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**Media Toolkit and Child Abuse Prevention Month Materials**

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Child Abuse Prevention Month 2018 Community Action Guide

Within this Community Action Guide you will find sample communications pieces and community event ideas that you can use during Child Abuse Prevention (CAP) Month in your community. Whether you use these tools in their entirety, in part or simply for inspiration, this guide is only a stepping stone for your CAP month activities. All of the documents within this guide are editable and the images are available for download on our media toolkit web page. If you need assistance accessing or customizing any of these pieces, please reach out to Naeshia McDowell at nmcdowell2@gsu.edu.

For 2018, we are building off of the success of last year’s campaign while extending and deepening the messages rooted in Prevent Child Abuse (PCA) America’s social norms research. This year’s theme is “Help Great Childhoods Happen”. According to PCA America, while 87% of adults across America believe that child abuse and neglect is a preventable problem, most don’t know how they can help. In fact, only one in four reported that they engage in child abuse prevention, when nearly 3x as many actually had in practice. You might be helping without even knowing it. From donating time or money to organizations that support children and families, to volunteering and mentoring, to helping babysit for an overburdened family – activities that support the overall well-being of families and communities contribute to the prevention of child abuse and neglect.

There are three components of the “Help Great Childhoods Happen” campaign:

- **Help Great Childhoods Happen Digital Campaign**: Throughout April we’ll demonstrate how we can all support great childhoods and promote the 30 things you should know to help make great childhoods happen.
- **Wear Blue Day**: On Friday, April 6th, individuals and organizations across the US will band together to make a visible commitment to preventing child abuse and helping make great childhoods happen nationwide by wearing blue.
- **Pinwheels & Pinwheel Gardens**: The pinwheel has come to serve as the national symbol of the great childhoods we want for all children. Throughout April, planting pinwheel gardens in honor of children in communities nationwide demonstrates how we can all support great childhoods and promote ways to help great childhoods happen.

The more we can show people how simple actions relate back to child abuse prevention, the more people will understand what prevention is in the first place. Child Abuse Prevention Month is the perfect time to encourage action and we hope that this community action guide is helpful in activating people in your community. You can access and download all of the components included within this toolkit, including images and templates, on the 2018 CAP Month Media Toolkit webpage [http://abuse.publichealth.gsu.edu/pca-media-toolki/](http://abuse.publichealth.gsu.edu/pca-media-toolki/).
Help Great Childhods Happen
Helping Great Childhoods Happen by Reframing the Conversation

Child maltreatment has been universally accepted by the general population as a serious problem that needs to be addressed. A public opinion poll created by PCA America revealed that while 87% of adults across America believe that child abuse and neglect is a preventable problem, most don’t know how they can help. In fact, only one in four reported that they engage in child abuse prevention, when nearly 3x as many actually had in practice. Many Americans are helping to prevent child abuse without even knowing it!

Engaging communities in conversations about child abuse can be difficult but when we highlight the various ways in which individuals and communities are already engaging in prevention, we change their perspective on how they can personally get involved. From donating time or money to organizations that support children and families, to volunteering and mentoring, to helping babysit for an overburdened family – activities that support the overall well-being of families and communities contribute to the prevention of child abuse and neglect.

So what is the **solution to improving communication** and enhancing prevention awareness?

PCA Georgia has long worked to reframe the discussion around child maltreatment to the healthy development of children and families. There are several ways that you can encourage conversations around healthy childhoods during Child Abuse Prevention Month.

**Help Great Childhoods Happen Digital Campaign** is one way of demonstrating how everyone can support great childhoods. Throughout April, we will promote 30 things you should know to make great childhoods happen.

**Wear Blue Day** occurs on Friday, April 6th. It is a way for individuals and organizations across the U.S. to make a visible commitment to preventing child abuse and helping make great childhoods happen nationwide.

**Pinwheels for Prevention** is the perfect conversation starter between individuals or communities to discuss prevention in your area. Instead of opening the conversation with child abuse, start reframing the dialogue of our nation by introducing the topic of child maltreatment with an emphasis on safe, stable, nurturing relationships and environments that are key to building a solid base for healthy child development. This will avoid directing the conversation towards “abused children” or “bad parents” which can make it difficult for people to connect with bigger prevention efforts.

