



# Pinwheels for **PREVENTION**<sup>®</sup>

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**Prevent Child Abuse**  
Oregon<sup>™</sup>

**General Campaign Guide for New Participants**

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# INTRODUCTION TO PINWHEELS FOR PREVENTION®

## **National Campaign**

Pinwheels for Prevention® is a nationwide public awareness campaign first launched by Prevent Child Abuse America in 2008. The campaign features a blue and silver pinwheel to represent the healthy and carefree childhoods we believe every child deserves. Since the campaign began, nearly 5,000,000 pinwheels have been displayed nationwide.

## **Oregon Campaign**

Prevent Child Abuse Oregon (PCAO) promotes the Pinwheels for Prevention® campaign during Child Abuse Prevention Month in April each year. We unite the state in a message of hope and resilience while also engaging partners from all sectors to support prevention programs and services in their local communities.

Oregon's campaign includes:

- Distribution of digital materials that promote a better understanding of healthy child development and positive parenting practices.
- Promotion of partner campaign messages and activities through PCAO social media and website.
- Distribution of pinwheels purchased by local organizations for use in their Pinwheels for Prevention® campaign efforts.
- Distribution of exclusive campaign materials to Pinwheels for Prevention participants through Dropbox.

\*Participants are individuals, organizations, or companies, who officially joined the campaign by completing PCAO's campaign Commitment Form.

## **Ordering Pinwheels**

To maintain Pinwheels for Prevention® consistency, Oregonians wishing to use pinwheels for campaign events must use the official national pinwheel. See our website for annual ordering details.

## **Download Promotional Materials and Design Elements via Dropbox.**

Pinwheels for Prevention® Champions have access to the Pinwheels for Prevention Dropbox, containing templates available for downloading and editing, design elements, and other useful materials.

# OVERVIEW OF PREVENT CHILD ABUSE OREGON (PCAO)

## **PCAO History**

Prevent Child Abuse America was formed in 1972 to promote the healthy development of children and prevent child abuse before it ever occurred, and chapters began to form in states across the nation soon after. Oregon formed a chapter in 2007 as a joint venture between the Children's Trust Fund of Oregon (CTFO) and the Oregon Commission on Children and Families, supported by volunteers and advocates across the state. PCAO operated as an advisory program dedicated to the expansion of child abuse prevention programs in Oregon until 2017, when they launched as an independent organization.

## **Vision**

Every child, regardless of race, class, culture, or geography, lives in safe home in a supportive community.

## **Mission**

The mission of Prevent Child Abuse Oregon is to strengthen families and to prevent child maltreatment in all its forms.

## **Recent Activities**

- 2019** – Distributed 10,000 pinwheels with planned activities in 14 counties. Launched partnership with Southern Oregon Success to facilitate ACE's workshops throughout Oregon. Launched "Year of Basic Needs" partnership with Healthy Families Oregon.
- 2016** – Distributed 15,000 pinwheels to 100 organizations during Child Abuse Prevention Month and planted Pinwheel Gardens in all 36 counties in Oregon
- 2015** – Distributed 5,473 pinwheels to 15 organizations during Child Abuse Prevention Month and planted 16 Pinwheel Gardens
- 2014** – Co-Published the original research report, *Strengthening Oregon Families: Advancing Knowledge to Prevent Child Abuse & Neglect*.
- 2014** – Distributed 4,868 pinwheels during Child Abuse Prevention Month.
- 2013** – Co-Published the report *Preserving Childhood: Oregon's Leading Efforts to Prevent Child Abuse & Strengthen Families*

# MAKE IT HAPPEN – “HOW TO” IMPLEMENT THE CAMPAIGN

## GETTING STARTED IN 5 EASY STEPS

You're interested, but what's next?

1. Read through this *Campaign Guide to Pinwheels for Prevention*®.
2. Brainstorm ideas of how your community and organization can benefit.
3. Visit our website to submit a “2020 Commitment & Order Form” or order materials.
4. Get access to the Pinwheels Campaign Dropbox for all the materials you'll need.
4. Set up a Pinwheels planning group in your community.

