



**Prevent Child Abuse
Louisiana**

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Press Alert

FOR IMMEDIATE RELEASE

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Pinwheel Gardens Planted Throughout State in honor of Child Abuse Prevention Month

Baton Rouge – April 1, 2008 – Pinwheels will be spinning in the winds of change blowing nationwide this April during Child Abuse Prevention Month. Nearly a half million pinwheels have been distributed nationwide by Prevent Child Abuse America (PCA America) as a demonstration of the fast-growing belief that we can prevent – not just respond to – child abuse and neglect. Here in Louisiana, Prevent Child Abuse Louisiana (PCA Louisiana) has ordered over 25,000 pinwheels that will begin sprouting up on many street corners at local businesses, hospitals and organizations.

As of today, our partners include, Our Lady of the Lake Regional Medical Center, Lake Primary Care Physicians, LUBA Workers' Comp, Department of Social Services - Office of Community Services, Louisiana Children's Trust Fund, Lincoln Financial Advisors, Metabolic Clinic, Sweet Wishes, Baton Rouge General Medical Hospital, dentist Johnnie Hunt, the Links, Byrd High School, Gaye Verges and Gene Bozeman, and the Terrebonne Parish District Attorney's Office. Each of these entities will plant pinwheels to show their support of our efforts.

These are the events taking place in the Baton Rouge area:

April 7	1:30pm	Press Conference OCS State Office 627 N. Fourth St
April 11	TBD	Employees Planting of Pinwheels LUBA Workers' Comp 2351 Entergy Drive
April 25	3:00pm	Louisiana Children's Trust Fund Birthday Celebration/Pinwheel Event BREC 6201 Florida Blvd.
April 26	12:00pm	Bikers Against Child Abuse (BACA) Ride to State Capitol State Capitol - Front Steps

"We are so excited to be a part of the *Pinwheels for Prevention* campaign, and the implications it can have on our state and our programming," stated Anna Fogle, President/CEO, PCA Louisiana. "The number of families that we are servicing and impacting is phenomenal. Associating our work with a symbol of happy, healthy and safe children will bring attention to the monumental affect that nurturing and strengthening families has on the reduction of child abuse and neglect."



The *Pinwheels for Prevention* movement is bringing the belief in prevention to life in a number of ways in communities nationwide. The movement is based on the belief that we must do more than simply respond to cases of abuse through prosecution and intervention – we need to provide programs and policies that focus on the child development process, engage communities and create conditions that allow parents to be the kinds of parents they want to be. These programs and policies include strategies such as home visiting, parent education, mutual self-help support, mental health services and substance abuse treatment.

Prevention priorities have historically lagged behind abuse response measures such as intervention and prosecution, but the “winds of change” have clearly begun to blow. The *Pinwheels for Prevention* movement began in the wake of a study released in January by PCA America and the Pew Charitable Trusts. The study documents pervasive and long-lasting effects of child abuse and neglect on children, their families and society as a whole. The study calculated the total economic impact of child abuse and neglect at \$103.8 billion for 2007 alone.

ABOUT PREVENT CHILD ABUSE LOUISIANA

Started in 1986, PCA Louisiana, the state chapter of PCA America, is a statewide, nonprofit organization committed to preventing the abuse and neglect of our state's children. PCA Louisiana offers parenting education, prevention programs, public education and advocacy efforts to value children, strengthen families and engage communities. 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

Interested parties are encouraged to contact our office to participate in a pinwheel planting in the region. For more information, please visit www.pcal.org or call 225-925-9520 ext. 216.

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