



CHILD ABUSE AND NEGLECT PREVENTION MONTH TOOLKIT

Every April we recognize Child Abuse Prevention Month, a time to not only raise awareness about child abuse and neglect in Nevada, but also to support the primary prevention of it. By giving children, youth, families, and communities the knowledge, skills, supports, and resources they need, we can create a thriving Nevada where every child grows up safe and healthy. Because when parents and caregivers have what they need before problems arise, children and youth can thrive.



Join us throughout April and every month as we start a movement towards lasting change - where Nevada's children, youth, and families can thrive.



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(Spanish resources available upon request)

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OVERVIEW OF PREVENT CHILD ABUSE NEVADA

OUR SHARED VISION

For every child to have a great childhood because our children are our future.

OUR MISSION

To ensure that Nevada's children thrive in safe, stable, and nurturing environments and relationships. Through providing education, advocacy, and awareness, Prevent Child Abuse Nevada aims to inspire communities to prevent all forms of child maltreatment.

WE BELIEVE IN PREVENTION

By using supportive research showing how the prevention of adverse childhood experiences such as abuse and neglect can have an enormous impact on the health of our society.

NATIONAL PINWHEELS FOR PREVENTION

Pinwheels for Prevention® is a national campaign held every April for Child Abuse Prevention Month. The main focus is to spread awareness throughout communities across the nation, helping ensure each child has the opportunity to live out a safe, stable, and nurturing childhood by putting prevention first. When we prioritize prevention, we lay a healthy foundation that promotes growth and development with the underlying prevention message to ensure child abuse and neglect never occur in the first place. The Pinwheels for Prevention® campaign is symbolized with the pinwheel which represents the carefree and happy childhood that every kid deserves.

PCANV PINWHEELS FOR PREVENTION

PCANV first implemented Pinwheels for Prevention® efforts in 2012 with a steady increase of participation each year. Every April, 10,000 pinwheels are distributed across the state in order to promote and support child abuse prevention awareness. The campaign consists of a partnership between PCANV and statewide community partners through pinwheel activities, public service announcements, social media outreach, and educational materials.



April is Prevent Child Abuse Month

Here are several ways you and your organization can become involved!

Host an In Person or Virtual Event

You can participate in Child Abuse Prevention Month activities in April by hosting an event in your community. Whether in-person or virtual, your event can help raise awareness and support. Platforms like Zoom or WebEx allow for easy live streaming, and many video platforms offer features such as breakout rooms for presentations, as well as chat and video capabilities for interactive Q&A sessions. Engage your community, share valuable information, and make a positive impact on this important cause!

Go BLUE with your entire organization on April 4th In-Person or Virtually!

Education

Use this opportunity to provide education and resources on prevention.

Host a fitness challenges

Walk with pinwheels and compete within your organization to see who can get the most steps in and counted. Try 10,000 steps for 'Go Blue Day' or track progressively over the month to raise awareness and get your organization moving.



Photo by: CORE Academy

Fundraise for Prevention by hosting an online virtual, live or silent, auction

A live auction can be highly engaging, with attendees logging into your streaming platform to participate, while auctioneers broadcast in real time. Alternatively, a virtual silent auction typically runs over an extended period, such as a week. Although this approach is more hands-off, it allows you to reach a wider audience and encourages a diverse range of supporters to get involved.

Coloring Contest

Use this opportunity to provide education and resources on prevention, while providing copies of printable Pinwheels to color, being able to draw and share together. Print outs available in this toolkit!

**Take photos! Post and share your activities with #GoBlueNV
This helps spread awareness while also getting others involved! You
can check out tag to see and support what others are doing as well!**

PINWHEEL ACTIVITIES AT HOME

Plant a Garden

By creating a display with signs and information about Pinwheels for Prevention, you can help spread awareness. Get creative and make your own display. Share and tag #GoBlueNV online.

Build your own pinwheel garden in a cup, use a foam block to help plant the pinwheel, add your own signs and grass!

Create a pinwheel garden at home or at your workplace to show your support during Child Abuse Prevention Month.



Pinwheel Hunt

Organize a neighborhood pinwheel hunt to raise awareness in your community. Place pinwheels around your neighborhood for children, friends, and family to search for pinwheels. Post some flyers with information about awareness and links to resources, while enjoying a walk and finding as many pinwheels as you can! Talk about prevention with your neighbors, family and friends.

