb propelled corporal punishment into the public debate. In communication terms, the real challenge is to convince adults to step back and take a hard look at their own parenting practices and attitudes towards children. And as few politicians are willing to undertake legislative change without public support, the campaign targets *both* the general public and decision makers.

Two campaign packs were produced:

1. **amedia pack**, produced in collaboration with the London ad agency Saatchi & Saatchi, focusing on an animated TV spot and targeting parents, teachers and child minders;
2. **aninformation pack**, containing books, brochures and leaflets targeting legislators, policy makers and professional networks in the education, health, social, justice and media sectors.

The main features of both packs are:

1. the use of "**positive**" emotions;
2. a **universal** message (relevant to all national contexts);
3. an **inclusive** approach – partners join in and use the material to campaign at national level.

The campaign has generated significant momentum, with governments reviewing their legislation, and partners disseminating our message and material. More than 20 countries have started campaigning. In countries such as France, where this issue was previously met with indifference, corporal punishment has blown up into a topical issue being covered by all major media.



Raise your hand against smacking!



Media pack



The media pack focuses on an animated TV spot called Handscape, featuring hands helping a child through a day's journey.

TV spot



The one minute spot is based on colours, movement and music. The message at the end is "Hands should nurture, not punish. Raise your hand against smacking".

Mini CD



An electronic business card containing all the campaign material was produced to introduce the campaign to partners.

Website



All campaign material is available on the website. An online facility allows individuals to sign a card expressing their support for the campaign.



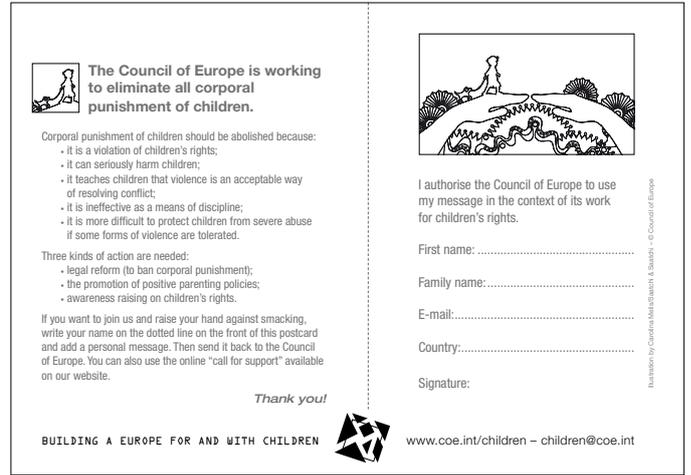
Raise your hand against smacking!



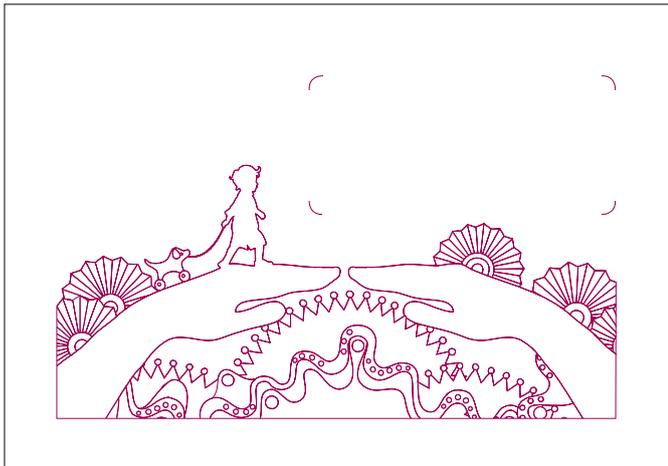
Postcard produced to collect celebrity signatures



A5 postcard (front)



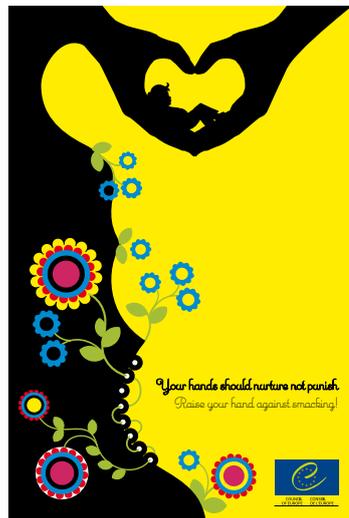
A5 postcard (back)



Envelope (250mm x 176mm)

Eliminating corporal punishment needs the support of public opinion. Celebrities have been asked to show their support and act as "role models".

Campaign visuals



Three still images from the TV spot have been used in a variety of supports (postcards, posters, billboards, etc.).



