

Press Release

FOR IMMEDIATE RELEASE

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COMING SOON

'Pinwheels for Prevention®' Sweeps Across the Country and Louisiana to Help Tackle Child Abuse's \$103.8 Billion Price Tag

BATON ROUGE – March 25, 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.

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.

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.

The \$103.8 billion cost of child abuse and neglect includes more than \$33 billion in direct costs for foster care services, hospitalization, mental health treatment and law enforcement. Indirect costs of over \$70 billion include loss of productivity, as well as expenditures related to chronic health problems, special education and criminal justice services.

PCA Louisiana and its *Pinwheels for Prevention* campaign call for everyone to join this grassroots movement to turn our priorities and choices toward more comprehensive and effective ways to develop communities that are healthy, safe and nurturing for all children and all families.



"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."

Businesses, organizations and individuals are encouraged to contact PCA Louisiana to sponsor a "planting" of a pinwheel garden to show their support of our programs that help to prevent child abuse and neglect. Sponsorships range from \$250 - \$5,000. Please email loren@pcal.org for more information or visit our website at www.pcal.org.

ABOUT PINWHEELS FOR PREVENTION

Pinwheels for Prevention is the grassroots signature campaign for PCA America and its 43 chapters nationwide. The pinwheel has come to symbolize a person's commitment to truly preventative measures, such as home visitation services, parent education and the overall re-prioritization of our policies, programs and resources to ensure that every child in the United States is provided with a healthy, safe and nurturing home and an involved, supportive and caring community.

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

ABOUT PREVENT CHILD ABUSE AMERICA

PCA America, founded in Chicago in 1972, is the nation's leading organization working solely to prevent the abuse and neglect of our nation's children. Through its chapters in 43 states and its voluntary home visitation services provided by Healthy Families America® in more than 400 communities nationwide, PCA America helps provide healthy, safe and nurturing experiences for more than 100,000 families every year.

For more information, please visit www.pcal.org, www.preventchildabuse.org and www.healthyfamiliesamerica.org.

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