A growing body of research suggests that limiting the discussion to parents and changing parenting behavior (while important) doesn’t account for constraints such as housing, neighborhoods, availability of services, income, social norms and public policy. By expanding and reframing the conversation around the healthy development of children we can include both the individual and societal approaches that are
needed to help parents better equip themselves.

Pinwheels can represent positive prevention actions of the community (i.e. the number of adults trained in Stewards of Children or the number of children in your community served by home visiting in a year) in addition to opening up a bigger conversation. Make CAP month and pinwheel gardens a call to action! Use this opportunity to offer solutions to the problem instead of raising awareness about the problem.

**Take Away Message**

By helping to show others how they can be involved in child abuse prevention and explaining how every day actions can create the context for thriving communities, we can activate those people who want to be involved and encourage even more to learn more about what prevention is and how they can play a role. Child Abuse Prevention Month is the perfect time to encourage action and we hope that this toolkit is helpful in activating people in your community.

You can access and download all of the components included within this toolkit, including images and templates on the [PCA Georgia CAP Month Toolkit Page](#).
Social Media Tips and Campaign Talking Points

- Attach an image to all social media posts! You can use the images that Prevent Child Abuse Georgia provides or create your own images. You can find quality (and free!) stock images at websites like Pexels.com, Unsplash.com, and MorgueFile.com.

- Avoid overloading your organization’s Facebook page with donation requests, event invites, etc. Add value to your page by providing interesting and informative content for your audience. Engage your audience with thought provoking material and questions. You can utilize Facebook Insights to learn more about the demographics of your audience, the times of day they are most active and the content that your audience is interacting with the most.

- Include a call-to-action to encourage your audience to interact with your posts. If you want your audience to view, share or comment, make sure you let them know. Your call to action can range from a ‘tease’ to entice people to click or read more to a post requesting your audience to share the content with five friends. Try different methods to see what works best for your audience.

Below are key takeaways from Prevent Child Abuse America’s social norms research as well as other messages that can be used during Child Abuse Prevention Month. You can adapt these talking points to fit in with your Child Abuse Prevention Month activities.

- April is Child Abuse Prevention Month; it is a time to celebrate the good things our communities do to promote healthy child development, as well as a time to reflect on the work that still remains.

- We all have a role to play in healthy child development, and our goal this April is to help others recognize that role and the ways in which we can maximize our impact.
Did you know? Research commissioned by Prevent Child Abuse America shows that most people are already involved in prevention by mentoring children or parents (70%), donating (80%), or advocating for children and families (77%). However, people don’t realize these actions relate to prevention! Only 27% of respondents engaged in those activities reported involvement with child abuse prevention.

According to research by PCA America, there is a strong message of hope. Most people think child abuse and neglect is a serious problem and most people believe that the problem is preventable.

Even more importantly, PCA America’s research shows that it’s normal for adults to be involved in prevention. 97% of adults have said they would take action on behalf of children, they just don’t know how.

This year, we are encouraging people to join with most Americans and take one of three simple actions:

- Mentor a child or parent.
- Advocate for policies that support children and families.
- Donate time or money to a child-serving organization.
# Social Media Calendar: Facebook and Twitter

This calendar includes sample social media posts that you can use each day during April. Feel free to alter the posts to fit the needs of your organization!

