

## Pinwheels for Prevention

### Campaign Highlights

- ▶ The pinwheels campaign seeks to “reframe” the issue of child abuse and neglect. Instead of focusing exclusively on RISK FACTORS (poverty, unemployment, substance abuse, etc.) we are trying to focus on increasing PROTECTIVE FACTORS. Five protective factors have been identified:

1. Parental resilience
2. Social connections
3. Knowledge of parenting and child development
4. Concrete support in times of need
5. Social and emotional competence in children

The message we want to take to the public is that promoting positive childhood experiences will lead to the prevention of child abuse and neglect. We need to focus on community activities and public policies that prioritize prevention to make sure child abuse never occurs.

- ▶ National campaign objectives:
  - Generate greater awareness of the organization, mission and programs
  - Increase knowledge of child abuse and neglect prevention
  - Effect measurable changes in attitudes and beliefs toward child abuse and neglect prevention
  - Effect measurable changes in behaviors with regard to child abuse and neglect prevention that progress over time
- ▶ Pinwheels...
  - In and of themselves are NOT the message
  - Convey a happy and uplifting symbol of childhood
  - Are a relatively unique “brand symbol”, one that is not already used by most organizations
  - Are moved by another force, similar to the movement we want from the public to change the manner in which we value children
  - Should NOT be used to symbolize child deaths or tragedies (could use them to symbolize number of children served, number of advocate voices, number of programs provided, etc.)
  - Should be used year-round, not just during the month of April
- ▶ We must convey the message that child abuse prevention is an investment in children and an investment in our communities!