

2020 Pinwheels for Prevention Event Summary



The Pinwheels for Prevention® campaign is conducted during National Child Abuse Prevention Month as a way for individuals and organizations to raise awareness about preventing child maltreatment. This year, "Pinwheels for Prevention" partners had to quickly modify their awareness approaches due to the COVID-19 pandemic. Despite these challenges, numerous partners continue to raise awareness about Child Abuse Prevention (CAP) in the month of April. Summaries from 23 organizations representing 9 counties in Nevada were received! Participants showed their support by wearing blue on GO BLUE! Day, posting on social media about CAP Month, displaying pinwheels at homes or organizations, and many more creative ways! Detailed summaries of this year's "Pinwheels for Prevention" participation follow in alphabetical order by county.

GO BLUE! Day April 3rd

National Child Abuse Prevention Month began this year as community members and agencies “turned the state blue” in commemoration of the 5th annual GO BLUE! Day. Prevent Child Abuse Nevada sold 2020 Pinwheels for Prevention T-shirts and a portion of all proceeds goes toward furthering the prevention efforts of child abuse and neglect. Events that took place on April 3rd in celebration of GO BLUE Day are provided in the summaries below.



CARSON CITY

April 2nd, 2020—Pinwheel Planting at Classy Seconds Thrift Store

On Thursday, April 2nd the staff of Advocates to End Domestic Violence proudly planted over a hundred pinwheels at Classy Seconds Thrift Store, one of the funding sources for the agency. The store is located on Hwy 50, a major thoroughfare in Carson City, where approximately 30,000 cars passed by the display each day during the month of April. The agency also published over 10 different posts on their Facebook page, with responses of about 50 likes and numerous shares.



April 3rd-Ron Wood Family Resource Center



Ron Wood Family Resource Center in Carson City staff wore blue on April 3rd for GO BLUE! Day. Throughout the month they handed out sanitized pinwheels. The staff also colored pinwheels for display and added prevention taglines to their email signatures. Clients were encouraged to place the pinwheels in their yard or in an apartment window for the community to see. Coloring pages were given to clients to take home as well.

Month of April-Northern Nevada Child and Adolescent Services

Despite many at Northern Nevada Child and Adolescent Services working remotely, they teamed up with Miss Lake Tahoe - Nevada, Natasha Spalka to plant pinwheels for prevention at their Enterprise location. Natasha will be competing for the Miss Nevada title in June.



CLARK

April 2, 2020-Nevada CASA Association

State CASA board members and Maya (dog) showed their support for Child Abuse Prevention Month by wearing blue and sharing their pictures on the CASA Facebook page. Their posts reached 518 people, had 24 engagements, 16 likes and 1 share. CASA also changed their Facebook banner during April to show their support.



April 3rd-Sunrise Children's Hospital and Sunrise Hospital and Medical Center



All the staff at Sunrise Children's Hospital and Sunrise Hospital and Medical Center, in Las Vegas, NV, were encouraged to wear blue on April 3rd, 2020 for National GO BLUE Day. Pinwheels were passed out to patients and families who visited Sunrise Children's Hospital during the month of April in which approximately 250 staff wearing blue passed out 75 pinwheels to patients and families.

Month of April- Olive Crest

Even though this year's turnout was not as expected, Olive Crest reached over 4,500 followers through Facebook, their social media platform, and only means of participation.



Month of April-Las Vegas Urban League Early Childhood Connection

The Las Vegas Urban League Early Childhood Connection commemorated the 2020 Prevent Child Abuse – Pinwheels for Prevention campaign through the following activities:



- ECC staff were encouraged to participate in #GOBLUEDay on April 3rd.
- They posted photos of staff on all of their social media platforms on April 3rd wearing their blue, and used the hashtags provided by the campaign.
- They provided staff with their own pinwheel-making kit and coloring sheets; all staff will receive a pinwheel for their desks/office when offices reopen.
- They shared handouts with all staff (83) on child abuse statistics as well as prevention and abuse techniques.
- Staff received information about and participated in training events provided by PCAN/NICRP during the month of April on a variety of topics related to abuse prevention and education.
- Prior to the shut-down, they partnered with three K-12 classrooms that were going to have their own pinwheel gardens and provide coloring sheets to post at the ECC office.
- The ECC Pinwheels Committee provided information about PCANV and pinwheels too, enlisting the support of neighboring businesses to participate in their pinwheel garden planting which was scheduled for April 3rd.