<table>
<thead>
<tr>
<th>Date</th>
<th>Social art</th>
<th>Headline</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>M 4/2</td>
<td><img src="image1.png" alt="Image" /></td>
<td>Every child deserves to grow up feeling safe and loved</td>
<td>Every parent needs support to help #GreatChildhoods happen. That’s why we’re here—but we need your help, too! Please share our posts and resources throughout Child Abuse Prevention Month! #CAPMonth</td>
</tr>
<tr>
<td>W 4/4</td>
<td><img src="image2.png" alt="Image" /></td>
<td>Wear blue on April 6 to support #GreatChildhoods!</td>
<td>Get ready for #WearBlueDay this Friday! Show your support for #GreatChildhoods, and help prevent child abuse. #pinwheelsforprevention</td>
</tr>
<tr>
<td>F 4/6</td>
<td><img src="image3.png" alt="Image" /></td>
<td>Wear blue on April 6 to support #GreatChildhoods!</td>
<td>It’s #WearBlueDay! Wear your favorite blue jeans, blue hoodies, blue everything! Show everyone you support #GreatChildhoods. #pinwheelsforprevention</td>
</tr>
<tr>
<td>M 4/9</td>
<td><img src="image4.png" alt="Image" /></td>
<td>Great neighbors make #GreatChildhoods</td>
<td>Lots of parents need help, even when they don’t know how to ask for it. Be the help they need, so #GreatChildhoods can happen! #CAPMonth</td>
</tr>
<tr>
<td>W 4/11</td>
<td><img src="image5.png" alt="Image" /></td>
<td>Speak up for #GreatChildhoods</td>
<td>Your voice can make a difference for kids, from your hometown to the halls of Congress! Speak up for safer kids— we’ll help you get started! Like and Follow Voices for Georgia’s Children Facebook page to stay up to date on policies and engagement opportunities. <a href="https://www.facebook.com/GeorgiaVoices/?ref=br_tf">https://www.facebook.com/GeorgiaVoices/?ref=br_tf</a> #GreatChildhoods #pinwheelsforprevention</td>
</tr>
<tr>
<td>F 4/13</td>
<td><img src="image6.png" alt="Image" /></td>
<td>Help #GreatChildhoods happen</td>
<td>Our programs help kids &amp; families create #GreatChildhoods. Help us help them, and together we can prevent child abuse. Do your part by donating to Prevent Child Abuse Georgia today! <a href="http://abuse.publichealth.gsu.edu/giving-2/">http://abuse.publichealth.gsu.edu/giving-2/</a> #CAPMonth</td>
</tr>
<tr>
<td>M 4/16</td>
<td><img src="image7.png" alt="Image" /></td>
<td>6 ways you can help parents and kids in your community</td>
<td>How can you help prevent child abuse? Here are 6 ways. 1) Volunteer at an after-school program 2) Babysit so mom can catch a break 3) Share your parenting experience with other parents 4) Volunteer at a local community center 5) Pitch in to clean up your local parks 6) Offer to tutor children or help with</td>
</tr>
<tr>
<td>Date</td>
<td>Activity</td>
<td>Description</td>
<td></td>
</tr>
<tr>
<td>--------</td>
<td>--------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>W 4/18</td>
<td>4 ways you can help parents and kids in your community</td>
<td>Have you ever posted about a children’s issue on social media? Then you’re already an advocate for #GreatChildhoods! Learn how you can help prevent child abuse during Child Abuse Prevention Month #CAPMonth.</td>
<td></td>
</tr>
<tr>
<td>F 4/20</td>
<td>Every child deserves to grow up feeling safe and loved</td>
<td>You can play a role in preventing child abuse, by educating yourself and your community on the signs of abuse and how to report abuse when you suspect it. Visit the link to find out more about training opportunities <a href="http://abuse.publichealth.gsu.edu/free-online-mandated-reporting/">http://abuse.publichealth.gsu.edu/free-online-mandated-reporting/</a> .</td>
<td></td>
</tr>
<tr>
<td>M 4/23</td>
<td>Help #GreatChildhoods happen</td>
<td>Being a parent is hard work, and sometimes we can all use a little help to get through the tough parts. The 1-800-CHILDREN helpline is a free statewide helpline that is a source of information and support for families. Visit the link to find out more <a href="http://abuse.publichealth.gsu.edu/resources/1-800-children-helpline/">http://abuse.publichealth.gsu.edu/resources/1-800-children-helpline/</a> .</td>
<td></td>
</tr>
<tr>
<td>W 4/25</td>
<td>Speak up for #GreatChildhoods</td>
<td>Recognize when adults show stress and social isolation. Both are risk factors for child abuse and neglect.</td>
<td></td>
</tr>
<tr>
<td>F 4/27</td>
<td>30 things you should know to help #GreatChildhoods happen</td>
<td>April is Child Abuse Prevention Month, but helping kids have #GreatChildhoods is important all year long. Visit the link to find ways you can help parents and kids in our community all year long. <a href="http://abuse.publichealth.gsu.edu/pca-media-toolki/">http://abuse.publichealth.gsu.edu/pca-media-toolki/ #CAPMonth</a></td>
<td></td>
</tr>
<tr>
<td>M 4/30</td>
<td>Help #GreatChildhoods happen</td>
<td>Thank you for your donations during Child Abuse Prevention Month! #pinwheelsforprevention You’ve helped create #GreatChildhoods in our community all year long.</td>
<td></td>
</tr>
</tbody>
</table>
Help Great Childhoods Happen
Twibbon Campaign

Twibbon is a tool that allows people to add badges to their social media profiles, showing support for a particular cause. The best part of Twibbon is that it’s temporary and incredibly easy for people to do. This year, PCA America’s Twibbon badge looks like this:

How to use the Twibbon:

1. In March the campaign will go live and PCA Georgia will send out a link provided by PCA America.
2. Click the link to add the badge to your own social media pages.
3. Click the “Share the campaign” button on the same page you used to add the badge.
4. A message will be sent to all of your friends encouraging them to join.

