

# 2024 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. **PCANV received summaries of over 60 events and efforts from community agencies and businesses representing 8 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 5<sup>th</sup>

National Child Abuse Prevention Month began this year as community members and agencies “turned the state blue” in commemoration of the 9<sup>th</sup> 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 5<sup>th</sup> and throughout the month in celebration of **GO BLUE! Day** are provided in the summaries below.

## CARSON CITY



## April 5<sup>th</sup> — Advocates to End Domestic Violence

Advocates to End Domestic Violence hosted the Annual Pinwheel Planting Ceremony on the Nevada Legislature Mall on Friday, April 5<sup>th</sup> in the snow! Community Volunteers, Wild Horse Productions, Carson City Sheriff, the Mayor and Assemblyman P.K. O’Neill joined Advocates in planting the pinwheels.

They were honored to have the following speakers and youth group present at the event, Carson City Sheriff- Kenneth Furlong, Assemblyman P.K. O’Neill, Carson City Mayor Lori Bagwell, Shelby Riley, Department of Child and Family Services,

Melanie McCormick, Executive Director CASA of Carson and Wild Horse Productions. Kelly Dodge of KD Sound volunteered his time and talent to provide our sound and operate the audio equipment.

Approximately 120 members of the public attended the event. The 1,213 pinwheels created a brilliant blue and silver reminder of this month's focus on Child Abuse Prevention. The display was removed on Friday, April 12th, and was viewed by thousands of individuals as they strolled and drove through town Carson City. Advocates also used their media outlets throughout the month to post information related to healthy parenting and safe care for children.

### **April 27<sup>th</sup> – Division of Child Family & Services – Rural NV Foster Care**

The Nevada Division of Child & Family Services partnered with Court Appointed Special Advocates of Carson City and The RennerVation Foundation to host their 2nd annual 5k for child abuse prevention title Walk us Home 5k for Foster Homes. The 3.2 mile run/walk was held at the McFadden Plaza in Carson City. Over 250 walkers and runners of all ages wore blue and joined together on April 27th to "Walk Home" just like their needed foster families walk long side foster youths journey back home. The course was decorated with pinwheels & PCA signage all month long thanks to the participating residents in the neighborhood. At the conclusion of the run/walk a family resource fair was held. The event raised \$5000 for Camp RennerVation, a summer camp for foster youth and raised \$967 for Prevent Child Abuse Nevada.



### **Month of April – Ron Wood Family Resource Center**



**RON WOOD  
FAMILY RESOURCE CENTER**

Ron Wood Family Resource Center started Child Abuse Prevention Month with a pinwheel planting and decorating their office on April 3<sup>rd</sup>. Staff assisted Advocates to End Domestic Violence (AEDV) and other community partners, including Prevent Child Abuse Nevada, the Division of Child & Family Services (DCFS) and Court Appointed Special Advocates (CASA) with the Child Abuse Prevention month kickoff Pinwheel Planting on the Legislative Lawn on April 5<sup>th</sup>. As well as joined the resource fair and 5k put on by the Court Appointed Special Advocates of Carson City (CASA) and Division of Child and

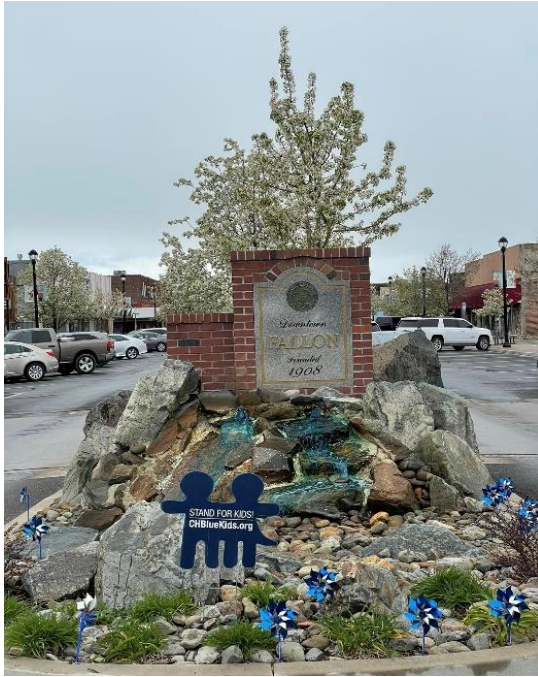
Family Services (DCFS) in Downtown Carson City at the Bob McFadden Plaza on April 27<sup>th</sup> where they shared information and resources on family services and support their agency, and encouraged safe, healthy childhoods & provided games to attendees.

