Llywodraeth Cymru
Welsh Government

Ending Physical Punishment Campaign Partner Pack

September 2021

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 support

This is a national, integrated communications campaign and we have two important bursts of activity where we need your support;

'Big Launch' on 21 September, running through to December 2021 and 'Final Push' from January to 21 March 2022.

As part of the 'Big Launch' we are running adverts on TV, radio, digital and social media channels from 21 September 2021.

We really need your support to spread the message and raise awareness of the change in law by sharing the campaign across your channels and networks. This partner pack includes all creative assets and messaging for you to do so during this burst.

We will be sharing a new partner pack for Burst 4: 'Final Push' in December 2021 in preparation for the final burst of the campaign before the law comes into force.

We want to encourage people to find out more information about the change in law by visiting gov.wales/EndPhysicalPunishment

The campaign website features more information about the change in law, what it will mean for those who are responsible for a child and other sources of support and information.

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

Click to download campaign assets
Link to assets

Thank you for your support.

Campaign Assets

Help us spread the message about the change in law

Social media posts are available for you to share with your networks (see pages 6 and 7). 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 Sound of Change TV advert, which launches 21 September 2021.

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

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 some 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

IG stories (BILINGUAL)

TIKTOK (BILINGUAL)

Campaign Assets

Social media posts messaging / copy: Facebook

From 21 March 2022 the law in Wales will change. Physically punishing children will be 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 #EndPhysicalPunishment

Visual: Use Static images (landscape and portrait options) as responsive ad/one of the other children

From 21 March 2022 the law in Wales will change to help protect children and their rights. @childcomwales @nspcccymruwales @ActionforChildrenCymru @childreninwales @savethechildrenwales & @Unicef.uk support ending the physical punishment of children. Follow the link below to watch the full videos or to find out more: gov.wales/EndPhysicalPunishment #EndPhysicalPunishment

Visual: Endorsement film trailer

On 21 March 2022 the law in Wales is changing to help protect children and their rights. Physical punishment, like smacking, will be illegal.

To find out more about the change in law, visit: https://gov.wales/ending-physical-punishment-wales-explainer-video #EndPhysicalPunishment

Visual: Campaign animation

From 21 March 2022, no one will be allowed to use any kind of physical punishment, like smacking, to discipline children. @parentsinwales offers positive parenting practical hints, tips and expert advice to encourage good behaviour from children and alternatives to physical punishment. To find out more visit: gov.wales/giveittime #EndPhysicalPunishment

Visual: Main 30 second TV advert

Campaign Assets

Social media posts messaging / copy: Twitter

From 21 March 2022 the law in Wales will change to help protect children and their rights. @childcomwales @NSPCC_Cymru @actnforchildren @ChildreninWales @savechildrencym & @UNICEF_uk support the change in law. Watch the full videos: gov.wales/EndPhysicalPunishment #EndPhysicalPunishment

Visual: Endorsement film trailer

From 21 March 2022, no one will be allowed to use any kind of physical punishment, like smacking, to discipline children. Parenting. Give it time offers positive parenting practical hints, tips and expert advice and alternatives to physical punishment.

gov.wales/giveittime
#EndPhysicalPunishment

Visual: Main 30 second TV advert

Campaign Assets

Social media posts assets

Main 30 second TV advert

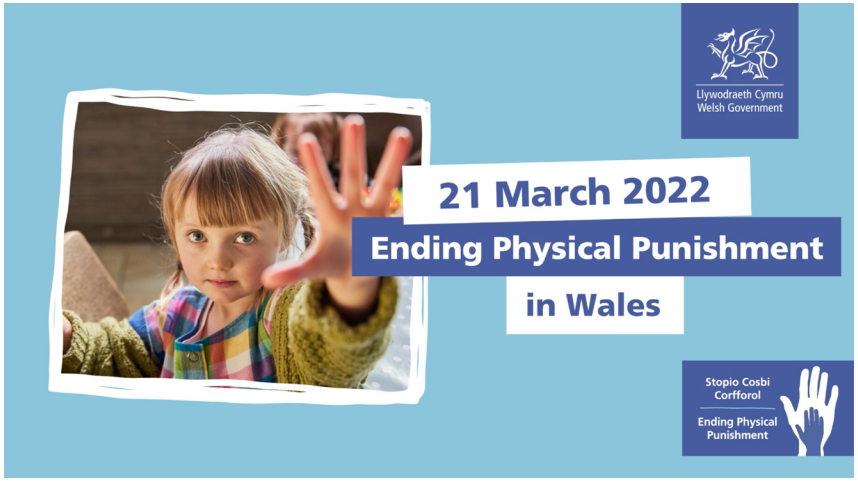
60 second TV advert

Click to download campaign assets
Link to assets

Campaign Assets

Social media posts assets

6 Second ‘Bumper’ Video



Explainer film

Click to download campaign assets
Link to assets

Link to explainer film on campaign page:
https://www.youtube.com/watch?v=RAfdHeoSoe4

Campaign Assets

Social media posts assets

Endorsement film trailer

Click to download campaign assets
Link to assets

Campaign Assets

Social media posts assets

Campaign animation: Generic message animation

Frame 1

Frame 2

Frame 3

Frame 4

Frame 5

Click to download campaign assets
Link to assets

Campaign Assets

Social media posts assets

Static images (landscape and portrait options)

Static images (landscape and portrait options)

Click to download campaign assets
Link to assets

Campaign Assets

Social media posts assets

Static carousels

Click to download campaign assets
Link to assets

Thank you for your 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