Ways to Maximize the Twibbon:

Share the Twibbon early and often! The more people who sign up early, the bigger traction the campaign gets as the month goes on.

Encourage local businesses, high profile supporters and partner organizations to take part in the campaign. Often, one share from a higher-visibility follower can have an exponential impact!

Remind people that the Twibbon is temporary and that their profile picture will automatically change back once the campaign is over.
Infographic Content

This infographic is meant to show the different ways that people can get involved with child abuse prevention during CAP Month 2018 and beyond. The content is organized around the idea of “30 Things You Should Know to Help #GreatChildhoods Happen” and can be used as stand-alone web content, broken up into social media posts, printed out for distribution, or any number of other creative ways!

Note: the image below is just the first few pieces of the infographic; the full content is available for download at the PCA Georgia Toolkit link
Wear Blue Day
Wear Blue Day
Sample Press Release

Prevent Child Abuse [COUNTY] is turning [COUNTY] Blue on Wear Blue Day 2018
The non-profit is encouraging everyone in [COUNTY] to take action on behalf of children during Child Abuse Prevention Month

(CITY, STATE) – On Friday, April 6th, Prevent Child Abuse [COUNTY] is participating in Wear Blue 2018, a day dedicated celebrating child abuse prevention efforts across the country.

“April is Child Abuse Prevention Month, and Wear Blue Day is a chance to highlight the way that we are joining with organizations and individuals across [COUNTY] and the country to bring awareness to prevention,” said [NAME], [TITLE] of Prevent Child Abuse [COUNTY].

You can get involved in Wear Blue day by:
- Wearing blue on April 6 and tell people you are participating in a national day to highlight child abuse prevention!
- Take a picture of yourself and your colleagues all dressed in blue and share it on your favorite social media platform using the #WearBlue hashtag!
- Share a story of how you help mentor children, advocate for policies that keep kids safe, or donate time or money to a local child serving organization and inspire others to get involved during Child Abuse Prevention month.

“We encourage everyone in [COUNTY] to check out the hashtag #WearBlue on twitter and Facebook to see how they can get involved during Child Abuse Prevention month,” said [NAME].

DESCRIBE YOUR WEAR BLUE DAY EFFORTS HERE! FOR EXAMPLE:

This year, Prevent Child Abuse America will be using #WearBlueDay to highlight ways that people can prevent child abuse by mentoring, donating or becoming advocates in their community. Prevent Child Abuse America will be using their social media channels to explain how those actions connect to child abuse prevention and highlight stories and snapshots of people around the country who are helping great childhoods happen in their community.

“Wear Blue Day is a great chance to shine a light on the great work done on behalf of children and families around the country,” said Dan Duffy, President and CEO of Prevent Child Abuse America. “From public health officials to law enforcement officers to parent advocates, Wear Blue Day is a chance to show the world how many different ways there are to get involved with prevention.”

The organization encourages others to join them at [EVENT.] [EVENT DETAILS HERE, SUCH AS DATE/TIME, SPONSORS IF APPLICABLE, AND SUGGESTED DONATION].

For more information on child abuse prevention or to learn more about what you can do to help, visit Prevent Child Abuse [STATE] on the web at [WEBSITE.]

######
About Prevent Child Abuse [COUNTY]
INSERT PCA Local Council BOILERPLATE HERE. For reference, below is what the state office uses.

About Prevent Child Georgia
PCA Georgia is a state chapter of Prevent Child Abuse America. The organization provides statewide direction to prevent child abuse and neglect, promote healthy children, and develop strong families through its prevention network, public awareness, prevention programs, and advocacy. PCA Georgia is supported in part by the Georgia Division of Family and Children Services through the U.S. Department of Health and Human Services, Administration for Children and Families, Community Based Child Abuse Prevention and Treatment Act (CFDA 93.590).

