



Recipe for parenting without violence

Campaign "Baci, Baci":
Stop calling it discipline.
It's violence.



The Baci Baci spoon:
A toy that sends chills
down your spine.

Forbes

Problem

In most European countries, hitting children is illegal. But not in the Czech Republic where physical punishment is still seen as "normal" and even defended by people and politicians as tradition. And the national symbol of that tradition? The wooden spoon.

Idea

Children learn by imitation. So we created BaciBaci (meaning slap slap): a toy wooden spoon with sounds of hitting and crying. It lets kids "play family" the way they see it: cooking dinner and punishing the doll. We sent it to influencers and politicians ahead of a key vote on banning corporal punishment. The absurdity sparked a national debate, moved the law to its third reading — and made one toy the symbol of needed change.

51.6 M

MEDIA IMPRESSIONS
(IN 10 M CZECHIA)

5.4 M CZK

EARNED MEDIA



63 %

of Czech parents use
physical punishment
in raising their children

18 000

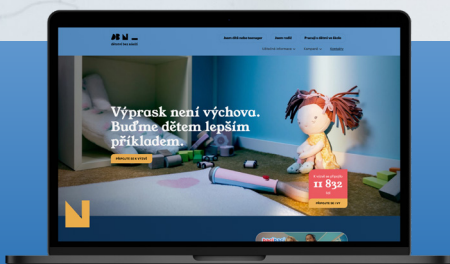
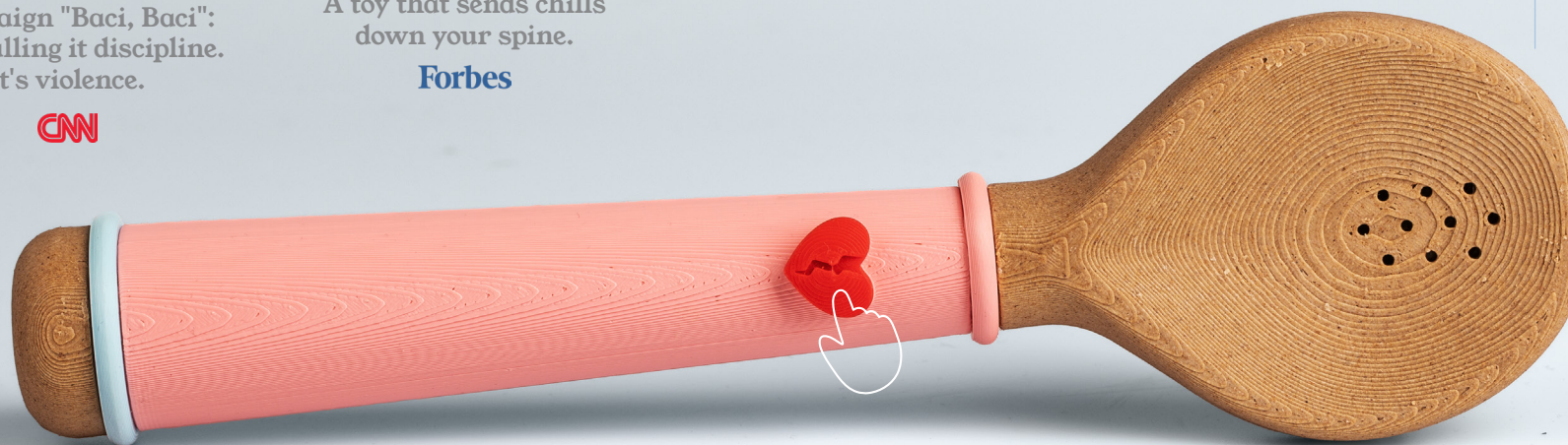
needed the care
of a psychologist

900

has lasting
consequences

48

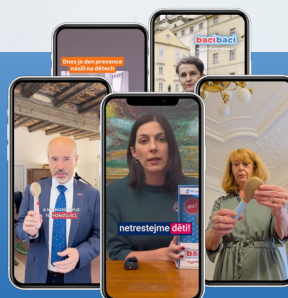
children died



Website



News



Politicians



Influencers



Physical toy