



# NO HIT ZONE

Caring Communities • Healthy Kids™

CHANGING THE CONVERSATION.  
CHANGING LIVES.

A PROJECT OF  
CHAMPIONS *for* CHILDREN:  
PREVENT CHILD ABUSE *in* HAMPTON ROADS







# OUR VISION

A community where healthy child development is supported through safe and effective interpersonal interactions that do not involve hitting. A **No Hit Zone** is a setting that establishes an environment of care and health in which:

- 1** No adult shall hit another adult. No child shall hit an adult.  
No adult shall hit a child. No child shall hit another child.
- 2** The No Hit Zone campaign aims to educate the public about the risks associated with hitting a child as punishment.
- 3** The No Hit Zone campaign provides public notice that hitting is not acceptable in the “zone” designated as a **No Hit Zone**.

## HISTORY OF THE NO HIT ZONE

**No Hit Zone**, as a preventive initiative, was birthed in pediatric hospital settings across the nation in 2005, when Lolita McDavid MD, professor of pediatrics at Rainbow Babies and Children’s Hospital in Cleveland, Ohio, created the concept. The University of Louisville–Norton Health Care systems is also recognized as an early **No**

**Hit Zone** champion following their 2012 implementation. Since its beginning, the **No Hit Zone** initiative has expanded beyond the walls of hospitals and is moving throughout the country as an abuse prevention effort.



# ELEMENTS OF NO HIT ZONE

The **No Hit Zone** campaign provides friendly and directly stated posters for wall display that define the **No Hit Zone** rules. These posters, display sheets and visual aids are used in prominent locations in the **No Hit Zone** so that staff members may refer to them as the rules in the Zone and so that adults and children can read the rules as they enter a **No Hit Zone**.

The **No Hit Zone** campaign involves the training of staff at participating sites on nonviolent conflict resolution skills and supportive communication. These staff members will be able to intervene compassionately during parent/child interactions that might potentially lead to physical punishment. The goal of the **No Hit Zone** campaign is to create designated public spaces that clearly show and promote the idea that physical aggression towards children (or anyone) should not be allowed and that non-physical alternatives are effective.

The **No Hit Zone** campaign provides distraction kits—safe and interesting toys and books for children that can be used by staff when they intervene in a potentially troublesome adult/child interaction. One distraction kit is distributed to each launch site and is stored in a central location to be used as needed. The kit is kept supplied with a variety of safe, new objects for various age ranges.

The **No Hit Zone** campaign is completely mobile and is implemented on a site-by-site basis. To be a **No Hit Zone** participant, an agency first requests information from Champions For Children: Prevent Child Abuse Hampton Roads and demonstrates readiness for the campaign through preliminary interaction and discussion with the project lead Champions site.



# LEADING NATIONAL SOURCES ON HITTING PREVENTION

The American Academy of Pediatrics (AAP) strongly opposes striking a child for any reason. Spanking is never recommended; infants may be physically harmed by a parent who strikes the child” (2015, American Academy of Pediatrics). The AAP does not support hitting a child due to the long-term impact on mental, physical and emotional wellbeing. However, many times adults feel that there are no other alternatives available or they are unaware of the potential effects of their actions. Education and awareness regarding alternatives to and the effects of physical punishment are very much needed.

Canadian studies indicate that 69-75% of substantiated child physical abuse occurred during episodes of physical punishment. Further, children who were spanked by their parents are seven times more likely to be severely assaulted (punched, kicked) by their parents than children who were not spanked.<sup>1</sup>

The Centers for Disease Control (CDC) has stepped up in support of shifting the norm from physical punishment of children to non-physical positive discipline approaches. The CDC in their Technical Report on Preventing Child Abuse and Neglect (2016)<sup>2</sup> calls for educational and awareness-raising efforts designed to change social norms related to child discipline.

“One social norm that is particularly relevant to preventing child abuse and neglect relates to how parents discipline their children. Another has to do with whether it is appropriate for parents to seek help in parenting.” (p. 18, CDC Report)

The **No Hit Zone** initiative contributes to addressing both of these norms: first by making the “no hitting” message clear and publicly visible and second by modeling and supporting positive discipline efforts.

<sup>1</sup>Source : Durrant, J.E., & Ensom, R. (2017). Twenty-Five Years of Physical Punishment Research: What Have We Learned? *Journal of Korean Academic Adolescent Psychiatry*, 28, 20-24.