To learn more about Prevent Child Abuse Georgia and Child Abuse Prevention Month Activities in your community, visit http://www.preventchildabusega.org.
# Wear Blue Day

## Sample Social Media Posts

<table>
<thead>
<tr>
<th>Date</th>
<th>Post 1</th>
<th>Post 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>W 4/4</td>
<td>Wear blue on April 6 to support #GreatChildhoods! Get ready for #WearBlueDay this Friday! Show your support for #GreatChildhoods, and help prevent child abuse. #pinwheelsforprevention</td>
<td></td>
</tr>
<tr>
<td>F 4/6</td>
<td>Wear blue on April 6 to support #GreatChildhoods!</td>
<td>It’s #WearBlueDay! Wear your favorite blue jeans, blue hoodies, blue everything! Show everyone you support #GreatChildhoods. #pinwheelsforprevention</td>
</tr>
</tbody>
</table>
What Are Pinwheels for Prevention®?

Pinwheels for Prevention® is a national public awareness campaign during Child Abuse Prevention Month (CAP Month) every April. It was designed by Prevent Child Abuse America to communicate efforts and change the way people think about prevention. Prevent Child Abuse (PCA) Georgia 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

Why Does This matter?
Georgia is ranked 42nd in the nation for child wellbeing. We can do better! PCA Georgia applies research and engages people to advocate for children, increases awareness, spreads knowledge of evidence-based prevention programs, and supports communities in their efforts. Each year thousands of pinwheels are planted in “pinwheels gardens” or used in other creative ways by our community partners in conjunction with public service announcements, social media outreach, and educational materials to raise awareness of child abuse prevention.

How Does It Work?
The pinwheel is reflective of the bright futures that all children deserve and serves as our brand symbol for child abuse and neglect prevention. Its uplifting symbolism encourages public engagement. Pinwheels for Prevention provides an opportunity for everyone to take action by learning more about prevention, supporting child and family friendly policies and services, and volunteering at the local, state and national levels.

Connect to a Local Prevent Child Abuse Georgia Council
PCA Georgia supports 22 local councils throughout the state of Georgia that are dedicated to preventing child abuse and neglect in all forms. Many provide direct services and act as prevention advocates in their community during the month of April and year round. Connect to a council near you to participate in CAP Month activities and learn more about prevention in your community. http://abuse.publichealth.gsu.edu/pca-ga-councils/

Shared Fundraising Model
PCA Georgia encourages organizations to use the pinwheels to raise money for family support services which is at the heart of child abuse prevention. We try to keep the cost of the pinwheels as low as possible so the community-based organizations can sell the materials and recognize a gain from their sales. PCA Georgia will happily share fundraising ideas and materials used by other organizations across the state.
The Pinwheel, Georgia Origins

The use of pinwheels, as part of the National Campaign *Pinwheels for Prevention*, originated in Georgia! It began at a local Prevent Child Abuse Council while discussing ideas for National Child Abuse Prevention Month. One employee talked about their visit to the Vietnam Veteran's Memorial in Washington D.C. They discussed that the wall, with more than 58,000 names, was a powerful visual symbol. The size of the memorial, and the names inscribed, made it more personal and made the sheer number of those killed and/or missing more understandable. The local PCA Council used pinwheels as part of its grassroots campaign and the tradition was quickly embraced. The following year, it was included in an April activity suggestion packet that was produced and sent to all chartered Georgia councils. 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 now 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. **While the concept of what the pinwheels represent has evolved over the years to a positive message, focusing on prevention and lives saved or touched from prevention efforts, it still offers opportunities to start conversations about the prevention of child maltreatment.**
Get Involved

[Businesses
Individuals
Schools
Local Organizations]

• Create pinwheel bouquets with message tags to sell or give away

• Raise funds to support child abuse prevention by selling pinwheels or other pinwheel items at your establishment; putting out donation cans; hosting a bake sale; partner with a local restaurant to have a percent night and sell pinwheels

• Engage elected officials and business leaders to educate, promote and become pinwheels ambassadors to our message

• Seek opportunities to engage people on the issues through the Pinwheels Campaign including: schools, colleges and universities, city departments, faith-based organizations, non-profits, military bases, medical groups, and local businesses

• Wear a pinwheel lapel pin or have pinwheels in your office to spark conversation

• Plant pinwheel gardens and/or post pinwheel signs at courthouses, city halls, libraries, airports, malls, fairs, stadiums, schools, community centers, parks, along major throughways, and in planter boxes