SHARE PREVENTION INFORMATION FROM HOME AND WORK

Add Pinwheels for Prevention background to Social Media or Virtual Meetings

Add prevention background for online class/meetings or on your social media profile. You can upload a “Go Blue” or pinwheel virtual background. The Virtual Background feature allows you to display an image or video as your background during online meetings. (*see page 6 for instructions*).

Discuss child abuse prevention at your meetings

Share announcements about CAP awareness month, put information in a newsletter or announcement that goes out to your partners and/or clients, choose subjects/content by visiting our website for shareable information and resources on prevention.

GOBLUE on April 4th

Invite staff to show their support by taking and sharing selfies with pinwheels, or by encouraging staff to wear blue on Go Blue Day April 4th.

Distribute Prevention Messages/Information

Print messages on your bags or hand out flyers to bring attention to the issue of child abuse prevention. Donate or support the purchase of advertising space, such as billboards, social media ads, to help continue getting the word out.



Photo by: University Medical Center
Southern Nevada

Use your voice

Write to your elected official about the importance of preventing the abuse and neglect of Nevada's children.



Virtual Background Instructions

(Desktop Version)



Zoom:

To enable the virtual background feature for all users in the account:

1. Sign into the Zoom web Portal as an administration with permission to edit account settings.
2. In the navigation menu, click **Account Management** then **Account Settings**.
3. In the **Meeting** tab, navigate to the virtual background option (under the meeting- advanced section) and verify that the setting is enabled.
Note: if the setting is disabled, click the toggle to enable it.
4. Click **Manage virtual background** to upload default background images available for users.

Google Meet:

To enable the virtual background feature for all users in the account:

1. Go to Google Meet > select a meeting
2. On the bottom right of your self view, click **Change Background**.
3. To select a pre-uploaded background, click a background.
4. Click **Join Now**.

Facebook Profile 'Frame':

To add a frame to your Page's profile picture:

1. Go to www.facebook.com/profilepicframes
2. Click your profile picture in the bottom left and select your Page.
3. Search for a frame by entering the frames name or related words "child abuse prevention".
4. Choose the frame you want to use.
5. Click **Use as Profile Picture**

WebEx:

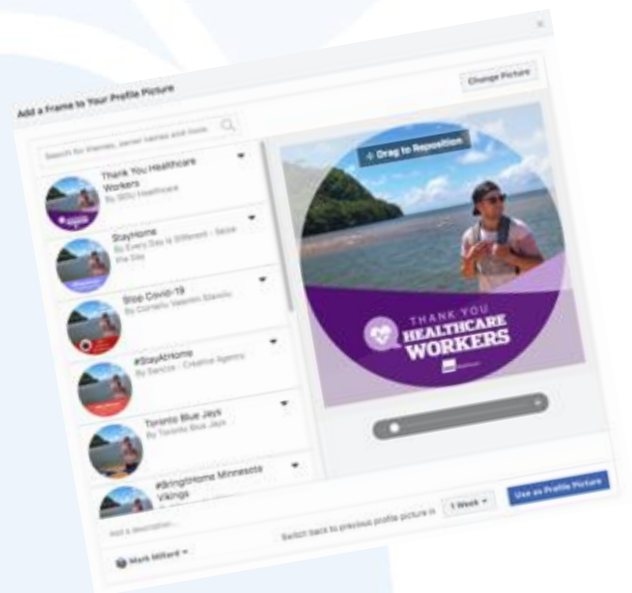
Before you join, click **Change Background** and then do one of the following:

1. To blur your surroundings while remaining in focus, click blur.
2. To use a default virtual background, click the one you want.
3. To use your own image for the virtual background, click the **+** icon.

Twitter 'Banner':

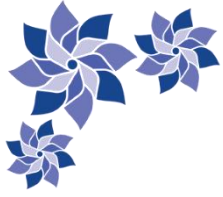
To edit banner photo, sign in to account then:

1. Go to your **profile**.
2. Click or tap the **edit profile** button and you'll be able to edit your header photo or 'banner'.
3. Click or tap the camera icon and select **upload photo** or **remove**.
4. Click or tap **Save**.



REMEMBER!

