



# No HIT Zone

*Building Strong Families*

Kelly L. Dauk, M.D.  
Norton Children's Medical Group  
Affiliated with University of Louisville  
Prevent Child Abuse, Kentucky

1

---

---

---


---

---

---


---

---



## Objectives

- Identify the origins of the *No Hit Zone* project
- List the key elements of the *No Hit Zone* response
- Explain how to intervene when necessary



2

---

---

---


---

---


---

---

---



## Research on Corporal Punishment




Meta-analysis on corporal punishment

- 88 studies over 62 years

Confirmed a **strong relationship** between corporal punishment and physical abuse

Gershoff, ET *Psychological Bulletin*, July 2002



3

---

---

---

---

---

---

---

---

## Research on Corporal Punishment

NO CHILD SHOULD HIT OR BE HIT BY - NO ADULT SHOULD HIT OR BE HIT BY - NO CHILD SHOULD HIT OR BE HIT BY - NO ADULT SHOULD HIT OR BE HIT BY

### NO HIT ZONE

**Reaffirms the strong association between spanking (eliminating harsh forms) and detrimental child outcomes.**  
 Gershoff, ET and Grogan-Kaylor, A *Journal of Family Psychology*, June 2016

- Increased Aggression
- Antisocial behavior
- Externalizing Problems
- Internalizing Problems
- Mental Health Problems
- Negative Parental Relationships
- Reduced moral internalization
- Lower cognitive ability
- Low self esteem
- Increased Physical Abuse
- Adult mental health problems
- Adult anti-social behavior
- Adult support for physical punishment



---

---

---

---

---

---


---

---

---

---


4



**Evaluated 1,574 studies from 1961-2014 on spanking**  
 Narrowed down to 75 studies of 160,927 children that involved:  
 -Peer reviewed publications  
 -Non-injurious spanking  
 -Association between spanking and outcome.  
 -Appropriate state to calculate effect (cohen's d)

<https://www.joanlipuscek.com/child-therapy-news/new-research-in-the-old-spanking-debate>

Outcome	Effect Size (Cohen's d)
Victims of Physical Abuse	0.25
Child Mental Health Problems	0.22
Negative Parent-Child Relations	0.20
Child Externalizing Behavior Problems	0.18
Child Antisocial Behavior	0.15
Adult Support for Physical Punishment	0.12
Low Moral Internalization	0.10
Child Aggression	0.08
Adult Antisocial Behavior	0.07
Overall Detrimental Outcomes	0.06
Low Self-Regulation	0.05
Adult Mental Health Problems	0.04
Child Internalizing Behavior Problems	0.03
Impaired Cognitive Ability	0.02
Low Self-Esteem	0.01
Immediate Defiance	0.01




---

---

---

---

---

---

---

---

---

---


5

## AAP Policy

NO CHILD SHOULD HIT OR BE HIT BY - NO ADULT SHOULD HIT OR BE HIT BY - NO CHILD SHOULD HIT OR BE HIT BY - NO ADULT SHOULD HIT OR BE HIT BY

### NO HIT ZONE

**“Parents should NOT USE CORPORAL PUNISHMENT including hitting and spanking either in anger or as a punishment for or as a consequence of misbehaviors”**



---

---

---

---

---

---


---

---

---


---

6



**Policy statements** from 5 professional organizations recommend **against spanking**:

- American Academy of Pediatrics
- American Academy of Child and Adolescent Psychiatry
- American Professional Society on the Abuse of Children
- American Psychological Association
- National Association of Pediatric Nurse Practitioners



7

---

---

---

---


---

---

---

---


**Why do we need No Hit Zones?**



**Canadian Incidence Study of Reported Child Abuse and Neglect- 1998, 2003**

**>75%** of substantiated physical abuse cases occurred during an episode of **Intentional physical punishment**

[https://www.researchgate.net/publication/221812285\\_Physical\\_punishment\\_of\\_children\\_Lessons\\_from\\_the\\_Canadian\\_Incidence\\_Study\\_of\\_Reported\\_Child\\_Abuse\\_and\\_Neglect-1998-2003](https://www.researchgate.net/publication/221812285_Physical_punishment_of_children_Lessons_from_the_Canadian_Incidence_Study_of_Reported_Child_Abuse_and_Neglect-1998-2003)



