



## **Pinwheels for Prevention: April Statewide Events**

The *Pinwheels for Prevention*<sup>TM</sup> campaign is the national signature campaign of Prevent Child Abuse America (PCAA). The Children's Trust Fund (CTF) serves as the state co-chapter of PCA. The pinwheel represents child abuse and neglect prevention and the hope, health and happiness of every child.

**Note: The only positioning not allowed by PCAA is equating the pinwheel symbol with deaths from child abuse and neglect, or CPS reported cases of child abuse or neglect (i.e. each individual pinwheel does not represent an individual victim of child abuse or neglect).**

Throughout April, local councils across the state will plant pinwheel gardens in their communities. The pinwheel garden planting initiative has been a successful event for numerous councils over the past 7 years.

Each year local councils successfully carry out pinwheel gardens by working with local courts, schools, and other prevention partners. Creativity in how you plant the garden will help draw attention to your event and message. For example, plant gardens in the shape of a pinwheel or place at a frequently visited location.

We encourage you to contact CTF or councils who have implemented pinwheel campaigns for ideas on how to work with partners in your community to implement the Pinwheels for Prevention campaign.

### **Pinwheels for Prevention Campaign Objectives**

The four campaign objectives are:

1. Generate greater awareness of our organization, mission and programs;
2. Increase knowledge of child abuse and neglect prevention;
3. Effect measurable changes in attitudes and beliefs toward child abuse and neglect prevention; and
4. Effect measurable changes in behaviors with regard to child abuse and neglect prevention.

## Ideas for a Successful Pinwheel Garden Event

- Begin to plan the event as early as possible, several months (or more) in advance so that good planning can take place and all logistical considerations will be addressed adequately.
- When planning, decide whether this event will solely be sponsored by the Local Council or whether this will be a collaborative effort (e.g. join with a particular school, DHHS, Exchange Club, local health department, other).
- Make sure that your local ordinances allow for a pinwheel garden and signage, and all applicable permissions are obtained.
- Create a marketing plan for the event, communicating to local media, social media, schools, houses of worship, public and/or private businesses and other applicable sites. This can include a *Save the Date* announcement(s) at least 1 month prior to the event followed by subsequent announcements leading up to the actual date.
- If the ground is frozen and/or there is snow consider using a planter box with sand, Styrofoam or other similar base to plant the pinwheels. You may also use a screwdriver to create holes in the ground. Another option is to have an event indoors.
- Invite community partners to attend this and other pinwheel events.
- Decide where the council would like to have the pinwheel garden. That decision would be the direct result of some of the following questions:
  - What size and earmarked audience is desired?
  - What venue will give the 'biggest bang for the buck'?
  - Is weather a consideration which might influence whether this is an indoor or outdoor event?
  - What time(s) seem practical to have the event?
  - What organization(s) would the council like to have participating in the event?
  - Are there logistics (e.g. permissions, licenses) required for the chosen venue?
- Have signage at any event that explains the Pinwheels for Prevention campaign.
- Provide action steps information at the event that people can use to prevent child abuse and neglect.
- Choose a host for the event. This could be a board member, Local Council Coordinator, local celebrity or other person.
- Decide whether the event will include entertainment, guest speakers and any reading of a local proclamation.
- Plan the length of time for this event. Successful events are anywhere from 30 minutes to an hour, no longer.
- **Remember to NEVER use the pinwheel as a symbol of children who've died as a result of child abuse and/or neglect, or as a symbol of the number of CPS reported cases of child abuse or neglect. This goes against PCAA and CTF *Pinwheels for Prevention* protocol.**
- If possible, have Local Council materials to distribute to the attendees at the event.
- Send out thank you notes to any notable attendees or participants after the event.
- Have a discussion with others after the event to assess the successes and lessons learned.
- Have fun!!!