Take photos! Post and share your activities with #GoBlueNV
Spread awareness, get others involved! Share and support what others are doing!



Social Media & Online Outreach:

Why positive messaging:

Research shows that while stories of child abuse and neglect may gain short-term media attention, this approach is not successful in building lasting public will for effective prevention efforts. To promote lasting change, the pinwheel messages must focus on proposing effective solutions and engaging people in positive, preventative action they can take on their own.

Example Facebook posts:

- ◆ We want to see you in BLUE on Friday, April 4, 2025, showing your support of child abuse prevention awareness! Post a photo of you and your friends or colleagues in BLUE on Facebook or Twitter using the hashtag #GoBlueNV and we'll share your photos! Learn more here: preventchildabusenevada.org
- ◆ Help us raise awareness! We hope that you will be able to join us and support our cause and promote the importance of creating happy childhoods for Nevada's children! Don't forget to wear BLUE April 4th for Go Blue Day, to raise awareness of Child Abuse Prevention. Take a selfie or a group photo using the hashtag #GoBlueNV and we will share your photos.
- ◆ What is Pinwheels for Prevention? Pinwheels for Prevention is a nationwide campaign created to promote change in how our communities think about prevention and how we can deliver on our commitment to America's children. The pinwheel is an uplifting reminder of childhood and the bright futures all children deserve. More information about this campaign can be found HERE: preventchildabusenevada.org
- ◆ April is National Child Abuse Prevention Month, a time to recognize that we each play a part in promoting the social and emotional well-being of children and families in our communities right here in the Silver State. #GoBlueNV Learn more here: preventchildabusenevada.org
- ◆ Pinwheels represent the great childhoods we want for all children. Show your support by planting a pinwheel garden, or volunteering at your local Pinwheels for Prevention Event! Wear blue to show your support! #GoBlueNV



APRIL IS CHILD ABUSE PREVENTION MONTH
GO BLUE DAY
FRIDAY, APRIL 4, 2025



WEAR BLUE, SHARE PHOTOS OR PARTICIPATE IN OUR EVENTS



Social Media & Online Outreach Cont.

Example X (Twitter) posts:

- ◆ April is National Child Abuse Prevention Month, visit @PCANevada to learn more #GoBlueNV
- ◆ Many are taking actions to support great childhoods without realizing it. Your ordinary actions may make an extraordinary difference.
- ◆ The #Pinwheel is the uplifting reminder of the great childhoods all kids deserve. (INSERT PHOTO OF PINWHEEL)
- ◆ April is National Child Abuse Prevention Month. Visit <http://www.preventchildabusenevada.org/> to find out how to get involved. #GoBlueNV
- ◆ Protective factors help parents find resources, supports or coping strategies that allow them to parent effectively, even under stress. #GoBlueNV
- ◆ Promote child well-being by having a family game night! Even young children can play board games on an adult's "team." #GoBlueNV
- ◆ Strong communities support and strengthen families to create great childhoods. Learn more at www.preventchildabusenevada.org/.
- ◆ We know parenting is one tough job! Be sure to make time to do something YOU enjoy. A happy you will lead to happier children at home.

Resource Guide:

Check out The Children's Bureau Resource Guide for more social media and outreach sample post, tweets and conversation guides.

<https://www.childwelfare.gov/topics/preventing/preventionmonth/resources/resource-guide/>

Pinwheels for Prevention Webpage

This page is to promote YOU and all pinwheel participation across the state. We will be updating this webpage constantly to keep all pinwheel events as current as possible. Please provide any and all details you would like to share about your event - send event details to preventchildabusenevada@unlv.edu.

This webpage is also full of resources for you to help make your event successful.

<https://www.preventchildabusenevada.org/pinwheels-for-prevention/>

PCANV is a resource for you - Let's all make 2025 the best

Pinwheels for Prevention yet!





Pinwheels for Prevention

#GOBLUENV

April is National Child Abuse Prevention Month,
a time to remember that we can each play a part in promoting the social
and emotional well-being of children and families in our community.

To help promote this reminder, Prevent Child Abuse America and local
chapters nationwide use the Pinwheels for Prevention® campaign.

The pinwheel is an uplifting reminder of childhood and the bright
futures all children deserve. Help us Strengthen Families and
Communities by celebrating #GREATCHILDHOODS.

Be the reason a child smiles today!