Thorough the month of April, Ron Wood Family Resource Center invited all children in their center to participate in a pinwheel decorating contest in which they offered every participant a goodie bag. Submissions were proudly displayed in their office throughout April, judging was done by staff members on May 1<sup>st</sup>. Staff also promoted awareness and education in honor of Child Abuse Prevention Month. All parents participating in their parenting classes during the month of April received flyers & information on child abuse to promote awareness and educate their community on the importance of a safe, happy, and abuse free childhood.

## CHURCHILL

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### Month of April – Churchill County Social Services



On April 5, 2024, Churchill County had their annual kick-off event for Pinwheels for Prevention at Millennium Park; nothing will stop them, not even a snow storm. A dedication of April being Child Abuse Prevention month was presented by Mayor Ken Tedford and County Commissioner Myles Getto in front of a group of 50 people. They had numerous officials and representatives speak about their involvement with the Prevention of Child Abuse including; Marla McDade Administrator, State of Nevada Division and Child Family Services, Stacey Cooper, Assistant Superintendent, Churchill County School District, Shana Plount, District Court Representative and CASA Manager, Honorable Judge Benjamin Trotter, and finally, may he rest in peace, Kurt Englehart, adviser to Senator Catherine Cortez-Masto.

Volunteers from Churchill County Social Services, Central Nevada Health District, Division of Child and Family Services, and Churchill County School District

'painted' the town blue by placing 500 pinwheels and children signs at various locations and having the fountain on Main Street colored blue. The representation of Pinwheels for Prevention was up all month long, with the pinwheels and children signs being taken down on May 1<sup>st</sup>.

On April 25<sup>th</sup>, the Family Carnival provided the community's children a fun filled night with a message for prevention. It was held at the William N. Pennington Center where they had 139 children accompanied with their parent or guardian and played games, won prizes, and ate dinner together. The carnival atmosphere was created by volunteers from Churchill County Social Services, Central Nevada Health District, Fallon Youth Club, New Frontier Behavioral Health Center, Churchill County School District, Banner Churchill EMS, Banner Health Clinic, Centro Nevada, Churchill Coalition, Fallon Tribal Health Center, Division of Child & Family SVS, Fallon Police Department, Just Serve and Bikers Against Child Abuse. Along with all the prizes, the children got from the games they played, they also received a \$10 gift card to use at the Fallon Theater concession stand.

Lastly, on April 26<sup>th</sup> the Churchill County Social Services sponsored the movie Encanto at Fallon Theater, where 93 people came! Every child was able to use their \$10 gift card to get all the popcorn and soda they wanted!

## CLARK

### April 12<sup>th</sup> — CASA Program of the Eighth Judicial District Court



The CASA Program of the Eighth Judicial District Court hosted its annual pinwheel planting event in front of the Family Court Services Building, on Friday, April 12, 2024 to help raise awareness about the Child Abuse Prevention campaign and to motivate people to get involved to help an abused or neglected child achieve a brighter future. Nearly 500 blue pinwheels were planted by more than 50 attendees, which included CASA Program staff, CASA volunteers, District Court Judges/Hearing Masters, Court Administration staff, representatives from Prevent Child Abuse NV, Department of Family Services, Legal Aid of Southern Nevada, University Medical Center, as well as a number of youths in foster care. The large banner and pinwheels remained on display during the month of April, and was likely viewed by the thousands of

people who drove by daily. There was also a live broadcast by Beasley Broadcasting who encouraged people to come by and plant a pinwheel and make a promise to help a child stay safe. Photos from the event were included in CASA's April E-newsletter, which goes to over 5000 subscribers and shared through various social media platforms, including NV CASA Association, CASA Las Vegas, Champions for CASA and Clark County Courts. Through these multiple social media postings, hundreds of likes, comments and shares were made. These postings featured various hashtags: #ChangeAChildsStory, #GoBlue, #PreventChildAbuse, #PinwheelsForPrevention, #ChildAbuseAwarenessMonth and #BecomeACASA.