**Start your Movement!**

## USE CORE CAMPAIGN ELEMENTS

Prevent Child Abuse America encourages creativity when implementing the Pinwheels for Prevention® campaign. To maintain national consistency and ensure nationwide success, the following four “must-have” strategic elements are required:

1. **Consistent use of the Pinwheels for Prevention® campaign name.**  
All local campaigns must use the Pinwheels for Prevention® campaign name.
2. **Consistent use of the official Pinwheels for Prevention® campaign logo.**  
The official campaign logo must be used in any graphic depictions of Pinwheels for Prevention®. Creative interpretations, use of the logo in colors other than those in the Dropbox, or use of other pinwheel depictions in relation to the Pinwheels for Prevention® campaign are not permitted. Logos available via the Pinwheels Dropbox.
3. **Consistent use of campaign messaging.**  
Campaign organizers are expected to deliver messages that are consistent with the research on furthering the message of child abuse prevention provided by Frameworks. *See Develop Cohesive & Positive Messages section on page 5 for more information.*
4. **Use of the national pinwheel.**  
Purchase or use of pinwheels is not required; however, organizers wishing to use pinwheels for their events must use the official national pinwheel. This maintains necessary consistency.

## **DEVELOP A TIMELINE & CHOOSE YOUR APPROACH**

### **Three Months Away (December - February):**

- Help organize a Pinwheels for Prevention campaign in your community.
- Brainstorm and finalize your plan. Here are some helpful questions to guide you.
  - Will we host a garden? Where will we host a garden? Do we need a permit?
  - Will we host a kick-off event?
  - How can we use Pinwheels for prevention to benefit pre-existing prevention efforts in our community?

### **One Month Away (March):**

- Confirm garden or event locations and pinwheel shipment dates
- Let PCAO know what your plans are so we can promote them too.
- Recruit volunteers or otherwise organize the logistics of the campaign
- Finalize signs and outreach materials for printing
- Write a media advisory or press release and contact media outlets to make sure they are aware. Examples of both can be found in your Dropbox files.
- Post information to websites and social media platforms
- Designate someone to take photos

### **One Week Away:**

- Send press release and photo to local media outlets (we can send examples by request).

### **Day of your Pinwheels for Prevention® Campaign:**

- Post photos to website and social media with this years' hashtags to promote connection between your events and other prevent child abuse events happening on a state and national level.
- Take photos, get footage, and collect quotes to use next year

### **Follow-Up and Celebration of Campaign:**

- Be sure to share your photos and success stories with PCAO by emailing them to **info@preventchildabuseoregon.org**
- **Complete PCAO's post campaign evaluation so we can continue to improve.**
- Measure the success of your campaign (based on your goals and measures).
- Consider documenting "what worked" or "lessons learned" for next year!
- Continue to spread the importance of prevention and healthy child development in your communities

## DEVELOP COHESIVE & POSITIVE MESSAGES

Research by the *FrameWorks Institute* for PCAA has found that specific strategies to promoting child abuse and neglect prevention are *more effective* than others. Horrific stories of child abuse and neglect may gain short-term media attention; however, research has found that this approach is unsuccessful in building lasting public will for effective prevention efforts. To promote long-term change, campaign messages should focus on highlighting underlying causes of abuse and neglect, proposing effective solutions, and engaging the community in positive and preventative action. Below are messaging suggestions for developing an effective Pinwheels campaign:

1. **Use “Social Math”.** Statistics may be difficult for all community members to understand and apply to their specific work and investment in prevention. Often “social math” can be more meaningful. For example, instead of saying your program served 800 children last year, you could say your program served one of every three kids in the community or the equivalent of all the students at one local elementary school.
2. **Focus on success stories.** Your audience likely knows that child abuse and neglect is a big problem; many may feel helpless to make a difference. By featuring compelling stories of people who have found ways to make a difference, you can empower others to act and make a difference in their own families and communities.
3. **Focus on the community.** Talk about the community and how it can support children and families in need! Empower people by raising awareness about common situations that can lead to abuse and neglect, such as skyrocketing unemployment, increasing homelessness, lack of affordable and quality childcare, lack of mental health services, underfunded schools, libraries and parks, and any issues specific to your community.
4. **Talk about the importance of healthy child development.** Child development is a foundation for economic and community development, as our children are the future of our society. Child maltreatment damages the developing brain and leads to learning and behavioral problems, as well as increased risk for long-term physical and mental illness. Effective child development strategies such as home visiting, treatment for maternal depression, Shaken Baby Syndrome awareness, healthy sexual development, and bullying prevention programs, lay a strong foundation for a child’s successful development. In addition, healthy child development, reduces long-term costs to society like crime, the cycle of abuse, health care, poor education, etc.). *Additional talking points are provided under the Media Outreach section of this toolkit, page 10.*
5. **Give specific examples of actions individuals, nonprofits, and businesses can take.** Ask parents, early learning providers, schools, businesses, religious organizations, media outlets and others to participate in specific ways. *A detailed list of what people can do is provided in the Community Engagement section of this guide Page 7.*
6. **Use pinwheels to represent positive messages.** Pinwheels can represent the number of healthy births in your community during a period or the number of families served by a local program, etc. The pinwheels can also convey a general message of support for prevention. *The pinwheels should **never** be used to illustrate negative themes e.g. the number of children injured, killed, or the number of abuse reports made.*