@PCANV

LEARN MORE AT
PREVENTCHILDABUSENEVADA.ORG



#CAPMonth2025

#PoweredByHope

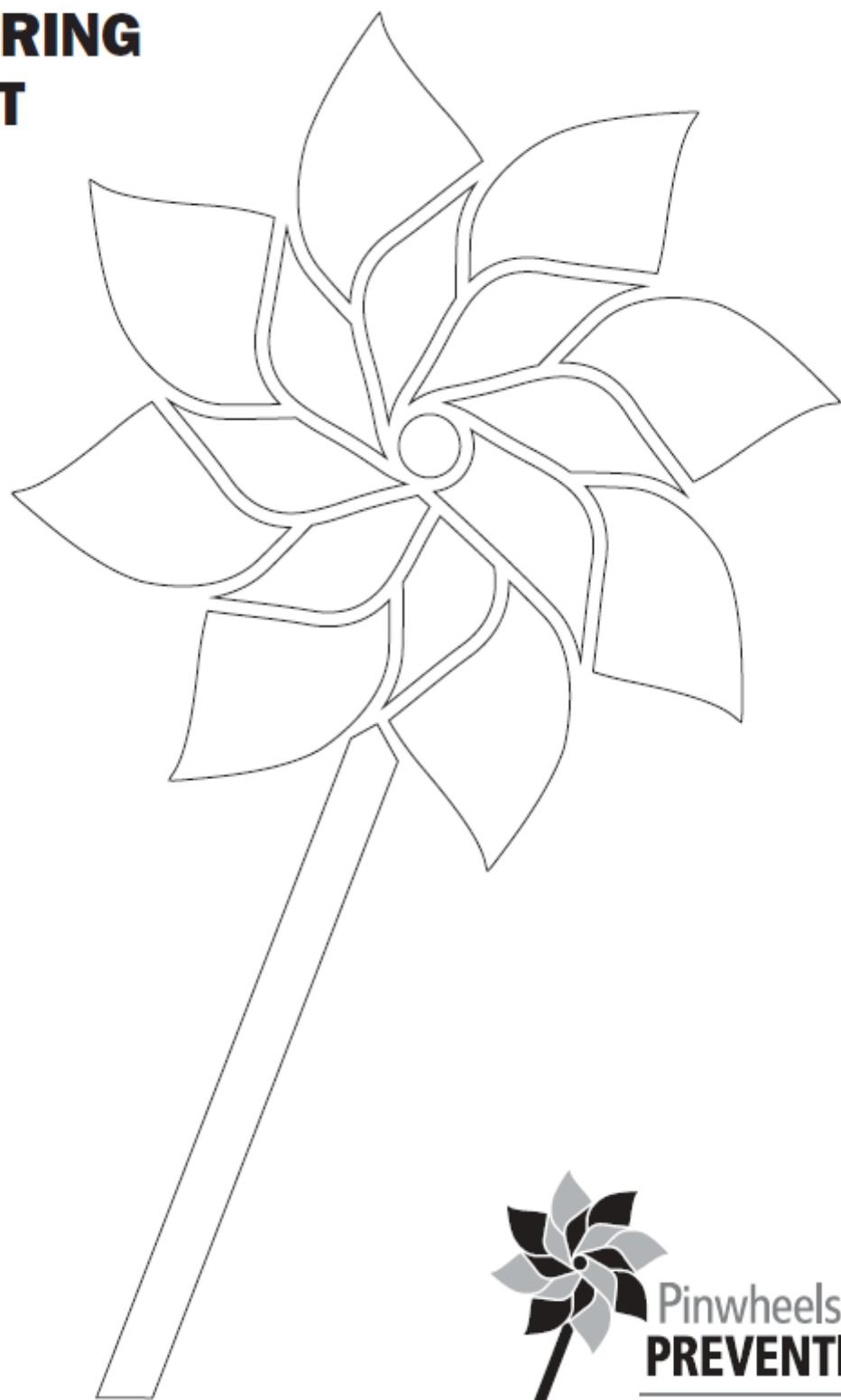
POWERED BY HOPE

STRENGTHENED BY PREVENTION



APRIL IS CHILD ABUSE PREVENTION MONTH!

