



## Child Abuse Prevention Month

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**2018 Chapter Toolkit**



# Child Abuse Prevention Month 2018 Chapter Toolkit

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Within this toolkit you will find sample communications pieces that you can use during Child Abuse Prevention Month in your state. Whether you use these tools in their entirety, in part or simply for inspiration, we at the National Office of Prevent Child Abuse America are here to help. The sample releases within this book are also being provided in editable Word template form, and all images have been made available for download. If you need assistance customizing any of these pieces, [please reach out to Zach Hiner](#).

For 2018, we are building off of the success of last year's campaign while extending and deepening the messages rooted in our social norms research. This year's theme is "Help Great Childhoods Happen".

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. You, too, can help make great childhoods happen by mentoring, advocating or donating today.

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 better 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 toolkit is helpful in activating people in your state.

You can access and download all of the components included within this toolkit, including images and templates, on [the 2018 Chapter CAP Month Toolkit page](#).

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## **Table of Contents**

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<b>Help Great Childhoods Happen Content.....</b>	<b>4-12</b>
Sample Press Release.....	4
Sample LTEs.....	5
Tips and Talking Points.....	6
Social Content Calendars.....	7-10
Twibbon Campaign.....	11
Infographic.....	12
<b>Wear Blue Day Content.....</b>	<b>13-15</b>
Sample Press Release.....	14
Social Media Content.....	15
<b>Pinwheel Garden Content.....</b>	<b>16-19</b>
Sample Press Release.....	17
Talking Points.....	18
Sample Social Media.....	19

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# Help Great Childhoods Happen

## Sample Press Release



### Prevent Child Abuse America: "Help Great Childhoods Happen this April!"

*National non-profit is encouraging people to get involved with child abuse prevention by taking part in activities like mentoring, advocating or donating on behalf of children*

(CHICAGO, IL) - This April, the leading organization dedicated to the primary prevention of child abuse and neglect has a message for all Americans: "you're doing great things for children, keep it up!"

April is Child Abuse Prevention Month and Prevent Child Abuse America is spreading the message that everyone can help great childhoods happen in their community.

Research suggests that many people are already playing a role in preventing child abuse and creating great childhoods in their communities, they just don't realize it. A study commissioned by Prevent Child Abuse America shows that only 27% of Americans report that they are engaged in prevention. However, that same study showed that

- 80% of Americans reporting donating goods, money or time to an organization supporting children and families,
- 70% reported volunteering with children through places of worship, schools, and sports or academic clubs, and
- 56% provided mentorship to a child in their family, neighborhood, or community.

"These numbers show that many people are already involved in activities that prevent child abuse and neglect, they just don't realize it," said Dan Duffy, President and CEO of Prevent Child Abuse America. "This April we are working to educate the public regarding how they are already helping to prevent child abuse, as well as offering some positive ideas about how we all can help children and families thrive."

In response to their research, Prevent Child Abuse America is encouraging the public to learn more about how three specific actions – mentoring children and parents, advocating for family-friendly policies, and donating time and money – relate to child abuse prevention while giving the public the tools and resources they need to get involved in these activities.

Some suggestions from Prevent Child Abuse America for how people can get involved include:

- Volunteering to staff an after-school program like a sports or academic team.
- Mentoring a new parent by reaching out to your neighbor and offering to help, such as by babysitting or cooking.
- Advocating for federal and state policies that support children and families, such as home visiting programs, paid family medical leave.
- Learning about abuse prevention curricula in place at local schools or churches and advocating to create one if there is not yet a program in place.
- Donating time to organizations that support children, such as by offering to be a free tutor or getting involved with a local mentorship program.
- Donating money to organizations that fight for children and families such as a local Prevent Child Abuse America state chapter.

"At Prevent Child Abuse America, we believe that we all play a role in the healthy development of children. That is why this April we are sharing '30 Ways in 30 Days' that people can help create great childhoods for all children," said Duffy. "We hope you will learn more about how your actions can help prevent child abuse and encourage your friends to join you in making a difference for children and families."