<sup>2</sup>Fortson, B. L., Klevens, J., Merrick, M. T., Gilbert, L. K., & Alexander, S. P. (2016). Preventing child abuse and neglect: A technical package for policy, norm, and programmatic activities. Atlanta, GA: National Center for Injury Prevention and Control Centers for Disease Control and Prevention.



# BENEFITS

When organizations participate in the **No Hit Zone** campaign, good things happen. There is supportive and helpful intervention in times of stressful and potentially physical interactions.

Focus is placed on the prevention of hitting and on providing support to parents and caregivers during early signs of distress. Supportive intervention can reduce a problem and can promote positive alternatives to physical punishment.

A non-physical positive model is presented to both adults and children. Children learn by watching adults and by interacting with adults. Adults should model positive ways to work through difficult times and conflicts.

The message of the negative effects of hitting/physical violence is communicated. Hitting can be prevented and is harmful to physical, emotional and mental health. The precepts of the **No Hit Zone** work to prevent hitting a child as a form of punishment, hitting because of sibling conflict, bullying, elder abuse, and other forms of adult violence.

Ultimately, as physical punishment and physical interactions are reduced, the chance of the physical abuse of children is reduced.

## THE CHAMPIONS FOR CHILDREN NO HIT ZONE PROJECT

Champions For Children: Prevent Child Abuse Hampton Roads is committed to implementing the **No Hit Zone** philosophy on a local level, so that high-quality campaign materials, top-quality training of participants and modeling of positive behavior is present throughout project implementation. This is done by:

1

Providing education on current research findings on physical punishment of children. Dr. Elizabeth Gershoff, a leading national researcher in this field, visited Hampton Roads in January 2017 as a CFC: PCAHR guest. She presented her findings to several local child advocacy groups and to individuals who are working to become trainers for the program. Trained professionals will educate No Hit site staff members in these findings and in positive intervention techniques.

2

Promoting No Hit environments with No Hit signs and posters and other printed items. The lead poster has been designed, printed and distributed to the first launch sites in Hampton Roads. Posters are provided for each launch site along with distraction kits that can be used when problematic interactions in **No Hit Zones** occur.



# LEVELS OF IMPLEMENTATION OF NO HIT ZONE: WHO GETS WHAT?

- Staff Members** Staff training on nonviolent conflict resolution skills and supportive communication will improve the prevention of hitting and will reduce problems through effective intervention. The Champions **No Hit Zone** training was developed by Kelly Dauk, MD, University of Louisville, and provides an overview of the **No Hit Zone** campaign and its learning activities. It will enhance the implementation of supportive interventions.
- Families** Information on effective positive parenting and regional parenting programs in Hampton Roads will be available for parents at each launch site. Staff members will have access to parenting information and will support family members in finding the best option and encouragement when parents seek help.
- Communities** Work will be undertaken to expand the presence of **No Hit Zone** sites by providing education and support at strategic locations throughout the Hampton Roads region to promote our area as caring and healthy community—a “best place” to live.
- Municipalities** This is typically a last and formal phase and moves the campaign to a formal community initiative level. For example, a resolution supporting the **No Hit Zone** campaign could be adopted by vote from a City Council at a municipal level. This action might then result in the municipality taking forward its own **No Hit Zone** plan, thus expanding the campaign in a comprehensive manner.

## NO HIT ZONE IN HAMPTON ROADS

The momentum for a local **No Hit Zone** initiative is growing! There has been so much interest and energy that the Champions For Children: Prevent Child Abuse Hampton Roads (CFC: PCAHR) is gearing up to extend the **No Hit Zone** campaign in order to turn Hampton Roads into a “No Hit” region.

Recently, through cooperation with In Support of Children student organization at ODU, many of our area’s advocacy, human services and public health groups were educated by nationally recognized **No Hit Zone** leaders from Dane County Wisconsin, the University of Texas, Austin, the University of Louisville, Norton Health Systems, and the University of

Manitoba. They presented research findings and information on **No Hit Zone** to potential stakeholder groups in Hampton Roads.

Public agencies that provide waiting areas for parents and children and/or extended families are great places to implement a **No Hit Zone**. Medical and public health facilities are a first-line agency due to the information medical professionals are equipped with and their established respect in the community.

