EVERYONE CAN MAKE #GREATCHILDHOODS HAPPEN.
ESPECIALLY YOU.
ESPECIALLY NOW!

Featuring Pinwheels in Socially Distanced Events & Activities

While large gatherings and events are discouraged during the ongoing pandemic, the iconic blue and silver pinwheels of the Pinwheels for Prevention campaign can still play a prominent role in your Child Abuse Prevention Month campaign. Share your ideas for socially distanced events and activities by emailing clolley@ounce.org, we will update this document with suggestions that may benefit a large portion of the network.

- Drive-in movie night
- Virtual event live on social media featuring key partners
- Car wraps / magnets on prominent vehicles such as first responders or community delivery vehicles
- Partner with a sponsor to purchase pinwheels and distribute them in smaller bundles to small businesses in the community (have posters or signs to accompany the bundles)

- Pass the Pinwheel video compilation
- Social media photo contests - examples: homemade/craft pinwheels, pinwheels in iconic places, pets wearing blue, etc.
- Pinwheel scavenger hunt
- Local social media influencers such as mommy bloggers or community calendar bloggers
- Series of video messages from prominent partners; be sure their backgrounds feature a pinwheel collection and/or they wear a pinwheel lapel pin

- "Light up Blue" - Blue lights on government buildings, fountains, parks, local landmarks, entertainment venues (include posters, banners, press releases, social media to explain purpose of lights)
- Sidewalk chalk, coloring sheet and other pinwheel art projects

- Distribute video tutorial of make-your-own pinwheel craft
- Morning or noon lifestyle shows on local networks to explain community pinwheel displays
- Radio interviews with local public radio to explain community pinwheel displays

- Engage faith-based partners to discuss pinwheels and their meanings during virtual services/meetings
- Utilize partner newsletters and email networks
- Provide images to community partners with digital displays, such as banks