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MEDIA RELEASE

30 April 2004

INTERNATIONAL DAY OF NON-VIOLENCE AGAINST CHILDREN

- APRIL 30, 2004

People in all nations want their children to grow up without violence and to be free from harm. April 30th is a day dedicated to the right of children to be free from physical punishment and humiliation. Slapping, hitting with straps, pinching, and punching are examples of violence used against children by parents and caretakers throughout the world.

As parents, we may not realize that we are contributing to violence by our example of hitting children. Physical punishment puts children at risk for physical and psychological harm, tolerance of violence, anti-social behaviour, and poorer adjustment in adulthood. Non-violent discipline helps children become caring, responsible, and self-disciplined adults.

No-hitting Day provides an opportunity for concerned organizations and individuals in all countries to speak out against physical punishment of children and to promote non-violent and effective discipline. On No Hitting Day, April 30th, The National Association for Prevention of Child Abuse and Neglect calls on all parents to break the habit of hitting children and to seek out non-violent ways of dealing with children's behaviour through reading, talking with friends, and participating in community parenting programs.

" Smacking and other physical punishment have not been demonstrated as increasing positive behaviours in children. More effective behaviour management techniques include; parents responding positively, rewarding desired behaviour combined with ignoring undesirable behaviour; setting appropriate limits and applying fair consequences for breaking them, related logically to the misdemeanour where possible." - **(INSERT title eg Teresa Scott, NAPCAN President)**

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