



Prevent Child Abuse
New York

6 - GREAT THINGS YOU CAN DO FOR APRIL IN YOUR OWN COMMUNITY

- 1) Form a community committee and decide at least one awareness event or one way you can use the pinwheels for prevention.
 - a. Mall, business or church display
 - b. Pinwheel Gardens or bouquets with signage
 - c. Parenting event or speaker

- 2) Reach out to local business to find ways to draw attention to Child Abuse Prevention month in April.
 - a. Marquee signage
 - b. Sponsorship of a local/ area billboard. (Thank them with a letter to the editor or local ad listing supporters and sponsors)
 - c. Ask that they sell pinwheels to customers and then display them at their business. (Grocery stores, locally owned businesses)

- 3) Reach out to the media and ask that they highlight local programs and get quotes from parents who have utilized these resources.
 - a. Use the media materials sent in this packet.

- 4) Invite local leaders and politicians to a community forum and let them know how many children in your community/county are affected by family violence and child abuse and neglect. Ask for their help and support for prevention strategies and community services.

- 5) Ask your local hospital to implement programs for new parents addressing shaken baby prevention, how to sooth a crying infant, (Harvey Karp's - Happiest Baby on the Block program) and offer to help purchase baby slings for every new parent. Get the whole community involved by selling pinwheels to help make the purchases.

- 6) Purchase the Blue Wristbands and re-sell them to everyone in your area!