



Llywodraeth Cymru  
Welsh Government



## Ending Physical Punishment Campaign Partner Pack: After the law change

March 2022

Stopio Cosbi  
Corfforol

Ending Physical  
Punishment



# Information for partners

**There is no place for physical punishment in a modern Wales.**

## Ending Physical Punishment

**21 March 2022** is a historic moment for children and their rights in Wales. From this day on, physically punishing children will be **illegal** in Wales.

The Ending Physical Punishment campaign aims to raise awareness of the change in law, and we are also promoting *Parenting. Give it time* which provides alternatives to physical punishment through positive parenting.

## What does the change in law mean?

- All physical punishment will be illegal in Wales.
- It will give children the same protection from assault as adults.
- It will make the law clearer – easier for children, parents, professionals and the public to understand.

## What is physical punishment?

There are lots of types of physical punishment. It can mean smacking, hitting, slapping and shaking. But there are other types too.

It isn't possible to give a set list of what makes up physical punishment because it can be anything where a child is punished using physical force. Research suggests that any type of physical punishment could be harmful to children.

The change in law will apply to everyone in Wales – parents or anyone who is responsible for a child while the parents are absent. As with other laws, it will apply to visitors to Wales too.

# Information for partners

## We need your continued support

A huge thank you for your support so far on this journey! This partner pack is about what happens after the law has changed.

Up until now we have been raising awareness that the law is changing. We now need to build on this awareness but slightly change the messaging to reinforce the fact that the law has changed. And so this is where we will need your continued support.

From 21 March 2022, the main campaign message will change. This part of the campaign will focus on the messaging 'the law in Wales has changed'.

We are reaching the nation through a number of channels; ITV Wales, S4C and Sky Adsmart and paid for digital media. We would really value your continued support to spread the message and raise awareness that the law has changed by sharing the campaign across your channels and networks. **It would be wonderful if you could schedule posts for the day itself – 21 March – to create some momentum and to celebrate the day.** This partner pack includes all creative assets and messaging for you to do so.

We want to encourage people to find out more information about the change in law by visiting [gov.wales/EndPhysicalPunishment](https://gov.wales/EndPhysicalPunishment)

The campaign website features more information about the change in law, what it means for those who are responsible for a child and other sources of support and information. You can find these resources by clicking on 'Find out more' at the bottom of the web page.

If you have any questions, feedback or would like to discuss a specific opportunity with us to share the campaign, please contact us at [EndPhysicalPunishment@gov.wales](mailto:EndPhysicalPunishment@gov.wales)

Click to download campaign assets  
[Link to assets](#)

**Thank you for your continued support.**

# Campaign Assets

## Help us spread the message that the law has changed

Social media posts are available for you to share with your networks (see pages 6 to 8). If you share messages, could you please tag us and include our hashtag #EndPhysicalPunishment. Also, if you are not doing so already, could we ask that you follow and like us on the following social media channels:

 @WG\_Communities ([Twitter](#))

  @WelshGovernment ([Facebook](#) and [Twitter](#))

All suggested social media copy provided in this pack is within the max character count for all social channels, including Twitter. Creative assets to accompany the social media posts have also been created and are available for download, including our updated Sound of Change TV advert (with the revised message 'law in Wales has changed') which launches 21 March 2022.

Imagery and videos provided are suitable for Facebook, Twitter or both.

All assets signpost people to the campaign website where they can find information about the change in law and how it affects them.

[Click to download campaign assets](#)  
[Link to assets](#)



# Campaign Assets

## Social media posts messaging / copy

We've put together suggested social media posts to help you support the campaign across your channels. Please feel free to tailor these for your audience. All the posts are suitable for both Facebook and Twitter.

All social visual content options (carousel/static images/videos) can be used in combination with our recommended social media messaging/copy.



[Click to download campaign assets](#)  
[Link to assets](#)

# Campaign Assets

## General social media post messaging / copy: Facebook

We've suggested visual creatives for each post, but please feel free to tailor these for your audience.

### 1) Generic Physical Punishment post

The law in Wales has changed. Physical punishment of children is now illegal. There are lots of types of physical punishment. It can mean smacking, hitting, slapping and shaking. But there are other types too. To find out more visit: [gov.wales/EndPhysicalPunishment](https://gov.wales/EndPhysicalPunishment) #EndPhysicalPunishment

*Visual: Static image*

### 2) Generic same protection as adults post

Physical punishment of children is now illegal in Wales. Children have the same protection from assault as adults. This is to protect children and their rights. To find out more visit: [gov.wales/EndPhysicalPunishment](https://gov.wales/EndPhysicalPunishment) #EndPhysicalPunishment