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# Help Great Childhoods Happen

## Sample Letters to the Editor

### Sample 1 - Long (~300 words)

April is Child Abuse Prevention Month and I encourage everyone in [STATE] to join me this month and stand up for the future of children in our state.

Each of us has the ability to help children and families in our neighborhoods. Did you know that when you mentor a child or parent, advocate for policies that support the next generation, or donate time or money to local child-serving organizations, you are actually helping to prevent child abuse and neglect? Don't worry if you didn't - according to research from Prevent Child Abuse America, most other Americans didn't know either!

But these actions do make a difference. By donating time and money to prevention organizations, taking the time to volunteer for before- or after-school programs, or offering to help families in your own neighborhood, you can have a meaningful impact on the lives of children throughout the community. Actions like these help bring communities together, reduce isolation and help children and families succeed.

Research shows that most Americans are already involved in helping to prevent child abuse and neglect through one of those actions. If you're not already, April is a great time to start!

As we observe Child Abuse Prevention Month this April, I hope you'll take one of three simple steps to make a difference: mentor a child or parent, advocate for family-friendly policies, or donate to a child-serving organization.

If we all pledge to do each of these activities at least once during the month of April, we can make a real difference. More importantly, if we all continue to take steps like these beyond April and into the future, we can help grow the next generation of American leaders, entrepreneurs, and innovators.

Will you join me?

[NAME]

### Sample 2 - Short (~170 Words)

Recent coverage of [APPLICABLE STORY IN YOUR LOCAL NEWSPAPER] has made me want to take a stand for children, and since April is Child Abuse Prevention Month, there is no better time than now! As the [ROLE] of Prevent Child Abuse [STATE], I'm encouraging my friends and neighbors to join me and help great childhoods happen by taking one of three steps: become a mentor to a child or parent, advocate for policies that support children and families, or donate to child-serving organizations in your community.

Each of these simple actions can help increase the protective factors in our communities, creating a better environment that allows families to thrive and children to have the great childhood they deserve. To learn more about how these actions make a difference, as well as tips and tools to help you get started, visit [LINK].

If each of us commits to taking one of these steps this month, we can build a better [STATE] for everyone.

[NAME]

# Help Great Childhoods Happen

## Social Media Tips and Campaign Talking Points

**Make sure whatever you post has an image attached!** Use the images provided by the National Office or create your own. You can find quality (and free!) stock images at websites like [Unsplash.com](#) and [MorgueFile.com](#). If you need help creating or designing any social media assets, remember that the National Office is here to help. [Email Zach Hiner](#) with your request and we will be happy to help you out.

**Don't overload your Facebook page with donation requests, event invites, etc.** Always try to add value to your page and provide interesting and informative content for your audience. Make use of Facebook Insights to learn more about the demographics of your audience, what times of day they are the most active and which types of your content are being interacted with the most.

**Include a call-to-action to encourage your audience to interact with your posts.** Whether you want people to click through, share or comment, make sure you tell your audience what you want. Your calls to action can be anything from an intriguing question, a “tease” to entice people to click or read more, to an explicit request, such as “share this with five friends.” Experiment and see what works best for your audience.

*Below are some key takeaways from our social norms research as well as other messages we will be using during Child Abuse Prevention Month. Feel free to adapt these talking points to fit in with your own state's campaign.*

- 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 our research, 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, our 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.
- 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.
- 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 child-serving organizations.

# Help Great Childhoods Happen

## Social Media Content Calendar

On these pages you will find social media content calendars for use with **Facebook**, **twitter** and (new to the National Office this year) **Pinterest**. In each table there is suggested content paired with a specific image along with the date that the content will be going out on the National Office accounts. You are encouraged to use the content and images and are empowered to use the content as-is or to put your own spin on it. All of the associated images, along with a Word version of this calendar, are [available for download at the Chapter Toolkit link](#).

