

2021 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 modify their awareness approaches due to the COVID-19 pandemic. Despite these challenges, numerous partners continued to raise awareness about Child Abuse Prevention (CAP) in the month of April. **PCANV received summaries of over 67 events and efforts from community agencies and businesses representing 11 counties in Nevada!** 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 2nd



National Child Abuse Prevention Month began this year as community members and agencies “turned the state blue” in commemoration of the 6th annual GO BLUE! Day. Communities from across the state wore blue to show support for the essential work needed in Nevada and across the country to ensure a better, safer future for all children. Events that took place on April 2nd in celebration of GO BLUE! Day are provided in the summaries below.

CARSON CITY

April 2nd — Advocates to End Domestic Violence and Prevent Child Abuse Nevada



AEDV and PCANV hosted the Annual Pinwheel Planting Ceremony on the Nevada Legislature Lawn on Friday, April 2nd. Volunteers from the Ron Wood Family Resource Center, Washoe County CASA, and many other organizations joined to assist with planting. The day started off with speeches from Washoe County Sheriff Balaam, Assemblywoman Jill Tolles, District 25, Assemblywoman Lisa Krasner, District 26, Kelly Brandon, CC DA’s Office, Tiffany Story, and Washoe County CASA. The Damonte Ranch High School Lunch Choir along with Youth Theater Carson City, led by Andie Wilkerson provided inspiring musical entertainment. The blue pinwheels playfully spinning covered the entire lawn, representing the joyous and carefree childhood all children deserve.

Month of April – Western Nevada College Child Development Center

Western Nevada College Child Development Center, Bears and Wildcats classroom planted a Pinwheel Garden on Friday April 9th. Their Pinwheel Garden remained in the front of the Child Development Center at WNC for all students, staff and visitor to enjoy. The pinwheels were then able to go home with their students.



CHURCHILL

April 2nd – Churchill County CASA



On Friday, April 2, Mayor Ken Tedford, Commission Chairman Pete Olsen and other dedicated community leaders and members gathered at Millennium Park for the joint proclamation between the County of Churchill and the City of Fallon, declaring the month of April as Child Abuse Awareness month for Fallon. The proclamation was presented to Brooke Shyne, project director for Fallon's Pinwheel program and a member of Churchill County's Social Services department.

Month of April – Churchill County Social Services

During the month of April, Churchill County Social Services hosted a kick-off event on April 2nd, Go Blue! Day, and placed pinwheels in prominent places around their town. They encouraged everyone in their office and partnered with 18 other agencies to wear blue, and distributed pinwheel flower pots to businesses around town. They campaigned on Facebook throughout the month with varying levels of engagements.



April 2nd — The Children’s Cabinet Southern Nevada



The Children’s Cabinet distributed pinwheels to eleven child care centers, one family care center, and one flower shop. Eight staff members showed their support by planting a garden at their homes. On April 2nd, a Staff member and her hiker buddies wore blue and set up a display for Go Blue! Day in recognition of Child Abuse Prevention Month.

April 16th — CASA Program of the Eighth Judicial District Court

The Program of the Eighth Judicial District, in conjunction with the CASA Foundation of Las Vegas, hosted its annual pinwheel planting event in front of the Family Court Services Building, on Friday, 4/16/21 to help raise awareness about the Child Abuse Prevention campaign and to motivate people to get involved to help a abused or neglected child achieve a brighter future.



Nearly 500 blue pinwheels were planted by CASA Program staff, CASA volunteers, Dependency Court Judges and Hearing Master, Court Administration staff, Nevada CASA Association and various community partners, including Legal Aid Center of Southern Nevada, Department of Family Services, foster parents, and University Medical Center. The display which also included a large banner was viewed by thousands of people daily during the month of April.

Several TV stations were present to capture photos and interviews, which were shown during prime time news. Additional photos and video links were disseminated in CASA’s April electronic newsletter to over 5,000 subscribers and shared through their various social media platforms. These multiple social media postings and Child Abuse Awareness profile pictures generated over hundreds of likes, comments and shares. These postings also featured various hashtags: #ChangeAChildsStory, #GoBlue, #PreventChildAbuse, #PinwheelsForPrevention, #ChildAbuseAwarenessMonth and #BecomeACASA.