*Visual: Static image*

### 3) Post for parents

Physically punishing children is now illegal in Wales. Are you a parent? Here's what you need to know about the change in law: [gov.wales/ending-physical-punishment-wales-informationparents](https://gov.wales/ending-physical-punishment-wales-informationparents) #EndPhysicalPunishment

*Visual: Static image*

### 4) Parenting. Give it time post

The law in Wales has changed. No one is allowed to use physical punishment, like smacking, to discipline children. Parenting. Give it time offers alternatives to physical punishment such as positive parenting practical hints, tips and expert advice for parents of children up to the age of 18. To find out more visit: [gov.wales/giveittime](https://gov.wales/giveittime) #EndPhysicalPunishment

*Visual: PGiT support carousel*

### 5) Educational and Child Psychologist endorsement film post

Research suggests that any type of physical punishment could be harmful to children. Find out why Dewi Hughes, Senior Educational and Child Psychologist is supporting the change in law by watching the video below. For more information visit: [gov.wales/endphysicalpunishment](https://gov.wales/endphysicalpunishment) #EndPhysicalPunishment

*Visual: New endorsement film*

### 6) Paediatrician endorsement film post

Research suggests that any type of physical punishment could be harmful to children. Find out why Dr Bethan McMinn, a Consultant in Community Child Health is supporting the change in law by watching the video below. For more information visit: [gov.wales/endphysicalpunishment](https://gov.wales/endphysicalpunishment) #EndPhysicalPunishment

*Visual: New endorsement film*

### 7) Headteacher endorsement film post

Research suggests that any type of physical punishment could be harmful to children. Find out why Headteacher Rhian Kenny is supporting the change in law by watching the video below. For more information visit: [gov.wales/endphysicalpunishment](https://gov.wales/endphysicalpunishment) #EndPhysicalPunishment

*Visual: New endorsement film*

# Campaign Assets

## General social media post messaging / copy: Twitter

We've suggested visual creatives for each post, but please feel free to tailor these for your audience.

### 1) Generic Physical Punishment post

The law in Wales has changed. Physical punishment of children is now illegal. There are lots of types of physical punishment – smacking, hitting, slapping and shaking. But there are other types too. To find out more visit: [gov.wales/EndPhysicalPunishment](https://gov.wales/EndPhysicalPunishment) #EndPhysicalPunishment

*Visual: Static image*

### 2) Generic same protection as adults post

Physical punishment of children is now illegal in Wales. Children have the same protection from assault as adults. This is to protect children and their rights. To find out more visit: [gov.wales/EndPhysicalPunishment](https://gov.wales/EndPhysicalPunishment) #EndPhysicalPunishment

*Visual: Static image*

### 3) Parenting. Give it time post

The law in Wales has changed. No one is allowed to use physical punishment, like smacking, to discipline children. Parenting. Give it time offers positive parenting practical hints, tips and expert advice [gov.wales/giveittime](https://gov.wales/giveittime) #EndPhysicalPunishment

*Visual: PGI support animation*

### 4) Post for parents

Physically punishing children is now illegal in Wales. Are you a parent? Here's what you need to know about the change in law: [gov.wales/ending-physical-punishment-wales-informationparents](https://gov.wales/ending-physical-punishment-wales-informationparents) #EndPhysicalPunishment

*Visual: Static image*

# Campaign Assets

## Sector social media post messaging / copy: Facebook and Twitter

**We have developed a factsheet for each sector and social post to help share them.  
We've suggested visual creatives for each post, but please feel free to tailor these for your audience.**

### 1) In loco parentis sector post

Physically punishing children is now illegal in Wales. Do you work with children outside of formal education and childcare? Find out what the change in law means for you: <https://gov.wales/ending-physical-punishment-wales-factsheet-people-work-with-children-outside-formal-education-childcare>  
#EndPhysicalPunishment  
*Visual: Static image*

### 2) Childcare and playwork sector post

Physically punishing children is now illegal in Wales. Do you work in the childcare or playwork sector? Find out what the change in law means for you: <https://gov.wales/ending-physical-punishment-wales-factsheet-childcare-and-playwork-sector-workforce> #EndPhysicalPunishment  
*Visual: Static image*

### 3) Education sector post

Physically punishing children is now illegal in Wales. Do you work in the education sector? Find out what the change in law means for you: <https://gov.wales/ending-physical-punishment-wales-factsheet-education-workforce>  
#EndPhysicalPunishment  
*Visual: Static image*

### 4) Healthcare sector post

Physically punishing children is now illegal in Wales. Do you work in the healthcare sector? Find out what the change in law means for you: <https://gov.wales/ending-physical-punishment-wales-factsheet-healthcare-sector>  
#EndPhysicalPunishment  
*Visual: Static image*

