

Parenting : Influencing norms, Preventing violence

Alka Malhotra, C4D Specialist UNICEF



Evidence - Disciplining and use of Violence

Physical punishment to stop undesirable behaviour primary means of disciplining.

Verbal Abuse	Verbal Intimidation	Emotional Abuse	Physical Violence
Shouting Scolding Abusing	Creating fear using reference of 'I will hit you', 'I will tell so & so'.	Restricting movement - sending child outside home, keeping children at a high place Criticising	Beating with stick Hitting with whatever comes handy Tying a child to the bed [Mothers] Tying legs to chair [Fathers]

Evidence - types



Physical Violence

Slapping with hands	Burning
Beating with stick	Pinching
Twisting of ears	Pushing
Hitting with an object	Shaking
Beating with implements like belts, rods, etc.	



Witnessing physical violence/verbal abuse

- Witnessing physical violence towards one of the parents
- Witnessing verbal abuse towards one of the parents
- Witnessing physical violence towards one of siblings
- Witnessing verbal abuse towards one of the siblings
- Witnessing physical violence outside the family
- Witnessing verbal abuse outside the family



Verbal Abuse

Blaming	Criticizing
Shouting at the child	
Calling hurtful names	
Subjecting child to bad language	



Emotional Abuse

Restricting movement	Denying food
Ridiculing/mock	Ignoring the child
Creating fear	Discriminating
Comparing	Bullying
Sending the child away from home	
Secluding/ leaving child unattended, Neglect	
Threatening with bodily harm	



Types of Violence and Abuse

Influencing Norms