Month of April – Las Vegas Urban League Early Childhood Connection

The Las Vegas Urban League continues to support healthy and happy childhoods for all children through its participation in Prevent Child Abuse month during April. As part of their efforts to continue to inform and educate about child abuse awareness and prevention, the agency participated in the following events throughout the month:

- April 2nd Go Blue! Day: staff were invited to wear blue and sent photos to post on social media using designated PCAN hashtags.
- Invited staff to use PCAN virtual backgrounds throughout the month.
- Provided each staff member with a “Planting the Seeds for Prevention” mini planting pot and flower seeds with an inspirational message to continue to “grow the message” of healthy childhoods.
- Provided staff with pinwheels coloring sheets, pinwheel making kits and/or ready-made pinwheels for their photos or to plant at home.
- Emailed child abuse prevention information and resources to staff each week in April, including from PCA America, and online and virtual trainings that staff could participate in, as well as the PCAN Conference in June.



Month of April – Rape Crisis Center



The Rape Crisis Center teamed up with the Shade Tree to deliver the Enough Abuse Campaign to their staff and shelter clients. The Enough Abuse Campaign is a program that seeks to educate parents, schools, youth organizations, and the community about child sexual abuse and ways to prevent it. Using the “It’s Not Just Jenna” program, which is a real-life story of a family whose daughter experienced abuse by a close family friend. The Rape Crisis Center was able to provide training to their team and clients on the red flags and behavioral changes a child can display when they are experiencing the abuse, typical tactics of abuse including grooming behaviors, how to prevent abuse from happening, and lastly what to do if a child does disclose sexual abuse.

Month of April – UMCSN

Team members across their hospital and clinics wore UMC blue in recognition of National Child Abuse Prevention Month and Go Blue! Day.



Month of April – Nevada Center for Excellence in Disabilities



Nevada Center for Excellence in Disabilities

Prior to and during CAP Month, Nevada Center for Excellence in Disabilities partnered with Positive Behavior Support of Nevada (PBS-NV) to host two workshops during the month of April titled “PBS 101: Building

Cooperative Behavior.” Both events were virtual, and flyers were sent out to all of their regular Healthy Home Life contacts in the rural regions (Pershing, Humboldt, Churchill, Elko, Lander, and Lyon) as well as Washoe and Clark. The events were posted on the PBS-NV website, newsletter, and Facebook page. The two trainings occurred on April 15th and April 21st. The training discussed how parents and/or professionals working with parents can utilize 5 different preventative strategies to see more cooperative behaviors in the home and decrease the likelihood of non-cooperative behaviors.

Month of April – Glimmer of Hope

Glimmer of Hope works with disadvantaged youth and children, many of which are in foster care. During the month of April they dedicated some sessions with their clients to discuss the topic of child abuse. While children colored their pinwheel papers, they discussed how abuse can come in many different forms, the importance of talking to a trusted adult if they themselves, siblings, or someone they know are experiencing any form of abuse. They also discussed warning signs while in classrooms and other places where children gather. Each child and family member who participated in the discussions of child abuse prevention received a pinwheel to display outside of their home.

Month of April – Family and Child Treatment of Southern Nevada

FACT staff and clients participated in the Pinwheels for Prevention Campaign by displaying the pinwheels throughout the office common areas with the message of April being Child Abuse Prevention Month. Each therapist gave out pinwheels to individual clients. The color pages and the DIY pinwheels were utilized as group activities in their youth groups. They also shared a message, the photos of their pinwheels and the DIY activities on their Facebook page for their followers to enjoy and share.



Month of April – Las Vegas Clark County Library District



The Southern Nevada Chapter of the Nevada Association for the Education of Young Children and The Las Vegas Clark County Library District teamed up to sponsor a community event celebrating all things STEAM (Science, Technology, Engineering, Arts, Mathematics) with children ages 0-5 and their families. PCANV was invited to participate and facilitated a pinwheel STEAM activity to promote the exploration of science. Parents also received materials on positive parenting tips and child abuse prevention.

Month of April – Sunrise Children’s Foundation

Due to the continued struggle of Covid-19, Sunrise Children’s Foundation was not able to hold any in person events. But still were able to participate in Pinwheel for Prevention month by delivering Pinwheel kits to families.



DOUGLAS

Month of April – CASA of Douglas County

CASA Douglas County displayed the signature blue pinwheels in front of their two court house and in front of their Community Center. There were approximately 25 in each location and remained there throughout the month. For one week, they displayed a very large color banner to promote awareness for Child Abuse Prevention Month. The banner hung across Hwy 395 in Gardnerville.



