

## Pinwheels for Prevention

Pinwheels for Prevention was created by Prevent Child Abuse America and its state chapters. It goes beyond making people aware of the issue of child abuse and neglect. It engages people to act to prevent it from ever happening in the first place. The campaign is built around the symbol of the pinwheel. Pinwheels are a happy and uplifting symbol of childhood. As a campaign symbol, a pinwheel conveys the message that every child deserves the chance be raised in a healthy, safe, and nurturing environment.

Building upon the great excitement and success of this year's Pinwheels for Prevention campaign, when more than 11,000 pinwheels were displayed in twenty-five counties in New York State, we are happy to share information about the 2009 campaign.

Prevent Child Abuse New York will again order pinwheels through Prevent Child Abuse America. They feature blue and silver mylar "petals," 7" in diameter, on a 12" blue plastic stick with [www.pinwheelsforprevention.org](http://www.pinwheelsforprevention.org) imprinted in white, directing traffic to the campaign microsite. The site will inform people about the campaign and the ways they can get involved on the local level whether through volunteering, donating or providing support of another kind, and include links to state chapters. We will again receive certification from the factory via the vendor that no harmful materials or child labor were used in the manufacture of these pinwheels.

Please be sure to place your orders in increments of 192 as that's how they are shipped by the vendor.

Agencies placing an order for 2009 will be asked to make complete payment by December 12, 2008. As an incentive for paying by then, we will reduce your order price by one cent per piece, no matter the size of your order. Regular pricing will be in effect for agencies wishing to pay by March 2, 2009. For either scenario, agencies will be asked to agree to their payment plans in writing by signing on the order form. While it is our intention to avoid the following policy if at all possible, and reach mutually agreeable payment schedules, Prevent Child Abuse New York will reserve the right to withhold shipment of pinwheels to any organization at the time the pinwheels arrive if that organization is not paid in full (or at least has a mutually agreeable payment plan in place).

We hope you will consider incorporating Pinwheels for Prevention into your existing Child Abuse Prevention Month activities. Ideas for implementing the Pinwheels for Prevention campaign include:

- Choose a highly visible location and "plant" a pinwheel "garden." Equate pinwheels with the number of children served by your agency or the number of births in your community. Use your pinwheels to promote the good you are doing in your community. Pinwheels, however, do not stand for deaths from child abuse or reported cases of child abuse. Pinwheels for Prevention is a positive campaign focused on solutions.
- Offer people in your community the chance to make a personal statement in support of your work by purchasing pinwheels.
- Let the media know about your pinwheel garden and its significance.
- Ask your local radio stations to run public service announcements in support of your campaign.

To assist with the development and display of your pinwheel garden, Prevent Child Abuse New York will provide you with an implementation kit that includes campaign positioning and messaging, sample press releases and PSAs, and other ideas. If you have any questions about the 2009 Pinwheels for Prevention campaign please feel free to contact me at 518-445-1273 ext 105 or [jdailey@preventchildabuseny.org](mailto:jdailey@preventchildabuseny.org).

Sincerely,

Jennifer Dailey  
Communications Associate