• Create Pinwheel bulletin boards with positive messages

• To spread the messages, get financial and in-kind donations like advertising space and money by seeking out: local media partnerships (print, broadcast, online), campaign spokespeople (radio hosts, athletes, coaches, civic and business leaders), media relations (press material, letters to the editor)

• Integrate pinwheels with other events including at the start/finish lines for runs/walks, board meetings, orientations, sporting events, conferences, and Easter egg hunts

• Visit PCA GA Pinwheels for Prevention Media Toolkit at http://abuse.publichealth.gsu.edu/pca-media-toolki/

As always, involve and recruit other volunteers to help with any of the ideas or create new ones!
Prevention Ideas

PCA Habersham’s bulletin board with educational material and resources displayed at community centers or schools.

Make T-shirts, for community events.

PCA Athens lined the street with pinwheels for community awareness.

Offer prevention trainings such as Stewards of Children, Strengthening Families Georgia, or Better Brains for Babies. PCA Georgia also offers in-person mandated reporter training and the Child Welfare Training Collaborative offers multiple in-person trainings on trauma and brain development upon request for free. Learn more at abuse.publichealth.gsu.edu/training

Involve Pinwheels in community events, like PCA Georgia in Georgia State University’s homecoming community golf cart parade.
Slogans, Messages, & Talking Points

**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.

**Guidelines to consider as you develop your Pinwheels Campaign messages:**

- Avoid just giving numbers, pick one thought provoking statistic
- Educate people on what child abuse prevention is and looks like in action
- Talk about the importance of healthy child development
- Focus on success stories and community
- Give specific actions others (individuals, business, etc.) can do to get involved

**Talking Points**

Why do you use the pinwheel?

In 2008, Prevent Child Abuse America introduced the pinwheel as the new national symbol for child abuse prevention through Pinwheels for Prevention®. What our research showed, and what our experiences since then have borne out, is that people respond to the pinwheel. We believe that the pinwheel is a perfect way to represent whimsy and childhoods. Over the years, the pinwheel has taken off and is a popular symbol of the great childhoods we want for all children.

Why should I care about child abuse prevention?

When we invest in healthy child development, we are investing in community and economic development. Unfortunately, children are sometimes exposed to extreme and sustained stress like child abuse and neglect, which can undermine a child’s development. Research conducted by Prevent Child Abuse America estimates that implementing effective policies and strategies
to prevent child abuse and neglect can save taxpayers $80 billion per year. The cost of not doing this is measured in increased costs for foster care services, hospitalization, mental health treatment and law enforcement, as well as loss of individual productivity and expenditures related to chronic health problems, special education and the justice system.

**How can I help?**

There are also simple things you can do every day to make a difference, and in fact research from Prevent Child Abuse America suggests you are probably already helping! Whether it’s mentoring children through a local pre- or after-school program, providing relief to an overburdened family by volunteering to babysit or preparing a ready-make meal, or calling your local legislators to advocate for policies like home visiting, there are many things you can do to help promote great childhoods and the prevention of abuse and neglect! During Child Abuse Prevention Month, connect with Prevent Child Abuse Georgia or a local child abuse prevention council to learn more about the ways you can make an impact locally.

**I want to plant a pinwheel garden at my school / daycare / home! What can I do?**

Get in touch with Prevent Child Abuse Georgia to learn how you can buy pinwheels to make your own garden. By purchasing pinwheels from your state chapter you can further support programs and services that are helping reduce child abuse and neglect in your own state!

**NOTE:** When people ask to plant their own pinwheel gardens, gently remind them not to use the pinwheel to message around graphic content (a common example or stat that people jump to is the number of child deaths in a given year) that make people disengage with our cause.

**Do you have any fun pinwheel activities I can do with my children / students?**

Absolutely! You can download a pinwheel coloring sheet that is great for children of all ages. For older children, download instructions on how to make your own paper pinwheel! Visit our media toolkit webpage to download coloring sheet and pinwheel making instructions [here](http://abuse.publichealth.gsu.edu/pca-media-toolki/).
Pinwheels and Pinwheel Gardens

