



EVERY child  
deserves to  
grow up 



FEELING safe  
and loved 



#GreatChildhoods

Partner Toolkit  
2018



Pinwheels for  
**PREVENTION**  
Prevent Child Abuse  
Florida

# TABLE OF CONTENTS

Campaign Overview	2
Campaign Implementation	3
Using Core Campaign Elements	3
Developing Campaign Messages	4
Sample Calls to Action	5
Social Media	6
Getting the Word Out	6
Posting Your Local Event	6
Traditional News Media	7
Community Engagement	8
Partnerships	8
Proclamations	9
Pinwheel Displays, Banners and Yard Signs	9

## CAMPAIGN OVERVIEW

Prevent Child Abuse America launched the national Pinwheels for Prevention<sup>®</sup> campaign in April of 2008. The campaign symbol, a blue and silver pinwheel, is a reminder of the happy childhoods and bright futures that all children deserve, as well as the important role we each play in ensuring every child has an equal opportunity for healthy growth and development.

Prevent Child Abuse Florida adopted the Pinwheels for Prevention campaign in an effort to change the way our state approaches the prevention of child abuse and neglect. Florida's multi-channel social marketing campaign is funded by the Florida Department of Children and Families and includes:

- Statewide broadcast of television and radio public service announcements in English and Spanish. The PSAs focus on the many benefits of preventing child abuse and neglect before it ever begins.
- Distribution of printed materials that promote a better understanding of child development and positive parenting practices and encourage community engagement in activities that support families and promote healthy child development within the broader community.
- Coordination of a statewide campaign kick-off event/press conference to generate earned media coverage of child abuse prevention during April.
- Advertisement of local campaign events through a searchable database on the Ounce of Prevention Fund of Florida's Pinwheels for Prevention campaign page (<http://www.ounce.org/capevents.asp>).
- Promotion of campaign messages and activities through PCA Florida's Facebook page (<https://www.facebook.com/PreventChildAbuseFlorida>).
- Distribution of pinwheels purchased by local organizations for use in their Pinwheels for Prevention campaign efforts.
- Development of the collateral materials included in this implementation toolkit to equip local communities to participate in the Pinwheels for Prevention campaign.

Pinwheels for Prevention campaign materials are accessible through our campaign webpage at <http://www.ounce.org/CAPMonth.html>.





# CAMPAIGN IMPLEMENTATION

## USING CORE CAMPAIGN ELEMENTS

While Prevent Child Abuse America encourages creativity when implementing the Pinwheels for Prevention campaign, the strength of this national campaign lies in consistent use of a few core elements. National consistency and local flexibility can be maintained by honoring the following four “must-have” strategic elements that will lead to greater success with the campaign for all partners:

**1. Consistent use of the Pinwheels for Prevention campaign name.**

All local campaigns using materials provided by Prevent Child Abuse Florida must use the Pinwheels for Prevention campaign name. Our director of communications is available to assist local organizations in rebranding existing campaigns to make a smooth transition to Pinwheels for Prevention without loss of campaign momentum.

**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 identified in the graphic standards, or use of other pinwheel depictions in relation to the Pinwheels for Prevention campaign is not permitted.

**3. Consistent use of campaign messaging.**

While the story of prevention will vary from one community to the next, 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 Campaign Messages section of this toolkit for more information.*

**4. Use of the national pinwheel.**

Purchase or use of pinwheels is not a requirement; however, organizers wishing to use pinwheels for their campaign events must use the official national pinwheel. This requirement is a matter of maintaining national consistency and offering advantageous bulk pricing for all.

## DEVELOPING CAMPAIGN MESSAGES

Research conducted by the FrameWorks Institute for Prevent Child Abuse America has taught us that some approaches to promoting child abuse prevention are more effective than others. While horrific stories of child abuse and neglect may gain short-term media attention to increase public awareness about the problem; research shows that this approach is not successful in building lasting public will for effective prevention efforts.

To promote lasting change, our campaign messages must focus on exposing the underlying causes of abuse and neglect, proposing effective solutions to these causes, and engaging people in positive, preventative action. Here are a few guidelines for you to consider as you develop messages for your local Pinwheels for Prevention campaign:

1. **Avoid numbers.** There is nothing wrong with statistics, but if you do not look behind them, they can become a meaningless embellishment. If someone asks for specific numbers, use “social math” to make the numbers more meaningful to the audience. 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 realizes child abuse and neglect is a big problem and feels helpless to make a difference. By featuring compelling stories of people who have found ways to make a difference, you empower your audience to take action 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 to succeed and common situations that can lead to abuse and neglect in the community (e.g. skyrocketing unemployment, the growing number of homeless families, lack of affordable quality child care, lack of mental health services, underfunded schools, libraries and parks, etc.).
4. **Talk about the importance of healthy child development.** Child development is a foundation for community development and economic development, as our children are the foundation for the future of our society. Child abuse 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 efforts (such as home visiting, treatment for maternal depression, Shaken Baby Syndrome awareness, healthy sexual development and bullying prevention programs etc.) lay a strong foundation for a child’s successful growth and development while reducing the long-term costs to society (crime, the cycle of abuse, health care, poor education, lost productivity etc.). *Additional talking points are provided under the Media Outreach section of this toolkit.*

5. **Give specific examples of actions individuals, businesses and others can take.** Ask businesses, schools, religious and civic organizations, early learning providers, parents, media outlets and others to participate in specific ways like organizing volunteer activities, distributing materials to parents, making donations, etc. *Additional information is provided in the Community Engagement section of this toolkit.*
6. **Equate pinwheels with positive messages.** Pinwheels can be used to represent the number of healthy births in your community during a period of time, the number of children entering kindergarten at a local school, the number of children or families served by a local program, etc. The pinwheels can also be associated with a more general message of support for the prevention of child abuse and neglect. The pinwheels should **never** be used to illustrate the number of children injured or killed from child abuse and neglect or the number of reported cases of abuse and neglect.