## INDIVIDUAL CALLS TO ACTION

The following four categories represent ways individuals can act on behalf of children. Use these categories when thinking about how to engage local community members and organizations.

1. **Educate** (yourself and others)
  - Learn about healthy child development as an effective means to preventing child abuse and neglect from happening in the first place
  - Learn about the programs and services offered in the community and what you can do to make sure they are available and accessible to families
2. **Participate**
  - Find out about ways you can volunteer to help local children's programs
  - Serve on a local or national committee or board benefitting families
3. **Advocate**
  - Write your elected officials to ask for their support of child abuse and neglect prevention efforts nationwide and/or in Oregon
  - [Join PCAO's mailing list](#) to get action alerts when there are opportunities to advocate.
4. **Donate**
  - **Support new parents by donating seasonal essentials to your local or nearby Healthy Families Oregon drop site. Information regarding donation items and drop off locations can be found here.**
  - Attend or host child abuse prevention fundraising events in your community
  - Make a personal financial contribution to Prevent Child Abuse Oregon or another organization that serves the critical needs of children in your community

*\*For tips on what organizations and groups can do see page 7.*

## PAST SUCCESSFUL PCAO PINWHEELS ACTIVITIES

*The opportunities to use pinwheels are endless.* Here are a few potential activities that have been successful in prior Pinwheels for Prevention® campaigns in Oregon:

- **Table display** – Set up a table with a vase of pinwheels and flyers and materials for parenting and other local programs.
- **Pinwheel garden** – Plant large pinwheel gardens on lawns, in local parks, or partner with local agencies or businesses to plant gardens on their property. See photos on page 8.
- **Host a fundraising event to kick-off your garden** – Some examples are run/walks, auctions, carnivals, rallies, etc.
- **Coordinate with your local General Federation of Women's Club** to organize a garden or other activity.
- **Contact your legislators and chambers of commerce** and encourage them to hold a Prevention Awareness Day or City/County leaders to make Proclamations.
- **Partner with your local schools** to hold a pinwheel decorating or coloring contest.

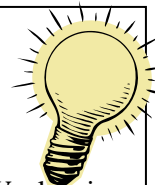


## ENGAGE YOUR COMMUNITY –EXAMPLES

Child abuse prevention is a year-round effort. You can use some of the following ideas to help generate on-going support for Pinwheels for Prevention® from a variety of community partners:

- **Individuals** can support local [Healthy Families Oregon sites](#) by donating season-based items focused on supporting new parents. More specific information regarding donation sites and items can be found here.
- **Businesses** can post Pinwheels for Prevention® campaign messages on their outdoor marquee signs, display campaign flyers and pinwheels in their store windows, display the campaign poster on their employee bulletin boards, host a lunch for employees and invite speakers to provide information on community resources, or host a family-friendly event such as a cookout with activities designed to encourage parent-child interaction.
- **Schools** can include articles on healthy child development and ideas for positive parent-child interaction in newsletters or sponsor an essay or art contest with a child development or family-oriented theme based on the school curriculum.
- **Churches or Synagogues** can sponsor support groups for parents, offer classes on parenting and child development, or provide members with ideas about how they can be good neighbors and provide opportunities for them to reach out to families in their communities.
- **Civic groups** can set up pinwheel gardens and distribute campaign flyers, posters or information on community resources to libraries, grocery stores, banks, shopping centers and other high traffic areas throughout the community.
- **Early Learning providers** can offer parents a list of available community resources (such as parenting classes or support groups), offer ideas for activities that help parents’ bond with their children, or provide an evening of free childcare for parents who need a break.
- **Law enforcement officials** can provide neighborhood and online safety presentations for businesses, schools, and religious or civic organizations.
- **Media outlets** can provide stories on community programs that are having a positive impact on children and families, report on the connection between healthy child development and healthy economic and community development and encourage businesses to adopt family-friendly business practices by recognizing family-friendly businesses in the community.
- **Local politicians** (mayor, city council, county commission, school board, etc.) can issue a declaration or proclamation recognizing Child Abuse Prevention Month or expressing their support for the Pinwheels for Prevention® campaign.