## Social Media Calendar: Facebook

Date	Social art	Headline	Content
M 4/2		Every child deserves to grow up feeling safe and loved	Every parent needs support to help #GreatChildhoods happen. That's why we're here—but we need your help, too! April is Child Abuse Prevention Month. #CAPMonth
M 4/9		Great neighbors make #GreatChildhoods	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
W 4/11		Speak up for #GreatChildhoods	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! #GreatChildhoods #pinwheelsforprevention
F 4/13		Help #GreatChildhoods happen	Our programs help kids & families create #GreatChildhoods. Help us help them, and together we can prevent child abuse. #CAPMonth
M 4/16		"We are always teaching our children by our examples." —Heather	How can you help prevent child abuse? Get involved with local groups that help young moms. We'll show you how! #GreatChildhoods #CAPMonth
W 4/18		Help kids be more ready for school	Kids in Healthy Families America are nearly twice as likely to excel at kindergarten learning behaviors. That's how #GreatChildhoods happen! #pinwheelsforprevention
F 4/20		Every child deserves to grow up feeling safe and loved	You can play a role in preventing child abuse by getting involved and letting your voice be heard. Learn how you can help kids in our area have the #GreatChildhoods they deserve - starting today!

# Facebook, continued

M 4/23		Great neighbors make #GreatChildhoods	You can help prevent child abuse by helping parents be the best moms and dads they can be. We'll show you how to get involved! #GreatChildhoods #CAPMonth
W 4/25		Speak up for #GreatChildhoods	Tell your elected officials at every level that you support programs that promote #GreatChildhoods. We'll help you get started! #pinwheelsforprevention
F 4/27		30 things you should know to help #GreatChildhoods happen	April is Child Abuse Prevention Month, but helping kids have #GreatChildhoods is important all year long. Here are lots of ways you can help parents and kids in our community. #CAPMonth
M 4/30		Help #GreatChildhoods happen	Thank you for your donations during Child Abuse Prevention Month! #pinwheelsforprevention You've helped create #GreatChildhoods in our community all year long.

## Make Your Content Go The Extra Mile

Paid social media advertising is a cheap and effective way to make sure your content is getting in front of people who you're not already talking to. Facebook and other social platforms collect a ton of data that helps target ads towards the people they'll be most interesting to. Here are a few tips on how to get started:

- **Get started with Facebook Ads Manager tool.** You can access the Ads Manager directly by going to [facebook.com/ads](https://facebook.com/ads). Follow the step-by-step instructions to get your Ads account up and running.
- **Determine your target audience and goals.** Who do you want to see your ads? Are you trying to reach potential donors, new volunteers, or just folks interested in your cause? A good tip is to look at your Facebook Insights page to see what kind of demographics you're already reaching most effectively and where your money would be most effective.
- **Set your budget.** You don't have to spend a lot of money to see a return on the ads. You have the option to set a daily budget or a lifetime budget, and these numbers represent the maximum amount you would spend on your campaign.
- **Use exciting images or video.** In the provided chapter toolkit, we have some images that are optimized for Facebook ad specifications. We've also [provided some images](#) that are meant to be used in Carousel ads as well as an animated ad that will really grab attention.

*If you need help managing any of these assets, please reach out to the National Office.*

# Help Great Childhoods Happen

## Social Media Calendar: Twitter

Date	Social art	Headline	Content
M 4/2		Every child deserves to grow up feeling safe and loved	Every parent needs support to help #GreatChildhoods happen. April is Child Abuse Prevention Month. #CAPMonth
TU 4/3		Great neighbors make #GreatChildhoods	Parents need help, even when they don't ask for it. Be the help they need, so #GreatChildhoods can happen! #CAPMonth
TU 4/10		Help #GreatChildhoods happen	Our programs help kids & families create #GreatChildhoods. Together we can prevent child abuse. #CAPMonth
TH 4/12		"We are always teaching our children by our examples." —Heather	How can you help prevent child abuse? Help young moms. We'll show you how! #GreatChildhoods #CAPMonth
TU 4/17		Help kids be more ready for school	Kids in Healthy Families America are nearly twice as likely to excel in kindergarten. That's how #GreatChildhoods happen!
TH 4/19		Great neighbors make #GreatChildhoods	You can help prevent child abuse by helping local parents. We'll show you how! #GreatChildhoods #CAPMonth
TU 4/24		Speak up for #GreatChildhoods	Your voice can make a difference for kids, from your hometown to the halls of Congress! #pinwheelsforprevention
TH 4/26		30 things you should know to help #GreatChildhoods happen	Here are lots of ways you can help parents and kids create #GreatChildhoods in our community. #CAPMonth
M 4/30		Help #GreatChildhoods happen	Thank you for your donations during #CAPMonth! You've helped create #GreatChildhoods in our community all year long.