### April 7<sup>th</sup> — University Medical Center Southern Nevada

Team members across their hospital and clinics participated in Go Blue! Day. They went around the Pediatrics, Pediatrics ED, PICU, NICU and Perinatal departments and handed out pinwheels. Pinwheel coloring sheets and supplies to make pinwheels were also given to their child life specialists to use as activates with the kids. Lastly, they had an informational table by the cafeteria for staff and visitors.



## Month of April — CORE, Powered by the Rogers Foundation



CORE, Powered by The Rogers Foundation's staff, parents and scholars participated in activities provided by PCANV during the month of April, Child Abuse Prevention month. PCANV presented a workshop on toxic stress to families at Brinley Middle School. Pinwheels were distributed after the workshop to families. Scholars created their own pinwheels during their after-school programming time and held a meaningful discussion with their advisor and peers. They took supplies home to make pinwheels with their family and took pinwheels home.

## Month of April — The Children's Cabinet Southern Nevada

The Children's Cabinet participated in several ways this year to promote Pinwheels for Prevention. On Friday, April 5<sup>th</sup> the staff of The Children's Cabinet at their Decatur office dressed in blue and went on a staff walk holding pinwheels, after the walk they took a picture to capture the moment and shared it on their social media platforms.

On Saturday, April 6<sup>th</sup>, staff members and their families went on a Pinwheels for Prevention Walk at the Historic Railroad Trail located in Boulder City, Nevada. They all wore blue, had pinwheels and took a photo with their Pinwheel for Preventions Banner.



On Saturday, April 20<sup>th</sup>, The Children's Cabinet hosted a Resource Fair Family Fun Day at the East Las Vegas Library located at 2851 E. Bonanza Rd. At this event they had children and parents who made their own pinwheels and then posted the pinwheels to their Pinwheels for Prevention Banner. They had over 30 vendors that participated and also had activities like face painting, arts & crafts and music and prizes. Over 200 people attended the event, and all photos were posted to their social media accounts.

Lastly, they had some of their QRIS sites share photos of the children holding up their pinwheels. The events they participated in this year were fun, informative, and shined a bright light on the prevention of child abuse.

## Month of April – Olive Crest

Olive Crest posted about Child Abuse Prevention month throughout the month of April via their social media and handed out pinwheels and explained the meaning of them at their Annual Awareness Fundraising Lunch on April 5<sup>th</sup> which had about 150 attendees.

They also participated in turning the Welcome to Las Vegas sign Blue ceremony, where we again handed out pinwheels- this was also broadcasted via social media and at least one news station covered the event.

Lastly, they planted pinwheels in front of their office for the whole month of April and we were able to plant pinwheels at the Government Center downtown.



## Month of April – Boys Town



On Tuesday, April 9, 25 Boys Town Nevada staff planted 300 pinwheels in the front of their building and despite a very windy April, all but five pinwheels remained in front of their building throughout the month. Their building is located on Mojave Road between Bonanza and Washington, directly across from Freedom Park. They estimate that based on the high volume of traffic on Mojave Road and the high use of Freedom Park, thousands of people saw the pinwheels proudly spinning in the wind each and every day in April. They also added information about the pinwheel planting and what it represents in their monthly newsletter, which is sent to each of their 135 employees.

## ELKO

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### Month of April – Inter Shoshone-Paiute Social Services Program

To kick off Child Abuse Prevention Month, the Shoshone-Paiute Tribal Social Services department presented at the Native Youth Advisory Team conference, “Building Family Connection Through Education & Awareness,” that was held on April 5<sup>th</sup>. This day, they had many conference attendees wearing blue in support of child abuse awareness month. TSS also held a Pinwheel Planting for the families that attended the one-day conference. There were about 200 pinwheels that were given out to the families and local tribal programs. They also hung the banner along the fence where their community, and those who pass through their small town on NV State Highway 225, were able to see the beautiful blue pinwheels.

