

International SpankOut Day – Communications Package

The assets and suggested captions in this social media kit are free to use by all interested partners. We encourage all partners to share them widely to help make this celebration a success. Feel free to copy-paste them, and translate or adapt them as necessary.

Important Links to Include:

- **The Joint Statement:**
https://drive.google.com/file/d/16BQBvP_ps8g6YNgolCXjLhMY2oASu9GW/view?usp=drive_link
- Rights-Based Parents - Empowering the Next Generation:
https://drive.google.com/file/d/1_02greD7ugCYiN21-nl_MmQXoyh_SV4t/view?usp=drive_link
- My Body, My Wellbeing, My Rights! :
<https://drive.google.com/file/d/1aykuKDyos-4U5IVmG5I3828APc6epIHd/view?usp=sharing>

Partners to Tag:

- Instagram: [@KidsRightsCanada](#) and [@CCRC.RightsOfChild](#)
- LinkedIn: [Kids Rights Canada](#) and [Canadian Coalition for the Rights of Children \(CCRC\)](#)

| Asset / Graphic Idea | Platform | Suggested Text |
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| <p>Asset 1: Joint Statement Announcement</p> <p>(Graphic: https://drive.google.com/drive/folders/1zHzhdC1XH-j_rgbRA3h_12qgR3ORdbCE?usp=sharing)</p> | <p>LinkedIn & Facebook</p> | <p>Today is International SpankOut Day. We are proud to join Kids Rights Canada and the Canadian Coalition for the Rights of the Child (CCRC) in releasing a joint statement calling for a shift from protection to empowerment.</p> <p>Despite decades of advocacy and the clear global consensus on ending corporal punishment, Section 43 of Canada's Criminal Code remains intact. It is time to align our laws with the UNCRC and the Truth and Reconciliation Commission's Call to Action #6.</p> <p>Actions you can take 💡</p> <ul style="list-style-type: none"> - Download and share the joint letter: https://drive.google.com/file/d/16BQBvP_ps8g6YNgolCXjLhMY2oASu9GW/view?usp=drive_link - Write to your MP to repeal Section 43 |
| | <p>X, Bluesky & Instagram</p> | <p>Today is International SpankOut Day. We proudly stand with @KidsRightsCanada and @CCRC_Canada calling for the immediate repeal of Section 43. It's time to end the legal defense for physical punishment against children. 🟡</p> <p>Read the Joint Statement → https://drive.google.com/file/d/16BQBvP_ps8g6YNgolCXjLhMY2oASu9GW/view?usp=drive_link</p> |

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| <p>Asset 2: Rights-Based Parents - Empowering the Next Generation</p> <p>(Graphic: https://drive.google.com/drive/folders/1omyKyW2E11zOlr0EgJWuc7ZUjQgL05g7?usp=drive link)</p> | <p>LinkedIn & Facebook</p> | <p>Parenting isn't about control and fear; it's about empowerment and guidance!</p> <p>This International SpankOut Day, we are thrilled to share a brand new booklet - "Rights-Based Parents - Empowering the Next Generation". This free toolkit busts the myths of corporal punishment, and provides parents with practical, scenario-based alternatives to physical discipline.</p> <p>Actions you can take 💡</p> <ul style="list-style-type: none"> - Download and share the guide: https://drive.google.com/file/d/1_02greD7ugCYiN21-nl_MmQXoyh_SV4t/view?usp=drive link - Write to your MP to ban corporal punishment |
| | <p>X, Bluesky & Instagram</p> | <p>Parenting shouldn't rely on fear. 💡 On the International SpankOut Day today, join me in sharing "Rights-Based Parents - Empowering the Next Generation" , a new, free toolkit full of practical, rights-based alternatives to physical discipline.</p> <p>Download the guide to help build a home rooted in mutual respect and procedural justice: https://drive.google.com/file/d/1_02greD7ugCYiN21-nl_MmQXoyh_SV4t/view?usp=drive link</p> |

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| <p>Asset 3: My Body, My Wellbeing, My Rights!</p> <p>(Graphic: https://drive.google.com/drive/folders/17w5TqdfkfvCfjDSiqQij-LwXRONuGGf?usp=drive_link)</p> | <p>LinkedIn & Facebook</p> | <p>Children are the only group of citizens in our country not fully protected from physical violence under the law.</p> <p>Yet, they should have a right to bodily autonomy and grow up healthily and happily.</p> <p>To celebrate the International SpankOut Day, we are circulating “My Body, My Wellbeing, My Rights!” This resource explains children’s rights, validates children’s experiences and gives them tools to advocate for themselves with trusted adults.</p> <p>Actions you can take 💡</p> <ul style="list-style-type: none"> - Download and share the guide: https://drive.google.com/file/d/1aykuKDyos-4U5IVmG5I3828APc6epIHd/view?usp=sharing - Write to your MP to ban corporal punishment |
| | <p>X, Bluesky & Instagram</p> | <p>Kids have the right to a safe body. 🛡️ “My Body, My Wellbeing, My Rights!” is a new, empowering guide that teaches children about their rights under the UNCRC and how to find a Trusted Adult.</p> <p>Download the free guide today → https://drive.google.com/file/d/1aykuKDyos-4U5IVmG5I3828APc6epIHd/view?usp=sharing</p> |