### 5) Social worker sector post

Physically punishing children is now illegal in Wales. Are you a social worker? Find out what the change in law means for you: <https://gov.wales/ending-physical-punishment-wales-factsheet-social-services-workforce>  
#EndPhysicalPunishment  
*Visual: Static image*

### 6) Legal sector post

Physically punishing children is now illegal in Wales. Do you work in the legal sector? Find out what the change in law means for you: <https://gov.wales/ending-physical-punishment-wales-factsheet-legal-sector>  
#EndPhysicalPunishment  
*Visual: Static image*

### 7) Crown Prosecution Services sector post

Physically punishing children is now illegal in Wales. Do you work for the Crown Prosecution Service? Find out what the change in law means for you: <https://gov.wales/ending-physical-punishment-wales-factsheet-crown-prosecution-service> #EndPhysicalPunishment  
*Visual: Static image*

### 8) Police sector post

Physically punishing children is now illegal in Wales. Are you a police officer? Find out what the change in law means for you: <https://gov.wales/ending-physical-punishment-wales-factsheet-police-officers-and-police-forces-wales>  
#EndPhysicalPunishment  
*Visual: Static image*



# Campaign Assets

## Social media posts assets

Main 30 second TV advert (after the law change)



60 second advert (after the law change)



Main 30 second TV advert with British Sign Language

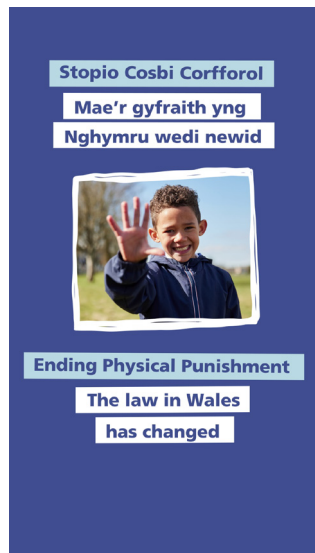


[Click to download campaign assets](#)  
[Link to assets](#)

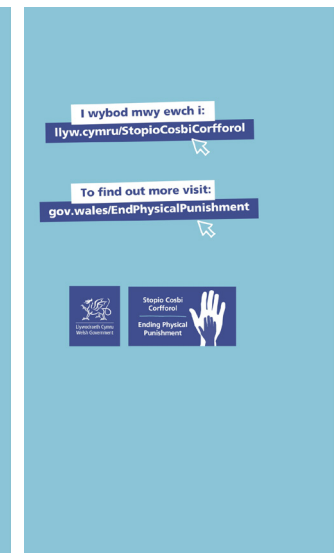
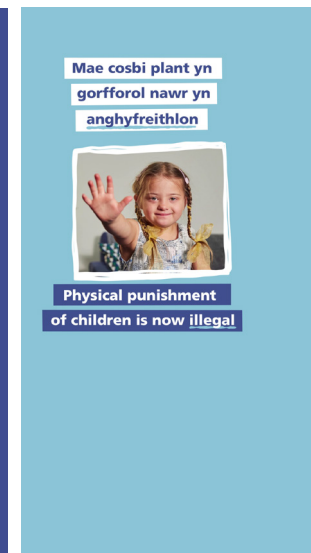
# Campaign Assets

## Social media posts assets

Instagram/Snapchat  
(BILINGUAL)  
(after the law change)



TikTok (BILINGUAL)  
(after the law change)



Click to download campaign assets  
[Link to assets](#)

# Campaign Assets

## Social media posts assets

Campaign animation: Generic message (after the law change)

Frame 1



Frame 2



Frame 3



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[Link to assets](#)

# Campaign Assets

## Social media posts assets

### Professional endorsement films



Click to download campaign assets

[Link to assets](#)

Link to endorsement films on campaign page:

<https://gov.wales/ending-physical-punishment-wales-professional-perspectives>

# Campaign Assets

## Social media posts assets

Static images (after the law change)



Static images (after the law change)



Click to download campaign assets  
[Link to assets](#)



# Campaign Assets

## Social media posts assets

Carousel (after the law change)



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[Link to assets](#)

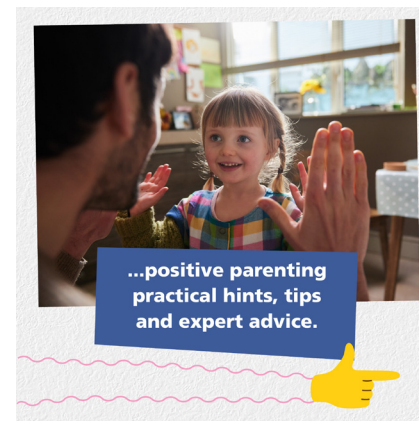
# Campaign Assets

## Social media posts assets

### PGiT support static image (after the law change)



### PGiT support carousel (after the law change)



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[Link to assets](#)

# Campaign Assets

## Social media posts assets

PGiT support animation (after the law change)



Click to download campaign assets  
[Link to assets](#)

# Campaign Assets

## Informative resources: Factsheets, leaflets and videos

We want to protect children and their rights, to help give them the best start in life.