DOUGLAS

Month of April- CASA of Douglas County

For two weeks in April, CASA of Douglas County displayed a very large color banner to promote awareness for Child Abuse Prevention Month. The banner hung across Hwy 395 in Gardnerville.



ELKO

Month of April-Elko Family Resource Center

EVERYONE CAN MAKE
#GREATCHILDHOODS HAPPEN.
ESPECIALLY YOU. ESPECIALLY NOW!



Due to Covid-19, the Family Resource Center had to cancel their Family Empowerment Fair planned in collaboration with CAP Month. Alternatively, postings on their social media (i.e. Facebook and Instagram) promoted awareness and encouraged their community to color pinwheels to show their support.

LYON

Month of April: Boys & Girls Clubs of Mason Valley



The staff at all of the sites of the Boys & Girls Clubs of Mason Valley participated in the GO BLUE NV day on April 3rd by wearing their blue shirts that Friday. Many of the staff planted pinwheels at their homes in addition to their sites, and shared these photos/videos encouraging people to “GO BLUE!” Free pinwheels for the community were announced with many individuals getting pinwheels for themselves out of the kindness rock garden. Make your own pinwheel crafts and free lunches were handed out to 50+ kids at their Hawthorne unit. They also posted about GO BLUE! for Nevada on Facebook, having 50+ likes, and 6 shares on their 4 posts.

Month of April-Lyon County Human Services

Lyon County Human Services staff, family and community partners wore blue on April 3rd for GO BLUE! NV Day. Lyon County Human Services staff delivered pinwheel bouquets and blue ribbons to businesses and community partners asking them to display the bouquet and wear ribbons in honor of Child Abuse Awareness.

Through the COVID-19 pandemic, a social media campaign took place on Facebook through April among numerous Nevada agencies. This collaborative approach was taken between Lyon County Human Services, Division of Child and Family Services, Yerington Paiute Tribe, Juvenile Probation, Lyon County School District, CASA, Boys and Girls Club of Mason Valley and District Attorney's office. Lyon County School District had an art contest and LCHS conducted the annual pinwheel coloring contest.

Pinwheels were displayed at community partner locations throughout the county as well as businesses that were open during the pandemic. Lyon County School District and the City of Fernley signed a proclamation declaring April Child Abuse Prevention Month. With the social distancing requirements, Lyon County School District created a collage via Padlet.com (www.padlet.com/lcsd/connected) which had 47 posts and featured 74 individuals who wore blue for GO BLUE! NV Day. Lyon County Human Services posted pictures on Facebook and had 500+ likes and 5 shares. WIC Lyon County's Facebook pictures had 1600 +likes.



NYE

April 17, 2020-Nevada Outreach Training Organization and CAC



Nevada Outreach Training Organization, CAC staff, family, and friends wore blue (27 people total) on April 17th, 2020 for Child Abuse Awareness month. They posted 12 pictures on Facebook, receiving 253 likes and 13 shares.

They also partnered up with their local Little Caesars Pizza who distributed 250 pinwheels to families who purchased pizza.

PERSHING

Month of April-University of Nevada Cooperative Extension Office of Pershing County & Pershing County Community Center

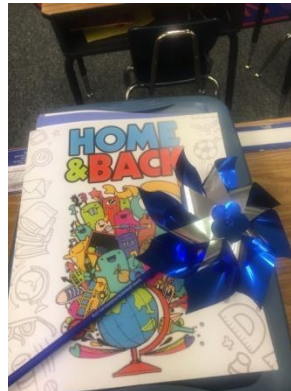
University of Nevada Cooperative Extension Office of Pershing County and Pershing County Community Center participated in the Pinwheel Campaign this year. Since the office was closed due to the COVID-19 virus, staff wore blue and planted the pinwheels in four planters in the front of the building. They had an estimated 215 acknowledgements on Facebook and several shares. Leftover pinwheels will also be distributed to kids once the office reopens.



STOREY

Month of April-Gallagher Elementary School & Hillside Elementary School

Storey County School District's Gallagher Elementary School and Hillside Elementary School both distributed pinwheels and informational materials from Prevent Child Abuse Nevada at their learning materials distributions in Early April. They distributed approximately 150 pinwheels and pinwheel coloring pages. Here are pictures of a pinwheel with materials distributed and the principal of Hillside Elementary School, Brent Judy, who distributed pinwheels there.



