



Pinwheels for **PREVENTION**[®]



Prevent Child Abuse
Kentucky

2011 Tool Kit

Table of Contents

Page 2

Page 3

Page 4

Page 5

Page 6

Page 7

Page 8

Page 9

Page 10

Page 11

Call to Action

Logo/Theme/Messaging

Tips and Activities

Most Spirited Pinwheel Campaign

**Most Spirited Pinwheel Campaign
Commitment Sheet**

Pinwheel Order Form

Pinwheel Lapel Pin Order Form

Pinwheel Coloring Sheet

**Making Your Own Pinwheel
Instruction Sheet**

Highlights from Across the State

For more information go to <http://www.pcaky.org/Pinwheels.html>.
Contact Janna Jordan at 859-225-8879 or jestepjordan@pcaky.org.

Pinwheels for Prevention is a social movement working to change the way the nation and Kentuckians think about child abuse prevention.

Calls to Action

1. Educate

Individuals are encouraged to educate themselves and others on:

- Healthy child development as an effective means to prevent child abuse and neglect from ever happening
- The programs and services offered to parents/caregivers in the community
- The ways they can bring Pinwheels for Prevention to their community

2. Participate

Individuals are encouraged to:

- Volunteer for and/or donate their professional expertise to prevention agencies/efforts
- Help get the word out by disseminating the Pinwheels for Prevention Campaign messaging via their “spheres of influence,” i.e. facebook, twitter, websites, community organizations or religious institutions to which they belong
- Subscribe to PCAK’s Mission Possible: Prevention Newsletter, facebook cause page or twitter account to stay informed

3. Advocate

Individuals are encouraged to:

- Write their elected officials, seeking greater support for child abuse and neglect prevention efforts statewide
- Visit the PCAK website for Legislative Updates

4. Donate

Individuals are asked to lend their support in any of these ways:

- Host or attend child abuse prevention fundraising events in their communities
- Make a personal financial contribution
- Sell paper pinwheels or actual pinwheels to your clients/customers/members

The Roles We Can Play

Educate: Learn more and educate others about child abuse prevention.

Activate: Volunteer your time and talent to organizations focusing on children, their families and the prevention of child abuse and neglect.

Advocate: Lend your voice to bring about change for Kentucky’s children and affect policies that impact children and the communities they live in.

Donate: Make financial gifts to support these efforts.

Logo and Theme

In keeping with national consistency, we ask that you use the blue and silver pinwheel logo, which can be found on our website at <http://www.pcaky.org/Pinwheels.html>.

You are invited to use messaging, create your own tagline or theme for your pinwheel campaign.

Example Messaging:

- In 2010, there were x number of reported cases of child abuse and neglect in x County.

Today these pinwheels represent the adults who provided a voice and advocated for these children.

Tomorrow, these pinwheels will represent children growing up in safe and nurturing homes.

- x number of pinwheels represent live births that occurred in x County during (place the year here).
- x number of pinwheels represent the x number of children served at (put your agency's name here).
- We can prevent child abuse.

Be creative-use your own positive message.

Statistics: Find recent statistics (i.e. number of children reported as victims of abuse or neglect per County) on the PCAK website at http://www.pcaky.org/stats_research.html.

Spreading the Message:

- Use social media (facebook, twitter, websites).
- Write op ed's for your local paper.
- Ask you local paper to attend your event or provide them with a press release regarding your event.
- Use office, organization or faith based newsletters.
- Get local businesses involved.
- Post flyers in business windows, at places of worship, in lunchrooms and more.

Tips and Activities:

- Host an event for children! Ask children to color pinwheel coloring sheets or make their own pinwheel. Display their work in schools, places of worship or businesses.
- Host a Pinwheel Breakfast. Invite parents and their children to attend a Pinwheel Breakfast promoting positive parent child interaction. Invite a speaker to attend to discuss child abuse prevention, Child Abuse Prevention Month, or provide parenting tips.
- Distribute parenting materials to parents and caregivers in your community through schools, daycares, places of worship or businesses.
- Plant a pinwheel garden in a highly visible area.
- Host a pinwheel march creating awareness for child abuse prevention. March, pinwheels in hand, to a selected destination where pinwheels can be planted.
- Create a pinwheel contest (i.e. utilize pinwheel coloring sheets, make your own pinwheels or create your own concept using the blue and silver pinwheel).
- Decorate store front windows, businesses, schools, buildings and more.
- Make Child Abuse Prevention Month bulletin boards utilizing pinwheels.
- Share your ideas with us, email them to jestepjordan@pcaky.org.