We've developed a range of digital resources such as factsheets, leaflets and videos to help communicate key information about the law change and how it affects everyone.

These resources are accessible on the campaign website and offer all the information you need to know about the law change.

These informative resources are a great way to share information about the change in law and signpost to *Parenting. Give it time* for advice and support. We would be grateful if you could share these resources with your audiences too.

**Ending Physical Punishment in Wales**  
Information for Parents

21 March 2022 is a historic moment for children and their rights in Wales. From this day on, physically punishing children will be illegal in Wales. We want to help protect children and their rights, to give them the best start in life. As a parent, here's what you need to know about the change in law.

**What is physical punishment?**

There are lots of types of physical punishment. It can mean smacking, hitting, slapping and shaking. But there are other types too. It isn't possible to give a set list of what makes up physical punishment because it can be anything where a child is punished using physical force. Research suggests that any type of physical punishment could be harmful to children.

**What does the change in law mean?**

- All physical punishment will be illegal in Wales.
- It will give children the same protection from assault as adults.
- It will make the law clearer - easier for children, parents, professionals and the public to understand.

**What happens if I physically punish my child from 21 March 2022?**

Anyone who physically punishes a child:

- will be breaking the law
- risks being arrested or charged with assault
- may get a criminal record, which is the same for any criminal offence.

Information, advice and support is available for anyone who needs it, to help them find positive ways to manage children's behaviour and to help avoid such a situation ever happening.

**For more information on ending physical punishment in Wales go to:**  
[gov.wales/EndPhysicalPunishment](http://gov.wales/EndPhysicalPunishment)

**For positive parenting tips and information go to:** *Parenting. Give it time*  
[gov.wales/giveittime](http://gov.wales/giveittime)

**Will it change every day parenting?**

Absolutely not! Parents cuddle, brush hair, brush teeth, play 'rough and tumble', and lift children into car seats on a daily basis.

Sometimes it's tricky getting a child dressed and you have to do so against their will, on occasion, to keep them warm, to enable them to go outside and so on.

The change in law does not prevent any of these activities - it only seeks to end physical punishment.

And to be clear, any physical interventions to keep children safe from harm is not physical punishment.

Holding back a child from running into a road or restraining a child to keep them from injuring themselves or others, or stopping them putting their hand into a fire or onto a hot surface is good parenting, not punishment.

Have you seen your child do...  
If you also react by smacking or physically punishing them and repeat under the law.

**Get advice and support?**

*Parenting. Give it time* offers positive parenting and expert advice to help manage behaviour from children and physical punishment. Their page offers links to further resources.

For support and advice is available from health visitors, GPs and other services.

Names such as *Flying Start* (Flying Start area) and

**If I can't use physical punishment, how can I deal with my child's unwanted behaviour?**

There are many ways to discipline a child without using physical punishment.

- Sometimes just distracting a young child in a challenging situation is enough to reduce problem behaviour.
- With children over 3 years old you can use a consequence instead of physical punishment, such as removing a favourite toy or activity for a short time.
- For older children and teenagers, knowing what would have the biggest impact is important, such as removing access to electronics, spending time with their friends or loss of pocket money for a set period of time.
- By learning to recognise and manage our own feelings and emotions, it may mean that we can calm situations before they escalate. For example, by staying calm, taking a few deep breaths or even walking away - you give your child a great example of how to behave.

**Positive parenting** **top tips**

- Give genuine praise for positive (good) behaviour.
- Have clear family rules suitable for your child's age and ability.
- Plan ahead for times where children tend to behave in challenging ways (e.g. take a snack or toy on shopping trips).
- Try and think about what's going on under the surface of tricky behaviours - is your child Hungry, Angry, Lonely or Tired (HALT)?
- Connect a feeling to the behaviour e.g. 'I think you are throwing the toys because you are cross, but we don't hurt people.'
- Develop a routine that works for your family.
- Model the behaviour you want to see - a child won't understand that hitting or shouting is not allowed if that is what they see adults do.

Visit *Parenting. Give it time* for more information.

**Attitudes have changed. There is no room for physical punishment in a modern Wales.**

Stoppel Coal Certified  
Ending Physical Punishment

**Thank you for your continued support**

If you have any questions, feedback or would like to discuss a specific opportunity for us to share the campaign, please contact us at [EndPhysicalPunishment@gov.wales](mailto:EndPhysicalPunishment@gov.wales)