



Pinwheels for Prevention

Pinwheels for Prevention® is a nationwide campaign with the goal of engaging people in taking “extraordinary ordinary” actions that can reduce stress for families and increase resilience for kids—anything from writing a letter to the editor in support of family support programs to offering to babysit for a neighbor.

Why Positive Messaging is Important

Often negative messages are chosen regarding child maltreatment, in hopes the shocking material will win people to our cause. However, research indicates this tends to lead to hopelessness, bringing the audience to feel paralyzed, not knowing the next steps. Providing positive messaging instead, engages the public toward action and gets people involved in prevention.

To promote lasting change, messages associated with pinwheels must focus on proposing effective solutions and engaging people in positive, preventable action steps they may take. Avoid associating pinwheels with negative imagery, or numbers of substantiated cases or deaths. Consider using the number of live births in your community/region, or the number of children/families served by your organization. Provide messages that talk about the importance of healthy child development. Provide success stories. Give actions others can take to get involved in prevention.

For more information about messaging, please visit <http://www.frameworksinstitute.org/child-abuse-and-neglect.htm>

Messaging Ideas

- Commit to Prevent Child Abuse in Our County (replace “our’ with county name)
- Resources help plant hope – you can help!
- The Pinwheels for Prevention® campaign encourages everyone to take simple, ordinary actions to make a difference in the lives of children. What action will you take? Contact us to learn more.

- All children deserve a great childhood where abuse and neglect never occur. How will you help?
- The pinwheel represents our efforts to change the way we approach the prevention of child abuse and neglect.
- The Pinwheels for Prevention® Campaign reminds us of our ongoing responsibility to ensure every child has an equal opportunity for healthy development and a great childhood.
- How will you invest in keeping kids safe?
- Help our community thrive – keep children safe!
- It's your turn to make a difference!
- Child abuse prevention is everyone's business!
- Child abuse is preventable - it starts with YOU!
- Help Kids Thrive
- The power of one can make a difference.
- The winds of change start with you! Prevent child abuse and neglect.