



Prevent Child Abuse
Indiana
A Division of The Villages

Pinwheels for Prevention

For over thirty years the blue ribbon was symbol of child abuse prevention. When **Prevent Child Abuse** America was first established, ribbons as symbols of causes were fairly new. These days, though, there are hundreds of causes using ribbons of various colors to bring attention to their message. In fact, the blue ribbon is now also a symbol of prostate cancer awareness.

During the past couple of years, **Prevent Child Abuse** America and **Prevent Child Abuse** Indiana introduced the pinwheel as a new symbol of the effort to prevent child abuse and neglect.



Pinwheels are a positive and loving symbol of childhood. As a campaign symbol, a pinwheel conveys the message that every child deserves the chance be raised in a healthy, safe, and nurturing environment.

According to **Prevent Child Abuse** America, *"for over a decade, market research consistently has shown that the public views child abuse and neglect as a serious problem. As a national*

*organization whose mission is "to prevent the abuse and neglect of our nation's children," we must apply that research to engage all people in our society to act to prevent abuse and neglect from ever happening in the first place. Therefore, **Prevent Child Abuse America** is proud to unveil its new campaign, **Pinwheels for Prevention**™, introducing the pinwheel as a symbol for child abuse and neglect prevention nationwide.*

Through this campaign, we will create a national effort to effect measurable change in the public's beliefs and behaviors regarding the prevention of child abuse and neglect. This goes beyond making Americans aware of our issue to motivating them to take an active role in prevention and in their community.

*The pinwheel represents Prevent Child Abuse America's efforts to **change the way our nation thinks about prevention**, focusing on community activities and public policies that prioritize prevention right from the start to make sure child abuse and neglect never occur."*

Ideas for implementing a **Pinwheels for Prevention** campaign include*:

- Choose a highly visible location and “plant” a pinwheel “garden.” Equate pinwheels with the number of children served by your agency or the number of births in your community. Use your pinwheels to promote the good you are doing in your community. **Pinwheels, however, do not stand for deaths from child abuse or reported cases of child abuse.** Pinwheels for Prevention is a positive campaign focused on solutions.
- Offer people in your community the chance to make a personal statement in support of your work by purchasing pinwheels.
- Let the media know about your pinwheel garden and its significance.
- Ask your local radio stations to run public service announcements in support of your campaign.

Thanks to **Prevent Child Abuse New York for these ideas.*