The **No Hit Zone** campaign will be promoted in these agencies and then expand to other sectors such as municipal offices, libraries and retail locations.



# CURRENT NO HIT SITES IN HAMPTON ROADS

- January 2017** General Academic Pediatrics, CHKD
- April 2017** Chesapeake Health Department
- July 2017** Department of Human Services, Chesapeake
- August 2017** Chesapeake Regional Medical Center – Mother/Baby, Emergency Department
- March 2018** Harbor Point Behavioral Health Center, Portsmouth  
CHIP of South Hampton Roads  
REACH (Reading Enriches All Children)

## Upcoming Launch Sites in Hampton Roads

First Home Care, Portsmouth

Norfolk Department of Human Services, Norfolk

## GETTING INVOLVED!

To get involved with the **No Hit Zone** campaign, launch sites will need to provide the following:

- Space for planning meetings
- A site leader for coordination of the campaign including the campaign launch
- A site media specialist, if available, for site-based promotion (based on site preferences)
- Training space with PowerPoint/DVD set up for staff trainings
- A site campaign coordinator designated for follow-up and support to maintain continued project quality

Champions will provide the organization with:

- Preliminary information on the **No Hit Zone** campaign and the established research findings on the effects of physical punishment
- Several planning sessions with each site on the various aspects of the campaign and best options for implementation at that site
- Signs for site implementation, indicating the rules of **No Hit Zone**, to be displayed on site in prominent locations
- Educational materials for staff members, parents and advocates of the **No Hit Zone**
- Staff training and/or trainer training for **No Hit Zone** implementation and follow-through
- Launch assistance dependent upon launch site needs and preferences
- Continued communication with a site designated No Hit coordinator to ensure the program's success and integrity



# NO HIT ZONE INITIATIVE STRUCTURE

## NO HIT ZONE OVERSIGHT COMMITTEE SERVING HAMPTON ROADS

### **Elizabeth Gershoff, PhD**

Professor of Human Development and Family Sciences  
The University of Texas at Austin  
College of Natural Sciences and Population Research Center.

### **Kelly Dauk, MD**

Professor of Pediatrics  
University of Louisville.

### **Randell C. Alexander, MD, PhD**

Professor, Department of Pediatrics;  
Chief, Division of Child Protection and Forensic Pediatrics  
University of Florida – Jacksonville.

### **Lucien X. Lombardo, PhD**

Professor Emeritus, Department of Sociology and Criminal Justice,  
Old Dominion University, Norfolk, VA.

### **Joan Durrant, PhD**

Professor, Department of Community Health Sciences

### **Max Rady College of Medicine**

Rady Faculty of Health Sciences, University of Manitoba

### **Deborah D. Sendek, MS**

Board of Directors, U.S. Alliance to End the Hitting of Children  
Board of Directors, National Partnership to End Interpersonal Violence.

### **Stacie Schrieffer LeBlanc, JD, MEd**

Executive Director, New Orleans Children's Advocacy Center & Audrey Hepburn CARE Center.

## HAMPTON ROADS STEERING COMMITTEE/WORKGROUP

### **Joann Bautti, MPA**

Director of Student Affairs, Senior Deputy Title IX Coordinator of Students,  
Eastern Virginia Medical School

### **Lucien X. Lombardo, PhD**

Professor Emeritus, Department of Sociology and Criminal Justice,  
Old Dominion University, Norfolk, VA.

### **Melynda M. Ciccotti, MAS, Level II Sch. Psych.**

Executive Director, Champions For Children:  
Prevent Child Abuse Hampton Roads

### **Z. Andrew Jatau, MS, LPC**

Licensed Professional Counselor  
Virginia Beach, VA

### **Roxie Hoven, BS**

Executive Director,  
Norfolk CASA, Inc.

### **Jane Elyce Glasgow, PhD**

Executive Director, Minus 9 to 5  
Hampton Roads Community Foundation

### **Gail Davidson, MSW**

Eastern Region Training Specialist  
Virginia Department of Social Services

### **Jennifer Saunders, BS**

Human Services/Counseling  
Norfolk CASA, Inc.