PINWHEEL COLORING SHEET

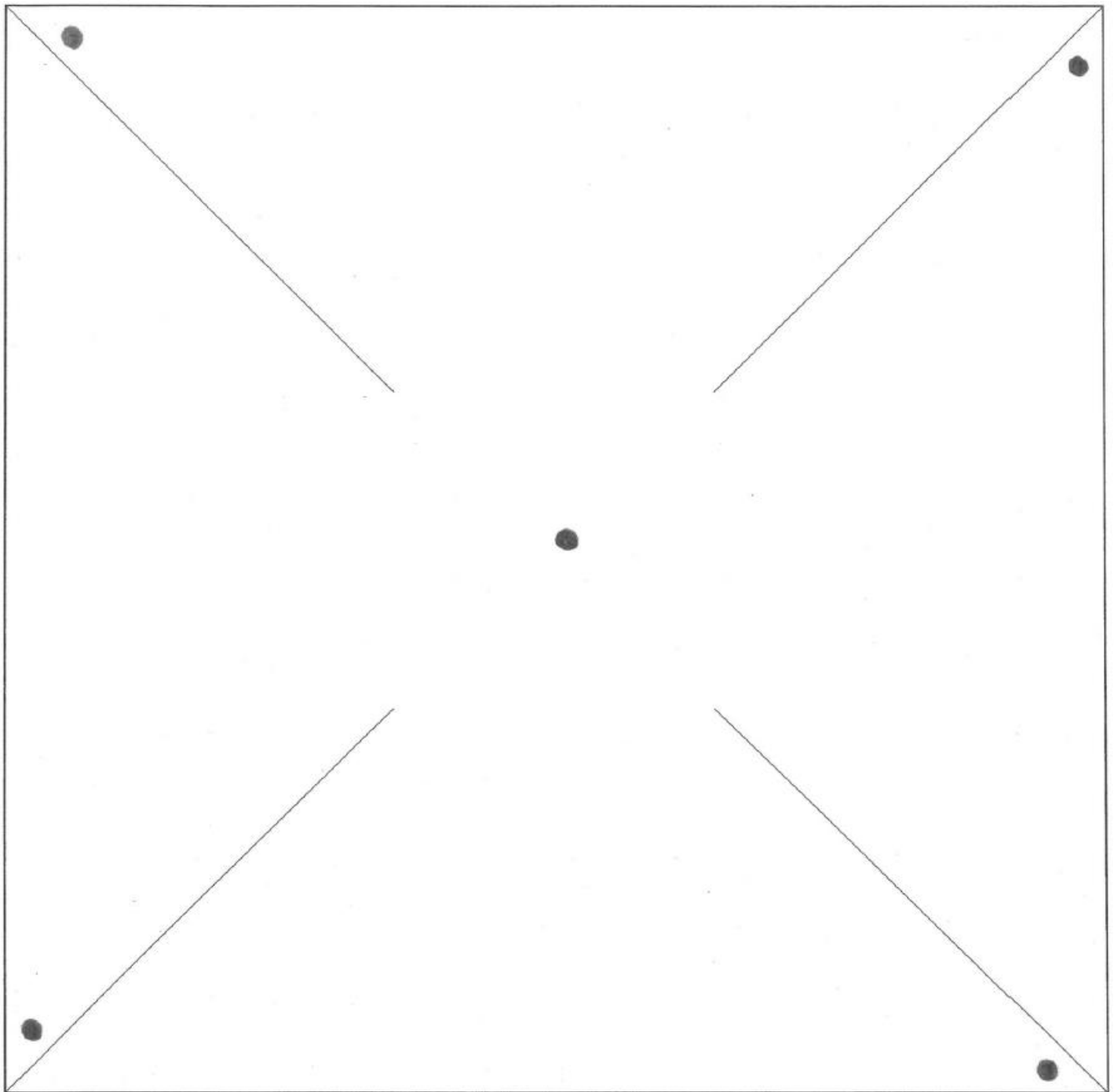


preventchildabuse.org



Pinwheels for
PREVENTION

Prevent Child Abuse
America



How to make a pinwheel.

