Child Abuse Prevention
Awareness Month

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Prevent Child Abuse Georgia
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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.
The Pinwheel, Georgia Origins

The use of pinwheels, as part of the National Campaign *Pinwheels for Prevention*, originated in Georgia! It began at Prevent Child Abuse Douglas County 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. PCA Douglas County used pinwheels as a grassroots campaign as symbols of children effected by abuse in Douglas County 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 the opportunities to start conversations about the prevention of child maltreatment.
Get Involved

*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!
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**

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
- 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 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

Prevent Child Abuse
Georgia 1-800-CHILDREN

A statewide helpline offering resources and support to parents and caregivers
Having a Difficult Conversation by Reframing the Language

Child maltreatment has been universally accepted by the general population as being a serious problem that needs to be addressed and in a public opinion poll completed by PCA America revealed 64% of Americans believed they could do ‘some’ or ‘a lot’ to prevent child maltreatment. However, when specifically asked about what activities could be done to address child maltreatment, respondents had no answer or defaulted to report child abuse to DFCS. This is a result of statistical reports and disturbing stories that dominate all forms of media, decidedly less effort has been devoted to broadcasting material regarding programs and policies that prevent the occurrence of child maltreatment such as, home-visiting, positive parenting and early education legislation.

It is difficult to engage the general public in a conversation about the prevention of child abuse and neglect for several reasons including the following:

- Abuse is considered to be a very individual and private act, or even a family matter.
- People feel like it doesn’t affect them—it’s more of an individual issue instead of a societal problem.
- People don’t connect primary prevention methods such as helping parents find resources or creating more family friend work policies with the prevention of child maltreatment.

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. 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 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, neighbor hoods, 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 be better equip themselves.

Pinwheels can represent positive prevention actions of the community like number of adults trained in Stewards of Children or the number of children in your community served by home visiting in 2015 in addition to opening up a bigger conversation. Make CAP month and pinwheel gardens a call to action! Use this opportunities to offer solutions to the problem instead of raising awareness about the problem.

Take Away Message

It is more common for people to respond to the statistics than to the solution, which is why it is vital to reframe the language and emphasize the importance of prevention. We as a community, business, and society can take steps to create safe, stable, nurturing relationships and environments for all children. 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.
**Child Abuse Prevention Month Materials**

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

<table>
<thead>
<tr>
<th>Product Description</th>
<th>Image</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pinwheels for Prevention lapel pins</td>
<td><a href="image1.png">Image</a></td>
<td>Email for prices</td>
</tr>
<tr>
<td>made from Zinc alloy, measure 1-3/8”H x ¾”W, features standard military clutch and come in individual poly bags</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pinwheels for Prevention, Pinwheels 100% recyclable blue and silver plastic and Mylar</td>
<td><a href="image2.png">Image</a></td>
<td>Email for prices</td>
</tr>
<tr>
<td>20 Ways to Praise Magnets</td>
<td><a href="image3.png">Image</a></td>
<td>$0.25 per magnet plus shipping</td>
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<tr>
<td>Product Size: 2-1/2”w x 4-1/8”h x 20 mil</td>
<td></td>
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<tr>
<td>CAP Month Customizable Lawn Sign</td>
<td><a href="image4.png">Image</a></td>
<td>$30 plus shipping</td>
</tr>
<tr>
<td>24 x 18 inches</td>
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<td></td>
</tr>
<tr>
<td>Great to set out with Pinwheel Gardens</td>
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