On April 27<sup>th</sup>, TSS in coordination with the Domestic Violence and Sexual Assault programs and held a Healing Round Dance. They provided blue shirts to the children and attendees. There was a total of 150+ people who attended the event. They also gave out door prizes as well as had a spaghetti feed. TSS had a coloring contest for children and adults where they provided 10 participants with gift cards.

Pinwheels were also placed in front of their Tribal Court House, their Tribal Headquarters building and local business throughout the month of April.



### Month of April – Healthy Home Life (Nevada Center for Excellence in Disabilities at the University of Nevada, Reno)



Healthy Home Life is located in Washoe County, but primarily serves families in the 15 rural counties of Nevada. Their team hosted Healthy Home Life Workshops with rural families across the state, with parents participating from Nye, Lander, and Elko counties. Information on CAP Month was shared with participants prior to the start of the workshop and during the workshop, where helpful parenting tips and information was shared with parents across the 4 weeks of the workshop (e.g., protective factors, parenting styles, values clarification, how to set age-appropriate expectations, how to improve parent/child relationships, rewarding appropriate, prosocial child behaviors, non-violent discipline strategies when non-cooperative child behaviors occur).

## Month of April – Division of Child Family & Services Elko

Elko County planted pinwheels at the Elko County Courthouse and the Elko County Juvenile and Family Court. They had approximately 15 people there planting pinwheels with them.



### LANDER

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## Month of April – Healthy Home Life (Nevada Center for Excellence in Disabilities at the University of Nevada, Reno)

Healthy Home Life is located in Washoe County, but primarily serves families in the 15 rural counties of Nevada. Their team hosted Healthy Home Life Workshops with rural families across the state, with parents participating from Nye, Lander, and Elko counties. Information on CAP Month was shared with participants prior to the start of the workshop and during the workshop, where helpful parenting tips and information was shared with parents across the 4 weeks of the workshop (e.g., protective factors, parenting styles, values clarification, how to set age-appropriate expectations, how to improve parent/child relationships, rewarding appropriate, prosocial child behaviors, non-violent discipline strategies when non-cooperative child behaviors occur).



### LYON

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## April 4<sup>th</sup> – Lyon County Human Services

On April 4<sup>th</sup>- Lyon County Human Services along with the District Attorney, Court Appointed Special Advocates (CASA), and The Division of Child and Family Services presented to the Board of County Commissioners to proclaim April as Child Abuse Prevention Month. Attendees were about 45 people.

Children's Services with Lyon County Human Services held four pinwheel plantings all over Lyon County for April as Child Abuse Prevention month. These plantings were all held at 10AM on Friday April 5<sup>th</sup>. Even though it was snowing, raining, and windy, Children's Services showed up with smiles on their faces and pinwheels in their hands!

The first week of April was Lyon County School District's spring break, so Children's Services partnered with the Boy and Girls Clubs of Mason Valley and Truckee Meadows, and Familia de Centro to ensure there would be children as each planting. Along with the children being there, the Children's Services, Lyon County Sheriff's Office, County Commissioners, District Attorney's office, Child Support, County Manager, DCFS, Empowered, Yerington Paiute Tribe, Lyon County



School District, Healthy Communities, and many more attended! Plantings were held in areas with high levels of traffic and especially where children and their family attend regularly. Rocket Park in Yerington, Silver Stage Park in Silver Springs (next door to the schools), In-town Park in Fernley, and Boys and Girls Club in Dayton.



**Month of April – Healthy Home Life (Nevada Center for Excellence in Disabilities at the University of Nevada, Reno)**



Healthy Home Life is located in Washoe County, but primarily serves families in the 15 rural counties of Nevada. Their team attended the Lyon County Resource Fair, shared their project resources /workshop information, and brought Pinwheels for families and teachers to plant in the following month for Child Abuse Prevention Month.