Sample Social Media Language: Tweets or FB Headlines

- Why are there pinwheels in the ground everywhere? Find out at [WEBSITE LINK] here!
- #DYK? April is Child Abuse Prevention Month and we’re planting pinwheels across [COUNTY] to represent [number of children born? number of families served]. Learn more at [WEBSITE LINK] here!
- All children deserve #GreatChildhoods. How are you helping to make this a reality for children where you live?
- Want a fun way to get involved in #CAPMonth and help #GreatChildhoods happen? Plant a pinwheel garden! Contact us for info on how to get involved.
- Pinwheels represent the happy, healthy childhoods all children need to thrive. You can help by mentoring, advocating or donating on behalf of kids in our community. Find out more here [LINK]
- In [COUNTY] we’re working to prevent child abuse and neglect all year round! Here’s how you can help us as we recognize April as #CAPMonth [LINK]
- Pinwheels are whimsical and fun just like a childhood should be! Will you join us as we work to prevent child abuse and neglect in [COUNTY]? Find out what you can do to get involved and help #GreatChildhoods happen at [LINK]

Longer Posts

- All children deserve great childhoods and this year during Child Abuse Prevention Month, we’re planting a pinwheel garden on behalf of all the children and families in [STATE]! You can get involved during CAP Month and help great childhoods happen in several ways - and in fact research suggests you’re probably already helping! Contact us to learn how you can maximize your impact, plant your own pinwheel garden, or learn about volunteer opportunities that will make a difference in your own community.

- Did you know that you may be doing something that is enhancing the lives of children and families you know? Do you know how your role as a coach, volunteer, or listening ear is helping to prevent child abuse and neglect? As we recognize Child Abuse Prevention Month this April, now is the perfect time to learn more about the ways that folks who mentor, advocate and donate time or money are playing a role in child abuse prevention! Contact us to learn how you can increase the impact you’re already making for children in [STATE].
Media Toolkit &
CAP Materials
PCA Georgia’s Media Toolkit

All of this can be found on PCA Georgia’s Media Toolkit Website at this link:
http://abuse.publichealth.gsu.edu/pca-media-toolkit/

Pinwheels for Prevention

- Overview
- Ordering Information
- DIY Projects for families and communities
- Sample Press Release
- Sample Letter to the Editor
- Sample Proclamation
- Social Media Posts
  - @PCAGeorgia Every child deserves a happy and healthy childhood; we all can make that happen preventchildabusega.org
  - April is Child Abuse Prevention Month! What are you doing to support children & families? Share your story! #CAPMonth #Pinwheels #Prevention
  - Buy a pinwheel to show support for healthy child development & help turn GA blue for #CAPMonth #Pinwheels
- Sample PSA
- Sample Talking Points
- Videos to Share
- Other Resources to Share
- Community Ideas
- Planning Timelines
- Email Signatures

Additional Resources

An important resource PCA GA provides is the 1-800-CHILDREN Helpline which is a statewide information and referral number offering resources and support for parents, children, and professionals.

- Sample PSA
  - Parenting can be tough, but asking for help doesn’t have to be. 1-800-Children is there for you Monday-Friday from 9am to 6pm to answer your parenting questions and offer guidance and support. Call 1-800-CHILDREN today. That’s 1-800-244-5373. (Se habla español)
## Child Abuse Prevention Month Materials

Visit PCA Georgia’s online store to order any of the products below.

<table>
<thead>
<tr>
<th>Product Description</th>
<th>Image</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pin wheels for Prevention lapel pins made from Zinc alloy, measure 1-3/8”H x ¾”W, features standard military clutch and come in individual poly bags</td>
<td><img src="image1.jpg" alt="Pin wheels for Prevention" /></td>
</tr>
<tr>
<td>Pin wheels for Prevention, Pinwheels 100% recyclable blue and silver plastic and Mylar</td>
<td><img src="image2.jpg" alt="Pin wheels for Prevention" /></td>
</tr>
<tr>
<td>20 Ways to Praise Magnets Product Size: 2-1/2&quot;w x 4-1/8&quot;h x 20 mil</td>
<td><img src="image3.jpg" alt="20 Ways to Praise Magnets" /></td>
</tr>
<tr>
<td>CAP Month Customizable Lawn Sign 24 x 18 inches Great to set out with Pinwheel Gardens</td>
<td><img src="image4.jpg" alt="CAP Month Customizable Lawn Sign" /></td>
</tr>
</tbody>
</table>

All children deserve an equal chance to thrive and grow.

If you are concerned about the well being of a child call: 1-800-CHILDREN

[Insert your logo here]

WWW.PREVENTCHILDABUSEGA.ORG