8

---

---

---

---

---

---

---

---

**Origins**



**2005** Rainbow Babies & Children's Hospital introduced a "No Hit Zone" policy for their hospital.






9

---

---

---

---

---

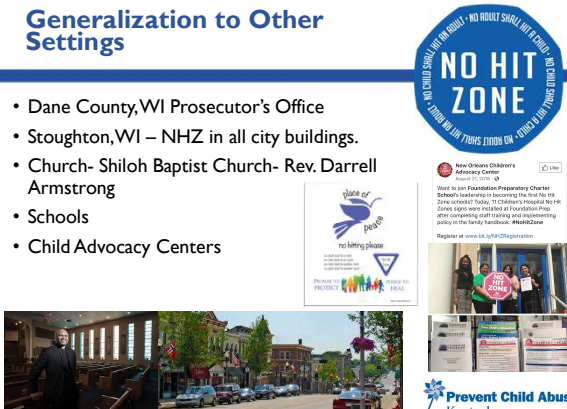
---

---

---

### Generalization to Other Settings

- Dane County, WI Prosecutor's Office
- Stoughton, WI – NHZ in all city buildings.
- Church- Shiloh Baptist Church- Rev. Darrell Armstrong
- Schools
- Child Advocacy Centers



**Prevent Child Abuse Kentucky**

10

---

---

---

---

---

---

---

---


---

---

### The Dilemma

Situations where parents or adults become angry, raise their voices, or hit a child or another adult in your presence.

**Training Goal:**  
To equip staff with tools to use during these encounters.



**Prevent Child Abuse Kentucky**

11

---

---

---

---

---

---

---

---

---

---

### Our Goals

*Goals*  
A goal is an a desired resul plans and cor endeavor to the anticipate

- Assist in lowering the frequency of disruptive behaviors in the designated area
- Assist in maintaining a safe and caring atmosphere for families, and staff
- Send a clear message against interpersonal violence at ALL ages

**Prevent Child Abuse Kentucky**

12

---

---

---

---

---

---

---

---




---

---

**Disruptive behaviors**

- Physical discipline
- Yelling
- Jerking of body parts, etc.

can lead to more physical and aggressive behaviors

13

---

---

---

---

---

---

---

---

**No HIT Zone Tools**






14

---

---

---

---


---

---



---

---

**No HIT Zone Policy**



**PURPOSE**  
The purpose of this policy is to create and reinforce an environment of comfort and safety for families and staff working in our facility.

15

---

---

---

---


---

---

---



---

**No HIT Zone Policy**



**DEFINITION**  
**No Hit Zone:**  
 An environment in which

- NO adult shall hit another adult
- NO adult shall hit a child
- NO child shall hit an adult
- NO child shall hit another child


---

---

---

---

---


---

---



---

16

**No HIT Zone Policy**



**POLICY STATEMENT**  
 When hitting is observed, it is everyone's responsibility to interrupt the behavior as well as communicate the policy.


---

---

---

---

---


---

---

---


17

**No HIT Zone Policy**



**PROCEDURE**

- All staff will be informed of the No HIT Zone policy to ensure and reinforce an environment of comfort and safety.
- Staff will identify and respond to situations that compromise the safe environment using No HIT Zone training techniques.
- If appropriate, additional intervention will be provided by appropriate staff dependent on the level of severity.




---

---

---

---

---

---


---

---

18

**General Guidelines**

- Be nonjudgmental
- Model effective interventions (*such as distraction*), when appropriate
- Try to have conversations with caregivers out of earshot of others (*including the children*) so caregivers aren't embarrassed into being confrontational
- Thank parents for **respecting our policies**



19

---

---

---

---

---



---

---

---

**Interruption**

Can be used to “de-escalate” a situation in which caregivers begin to raise their voices, curse, or show other signs of stress and inappropriate behaviors that occur prior to physical discipline

20

---

---

---

---


---

---


---

---

**Physical Presence**



- Warm vocal tone
- Moderated pitch and rate
- Consistent verbal and nonverbal message
- Acknowledge thoughts and feelings of other person



21

---

---

---

---

---

---

---

---

**Scripting Examples**

**NO HIT ZONE**  
NO CHILD SHOULD HIT OR BE HIT BY - NO ADULT SHOULD HIT OR BE HIT BY - NO CHILD SHOULD BE STRUCK OR HIT BY ANYTHING - NO ADULT SHOULD STRIKE OR BE STRUCK BY ANYTHING

**“Can I help you with something?”**  
“Would you like me to take your child to get a book or sticker?”

**“You’ve been waiting for awhile. Let me see when you can expect it to be your turn.”**

“Most 2-year-olds can’t sit still/behave for long periods. Would it help if I found something for him to play with?”