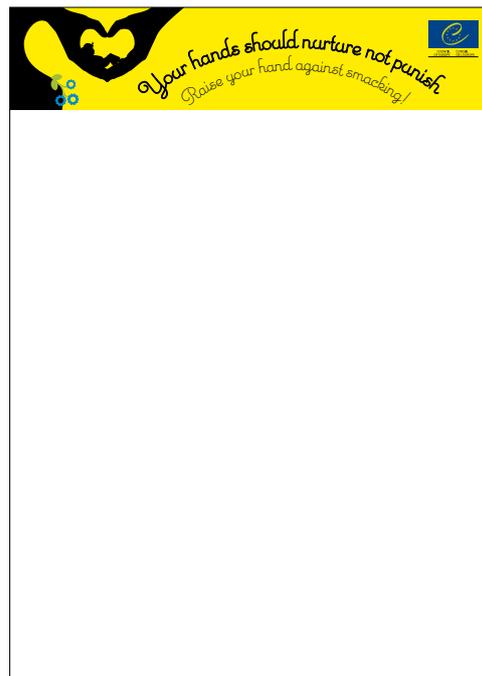
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Use of visuals

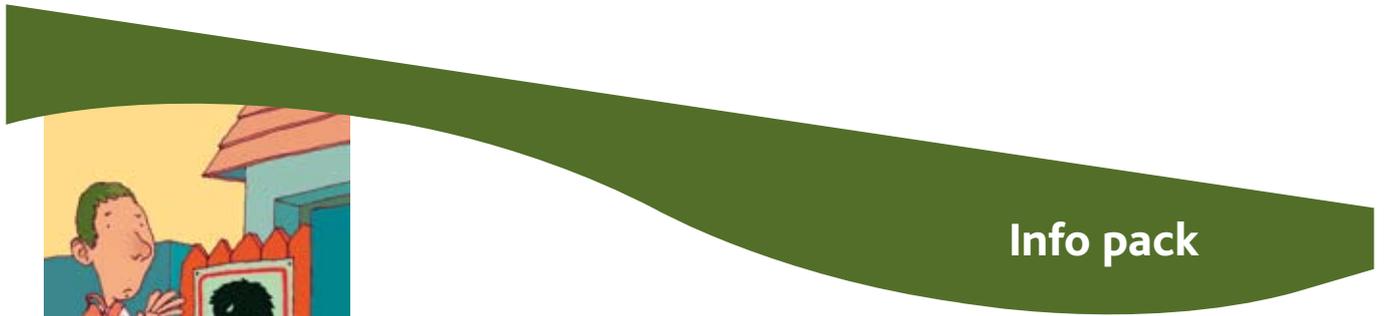


The launching of the campaign at national level calls for visibility in public spaces. Visuals are also used in correspondence and other documents.



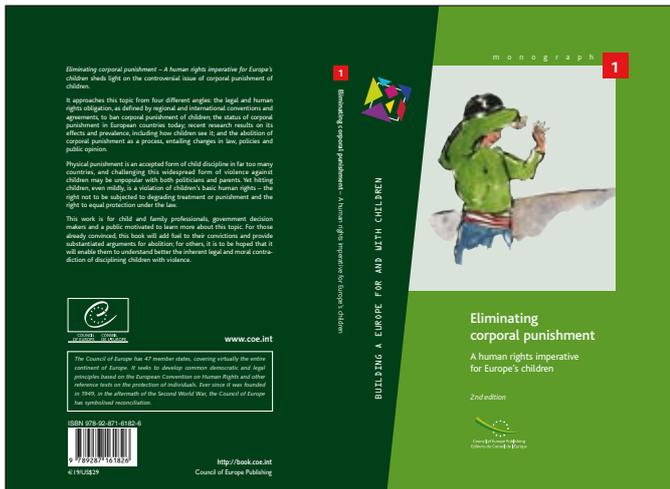


Raise your hand against smacking!



The info pack contains a set of monographs, booklets and leaflets targeting different publics. Whereas the monographs provide detailed information on policies and research throughout Europe, the booklets and the leaflet are presented in a user-friendly format, with plain language and colourful illustrations. The cartoon approach conveys serious messages through humour, and helps parents overcome their resistance to examining their own attitudes and behaviour.

Monographs



This monograph (196 pages) presents an in-depth analysis of the effects and prevalence of corporal punishment in Europe, and also explains the legal basis behind its prohibition (new edition 2008 – completely revised and redesigned).