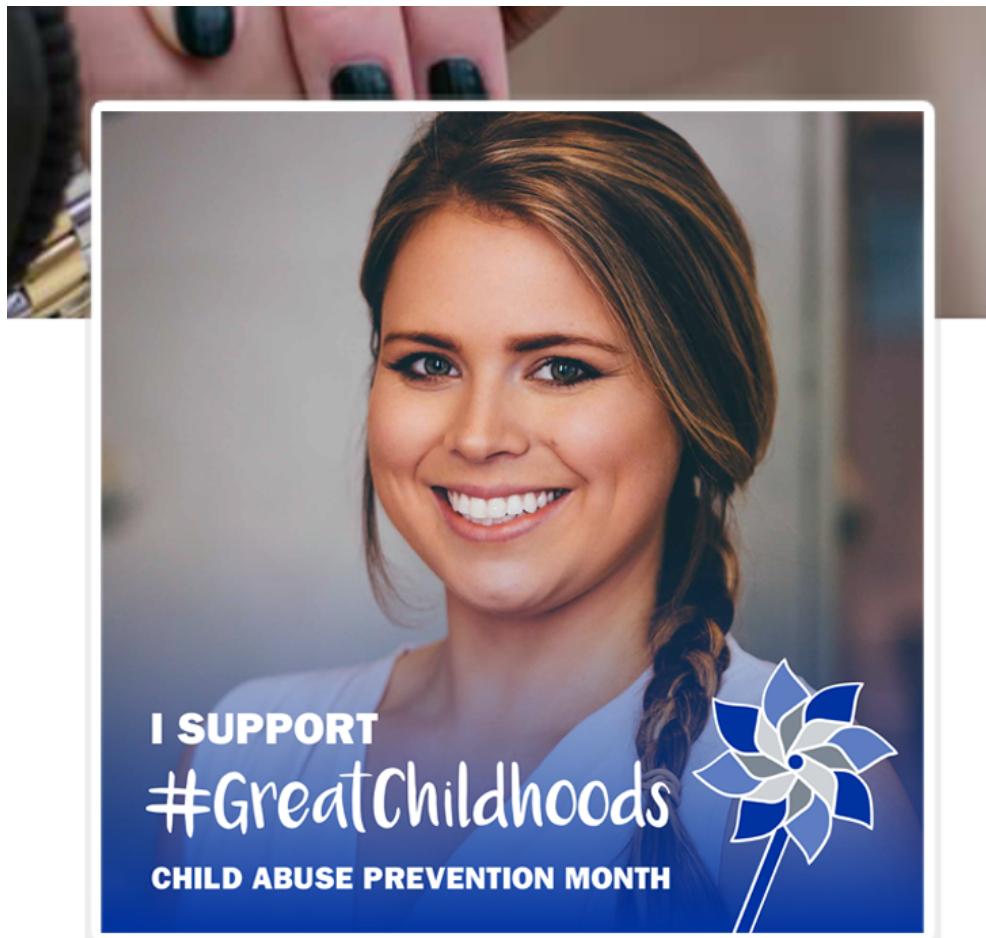
# Social Media Calendar: Pinterest

Date	Social art	Headline	Content
M 4/2		Every child deserves to grow up feeling safe and loved	Every parent needs support to help #GreatChildhoods happen. That's why we're here—but we need your help, too! April is Child Abuse Prevention Month. #CAPMonth
M 4/9		6 ways you can help parents and kids in your community	Anyone can help #GreatChildhoods happen. Even you! Connect with your neighbors, tutor kids at your local schools, or help parents with job training. We'll help you get involved to help prevent child abuse. #CAPMonth
F 4/13		4 ways your voice can help #GreatChildhoods happen	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.
M 4/16	(full infographic)	30 things you should know to help #GreatChildhoods happen	Every kid should have a great childhood, and every parent should have support. You'll find lots of practical ways you can help make #GreatChildhoods in our community. #CAPMonth.
F 4/20		Every child deserves to grow up feeling safe and loved	You can play a role in preventing child abuse, and your voice can make an impact from your own backyard to the halls of Congress. We'll show you how you can help kids in our area have the #GreatChildhoods they deserve—starting today! #CAPMonth.
M 4/23		6 ways you can help parents and kids in your community	Parents need help, even when they don't know how to ask for it. We can help you pitch in with local groups who help kids and families, and share easy ways you can help kids in our area have #GreatChildhoods. #CAPMonth.
F 4/27		4 ways your voice can help #GreatChildhoods happen	Your voice can help prevent child abuse. Tell your elected officials—from your hometown to the halls of Congress—that you support initiatives that help kids have #GreatChildhoods. Make sure they know where you stand. #CAPMonth.

# 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, our twibbon badge looks like this:



### How do I use the Twibbon?

1. In March, PCA America will send out a link when our campaign goes live.
2. Click the link to add the badge to your own social media pages.
3. Click the “Share this 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 Chapter Toolkit link](#).



Every kid should have a great childhood, and every parent should have support. That's why we're here—but we can't do it without your help. ❤️

1. April is CHILD ABUSE PREVENTION MONTH

2. Community involvement HELPS PREVENT CHILD ABUSE

3. Parents need help

EVEN WHEN THEY DON'T KNOW HOW TO ASK FOR IT

4. 86% of adults would be grateful for

HELP WITH CHILDCARE  
EXTRA SERVICES  