**Prevent Child Abuse Kentucky**

---

---

---

---

---

---


---

---

22

**Scenario**

You are a team member working in an office. You observe a caregiver yelling at her 2-year and 3-year old children while in the waiting area.



**What do YOU DO?**

**Prevent Child Abuse Kentucky**

---

---

---

---

---

---

---

---

23

**NO HIT ZONE**  
NO CHILD SHOULD HIT OR BE HIT BY - NO ADULT SHOULD HIT OR BE HIT BY - NO CHILD SHOULD BE STRUCK OR HIT BY ANYTHING - NO ADULT SHOULD STRIKE OR BE STRUCK BY ANYTHING

**Discussion**

**Prevent Child Abuse Kentucky**

---

---

---

---

---

---


---

---


24



**Scenario Options**



- Calmly ask if the caregiver needs any assistance.
- Acknowledge how frustrating it is to wait a long time with two young children.
- Offer to see how long until the family will be seen.



25

---

---

---

---


---

---


---

---

**Scenario Options**



- Offer something for the children to do to keep them busy—books, movies, count stickers, snacks.
- Always consider stresses the family may be under:
  - need to get kids off bus
  - need to get to another appointment (court)
  - other family members may be ill, etc.
- Consult additional support staff *if available & appropriate*



26

---

---

---

---


---

---


---

---

**Scenario Options**



- Communicate to colleagues and the provider seeing the patient that the family is stressed and starting to get disruptive.
- Staff should respond immediately to disruptive behavior to help de-escalate situations.
- It may take a few times before you're comfortable with this.



27

---

---

---


---

---


---

---

---



The goal is to **interrupt** when you see disruptive behavior **not simply ignore it.**



28

---

---

---

---

---

---

---

---

Scenario



What would YOU DO



29

---

---

---


---

---


---

---

---



# Discussion



30

---

---

---

---


---

---

---


---

**Scenario Options**



“For the safety and protection of everyone in our office, we participate in a **No HIT Zone**. I am obligated to say something.

**What can I do to help you or your family?”**



31

---

---

---


---

---

---

---


---



**Scenario Options**

“You may have seen the posters in our waiting room. Our office is a **No HIT Zone**.

We ask that you refrain from hitting and keep conversations quiet/private out of courtesy to the other families.”



32

---

---

---

---


---

---

---


---

**Scenario**



You are walking down the office hallway, a mother yells at her child, yanks him by the arm and hits him several times. He is a client waiting to be seen.

**What would YOU DO?**



33

---

---

---


---

---


---

---

---



## Discussion



34

---

---

---

---


---

---


---

---

### Scenario Options



- Intervene and notify the mother that the office is a **No HIT Zone**.
- Offer assistance.
- Let the team taking care of the family know about the incident.
- Provide documentation of the incident *if applicable*.



35

---

---

---

---

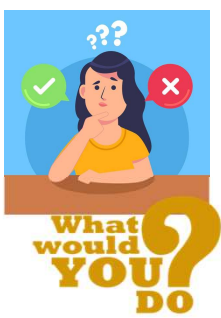

---

---

---


---

### Scenario

What if the mother responds with:

*“Who are you to tell me how I can or cannot discipline my own children!”*



36

---

---

---


---

---


---

---

---



## Discussion



37

---

---

---

---


---

---


---

---

### Scenario Options



“I am not trying to step into your role as a parent but this facility is a **No HIT Zone**. We do not allow hitting of any kind. This is for the safety of everyone in our facility.”



38

---

---

---

---


---

---


---

---

### Scenario Options



- Acknowledge that you respect her role as a parent/caregiver.
- Sympathize with the frustrations and stresses the parent may be experiencing.
- *When appropriate*, offer the brochure on alternative types of discipline.



