

Plan a Pinwheels for Prevention Campaign

The Pinwheels for Prevention campaign reminds us to do all we can to ensure every child has a safe and healthy childhood. The blue pinwheel symbolizes happiness, and is the national symbol to raise awareness about the prevention of child abuse and neglect. Involvement in the campaign is easy and fun! Be creative!

Here are some steps parents and community leaders can take to promote pinwheels and focus attention on an important topic:

Plant a pinwheel garden somewhere fun. Be creative!

Include the pinwheel theme in activities at home. Make pinwheel-shaped cookies or bookmarks for neighbors, family, friends and coworkers.

Note five high-traffic areas you pass by daily. Seek permission to leave prevention resources and/or plant pinwheels in at least two of those locations.

Walk with your child and count the pinwheels in the neighborhood or in your shopping area. Plan to plant your own this year, or increase the number of pinwheels for future campaign years.

Hold a competition to see how many pinwheels you, your friends or your organization can distribute.

Encourage your child's school to hold a pinwheel art contest, a pinwheel coloring contest, or a pinwheel poster contest. Ask community groups and local businesses to display the pinwheel artwork.

Educate your social circles about the pinwheels' message. Ask them to display pinwheels in their windows, their gardens or yards, to wear a lapel pin, have a yard sign, and/or post pinwheels on their Blogs, Facebook, Instagram and Twitter sites.

Look for creative ways to display pinwheels. For example, add them to indoor flower pots, ask choirs to perform while holding pinwheels, build an art sculpture that incorporates pinwheels for display, and/or add the pinwheel image to your emails.

Share the meaning behind the pinwheel, which is a "happy and uplifting symbol of childhood." This is a reminder for each of us to do our part in preventing child abuse and neglect.

*This page is adapted with permission from the 2014 Virginia Coalition for Child Abuse Prevention.

Checklist for Pinwheels for Prevention

- Who is your audience —who are you trying to reach? What resources do you have to implement a pinwheel campaign? Can you partner with another organization, club, school, place of worship or others?
- Purchase pinwheels, pinwheel yard signs, and other resources to help share your message. Visit www.pcaky.org to learn more.
- Develop positive messages to ensure community members understand the reason for pinwheels.
- Take pictures and send to the local media, as well as to pcaky@pcaky.org so your efforts may be publicized.
- Host a ceremony to plant pinwheels. Involve local officials, neighborhood members, families, children, the media, etc. to participate! Choose a highly visible area for your display!

NOTE: Unless the ground is very soft, it is easiest to ‘plant’ pinwheels by first making a hole in the ground with a screwdriver. Once you have your hole, insert the stick of the pinwheel and tamp the ground around it. Chopsticks can also help make pinwheels go in and stay in the ground—simply push the chopstick into the ground and slide the pinwheels over the chopstick. PCAK has chopsticks and pinwheels for sale.

- Ask children to color pinwheel coloring sheets or make their own pinwheel. Display the pinwheel artwork in local businesses, schools or places of worship to create awareness.
- Host a Family Fun night, using pinwheels as the central theme. Host community vendors as resources, display pinwheels, provide parenting tips and resources to build protective factors, and create awareness through fun activities.
- Host a pinwheel themed breakfast or luncheon. Invite business leaders, those working with children and/or the community at large. Decorate with pinwheels and/or hand them out. Invite a speaker to attend and discuss child abuse prevention and strategies to strengthen families.
- Sell paper pinwheels. Donors can write their names on their pinwheel. Display the pinwheel throughout April. Contact PCAK for more information on paper pinwheels.
- Collect used cell phones and ink cartridges at pinwheel garden locations or during pinwheel events. Contact pcaky@pcaky.org to donate and recycle to raise funds for statewide prevention efforts.
- Host a Pinwheels for Prevention Party, game night or use an event you have planned to create awareness and collect funds for child abuse prevention.
- Purchase a virtual pinwheel on the Prevent Child Abuse Kentucky website: www.pcaky.org.