



Prevent Child Abuse
Louisiana

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Press Release

FOR IMMEDIATE RELEASE

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Prevent Child Abuse Louisiana's "Pinwheels for Prevention™" Campaign Continues to Grow During Child Abuse Prevention Month 2009

BATON ROUGE – March 9, 2009 – Once again, they're popping up in front yards, at community events and in front of local businesses and schools; and they're spinning statewide as the country takes a moment during April to recognize Child Abuse Prevention (CAP) Month. They're pinwheels and nearly 25,000 will be distributed statewide as a centerpiece of our new campaign, "Pinwheels for Prevention™." The pinwheel represents PCA Louisiana's efforts to change the way our state thinks about prevention, focusing on community activities and public policies that prioritize prevention right from the start to make sure child abuse and neglect never occur.

It's simple really. The actions we take to promote healthy child development are the very actions that help to prevent child abuse and neglect, like parent-child interaction, reading and constructive play. And healthy child development starts a chain of events that follow a child into adulthood. It leads to a more educated and productive workforce, which is good for community development and economic development. At a time when we all care about the economy, it just makes "cents" to spend more time learning how stable, nurturing relationships influence a child's developing brain and provide a foundation for all future development.

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. This is where prevention comes into play, and this is why PCA Louisiana's Pinwheels for Prevention campaign was initiated.

Pinwheels for Prevention also represents PCA Louisiana's efforts to highlight the fact that we all play a role in raising children whether we are neighbors, teachers, police officers, librarians, mentors, coaches or family members.

"We all play a role in raising children," says PCA America President and CEO Jim Hmurovich, "and given this we all play a role in not just healthy child development, but the prevention of child abuse and neglect. Please learn more about what we are doing in communities like yours, please support this campaign, and please do whatever you can to ensure the prevention is a priority in your community, state and the nation at large."

To make prevention a priority, the public needs to ask themselves the following questions:

- What are the things I can do to foster good, healthy child development in my community?
- Am I knowledgeable about the legislation that supports prevention on the local and federal levels?
- How can I support prevention at the local and federal level?

Pinwheels for Prevention is defining prevention in a number of ways in communities across the country. The campaign is based on the belief that which the public understands that child abuse and neglect is a serious



problem, it doesn't necessarily understand what it means to prevent child abuse and neglect before it occurs, or that what the public cares about – the economy, rising health care costs, and animal abuse among other things – are related to preventing child abuse and neglect.

Abuse and neglect often have lifelong consequences for a child, including a greater chance of delinquency, criminal involvement, drug addiction, chronic health problems, mental health issues and an overall drop-off in productivity of the individual as a functioning member of our communities.

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, and we all play a role in ensuring these programs exist in our communities.

PCA Louisiana and the Pinwheels for Prevention campaign are calling for everyone to join this grassroots movement which focuses on healthy child development, creating stable, stimulating and loving environments for all children, and preventing child abuse and neglect before it ever occurs.

ABOUT PINWHEELS FOR PREVENTION

Pinwheels for Prevention is the grassroots signature campaign for PCA America and its 47 chapters nationwide. The pinwheel represents PCA Louisiana's efforts to change the way our state thinks about prevention, focusing on community activities and public policies that prioritize prevention right from the start to make sure child abuse and neglect never occur.

For more information, please visit www.pinwheelsforprevention.org and www.pcal.org.

ABOUT PREVENT CHILD ABUSE LOUISIANA

Started in 1986, PCA Louisiana is a volunteer-based organization dedicated to preventing the abuse and neglect of our state's children. Our mission, "To prevent the abuse and neglect of our state's children" is carried out through the development, implementation and support of child abuse prevention activities in Louisiana. PCA Louisiana programs, listed below, work to stop the cycle of child abuse:

- ***Kids Are Worth It!* Conference on Child Abuse and Neglect** – annual state-wide conference attracts social workers, child protection workers, law enforcement officials, day care workers, teachers and others who work with children to learn the latest in prevention and treatment for child abuse and neglect.
- **KIDLINE, 1-800-CHILDREN** – a statewide, telephone service offering crisis intervention, support, parenting information and referrals
- **Nurturing the Families of Louisiana™** -- a structured, weekly program designed to help parents and children reduce dysfunction and build healthy, positive interactions
- **Internet Safety** – launched in May 2007 in partnership with Cox Communications and the Louisiana Attorney General's office to provide a state-wide education initiative to keep children safe from predators on the Internet

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