

# Pinwheels for Prevention

## What are Pinwheels for Prevention®?

Since its beginning as a grassroots campaign in Georgia, the pinwheel has been embraced by Prevent Child Abuse America and transformed into Pinwheels for Prevention®, a national public awareness campaign used each April for Child Abuse Prevention (CAP) Month. Pinwheels for Prevention is used to symbolize childlike notions and stands for the healthy, happy and full lives all children deserve.

The concept of the pinwheel focuses on prevention efforts that strengthen families and communities. Helping people understand upstream approaches that target the root causes of abuse such as social isolation, poverty, health and social inequities, and other stressors are critical to preventing maltreatment.

## Talking Points, We All Have a Role to Play

Everyone can make a difference in a child’s life and the unique actions you take can nurture a community where children and families can thrive. “Pinwheel gardens” planted in communities across the nation are visual reminders that we all play a role in ensuring happy and healthy childhoods for children everywhere. Their presence has resulted in increased awareness, expanded dialogue and community engagement around strengthening families.

## Use 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.

Connecting Pinwheels and Pinwheel Gardens to **community resources or needs**, let others know how they can help families in their community!

- Avoid giving lots of numbers, pick just 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



While pinwheels are available to be purchased through many craft stores or online vendors, [purchasing pinwheels from PCA Georgia](#) supports programs and services that are helping reduce child abuse and neglect in your own state!

**NOTE:** We ask that pinwheels are not used with negative or graphic content (a common example is the number of child deaths in a given year) because prevention is about promoting programs and resources that strengthen families.



# Pinwheel

## Download Resources & Activities

### How can I participate?

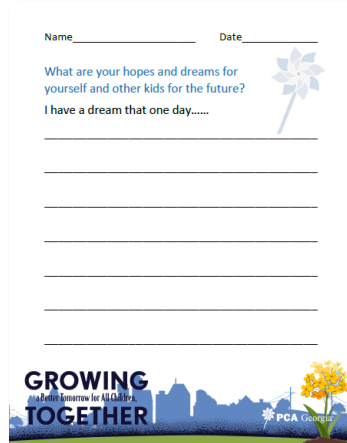
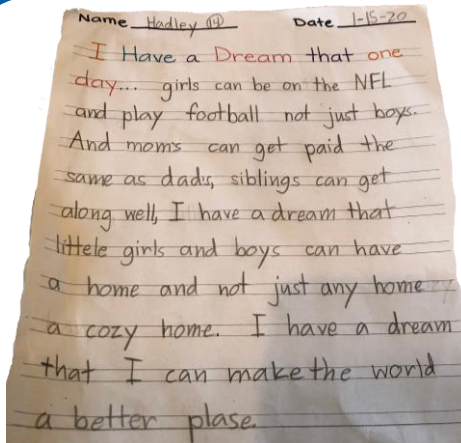
#### #PinwheelsforPrevention Crafting

Child Abuse Prevention Month means... **PINWHEELS!**

We're calling on you to **design and create your own pinwheels** and share them with us via Social Media! We want to see pictures of pinwheels of all shapes, sizes, media, and materials coming to life in your homes, whether you draw, color, sculpt, paint, knit, or any other way you find to make a pinwheel. Share it with us all month long at @PreventGeorgia (Facebook) or @PreventChildAbuseGA (Instagram)! We will be sharing your crafty pinwheels all month long!

Involve kids throughout CAP month by using pinwheel coloring sheets and build-your-own pinwheel activities at local events and with partners.

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!](#)



Help kids envision a bright future for themselves and their friends using the *I Have a Dream That* worksheet.

[Download the worksheet](#) and be sure to share with us!

Hand out pinwheels at early childcare centers or schools for students to take home and plant.

Have a community-wide *I Spy* pinwheel garden for families to see who can spot it first.

