

Pinwheels for Prevention Implementation Guidelines

Introduction

For over a decade, market research consistently has shown that the public views child abuse and neglect as a national priority. 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.

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. It is going beyond making Americans aware of our issue to motivating them to act.

Implementation Guidelines

Prevent Child Abuse America appreciates your interest in and support of this campaign, and is happy to welcome your organization as a participant in it. In doing so, you will be helping to spread the message that child abuse and neglect prevention is possible in your community.

For purposes of remaining consistent with the campaign branding and messaging, we ask that you adhere to the following campaign parameters. Beyond these core elements, you are encouraged to implement your efforts as creatively as you wish.

- In communication and/or signage associated with your efforts, the campaign name and/or logo must be used. This is important in order to maintain the connection between the campaign branding and the item at its center.
- You are welcome to equate the pinwheels with the number of children served by your agency. For example, if your agency served 3,000 children in 2009, plant 3,000 pinwheels in April. Whatever it means for your agency to serve a child – through Shaken Baby Syndrome programs, sexual abuse prevention or any other effort – this method allows you to promote your agency’s good work.
- You are also welcome to plant a pinwheel for every healthy birth in your community.
- Alternatively, you may opt for an approach not tied to statistics but rather offer people the opportunity to make a statement that they support your organization or child abuse prevention by buying and planting a pinwheel.
- *The only positioning not to be used is equating the pinwheel with deaths from or reported cases of child abuse in your community.* The research is clear that we must avoid negative frames so as not to reinforce images that are counter-productive to our new direction. Therefore, such positioning will not be allowed.

Agreement

As a participant in this campaign, I agree to adhere to the above points. Where applicable, I also acknowledge that the Prevent Child Abuse America chapter in my state “reserves the right” to be the lead agency on Pinwheels for Prevention in my state when it is capable or wishes to do so.

Signature

Date

