

Pinwheels for Prevention a Success!

Pinwheels for Prevention is a national movement that not only makes citizens aware of the issue of child abuse and neglect, but also engages people to act to prevent it from ever happening in the first place. Through the *Pinwheels for Prevention* Campaign, PCA Louisiana wants to convey the message that every child deserves the chance to be raised in a healthy, safe and nurturing environment.

In just our second year, the *Pinwheels for Prevention* Campaign exceeded all expectations. Over 30,000 pinwheels were distributed throughout the state. A driving force in our success was due to the Department of Social Services (DSS) and the Department of Health and Hospitals putting out an all-call to their staff, with DSS alone raising over \$40,000. The employees were creative in their fundraising efforts by having garage and bake sales to raise additional dollars. Their enthusiastic response reflects that those who work with children and families know that prevention is a necessary component in ensuring healthy children and families.

Once again, St. Luke's Episcopal School and LUBA Workers' Comp in Baton Rouge joined the campaign. The St. Luke's Episcopal School students brought in donations, and on April 24th they planted their pinwheels in the front of the school. To further their fundraising efforts, Dr. Johnnie Hunt, DDS, generously matched the students' donations. LUBA Workers' Comp gathered their employees together and celebrated with a



LA Department of Social Services Secretary Kristy Nichols presents Pinwheels donation to Anna Fogle of Prevent Child Abuse Louisiana.

planting ceremony. In addition to these efforts, we partnered with over 60 entities across the state as sponsors and planting sites. For a complete list of sponsors, please visit www.pcal.org.

We know that child abuse and neglect can be prevented. Among other factors, it takes the entire community's involvement to strengthen our families and protect our children. See below for ideas on ways that you can get involved to ensure that Louisiana's children and families are nurtured and supported throughout the year.

What can you do beyond Child Abuse Prevention Month?

As a member of the community:

- Help organize after-school programs for your neighborhood children.
- Offer to check in on your neighbor's latch-key children.
- Introduce children to the arts: museums; children's theater and concerts; libraries.
- Volunteer for a non-profit organization that supports families.
- Contact your local officials to advocate for policies that strengthen and support families.
- Become a foster or adoptive parent.

As a parent:

- Establish a regular, everyday routine for your children; they function better when they know what to expect.
- Develop a support system that you can rely on for help when needed.
- Don't be afraid or embarrassed to ask for help.
- Look for ways to reduce stress in your life, and develop a list of ways to cope with stress that cannot be avoided.
- Spend time with your kids.
- Be fair and consistent in discipline.
- Show affection to your children.
- Teach children to respect others.
- Contact 1-800-CHILDREN (244-5373) for parenting help by phone.