Participate in the 4th Annual Most Spirited Pinwheel Campaign for your chance to receive 5 Kids Are Worth It!® Conference scholarships

How:

- Brainstorm and create a Pinwheels for Prevention campaign to host in your community for April, Child Abuse Prevention Month 2011.
- Complete and send in your Participation Commitment sheet by March 24, 2011.
- Capture your campaign via pictures, newspaper articles, personal testimony, and more.
- Send in your Event Re-cap sheet (the Event Re-cap sheet will be made available at www.pcaky.org in March 2011) by May 18, 2011.

The organization/agency judged to be the most spirited campaign will receive 5 conference scholarships to the 2011 Kids Are Worth It!® Conference.

Congratulations to the following Most Spirited Campaigns!

2008: Lincoln County Early Childhood, Stanford

2009: Comprehend, Maysville

2010: Tri-County Mentoring Program of Cumberland River Comprehensive Care, Corbin

Last year's winner incorporated pinwheels and child abuse prevention messaging into an Easter Egg hunt, a local Child Abuse Prevention Conference, a tree dedication ceremony, educational outreach to parents, and after school programs where children painted t-shirts (shown below).



Most Spirited Pinwheel Campaign Commitment Sheet

DUE March 24, 2010 by 4 p.m.

Organization/Agency Name: _____

Contact Person: _____

Contact Email Address: _____

Business Address: _____

Business Phone Number: _____

Please provide a summary of your Pinwheel Campaign: _____

By participating in the Pinwheels for Prevention campaign, _____

_____ (name of agency/organization/ or individual), agree to

the following guidelines:

- 1.) To promote the pinwheel in a positive manner- representing children and child abuse prevention in a positive manner (ex: please do not utilize pinwheels to represent the number of child fatalities).
- 2.) To send in the re-cap form by May 19, 2010 to be considered for the KAWI scholarships.
- 3.) 100% of proceeds from pinwheel sales/fundraisers will go directly towards programs promoting the overall well-being of Kentucky's children.
- 4.) The above named organization or business has not participated in or associated with any activities that would be inconsistent with PCAK's mission, goals and principles.

Agency/Organization Representative's Printed Name: _____

Agency/Organization Representative's Signature: _____

Date: _____



Pinwheels for
PREVENTION
Prevent Child Abuse
Kentucky

Blue and Silver Pinwheel Order Form

The blue and silver pinwheel head is 7 inches in diameter and the pinwheel stick is 12 inches long.

Organization: _____ Date: _____

Contact Name: _____ Telephone: _____

Mailing Address (deliveries cannot be made to a P.O. Box) : _____

City: _____ State: _____ Zip Code: _____

Email Address: _____ Kentucky Counties Covered by your

Organization's Pinwheel Efforts: _____

Price Per Quantity:	Quantity/ Ordered/Price	Shipping & Handling =10% of order/\$5 minimum on all orders	Tax (if applicable) 6% of order (prior to shipping & handling)	Order Total
25-499 pinwheels = .36 cents each				
500-999 = .35 cents each				
1,000- 2,499 = .34 cents each				
2,500 + = .32 cents each				
	/ \$			\$

Example:

Price Per Quantity:	Quantity/ Ordered/Price	Shipping & Handling =10% of order/\$5 minimum on all orders	Tax (if applicable) 6% of order (prior to shipping & handling)	Order Total
25-499 pinwheels = .36 cents each				
500-999 = .35 cents each				
1,000- 2,499 = .34 cents each				
2,500 + = .32 cents each				
	500 /\$175	\$17.50	Tax Exempt	\$ 192.50

Method of Payment

- Check** is enclosed. Payable to Prevent Child Abuse Kentucky.
- Authorized government or institution Purchase Order attached or will be sent. **P.O. #** _____

Credit Card _____ Visa _____ Mastercard Credit Card # _____

Expiration Date ____ / ____ / ____

Name on Card (please print) _____ Signature _____

Pinwheels orders placed prior to February 25th will be shipped at the end of February, 2011.



