# Table of Contents

- What Are Pinwheels for Prevention®? ................................................. 3
- Get Involved .......................................................................................... 4
- Pinwheels for Prevention Ideas ............................................................... 5
- Slogans, Messages, & Talking Points ..................................................... 6
- PCA Georgia’s Media Toolkit .................................................................. 7
What Are Pinwheels for Prevention®?

Pinwheels for Prevention® is part of 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 thinks 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.pinwheelsforprevention.org.

Why does this matter?
Georgia was ranked 42nd in the nation for child wellbeing. We can do better! PCA GA 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.

Shared Fundraising Model
PCA Georgia is committed to partnering with local organizations to sustain and grow available resources for parents. We encourage collaborating 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.
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 preventchildabusega.org

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

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

Make T-shirts, for community events.

PCA Athens lined the street with pinwheels for community awareness.

Plant a “Pinwheel Garden” in your community.

Involve Pinwheels in community events, like PCA Georgia in Georgia State University’s homecoming community golf cart parade.
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.

Here are a few 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

Pinwheels remind all of us about the importance of healthy child development and have been established as the national symbol for child abuse prevention. They serve as a visual reminder that all children deserve an equal opportunity for healthy, happy and care-free childhoods.

The Pinwheels for Prevention® campaign has seen more than 3 million pinwheels distributed nationwide since April 2008. 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.

“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.
PCA Georgia’s Media Toolkit

*Pinwheels for Prevention*

- Overview
- Ordering Information
  - Pinwheels
  - Lapel pins
  - Positive Parenting Magnets
- DIY Projects for families and communities
  - How to make your own giant pinwheels at home
- Sample Press Release
- Sample Letter to the Editor
- 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

*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 8am 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)

- Social media Posts
- Press Release
- Resources to Share
- Order Free Resources