### More Bright Ideas!



- National Library Week is in the month of April. Ask your local library to feature resources on positive parenting and child abuse prevention.
- Host a community baby shower for your local crisis nursery, battered women’s shelter or homeless shelter.
- Organize a carnival or block party in your community.
- Organize a 5k run or golf tournament to benefit prevention programs in your area.

# ACTIVITY EXAMPLES

## PINWHEEL DISPLAYS, BANNERS, AND YARD SIGNS



## COLORING PAGES


You can engage children in Pinwheels for Prevention by downloading Pinwheel Coloring Pages via our Pinwheel Dropbox.



## MAKE YOUR OWN PINWHEEL ACTIVITY

You can also engage children, in your home, classroom, daycare, or other group, in making their own pinwheels! Download our Making Your Own Pinwheel page via our Pinwheels Dropbox.

**MAKING YOUR OWN PINWHEEL**



Here's a craft project that will allow children a chance to participate in your community's "Pinwheels for Prevention" activities. This activity can be used in schools, daycare centers, after-school programs, church groups, etc.

**Pinwheel Wind Collector**

**Materials**  
 A push pin  
 A square piece of construction paper (about 8.5" by 8.5")  
 A sharpened pencil with an eraser  
 Scissors

**Procedure**

1. Lay the square paper flat on a table and draw a line diagonally from each corner to the opposite corner.
2. Mark the center of the square where the two lines cross and punch a small hole through it with the pencil tip.
3. Next, cut along each line stopping about an inch from the hole in the center of the square.
4. Take the pin and punch a hole in the top left corner of each of the four flaps. (No two holes should be next to each other.)
5. Pick up a flap at a punched corner and carefully curve it over toward the center hole, securing it with the pin.
6. Repeat this for the other flaps.
7. When all four flaps are held by the pin, carefully fill the paper without letting the flaps unfold.
8. Lay the pencil flat on a table and carefully push the point of the push pin into the side of the eraser.
9. Now your pinwheel is complete and ready to go. Pick up the pinwheel near the pencil point and let it catch the wind.

**Pinwheels for PREVENTION**  
 www.preventchildabuse.org

# GET THE WORD OUT – “HOW TO” START A MEDIA MOVEMENT

## PROMOTE & SHARE YOUR LOCAL EVENTS

Our office receives many inquiries regarding local events taking place throughout Oregon in recognition of April’s Child Abuse Prevention Month. Send us your local event so we can post it! Let’s work together to easily share information with volunteers and community members and accurately capture the reach and scope of the Pinwheels for Prevention® campaign. This year we will also host a Child Abuse Prevention Month Calendar on our website where all activities will be posted and easily accessible.

## ENGAGE LOCAL MEDIA

Working with the media is an effective way to inform your community about your campaign to prevent child abuse and neglect. This section provides some tips and tools to help you work effectively with your local media outlets.

If your campaign event will be open to the public, the news media generally publicizes community events free of charge through their community calendars. Call and ask questions like:

- When is your submission deadline for community events?
- What information needs to be provided to your news source?
- What format should any information we have be provided in?

Remember that you can use the sample materials provided by PCAO in whole or in part, and with details specific to your community.

As you prepare to launch your local campaign, it is important that you identify a campaign spokesperson; ideally, this person is familiar with your local prevention efforts and has experience working with the media. Identifying a key campaign contact for the media ensures both good media relations and consistent delivery of key campaign messages.

## MANAGE TRADITIONAL & SOCIAL MEDIA PRESENCE

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### SUBMIT A MEDIA ADVISORY

Create and distribute a media advisory to announce your Pinwheels for Prevention® events and invite the media to attend. Media advisories should address: Who? What? Why? When? and Where? Distribute your media advisory in the body of an email or by fax three to five days prior to your event. Call reporters the day before your event to be sure they received the advisory and to confirm they will attend the event. *Sample media advisory can be found in Pinwheels Dropbox.*

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### SUBMIT PRESS RELEASES

Write your press release just like a news article. It should have an attention-grabbing headline and the most important information should be in the first paragraph, followed by supporting information. Print your press release on your organization’s letterhead and include contact information for someone who will be **available** and **able** to answer questions for reporters. If a press release is more than one page, the bottom of every page except the last should say “more.” The end of a press release is indicated by three-pound signs (like this “###”). *Sample Press release can be found in Pinwheels Dropbox.*