ELKO

April 16th – Shoshone-Paiute Tribes- Tribal Social Services

The Shoshone-Paiute Tribes Pinwheel Project went well. It was held in conjunction with their Tribes Birthday Celebration, on Friday, April 16th. The Pinwheels were placed throughout the Tribal Headquarters Compound and an informational booth was set up with materials on child abuse prevention, along with the gals who head-up the Tribal Domestic Violence Program.



Month of April – Family Resource Centers of Northeastern Nevada



The Family Resource Centers of Northern Nevada had a social distance event where they planted pinwheels around the Elko County Court House. This event was accompanied with an article in the Elko Daily Free Press explaining what the pinwheels represent and the importance of bringing awareness to child abuse prevention.

HUMBOLDT

Month of April – Boys & Girls Clubs of Truckee Meadows

The Boys & Girls Club of Truckee Meadows were honored to participate in Pinwheels for Prevention in 2021. All of their locations across Washoe, Lyon, Humboldt, and White Pine County participated in one way or another! They had an organization wide coloring contest which their members look forward to all year. The winners from each site were displayed at their main location for the month of April. All of their Clubhouses across the state also held Pinwheel plantings with their members. The Boys & Girls Club support that every child has the right to a safe and happy childhood!



Month of April – Winnemucca Domestic Violence Services, Inc.

WDVS was able to partner with the Boys and Girls Club of Winnemucca and have the kids join them in planting pinwheels, coloring the color pages and listening to a short speech on the importance of finding an adult to confide in as well as the services of WDVS that fall in line with child abuse services.



LYON

Month of April – Boys & Girls Clubs of Truckee Meadows

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Month of April – Lyon County Human Services



Lyon County Human Services hosted a number of events and efforts to support Pinwheel for Prevention month, starting off with the presentation to the Lyon County School District Board of Trustees and Proclamation approval for April to be recognized as Child Abuse Prevention Month. On April 2nd they hosted pinwheel plantings in Dayton, Fernley, Yerington and Silver Springs. The gardens were in public parks in each community with signs stating "Lyon County Human Services support April as Child Abuse Prevention Month" in order to

show what the Pinwheel symbolizes. They participated on Go Blue! Day. Lyon County Children's Service staff delivered pinwheel bouquets and blue ribbons to community partners and local businesses to spread awareness. They had pinwheel coloring contest with 104 submissions. The majority of their submissions came from the Boys and Girls Club of Mason Valley as well as Lyon County WIC and Home Visiting programs.

MINERAL

Month of April – Consolidated Agencies of Human Services



Consolidated Agencies of Human Services started off Child Abuse Prevention month by putting out displays on March 30th to all the businesses around town. On April 2nd, they went out and did pinwheel gardens at the Convention Center, Justice Court, Sheriff's Office, District Court, Library, and the Elementary School. Since April 2nd, was also Go Blue! Day, they all wore Child Abuse Awareness Shirts. On April 3rd, they held their Child Abuse prevention event.

They were also able to work side by side with Hawthorne Elementary School, and did a dress up week with them to help spread awareness about child abuse and got the local Jr. High student council to make a short video lightly explaining child abuse and what the dress up week means so the elementary school kids could watch and understand what they are spreading awareness for and how important it is. The dress up week was a big hit with the themes they chose.

They closed up the week with the school by having their kindergarten, third grade, and the fourth come out and put pieces of ribbon on their school fence. By doing so they were promising to always speak up against child abuse.

NYE

Month of April – Nye County Child Advocacy Center

NCCAC Staff and family members wore blue on April 2nd for Go Blue! Day, to show their support. Several Faith Based Communities promoted wear blue day on April 4th. Pictures were posted on their Nevada Outreach Facebook page, shared on local community pages, and all of their personal Facebook pages. They also had a booth at the Wild West Extravaganza April 30-May 2nd, they partnered with Pioneer Territory CASA Agency to promote Child Abuse Awareness. They displayed pinwheels and flyers at the booth and passed them out to families and children that attended the event.



WASHOE

Month of April – Washoe Legal Services



Washoe Legal Services partnered with Washoe CASA Foundation and the Child Advocacy Center to create a city-wide awareness campaign. Joint sponsorships were obtained from Great Clips, Renown Health, St. Mary's Hospital. WLS also had contributions from Bremer Whyte Brown & O'Meara LLP, McDonald Carano, Plenium Builders, Northern Nevada Hopes, Silverman Kattleman Springgate Chtd., Meadows Bank, Gunderson Law Firm, Jennifer Rains, and Judge Cynthia Lu. CAPM pins were distributed to all

WLS staff, the Reno Police Department, and the Washoe Sheriff's Department. These pins were worn throughout the month of April on their uniforms to raise awareness in the community. They also had advertising support from Lamar Advertising, which provided multiple digital billboards around town to display awareness artwork and verbiage. There were several resorts & casinos that also supported the cause through digital marquee sign space. These included: The Nugget Resort, The Grand Sierra Resort, The Atlantis Resort, The Row Reno (specifically the Silver Legacy), and the CW Network.

