



NO HIT ZONE

Caring Communities • Healthy Kids

NO HIT ZONE is a public awareness campaign that discourages the use of physical punishment with children. Across the nation children's hospitals, a district attorney's office, whole communities, and a wide variety of public health agencies have become "No Hit Zone" sites.

No Hit Zones are public spaces of safety and support where *"No adult shall hit another adult; no adult shall hit a child, no child shall hit an adult, and no child shall hit another child"*. No Hit Zone signs displayed at the sites communicate these no hitting expectations. Staff members trained in conflict de-escalation and positive intervention techniques practice and model alternatives to hitting to correct children's behavior. No Hit Zones shift social norms away from a passive 'bystanders' culture, where others turn away as adult/child interactions escalate toward and active "bystander intervention" culture where staff equipped with knowledge intervene to prevent harm and offer care givers education on positive and effective discipline.

For Champions for Children: Prevent Child Abuse Hampton Roads (CFC), it's No Hit Zone campaign is part of its overall mission to ensure healthier more productive communities by raising healthier children. While fundamentally the No Hit Zone campaign aims to prevent the hitting of children in the short term, it serves to improve long-term child and adult health.

CFC's strategy is reflected in the American Academy of Pediatrics' new policy guidance for pediatricians regarding corporal punishment of children. Where the AAP's former policy "encouraged" parents not to use corporal punishment, the new policy unequivocally states that corporal punishment "should not" be used. Some of the problems associated with hitting children cited by the AAP in its review of scientific research include:

- Increased risk of aggression on families, schools and community
- Increased risk of mental health disorders and learning problems
- Reduced cortical grey matter (brain development)
- Reduced performance IQ
- Increased risk for suicide, alcohol and substance abuse in adulthood.

The AAP 2018 entire policy document with supporting research can be found at:

<http://pediatrics.aappublications.org/content/early/2018/11/01/peds.2018-3112>

Current No Hit Zone sites:

•General Academic Pediatrics, CHKD • Chesapeake Health Department • Department of Human Services, Chesapeake • Chesapeake Regional Medical Center - Mother Baby Emergency Department • Harbor Point Behavioral Health Center, Portsmouth • CHIP of South Hampton Roads • REACH (Reading Enriches All Children) • First Home Care, Portsmouth
Pending: ODU Child Development Center • NSU Child Daycare Program • YWCA of South Hampton Roads