Supplies you will need:
 1 square piece of paper
 1 regular straw
 1 brad
 2 washers (Optional)

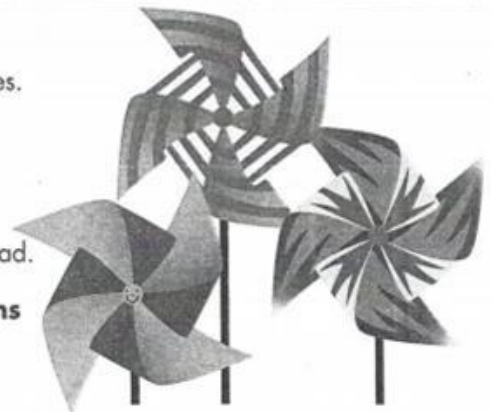
Instructions:

1. Cut out the box above.
2. Cut the square paper on the diagonal lines to make the blades.
3. Punch holes in one corner of each blade.
4. Punch hole in the end of a regular straw.

5. Fold over the blades and push brad through the holes.
6. Poke brad through center of pinwheel.
7. Slide through washer #1.
8. Slide through straw.
9. Slide through washer #2
10. Fold out the flaps of the brad.

Try making special designs

Spirals, Circles, Stripes,
 Different Colors, Flowers
 Faces, Star Bursts



Recognizing Child Abuse

The first step in helping abused children is learning to recognize the symptoms of child abuse. Although child abuse is divided into four types -- physical abuse, neglect, sexual abuse, and emotional maltreatment -- the types are more typically found in combination than alone. A physically abused child for example is often emotionally maltreated as well, and a sexually abused child may be also neglected. Any child at any age may experience any of the types of child abuse. Children over age five are more likely to be physically abused and to suffer moderate injury than are children under age five.

The Child:

- Shows sudden changes in behavior or school performance;
- Has not received help for physical or medical problems brought to the parents' attention;
- Has learning problems that cannot be attributed to specific physical or psychological causes;
- Is always watchful, as though preparing for something bad to happen;
- Lacks adult supervision;
- Is overly compliant, an overachiever, or too responsible; or
- Comes to school early, stays late, and does not want to go home.

The Parent:

- Shows little concern for the child, rarely responding to the school's requests for information, for conferences, or for home visits;
- Denies the existence of -- or blames the child for -- the child's problems in school or at home;
- Asks the classroom teacher to use harsh physical discipline if the child misbehaves;
- Sees the child entirely bad, worthless, or burdensome;
- Demands perfection or a level of physical or academic performance the child cannot achieve; or
- Looks primarily to the child for care, attention, and satisfaction of emotional needs.

The Parent and Child:

- Rarely touch or look at each other;
- Consider their relationship entirely negative; or
- State that they do not like each other.

None of these signs prove that child abuse is present in a family. Any of them may be found in any parent or child at one time or another. But when these signs appear repeatedly or in combination, there is cause to take a closer look at the situation and to consider the possibility of child abuse. That second look may reveal further signs of abuse or signs of a particular kind of child abuse.



If you think there's abuse, make a report. It could save a child's life.

To report suspected child abuse or neglect, call the Department of Child & Family Services:
(800) 992-5757

Nevada Institute for Children's Research and Policy
Home of Prevent Child Abuse Nevada (PCANV)
University of Nevada, Las Vegas
Phone: 702-895-1040 (Main) 702-895-5053 (Direct)
Fax: 702-895-2657
Email: preventchildabusenevada@unlv.edu
Websites: <http://nic.unlv.edu> & www.preventchildabusenevada.org