## NYE

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### Month of April — Nevada Outreach Nye County Child Advocacy Center

Nevada Outreach NCCAC (Nye County Children Advocacy Center) set up at their local park and planted pinwheels along with a booth to share information about how to prevent child abuse in their community. Due to the weather, they had to move the event indoors so they partnered with their local pediatrician's office, Pahrump Pediatrics, and "planted" pinwheels in their waiting room and at their concierge desk. An information table was set up as well as a table for children with the pinwheel craft and coloring pages. NCCAC is thankful to have such a strong partnership with the team at Pahrump Pediatrics and estimates that about 550 families were seen in their office during the month of April.



### Month of April — Healthy Home Life (Nevada Center for Excellence in Disabilities at the University of Nevada, Reno)

Healthy Home Life is located in Washoe County, but primarily serves families in the 15 rural counties of Nevada. Their team hosted Healthy Home Life Workshops with rural families across the state, with parents participating from Nye, Lander, and Elko counties. Information on CAP Month was shared with participants prior to the start of the workshop and during the workshop, where helpful parenting tips and information was shared with parents across the 4 weeks of the workshop (e.g., protective factors, parenting styles, values clarification, how to set age-appropriate expectations, how to improve parent/child relationships, rewarding appropriate, prosocial child behaviors, non-violent discipline strategies when non-cooperative child behaviors occur).



## WASHOE

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### April 4<sup>th</sup> —The Children’s Cabinet and The Women and Children Center of the Sierra



The 2024 Pinwheels for Prevention Event on April 4<sup>th</sup> was sponsored by The Children’s Cabinet, in Reno, was a huge success this year. Over 250 people braved the cold and wind to attend the event. This year 32 community partners joined on the lawn of The Women and Children Center of the Sierra. 170 Pinwheels Art Kits were distributed, and 203 Child Abuse Prevention flyers were given out with resources in both English and Spanish. It was beautiful to see the children planting 100 pinwheels all over the lawn representing the joyous and

carefree childhood all children deserve. This event was a true collaborative effort between The Children’s Cabinet, The Women and Children of the Sierra organization, the 32 participating community partners and the community members that took part in the event. Their heartfelt thanks to everyone who helped make The Pinwheels for Prevention Event 2024 be the best ever! They are looking forward to next year’s event being even bigger and better.

### April 5<sup>th</sup> — UNR School of Social Work

On go Blue Day, April 5<sup>th</sup>, to help promote Child Abuse Prevention Month, 15 undergraduate students enrolled in The Child in the Community course, their instructor Marina Murphy, as well as Dean Lillian Wichinsky and the Field office, placed pinwheels in front of the school of social work building as part of the nationwide Pinwheels for Prevention campaign. Although it was a blustery spring day in Northern Nevada, the pinwheels will remain at the entrance of the school of social work on campus to be seen by hundreds of students throughout the month of April to spark conversation in how future social workers and this community can better support families and prevent child abuse.



## Month of April – Family Respite Care of Nevada



This year Family Respite Care of Nevada had the privilege to participate and support Pinwheels for Prevention and National Child Abuse Prevention Month. Family Respite Care of Nevada displayed the child abuse and pinwheel sign outside of the center along with pinwheels inside the center which remained for the whole month of April. Both FRC's Family Specialists (Evelyn Soto and Stephany Contreras) and intern (Maria Maldonado) attended the Children's Cabinet Annual event and participated in planting pinwheels in the lawn at Miguel Ribera Park. Lastly, the Family Respite Care of Nevada center worked on pinwheels as an art project for the month of April to help raise awareness.

## Month of April – Child Assault Prevention Project of Washoe County

The CAP Project made Child Abuse Awareness Month "Pinwheel Pots" for all of the elementary schools in Washoe County. Each one had a note from CAP thanking everyone in the school for helping to keep students safe from harm all year round. The schools displayed the "Pinwheel Pots" in their front office or lobby for everyone to see as they came into the school. The CAP Staff had a blast putting the pots together and every school was surprised and happy to receive them. They are hoping they keep the pots on display until school gets out in June!