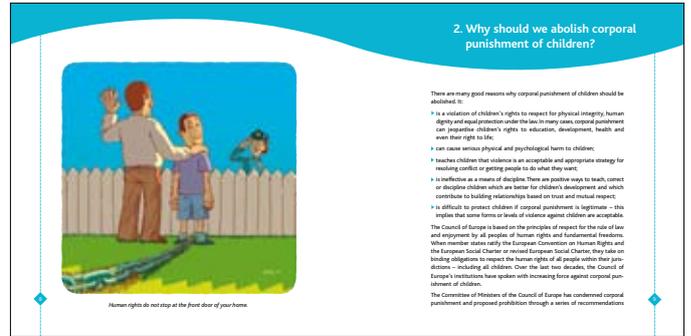
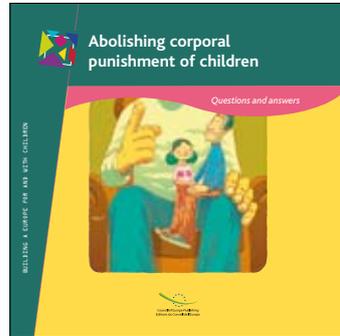
This monograph (176 pages) presents the latest research results and current thinking in the field of parenting, and gives extensive examples of best practice in Europe (cover redesigned 2008).



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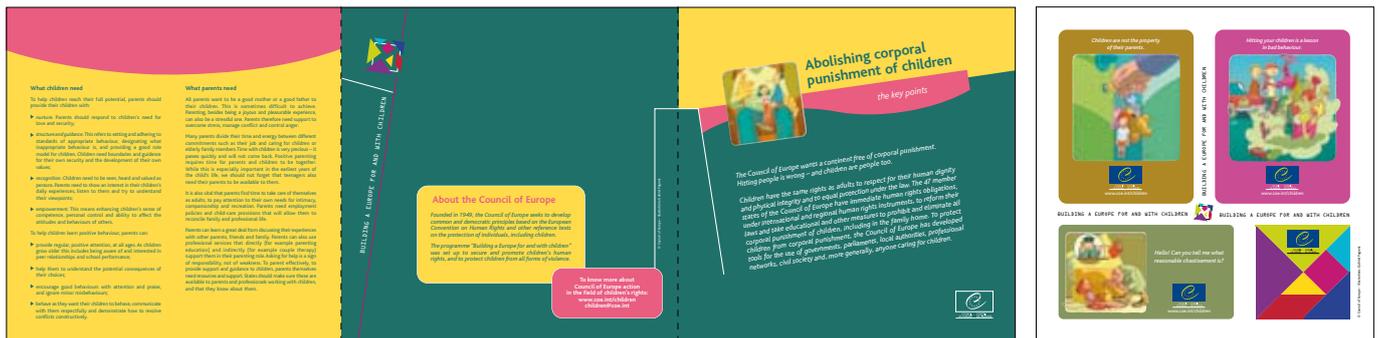


Booklet 21 x 21 cm – Questions and answers (56 pages)



The question and answer booklet presents the basics – what? why? and how? – involved in eliminating corporal punishment. It is the main communication tool of the campaign in terms of content, and it can be used by both professionals working with children and the general public. It has been translated into 15 languages.

Leaflet + sticker inserts 21 x 21cm – Key points



The "Key points" leaflet summarises the main campaign messages. This parent-oriented product also contains amusing cartoon stickers that are attractive to children, and which can encourage family discussion on the issue.

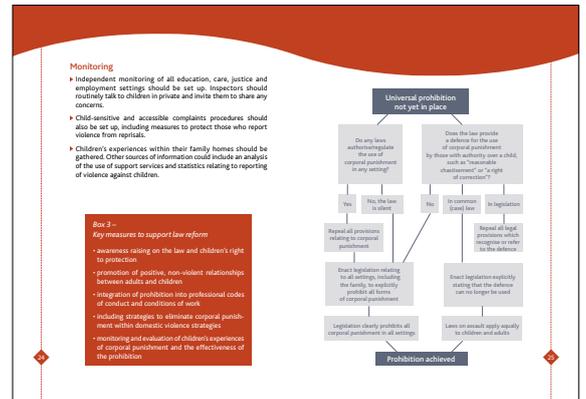


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Booklet A5 – Off the books! (32 pages)

Off the books! provides guidance to parliaments on law reform. It explains the legal steps necessary to abolish all corporal punishment, including action needed to gain public support.



Exhibition: 6 panels (80 cm x 190 cm each)



An exhibition summarising the key messages of the campaign accompanies launching and other events. The colourful illustrations and very simple text attract a lot of viewers.