<p>Physical Abuse</p>	<p><u>Consider the possibility of physical abuse when the child:</u></p> <ul style="list-style-type: none"> • Has unexplained burns, bites, bruises, broken bones, or black eyes; • Has fading bruises or other marks noticeable after an absence from school; • Seems frightened of the parents and protests or cries when it is time to go home from school; • Shrinks at the approach of adults; or • Reports injury by a parent or another adult caregiver 	<p><u>Consider the possibility of physical abuse when the parent or other adult caregiver:</u></p> <ul style="list-style-type: none"> • Offers conflicting, unconvincing, or no explanation for the child's injury; • Describes the child as "evil," or in some other very negative way; • Uses harsh physical discipline with the child; or • Has a history of abuse as a child
<p>Neglect</p>	<p><u>Consider the possibility of neglect when the child:</u></p> <ul style="list-style-type: none"> • Is frequently absent from school; • Begs or steals food or money from classmates; • Lacks needed medical or dental care, immunizations, or glasses; • Is consistently dirty and has severe body odor; • Lacks sufficient clothing for the weather; • Abuses alcohol or other drugs; or • States there is no one at home to provide care. 	<p><u>Consider the possibility of neglect when the parent or other adult caregiver:</u></p> <ul style="list-style-type: none"> • Appears to be indifferent to the child; • Seems apathetic or depressed; • Behaves irrationally or in a bizarre manner; or • Is abusing alcohol or other drugs.
<p>Sexual Abuse</p>	<p><u>Consider the possibility of sexual abuse when the child:</u></p> <ul style="list-style-type: none"> • Has difficulty walking or sitting; • Suddenly refuses to change for gym or to participate in physical activities; • Demonstrates bizarre, sophisticated, or unusual sexual knowledge or behavior; • Becomes pregnant or contracts a venereal disease, particularly if under age fourteen; • Runs away; or • Reports sexual abuse by a parent or another adult caregiver. 	<p><u>Consider the possibility of sexual abuse when the parent or other adult caregiver:</u></p> <ul style="list-style-type: none"> • Is unduly protective of the child, severely limits the child's contact with other children, especially of the opposite sex; • Is secretive and isolated; or • Describes marital difficulties involving family power struggles or sexual relations.
<p>Emotional Maltreatment</p>	<p><u>Consider the possibility of emotional maltreatment when the child:</u></p> <ul style="list-style-type: none"> • Shows extremes in behavior, such as overly compliant or demanding behavior, extreme passivity or aggression; • Is either inappropriately adult (parenting other children, for example) or inappropriately infantile (frequently rocking or head-banging, for example); • Is delayed in physical or emotional development; • Has attempted suicide; or • Reports a lack of attachment to the parent. 	<p><u>Consider the possibility of emotional maltreatment when the parent or other adult caregiver:</u></p> <ul style="list-style-type: none"> • Constantly blames, belittles, or berates the child; • Is unconcerned about the child and refuses to consider offers of help for the child's school problems; or • Overtly rejects the child

PREVENT CHILD MALTREATMENT IN YOUR COMMUNITY

Child maltreatment is any act of commission or omission by a caregiver that results in harm, potential harm, or threat of harm to a child.

All adults have the duty to protect, knows the signs below, and keep our children safe!

Know the Types of Maltreatment

Neglect
Failure to provide the basic needs of a child

Physical
Intentional use of physical force that threatens a child's well-being

Behavior that hurts a child's emotional development
Emotional

Completed or attempted sexual exploitation of a child
Sexual

Know the Common Signs of Maltreatment

Lack of Supervision ∞ Poor Social Skills
Lack of Concentration ∞ Bruises or Other Injuries
Aggression ∞ Wetting Pants or Bed ∞ Poor Hygiene
Depression or Withdrawal ∞ Speech, Sleep, or Eating Problems

*These are all signs of possible maltreatment, but a child may be experiencing other stressors that present similar signs.

Take Action to Prevent Child Maltreatment

1. Raise the issue of prevention by sharing this information with others
2. Learn about positive parenting and age appropriate child development
3. Carefully check the background of any adult around children
4. Educate children in your family about how to protect themselves
5. Build trust with your children so they feel comfortable coming to you immediately if something is not right
6. Advocate for happy and healthy childhoods at your legislature
7. Reach out to neighbors and other parents to give concrete support in times of need
8. Help strengthen your community by volunteering for a youth-serving organization
9. If you think a child is being abused or neglected, please make a report!

Take Seriously Any Complaints Expressed By Children!



To Report Child Abuse or Neglect: Call Child Welfare at 1-800-992-5757

For more information, visit our website. You can also find info about free classes in English and Spanish for youth, parents, professionals, and the general community.

Call or Email to schedule a training today!

The Mission of Prevent Child Abuse Nevada (PCANV) is to ensure that Nevada's children thrive in safe, stable, and nurturing environments and relationships. Through providing education, advocacy, and awareness, PCANV aims to inspire communities to prevent all forms of child maltreatment.





**Prevent Child Abuse
Nevada**

Website: preventchildabusenevada.org

Email: preventchildabusenevada@unlv.edu

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  @PCANV

PREVENT CHILD ABUSE NEVADA CONTACT INFORMATION:

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