OR OTHER SUPPORT

"We learned we are always teaching our children by our examples. We learned how to handle life's challenges." \*\*\* Heather

5.

How you can help parents and kids in your community

Anyone can help #GreatChildhoods happen. Even you. ❤️



**Wear Blue Day**

# **Wear Blue Day**

## **Sample Press Release**



### **Prevent Child Abuse [STATE] is turning [STATE] Blue on Wear Blue Day 2018**

*The non-profit is encouraging everyone in [STATE] to take action on behalf of children during Child Abuse Prevention Month*

**(CITY, STATE)** On Friday, April 6th, Prevent Child Abuse [STATE] 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 ways that people can help great childhoods happen across [STATE] and the country,” said [NAME], [TITLE] of Prevent Child Abuse [STATE].

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 [STATE] 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 help 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.]

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#### **About Prevent Child Abuse [STATE]**

*Your boilerplate here! For reference, below is what the national office uses.*

#### **About Prevent Child Abuse America**

*Founded in 1972, Prevent Child Abuse America is a national organization with chapters in all 50 states and nearly 600 Healthy Families America home visitation sites. We lay the groundwork to deliver the great childhoods that all children deserve. We promote services that improve child well-being and develop programs that help to prevent all types of abuse and neglect. Ninety-four cents of every dollar spent goes directly into programs and services, which is why we have received top ratings by a variety of charity watchdog organizations, including Charity Navigator, GreatNonprofits and GuideStar. To learn more about what we're doing to prevent child abuse and neglect and how you can help, visit us at preventchildabuse.org.*

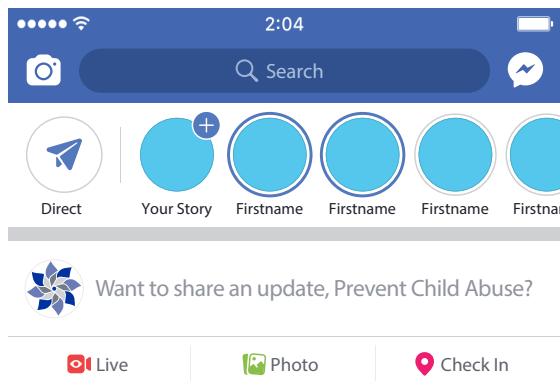
# Wear Blue Day

## Sample Facebook Post

F 4/6		Wear blue on April 6 to support #GreatChildhoods!	It's #WearBlueDay! Wear your favorite blue jeans, blue jackets, blue everything! Show everyone you support #GreatChildhoods. #pinwheelsforprevention
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## Sample Twitter Posts

TH 4/5		Wear blue on April 6 to support #GreatChildhoods!	Get ready for #WearBlueDay this Friday! Show your support for #GreatChildhoods, and help prevent child abuse.
F 4/6		Wear blue on April 6 to support #GreatChildhoods!	It's #WearBlueDay! Wear your favorite blue everything! Show everyone you support #GreatChildhoods.