## Month of April – Washoe CASA Foundation

In recognition of Child Abuse Prevention month, the Washoe CASA Foundation's third annual "Biggest Little Easter Egg Hunt & Resource Fair," was held on Saturday, March 23, 2024, at the Boys & Girls Club of Truckee Meadows. This free community event welcomed over 2,000 children and their families to a day of Easter egg hunts, games, family activities and a community resource fair. The resource fair featured 70 local partners and welfare organizations that help families to thrive. Each organization had an activity at their table and prizes for all participants. The event also included a sensory-friendly hour, a calming room for those who thrive in a quieter environment, and an all ages adapted Easter egg hunt for those with disabilities and/or sensory



sensitivities. The event focused on creating an inclusive, supportive environment for families to have fun and learn about vital resources. Included at the event were hundreds of pinwheels, posters and handouts regarding child abuse prevention and education. For the fourth year in a row, the Washoe CASA Foundation, in collaboration with the Reno Police Department's *Victim Services Unit*, delivered Child Abuse Prevention materials to 45 local preschools and places of worship. The packets included pinwheels, child abuse education worksheets for both adults and children, posters (created by Human Services Agency), stickers, and a Child Abuse Prevention Month yard sign. Materials used were also printed in Spanish and were included in each packet. All participants were encouraged to share the informational packets and display the posters, signs, and pinwheels throughout April.

### Month of April – Sun Valley Family Resource Center – Washoe Clark County School District

On Saturday, March 23<sup>rd</sup>, Sun Valley FRC Specialist, Advocates, and student interns attended the 3<sup>rd</sup> Annual Biggest Little Easter Egg Hunt, sponsored by the Washoe CASA Foundation. There was a wide variety of community resources, attendance for the entire event surpassed 2,000, and several hundred flyers for the Family Resource Center, pinwheels, magnets, and other swag goodies were given out to attendees who visited the Family Resource Center table.

On Thursday, April 4<sup>th</sup>, Sun Valley FRC Specialist, Advocates, and student interns attended the Pinwheels for Prevention Event at the Women and Children's Center of the Sierra, sponsored by the Children's Cabinet. Despite the wind and cold temperatures, there was a wide variety of community resources, and attendance was around 100.



On Friday, April 5<sup>th</sup>, Sun Valley FRC Specialist and Advocates wore blue all day. The FRC Specialist and Advocates also encouraged other FRC Advocates at other Family Resource Center locations within Washoe County to wear blue also.

On Friday, April 5<sup>th</sup>, Sun Valley FRC Specialist, Advocates, and student interns went to the Annual Pinwheel Planting Ceremony on the Nevada Legislature Lawn. Volunteers from Advocates to End Domestic Violence and Washoe County CASA attended and assisted in planting pinwheels. They

were honored to have several speakers attend, including someone from Advocates to End Domestic Violence, Nevada State Assemblyman P.K. O’Neill, and the mayor of Carson City, and other speakers. There was also a local choir that performed multiple beautiful songs for the event. Despite the snow, wind, and freezing temperatures, approximately 100 members of the public attended the event. The pinwheels created a beautiful, sparkling blanket of blue and silver, representing that a childhood should be joyous and carefree for all children. The display remained throughout the month of April and was viewed and enjoyed by thousands of individuals. Attendees and advocates used their various social media outlets throughout the month to post information related to healthy parenting and safe care for children.

On Wednesday, April 10th, Sun Valley FRC Specialist Brenda Costello was honored and recognized by several agencies: City of Reno Community Champion, City of Sparks Commendation, Office of the Lieutenant Governor and Office of Small Business Recognition, Congressman Amodei Congressional Recognition. These certificates of recognition were given by Councilman Miguel Martinez, Councilman Donald Abbott, Melissa Saavedra from Nevada Lieutenant Governor Stavros Anthony’s office and Office of Small Business Advocacy, and Arturo Garzon from Congressman Mark Amodei’s office.

During the month of April, Sun Valley FRC Specialist and Advocates planted pinwheels in front of the office at Desert Skies Middle School, where the Sun Valley FRC is located. Sun Valley FRC Advocates and Specialist also collaborated with a local pre-school, Blue Kangaroo Learning Center, to plant pinwheels and signs, informing caregivers that April is Child Abuse Prevention month and the symbolism of the pinwheel. Lastly, Sun Valley FRC Advocates and Specialist also created Instagram and Facebook posts, giving information on Prevent Child Abuse Nevada events happening locally.

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