WASHOE

April 3rd-Washoe County Library System



In lieu of hosting the collaborative Pinwheels for Prevention event with their friends at the Children's Cabinet on April 3, Washoe County Library System invited participants from all library branches and departments to wear blue in recognition of Child Abuse Prevention Month. Over 1/3 of their staff participated, totaling 42 staff and their families (including furry friends). Three composite pictures were created and shared via the Library's Facebook, Instagram, and Twitter feeds. On Facebook they reached 1, 426 people with 229 engagements, one comment (from Children's Cabinet) and 8 shares, Instagram received 74 likes and on twitter they had 767 impressions (people who saw it) and 26 total engagements.

Month of April-Nevada Center for Excellence in Disabilities

Given that they were unable to physically host any events this year, they promoted and discussed with their workshop trainees and entire NCED group The Pinwheels for Prevention Campaign as well as April's Child Abuse Prevention month. Originally, they had planned to share pinwheels and the information with our trainees in Elko, Pershing, Lander, and Humboldt, but as all of their April classes were moved online, they shared it with everyone who enrolled in their workshop series. NCED had participants from the counties of Elko, Washoe, Lyon, Carson, and Clark. In addition to wearing blue on April 5th, the NCED group took pictures to post on their Facebook and newsletter. They also included information about April's Child Abuse Prevention month and the Pinwheel's for Prevention Campaign. This information was disseminated throughout the entire state of Nevada.

During their NCED meeting, 17 of their colleagues participated in wearing blue for their picture to distribute on their NCED Facebook page, Positive Behavior Supports of Nevada page, and the NCED newsletter. The newsletter has an audience of over 1,000 people, and 13+ people liked and/or shared the information on Facebook.



Month of April-Children's Cabinet



For the 7th year in a row, The Children's Cabinet collaborated with Washoe County Library System to raise awareness, through the celebration of children and families in Washoe County. This year, they were planning on hosting their community event at Sparks Library located at 1125 12th Street, Sparks, NV 89431 on Friday, April 3, 2020. As in previous years, they reached out to local organizations to volunteer, providing fun activities for the kids, and vital resource information for families. The list of organizations included: *Bikers Against Child Abuse (BACA)*, *Domestic Violence*

Resource Center, *Immunize Nevada*, *Nevada Public Health Foundation*, *Northern Nevada R.A.V.E. Family Foundation*, *Paws 4 Love*, *The Discovery Museum*, *Tu Casa Latina*, and *Washoe County Human Services Agency (WCHSA)*. The COVID-19 pandemic prevented them from safely hosting this important event to their community families. Although Children's Cabinet was unable to put on their Pinwheels for Prevention Community Event in 2020, they showed their solidarity by planting pinwheels in front of their Reno office for commuters and pedestrians passing by (whenever the northern gusty winds weren't too busy blowing the poor pinwheels away!). Their staff members took time to get into the spirit of celebrating children and families by wearing blue and posing for some *Pinwheels* pics; practicing social distancing, of course! Nonetheless, the Children's Cabinet is looking forward to co-hosting their next community Pinwheels for Prevention event scheduled to take place at Sparks Library in April 2021.

Month of April-Boys and Girls Club Truckee Meadows

Boys & Girls Club of Truckee Meadows participated in Pinwheels for Prevention a little differently this year!

Instead of having large gatherings, they displayed pinwheels at the front desk for over 100 families to see! They were also displayed at their Food Pantry where they provided 100-120 boxes of groceries weekly. The pinwheels were planted along with the Stay Home for Nevada Signs at the Club and at employee's homes. The Pinwheels brought some color and some sparkle to a difficult time for so many!



Month of May- Washoe County School District



Two-hundred fifty Washoe County Kindergarten Teachers created a Kindergarten Class Pinwheel Garden to celebrate Child Abuse Prevention Month. Most of the teachers displayed the blue pinwheels in their front yard so walkers, joggers, bikers, stroller passengers, and passing vehicles would notice. They believe every garden was enjoyed by at least 10 people for a total viewing impact of 2,500 individuals. Additionally, kindergarten teachers wore blue, conducted a virtual class meeting by the class pinwheel garden, and made a collective wish for a healthy

childhood for all. Some families joined the class meeting with their kindergartener. A few teachers posted on social with #GOBLUENV.



Boys and Girls Club of Truckee Meadows

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ESPECIALLY NOW