For information on “Talking About Child Abuse and Neglect Prevention,” go to <http://www.frameworksinstitute.org/toolkits/canp/>.

---

#### SAMPLE CALLS TO ACTION

The following are four calls-to-action representing ways individuals can take action on behalf of children. You are welcome to adopt or adapt these calls-to-action for use in your local campaign.

1. **Educate** (yourself and others)
  - Learn about healthy child development as an effective means to preventing child abuse and neglect from ever 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**
  - Mentor children or families in your community
3. **Advocate**
  - Write your elected officials to ask for their support of child abuse and neglect prevention efforts nationwide and/or in Florida
  - Serve on a local or national committee or board
4. **Donate**
  - Attend or host child abuse prevention fundraising events in your community
  - Make a personal financial contribution to Prevent Child Abuse Florida or another organization that serves the critical needs of children in your community

## SOCIAL MEDIA

Social media is an inexpensive and effective way to share campaign messages with a large audience. Through Facebook, Twitter, YouTube, and blogs, 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 of your friends, followers, subscribers and others who connect with you through social media.

Social media plays a bigger role than ever and our toolkit has expanded exponentially to provide you more resources for a successful social media campaign. Images are available for Facebook, Twitter, Pinterest and Instagram. New web videos help us share important ways individuals can help.



## GETTING THE WORD OUT

### POSTING YOUR LOCAL EVENT

Each local event contributes to the success of our statewide recognition of Child Abuse Prevention Month. Posting your local event to our website allows us to easily share information with volunteers and community members. It also allows us to capture the reach and scope of the campaign. Please use the form located on the Ounce of Prevention Fund's Website at <https://www.ounce.org/capevents.asp> to post your event.

---

## TRADITIONAL NEWS MEDIA

Your local media outlets are important partners to help inform your community about your campaign to prevent child abuse and neglect. This toolkit provides tips and tools to work effectively with local media outlets.

If you are organizing a campaign event that will be open to the public, keep in mind that the news media generally publicize community events free of charge through their community calendars. Call and ask about submission deadlines, required information and desired format.

You can use the sample materials provided by PCA Florida in whole or in part, adding details specific to your community whenever possible.

As you prepare to launch your local campaign, it is important to identify a campaign spokesperson who is familiar with your local prevention efforts and can develop a positive relationship with media representatives. Identifying a key campaign contact for the media ensures both good media relations and consistent delivery of key campaign messages.

---

## SAMPLE TALKING POINTS

Sample talking points give you a starting point when speaking publicly, such as in an interview or at an event.

---

## PRESS RELEASE

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. Include contact information for someone who will be **available** and **able** to answer questions for reporters. The end of a press release is indicated by three pound signs (like this “###”).

Press releases should be distributed at your event to reporters who attend. Release should also be sent out in the body of an email immediately following the event. It is a good idea to attach a few good photos from your event 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.



---

## LETTER TO THE EDITOR

Letters to the editor must make a clear, compelling point in 150-300 words. To get an idea of what publishable letters look like, read the letters published by your local papers. Most publications provide information on length limitations as well on how to submit letters to the editor on their websites.

---

## OPINION EDITORIAL

Opinion editorials are typically 450-500 words and must be well written and timely. Call the editorial page editor to introduce yourself and briefly explain why you feel your opinion editorial is something that would interest the publication's readers. Explain how it addresses a current, high profile issue and offers a solution. You will need to include your name, title, organization and contact information with your submission. Some publications may also request a headshot.

## COMMUNITY ENGAGEMENT

---

### PARTNERSHIPS


The blue and silver pinwheel is the national symbol for the Pinwheel for Prevention campaign. Pinwheels displays have been used in a variety of creative and eye-catching ways to draw attention to the safe, healthy and happy childhoods we want for all children. When possible, use a banner or sign with your display so passers-by understand the connection.

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:

**Businesses** can post Pinwheels for Prevention™ campaign messages on their outdoor marquee signs, display campaign flyers 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

### More Bright Ideas!

- National Library Week is a month of April. Ask your 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.

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 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 their audiences with feature 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 development, and encourage businesses to adopt family-friendly business practices by recognizing the most 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.

---

## PROCLAMATIONS

Community partners may be willing to issue proclamations in support of Child Abuse Prevention Month or your event. A sample proclamation has been provided to get you started.

---

## PINWHEEL DISPLAYS, BANNERS AND YARD SIGNS

The blue and silver pinwheel is the national symbol for the Pinwheel for Prevention campaign. Pinwheels displays have been used in a variety of creative and eye-catching ways to draw attention to the safe, healthy and happy childhoods we want for all children. When possible, use a banner or sign with your display so passers-by understand the connection.