



### **Florida's Pinwheels for Prevention Public Awareness Campaign**

PCA America launched the national Pinwheels for Prevention campaign in April of 2008. PCA Florida adopted it in the same year in an effort to change the way our state approaches the prevention of child abuse and neglect. Florida's multi-channel social marketing campaign includes:

- Statewide broadcast of Emmy Award winning TV and radio public service announcements in English, Spanish and Creole. These PSAs focus on the many benefits of preventing child abuse and neglect before it ever begins.
- Distribution of printed materials in English, Spanish and Creole that promote a better understanding of child development and positive parenting practices and encourage community engagement in activities that support healthy child development. (Family Development – A Caregiver's Guide)
- Coordination of a statewide campaign kick-off event to generate earned media coverage of child abuse prevention in April called "Pinwheels in the Park"
- Advertisement of local campaign events through a searchable database on the Ounce of Prevention Fund of Florida's website
- Promotion of campaign messages and activities through PCA Florida's Facebook page
- Distribution of pinwheels purchased by local organizations for use in their Pinwheels for Prevention campaign efforts
- Development of the campaign implementation toolkit to equip local Child Abuse Prevention month coordinators

The logo for "Pinwheels in the Park" features the word "Pinwheels" in a large, blue, stylized font. A blue pinwheel is positioned above the letter 'i'. Below "Pinwheels" is the phrase "IN THE PARK" in a smaller, blue, blocky font, flanked by two blue tilde symbols (~).

# Pinwheels ~ IN THE PARK ~

Prevent Child Abuse Florida, the Florida Department of Children and Families and more than a dozen of our partners in prevention invite you, your family and your friends to attend Pinwheels in the Park. This free public event will be held at E. Peck Greene Park in Downtown Tallahassee (across from the Downtown Library on Park Ave. side) on Saturday, April 5, 2014 from 9 AM to Noon.

Join us for a fun morning out for the entire family! Parents and caregivers will receive resources about positive parenting, healthy child growth and development, and resources and services available to families in our community. Everyone will enjoy a variety of top-notch family-friendly entertainment.

This event is part of Florida's Pinwheels for Prevention® campaign to change the way we think about prevention. The campaign symbol, a blue and silver pinwheel, is a reminder that we all have a role to play in ensuring every child has an equal opportunity for a happy childhood and a bright future.

For more information, or if you would like to volunteer to help with this event, please contact Kimberly Fahmie at 850-921-4494, extension 141.