Prevent Child Abuse
Kentucky

Send, email or fax orders/payment to:

Prevent Child Abuse Kentucky

300 East Main Street, Suite 110

Lexington, KY 40507

Phone: 859-225-8879/1-800-CHILDREN

Fax: 859-225-8969 Email: jestepjordan@pckay.org



Pinwheel Lapel Pin Order Form

Product Description:

The Pinwheels for Prevention lapel pins are made from Zinc Alloy die measure at 1-3/8”H X 3/4”W, feature a standard military clutch and individual poly bags.

Organization: _____ **Date:** _____

Contact Name: _____ **Telephone:** _____

Mailing Address: _____ **City:** _____

(Deliveries exceeding 10 pins cannot be made to a P.O. Box.)

State: _____ **ZipCode:** _____ **Email Address:** _____

Price Per Quantity:	Quantity/ Ordered/Price	Shipping & Handling (See Shipping Costs)	Tax (if applicable) 6% of order (prior to shipping & handling)	Order Total
1 lapel pin = \$1.50 10 or more sold = \$1.25 each				
Shipping Costs 1-5 pins = \$0.44 cents 5-10 pins = \$1.00 10-30 pins = \$2.50 30+ pins = \$4.60	/ \$			\$

Example:

Price Per Quantity:	Quantity/ Ordered/Price	Shipping & Handling (See Shipping Costs)	Tax (if applicable) 6% of order (prior to shipping & handling)	Order Total
1 lapel pin = \$1.50 10 or more sold = \$1.25 each				
Shipping Costs 1-5 pins = \$0.44 cents 5-10 pins = \$1.00 10-30 pins = \$2.50 30+ pins = \$4.60	5 / \$7.50	\$0.44	Tax Exempt	\$7.95

Method of Payment

- Check** is enclosed. Payable to Prevent Child Abuse Kentucky.
- Authorized government or institution Purchase Order attached or will be sent. **P.O. #** _____
- Credit Card** _____ Visa _____ Mastercard _____ Credit Card # _____