## The Anatomy of a Facebook Post

When sharing content, try to include a link whenever possible so that your content goes the extra mile.

Keep the message short! Facebook calls these “headlines.”

Always include an image in your post, otherwise people will just scroll past.

Respond to your community - answer questions and leave positive comments.



Barack Obama and 89 others





## **Pinwheels and Pinwheel Gardens**

# Pinwheels and Pinwheel Gardens

## Sample Press Release

Similar to the Wear Blue template above, this skeleton release can be used to quickly fire off a notice to local media about your events. Simply edit the called out sections in green and you have a send-ready press release!



### Prevent Child Abuse [STATE] Celebrates Pinwheels for Prevention® at [LOCATION]

*Pinwheels serve as a visual reminder that we all play a role in child abuse prevention*

(CITY, STATE) – Prevent Child Abuse [STATE] will be at [LOCATION] on [DATE] to recognize Child Abuse Prevention Month and the fact that we all play a role in helping great childhoods happen. During April, Prevent Child Abuse [STATE] will be holding events across the month to help people in [STATE] better understand the different ways that they can get involved in child abuse prevention.

“At Prevent Child Abuse [STATE], we know that we can make a positive impact on the future by preventing child abuse and neglect today,” said [NAME], [TITLE] at Prevent Child Abuse [STATE]. “The best way to increase that impact is by involving the public in our work, and that’s why we’re out here today.”

Today’s event at [LOCATION] is part of the nationwide Pinwheels for Prevention® campaign that has seen more than 4 million pinwheels distributed nationwide since 2008. Pinwheels are the national symbol of child abuse prevention and a visible reminder of the happy and healthy childhood that all children deserve.

Each year, advocates and volunteers plant pinwheel gardens in recognition of Child Abuse Prevention Month, a national month dedicated to recognizing the ways that people can get involved in the healthy development of children. This year, Prevent Child Abuse [STATE] is planning [#] of pinwheels in recognition of [suggestions include: number of births/number of children served by direct service programs/The year your chapter was founded].

“Prevent Child Abuse [STATE] has done an incredible job engaging citizens of [STATE] in taking action in support of children and families,” said Dan Duffy, President & CEO of Prevent Child Abuse America. “This event is a great way to recognize Child Abuse Prevention Month and to show people how they can help great childhoods happen and get involved in child abuse prevention.”

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#### About Prevent Child Abuse [STATE]

*Your boilerplate here! For reference, below is what the national office uses.*

#### About Prevent Child Abuse America

*Founded in 1972, Prevent Child Abuse America is a national organization with chapters in all 50 states and nearly 600 Healthy Families America home visitation sites. We lay the groundwork to deliver the great childhoods that all children deserve. We promote services that improve child well-being and develop programs that help to prevent all types of abuse and neglect. Ninety-four cents of every dollar spent goes directly into programs and services, which is why we have received top ratings by a variety of charity watchdog organizations, including Charity Navigator, GreatNonprofits and GuideStar. To learn more about what we’re doing to prevent child abuse and neglect and how you can help, visit us at preventchildabuse.org.*

# Pinwheels and Pinwheel Gardens

## Talking Points for Pinwheels

Below are some talking points you can use with the general public or on social media to respond to frequently asked questions about the pinwheel as a symbol and pinwheel gardens.

### 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 your Prevent Child Abuse America state chapter 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 your local Prevent Child Abuse America state chapter to learn how you can buy pinwheels to make your own garden. By purchasing pinwheels from your local 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 are great for children of all ages. For older children, download instructions on how to [make your own paper pinwheel!](#)

# 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 [STATE] 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 childhood 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 [STATE] 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 [STATE]? 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].

