

## **Pinwheels for Prevention/Child Abuse Prevention Month 2009**

### **Talking Points**

- Healthy child experiences are not just good for children, but good for their communities as well.
- Stable, nurturing relationships influence a child's developing brain and provide a foundation for all future development.
- Healthy child development starts a chain of events that follow a child into adulthood.
- Child development is a building block for community development and economic development.
- We all play a role in raising children, whether we are neighbors, teachers, police officers, librarians, mentors, coaches or family members.
- Unfortunately, children are sometimes exposed to intensive stress like child abuse and neglect.
- Too much stress is bad for anyone and can be devastating to child development.
- Adverse experiences like child abuse and neglect often have lifelong consequences for a child.
- These consequences include a greater chance of delinquency, criminal involvement, drug addiction, chronic health problems, mental health issues and an overall drop-off in workforce productivity.
- This is where prevention comes into play, however, and this is where PCA Iowa is focusing its efforts through the national signature campaign, "Pinwheels for Prevention<sup>TM</sup>".
- The pinwheel represents PCA Iowa's efforts to change the way our state and nation think about prevention, focusing on community activities and public policies that prioritize prevention right from the start.
- The campaign is flourishing in Iowa and across the nation where nearly half a million pinwheels will be displayed in April.
- We're engaging partners such as local child abuse prevention councils, CPPC sites, Community Empowerment boards, ISU Extension, public health, Lutheran Services in Iowa, Visiting Nurse Services, Hy-Vee Food Stores, and AmeriCorps who stand by us in the belief that child abuse and neglect can and must be prevented.
- Programs and strategies like home visiting, parent education, mutual self-help support, mental health services for new mothers, expanding the availability of affordable daycare programming and substance abuse treatment all play a role in the prevention of child abuse and neglect.
- We all play a role in ensuring these programs exist in our communities.
- To learn more please visit [www.pinwheelsforprevention.org](http://www.pinwheelsforprevention.org).