Credit Card Expiration Date _____ / _____

Name on Credit Card (please print) _____ Signature _____

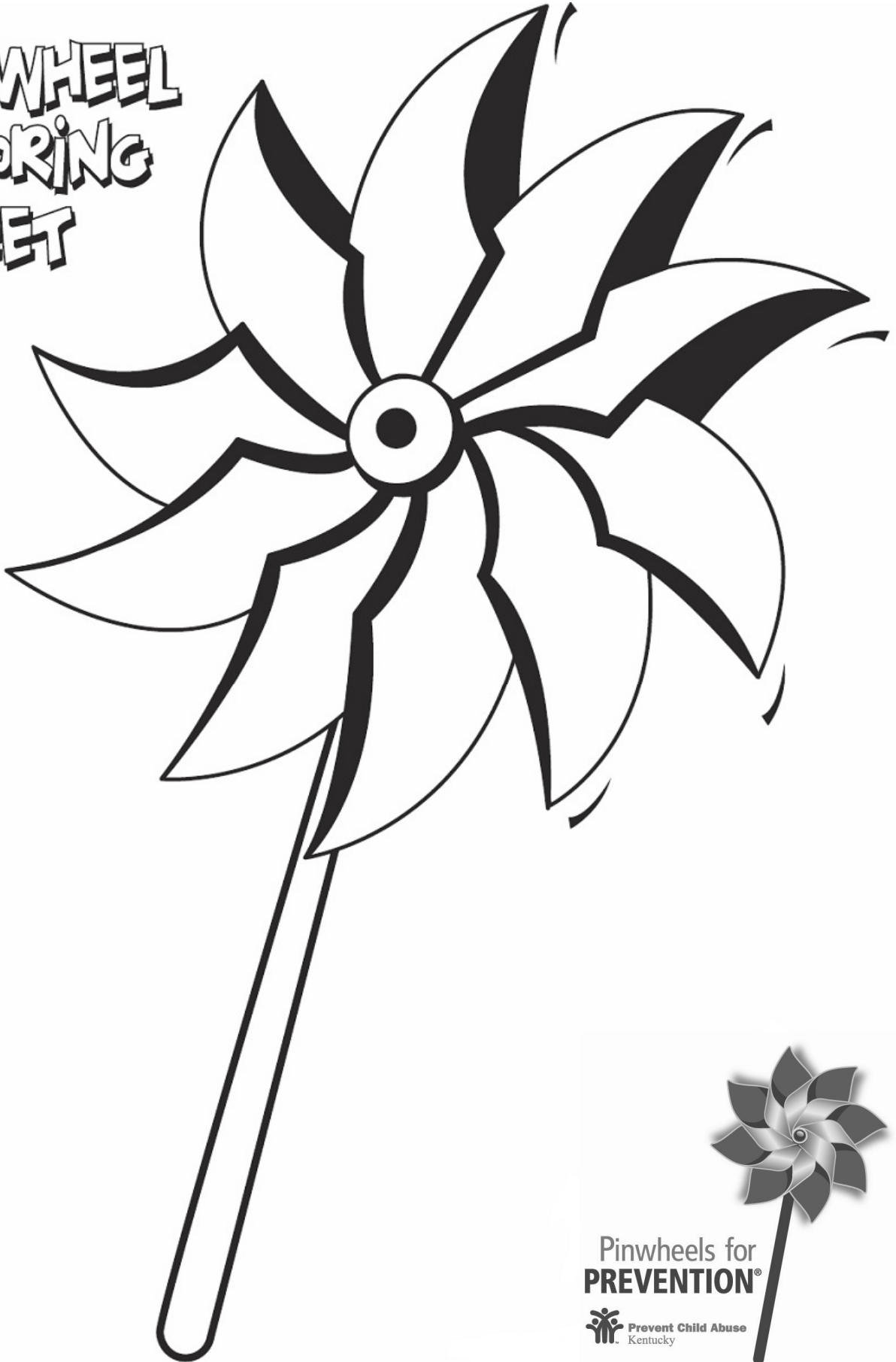
Your order will be sent on or before March 1, 2011.

Send, email or fax orders/payment to:

Prevent Child Abuse Kentucky
300 East Main Street, Suite 110
Lexington, KY 40507
Phone: 859-225-8879/1-800-CHILDREN
Fax: 859-225-8969 Email: jestepjordan@pcaky.org



**PINWHEEL
COLORING
SHEET**



Pinwheels for
PREVENTION[®]

 **Prevent Child Abuse**
Kentucky

MAKING YOUR OWN PINWHEEL



Here's a craft project that will allow children a chance to participate in your community's "Pinwheels for Prevention" activities. This activity can be used in schools, daycare centers, after-school programs, church groups, etc.

Pinwheel Wind Collector

Materials

- A push pin
- A square piece of construction paper (about 8.5" by 8.5")
- A sharpened pencil with an eraser
- Scissors

Procedure

1. Lay the square paper flat on a table and draw a line diagonally from each corner to the opposite corner.
2. Mark the center of the square where the two lines cross and punch a small hole through it with the pencil tip.
3. Next, cut along each line stopping about an inch from the hole in the center of the square.
4. Take the pin and punch a hole in the top left corner of each of the four flaps. (No two holes should be next to each other.)
5. Pick up a flap at a punched corner and carefully curve it over toward the center hole, securing it with the pin.
6. Repeat this for the other flaps.
7. When all four flaps are held by the pin, carefully lift the paper without letting the flaps unfurl.
8. Lay the pencil flat on a table and carefully push the point of the push pin into the side of the eraser.
9. Now your pinwheel is complete and ready to go.
Pick up the pinwheel near the pencil point and let it catch the wind.



Pinwheels for Prevention Highlights from across the State

