

Pinwheels for Prevention® is a national public awareness campaign during Child Abuse Prevention Month (CAP Month) every April, designed by Prevent Child Abuse America to communicate efforts and change the way states think about prevention. Prevent Child Abuse Georgia (PCA GA) encourages community activities and the support of public policies that prioritize healthy child development and child abuse prevention right from the start!

To learn more, visit www.preventchildabusega.org

Pinwheels for Prevention,

Originated in Georgia!

A local Prevent Child Abuse Georgia Council first used pinwheels as part of its grassroots awareness campaign and the tradition was quickly embraced around the state. Not long after, PCA America incorporated the pinwheel in national campaigns.



As part of a national organization whose mission is **"to prevent the abuse and neglect of our nation's children,"** our emphasis is to now transform that awareness into action. We have that opportunity through the pinwheel, which reminds us of childlike notions and stands for the chance at the healthy, happy and full lives all children deserve. The concept of the pinwheels has evolved to a

positive message,

focusing on prevention and lives saved or touched from prevention efforts. It still offers the opportunities to start conversations about the prevention of child maltreatment.



Positive Messaging!

Research shows that while horrific stories of child abuse and neglect may gain short-term media attention, this approach is not successful in building lasting public will for effective prevention efforts. To promote lasting change, the pinwheel messages must focus on proposing effective solutions and engaging people in positive, preventative action they can take on their own.

Talking Points, We All Have a Role to Play

Everyone **can** make a difference in a child's life and as a community member, it is your responsibility to not only help people realize this, but to also communicate specifically **how** they can help.



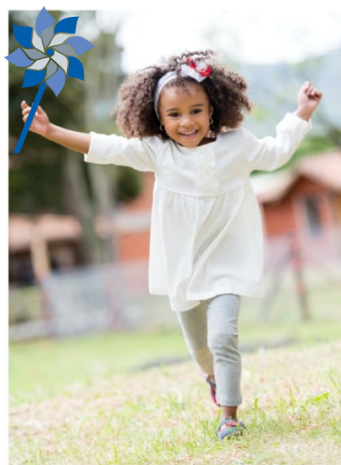
"Pinwheel gardens" planted in communities across the nation are visual reminders that we all play a role in ensuring happy and healthy childhoods for all children everywhere.

Their presence has resulted in increased awareness, expanded dialogue and community engagement around the healthy development of all children and the prevention of child abuse before it ever occurs.

Connect Pinwheels with Resources

Prevent Child Abuse Georgia supports 20 local councils throughout the state that are dedicated to preventing child abuse and neglect in all forms. Many provide direct services and act as prevention advocates in their communities.

The **1-800-CHILDREN** Helpline is an information and referral line for people who are concerned about the healthy development of children and the prevention of child abuse and neglect. Callers can talk to a trained individual who cares and wants to help.



Learn more about Pinwheels for Prevention, Child Abuse Prevention Month and how to connect parents and caregivers with resources in your, go to www.preventchildabusega.org.

You can also contact us by phone, 404-413-2379 or email, jwalsh10@gsu.edu.