Several events were attended, held, and promoted by Washoe Legal services. Washoe Legal Services attended the kickoff to the campaign in Carson City at the State Capitol and spoke about their mission and what services they provide to the community. They held their own BBQ kick off for “Go Blue! Day” on April 2, 2021 at the WLS office where all staff attended, received their pins and advocacy bracelets, and planted pinwheels and yard signs. They also distributed educational materials, pinwheels, yard signs, and calls to action to 30 local law firms that currently have attorneys serving on their pro bono panel. These law firms displayed pinwheel gardens and yard signs throughout the month of April.

Daily social media posts were made across several platforms. These platforms include Facebook, Twitter, and Instagram. They included statistics, calls to action for attorneys to take pro bono Child Advocacy cases, donation requests, and helpful information to help children and families. Media kits were created and distributed to all local media outlets including print, television, and radio. WLS website also included CAPM on their events page with pictures, resources, and a call for action.



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Month of April – The Northern Nevada Children’s Cabinet



For the 8th year in a row, The Children’s Cabinet collaborated with childcare providers across Northern Nevada as well as community partners in Washoe County to raise awareness for child abuse by hosting the Pinwheel for Prevention event. Many community partners who joined the event were Bikers Against Child Abuse (BACA), Safe Embrace, Northern Nevada R.A.V.E. Family Foundation, Tu Casa Latina, Capability Health, Washoe County Library and the Sheriff’s Department. The COVID-19 pandemic prevented

them from safely hosting this important event in person. However, through networking, they were able to host it virtually. Although Children’s Cabinet was unable to put on Pinwheels for Prevention Community Event in 2021, they showed solidarity by planting pinwheels in front of their Reno office for commuters and pedestrians passing by. Their staff members took time to participate by wearing blue and posing for some pictures.

Month of April – Washoe CASA Foundation



Washoe CASA Association hosted a number of outreach event and efforts this year, including Billboard and marquee advertising! They had commitments from Grand Sierra Resort, the Nugget, the Peppermill and the Atlantis for CAPM to displays on April 2nd (“Go Blue!” Day) and the month of April.

They had 35 preschools signed up to receive pinwheels, yard signs, posters, coloring sheets, child abuse prevention stickers, “Happy Family” activities, as well as information for teachers on recognizing child abuse. They had the preschools wear blue on April 2nd, display the pinwheels and conducted sessions with teachers on child abuse detection and resources.

Washoe CASA Association also provided pinwheels, yard signs, posters and “Child Abuse Prevention” lapel pins to active duty officers with the Washoe County Sheriff’s Department, Reno Police Department and Sparks Police Department. Child Advocacy Centers perform briefings to the officers regarding collaboration, available services and other critical information for responding to child abuse events. They provided several other organizations with materials regarding the Pinwheel for Prevention campaign for the month of April, and also had a “Blue Sunday” on April 25th. Which around 10 churches participated in.



They were also able to get a lot of social media coverage by Jo Anne Gonzalez wrote an op-ed article that was published in the Nevada Independent and Tiffanie Story, Owner of Tiffanie Story Vocal Studio and a CASA Volunteer, was interviewed on the radio show “Insight.”

Month of April – Child Abuse and Neglect Prevent Task Force

CAN Prevent Task Force was able to plant pinwheels at NNCAS, UNR, soccer fields, and a few homes. Staff at NNCAS wore blue every Friday to support as well. They gave out 30 pinwheels to different individuals and business, such as grocery stores and childcare facilities. At their initial planning they had 25 children and 15 adults. Their displays lasted all month long.



Month of April – Northern Nevada RAVE Family Foundation



Northern Nevada RAVE Family Foundation passed out the pinwheels at two of their events, one being their Spring Fling for families in April. They displayed the banner, talked to everyone who received a pinwheel about April being child abuse prevention month. The second event was the kick off to their capital campaign.

WHITE PINE

Month of April – Boys and Girls Club of Truckee Meadows

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**REMEMBER, EVERYONE CAN MAKE
#GREATCHILDHOODS HAPPEN.**

**ESPECIALLY YOU.
ESPECIALLY NOW.**