## HAMPTON ROADS NO HIT AMBASSADORS/TRAINERS

*Trained by Dr. Kelly Dauk, April 2017*

**Susan Whalen, RN, BSN**  
Chesapeake Health Department

**Aditi Dutt**  
Family Educator  
Bon Secours Health System, Newport News, VA

**JoShirlon Capehart, BS**  
Service Coordinator  
Community Services Board, City of Norfolk

**Olivia Rasquiza**  
Volunteer Coordinator  
Norfolk CASA

**Amy Twisdale**  
Program Director  
Norfolk CASA

**Pamela R. Wong, MPA**  
Prevention Programs Manager  
Norfolk Department of Human Services

**Shawn Ware-Avant, MS, LPC**  
Maternal Mental Health Provider/Advocate  
Private Practice

**Betty Wade Coyle, MA**  
Executive Director Emeritus  
Champions For Children: Prevent Child Abuse  
Hampton Roads

**Gail Davidson, MSW**  
Virginia Department of Social Services

**Delores E. Green-Price, MEd**  
Bon Secours Health System, Newport News, VA

**Kellie K. Smith, RN**  
Chesapeake Health Department

**Lorriann Stewart, RN, BSN**  
Chesapeake Health Department

**Marlene Bright**  
Assistant Director  
Office of Norfolk Commonwealth's Attorney  
Community Collaboration Center

## HAMPTON ROADS PROJECT LEAD

### Champions For Children: Prevent Child Abuse Hampton Roads



# RESEARCH ON PHYSICAL PUNISHMENT

According to research, physical punishment<sup>3</sup> increases the risk of harm to a child's overall development. Meta-analyses by Dr. Elizabeth Gershoff and Dr. Andrew Grogan-Kaylor<sup>4</sup> reviewed more than 100 studies involving more than 160,000 individuals and identified significant relationships between physical punishment (including spanking) and:

- Increased aggression and delinquent behaviors
- Decrease in supportive parent-child relationships
- Decreased child mental health
- Increased physical abuse of children
- Increased adult aggression and criminal behaviors
- Decreased adult mental health
- Increased risk of abusing spouse or child as an adult

Physical punishment may seem to stop problematic behavior in the moment; however, the use of physical punishment does not promote long-term learning or the building of necessary self-management skills. The use of physical punishment, such as spanking, is often a reactive response of adult frustration or anger. Even though research strongly points to physical punishment as a risk factor for increased physical, mental and emotional health problems, the practice of spanking a child as discipline remains an accepted practice.

Using data from the General Social Survey, Child Trends reports: “Between 1986 and 2014, the proportion of women who agreed or strongly agreed that it is sometimes necessary to give a child a “good, hard spanking” dropped by 22 percent (from 82 to 65 percent). While approval among men dropped seven percent between 1986 and 1991 (from 84 to 78 percent), it has since remained steady, and was at 76 percent in 2014.” (Child Trends Data Bank) ‘Attitudes toward Spanking, November, 2015)

[www.childtrends.org/wpcontent/uploads/2015/11/51\\_Attitudes\\_Toward\\_Spanking.pdf](http://www.childtrends.org/wpcontent/uploads/2015/11/51_Attitudes_Toward_Spanking.pdf)

It is time to increase awareness and educate our citizens on the long-lasting effects of hitting children and on the range of positive alternatives. It is time to change the conversation in Hampton Roads!

<sup>3</sup> Physical punishment is defined as the use of some form of physical pain in response to an undesirable behavior. Physical punishment includes spanking a child with the hand or object.

<sup>4</sup> Gershoff, E. (2002). Corporal punishment by parents and the associated child behaviors and experiences: A meta-analytic and theoretical review. *American Psychological Association*, 128, 539-579.

Gershoff, E. T., & Grogan-Kaylor, A. (2016). Spanking and child outcomes: Old controversies and new meta-analyses. *Journal of Family Psychology*, 30(4), 453-469.



# public awareness prevention education legislative advocacy



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Melynda Ciccotti and the Hampton Roads NHZ Steering Committee:

**Melynda Ciccotti, Executive Director**

**Direct: 757 739-6420**

**Email: [director@ChampionsForChildrenHR.org](mailto:director@ChampionsForChildrenHR.org)**

Champions For Children: Prevent Child Abuse Hampton Roads is a 501 (c) 3 organization that has served the Hampton Roads region since 1983 in the quest to prevent child abuse and neglect. Champions For Children focuses its efforts and resources on awareness, education, and advocacy for the prevention of all forms of child abuse and neglect.