Press releases should be sent out in the body of an email before the event. Attach a few good photos from your past events to the email so the media can use them to illustrate the story. You can also post the press release and photos to your organization’s website to keep your supporters informed. *Pinwheel Garden photos available via Pinwheels Dropbox.*

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### SUBMIT LETTERS TO THE EDITOR

Letters to the editor must make a clear and compelling point in 150 words. To get an idea of what excellent letters look like - read the letters published in local papers. Most publications provide information on length limitations and how to submit letters on their websites. *Sample letter to editor can be found in Pinwheels Dropbox.*

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### USE SOCIAL MEDIA

People and agencies are connecting with each other and promoting the causes they support through social media. With Facebook, Twitter, Instagram, Pinterest, LinkedIn and YouTube, we can deliver messages and connect with others in a variety of ways. The following are some ideas for promoting child abuse prevention that we invite you to share with all your friends, followers, subscribers and others who connect with you through social media.

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## USE DESIGNATED HASHTAGS

Throughout April, Prevent Child Abuse organizations across the nation will all be using the same hashtags. Hashtags are important for driving traffic to your content and spreading your reach. Other Pinwheels for Prevention participants will be able to find your posts by searching these hashtags, allowing for more interaction and reach on your posts! Here's a list of this year's hashtags.

- #GreatChildHoods
- #CAPmonth
- #PinwheelsforPrevention
- #PreventChildAbuseOregon

**\*\*Below you will find an example of a social media calendar provided by Prevent Child Abuse America. REMEMBER, this is only an example. Your images and content may look very different based on your own local needs. We have specifically offered examples for Facebook and Twitter below, but the strategies are relevant to other social platforms such as Instagram, LinkedIn, and Pinterest.**



## FACEBOOK AND TWITTER

Here is a brief example of a social media content calendar with images, captions, and designated hashtags. Find us on Facebook [here](#), “like” our page, and comment on our posts. Here are some sample status updates you can use during Child Abuse Prevention Month

Using the recommended image sizes for each social media platform will promote engagement and reach. [Here’s a complete guide to social media image sizing.](#)

Date	Social art	File name	Post
F 3/27		(short video #3) 19-PCAA-002 Spring 2020 Campaign_Paid Social Video 3_F.mp4	DYK? April is Child Abuse Prevention Month. Wear Blue next Friday to make #GreatChildhoods happen! #CAPMonth #WearBlueDay 🌐 🌐 🌐
M 3/30		19-PCAA-002 Spring 2020 Campaign_Organic Social Objects_F_2.png	This Friday is #WearBlueDay, so get your blue on to make #GreatChildhoods happen! #CAPMonth 🌐 🌐 🌐 Find more ways to get involved here:
TU 3/31		19-PCAA-002 Spring 2020 Campaign_Organic Social Objects_F_3.png	We’re spinning our #pinwheelsforprevention this Friday. How about you? Let’s make #GreatChildhoods happen on #WearBlueDay! 🌐 🌐
W 4/1		19-PCAA-002 Spring 2020 Campaign_Organic Social Objects_F_2.png	April is Child Abuse Prevention Month, and we’re kicking it off (with blue shoes) on #WearBlueDay this Friday. 🌐 🌐 🌐 Find more ways to get involved here:
TH 4/2		(short video #3) 19-PCAA-002 Spring 2020 Campaign_Paid Social Video 3_F.mp4	Raid your closet for everything blue, because tomorrow is #WearBlueDay! 🌐 🌐 🌐 We’re going all out to make #GreatChildhoods happen—can we count on you to go blue, too?
F 4/3		19-PCAA-002 Spring 2020 Campaign_Organic Social Objects_F_3.png	Today’s the day! Wear your blue 🌐 🌐 🌐, spin your #pinwheels with pride, and tell everyone you’re committed to making #GreatChildhoods happen!



<p>M 4/6</p>		<p>(full campaign video) 19-PCAA-002 Spring 2020 Campaign_Infographic Video_F.mp4</p>	<p>Everyone—yes, even you, can make #greatchildhoods happen. Learn how you can get active in your community here.</p>
<p>TU 4/7</p>		<p>19-PCAA-002 Spring 2020 Campaign_Organic Social Objects_F_4.png</p>	<p>Home visits from Healthy Families America give parents like Raecine the help they need to create #GreatChildhoods for their kids. Learn ways you can help here:</p>

# Thank You!

For questions or concerns, please see contact information below.



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