39

---

---

---

---


---

---

---

---

**Other Considerations**




If a person becomes angry, reach out to your manager or contact security.

- Don't make threats.
- If indicated by the situation, notify Child/Adult Protective Services.

**Do NOT put yourself in a dangerous situation.**

- Contact security *when appropriate.*




---

---

---

---

---


---

---

---



40

**Scenario**



You hear crying coming from the bathroom two doors down. You identify that it is a child and a caregiver in the bathroom.

The child is crying and you hear what sounds to be the caregiver hitting the child and verbally scolding them for misbehaving.


---

---

---

---


---

---


---

---

41



**Discussion**




---

---

---

---

---


---

---


---

42

**Scenario Options**



- You go to the bathroom and knock and ask if everything is OK. The caregiver opens the door revealing a crying 3 year old. You offer the child a book/sticker/toy and inform the caregiver that the facility is a **No HIT Zone**. You ask if there is any assistance you can offer. You then report the incident.
- If you get no response from your knock, request that the caregiver open the door.



43

---

---

---

---

---



---

---

---

**Scenario**

After reporting the incident, you returned to check on the welfare on the child. You observe the caregiver hitting the child repeatedly as she pulls her toward the bathroom. You observe the child crying and screaming.

44

---

---

---


---

---


---

---

---



**Discussion**



45

---

---

---

---


---

---

---

---


## Scenario Options



Intervene with the caregiver and child once more. Explain this location is a **No HIT Zone**.

- Bring in additional support staff *if available*.
- And again notify other staff who will be seeing the child/family.
- Ask for help from another team member to intervene.

Depending on how you feel about the first intervention and the severity of the current situation you may want to contact security and child protective services.



46

---

---

---

---

---

---

---

---

---

---

## No HIT Zone Tools





47

---

---

---

---

---

---

---

---

---

---

See something	Recognize the situation	"Waiting is hard" "Parenting is hard"
Say something	Respect their role	"You are the parent. We are not trying to step into your role."
Intervene	Remind: This is a No Hit Zone	"For the safety and comfort of everyone, we are a No Hit Zone. I am obligated to say something."
	Respond with resources	"How can I help you?"

48

---

---

---

---

---

---

---

---

---

---



	DO	DON'T
Respond with compassion	"Hi, how can I help?"	Don't judge
Recognize the situation	"Waiting is hard."	Don't threaten
Remind privately	"This is a No Hit Zone."	Don't Shame
Respect	"Thank you for respecting our policy."	Don't Blame
Respond with Resources	"Check these out."	Don't Threaten
Recommend Alternatives	Offer distraction game like I spy or Guess what animal I am thinking of....	Don't Shame
Report if Needed	Call social services, nursing supervisor or security only if needed	Don't threaten with reporting

---

---

---

---

---

---

---

---


---

---

49

## Going Forward

- Ensure signs stay in good repair
- Replace signs as needed
- Refill brochures as needed
- New team members will complete No HIT Zone training
- Materials in other languages being explored





---

---

---

---

---

---

---

---

---

---

50

## Acknowledgements

**No Hit Zone National Committee:**

Stacie Schrieffler LeBlanc, MED, JD- chair

Deb Sendek, MS

Ellen Chiocca, PhD, CPNP, RNC-NIC

Kelly Dauk, MD

Lucien Lombardo, PhD




Melynda Ciccotti

Randall Alexander, MD, PhD

Hannah Gilbert, MSHCM

Dianna Nguyen

- Norton Children's Medical Group, affiliated with UL Pediatrics
- Champions for Children, PCA Hampton Roads
- Rainbow Babies and Children's Hospital
- Riley Children's Hospital
- Members of the Norton Children's Hospital Child Abuse Task Force
- In Support of Children, ODU

---

---

---

---

---

---

---

---

---

---



51

**Resources**

No HIT Zone:  
<https://nohitzone.com/>

Prevent Child Abuse Kentucky  
<https://pcaky.org>

Questions/Comments email:  
[pcaky@pcaky.org](mailto:pcaky@pcaky.org)



---

---

---

---

---

---

---

---