



April is Child Abuse Prevention Month

Florida's Pinwheels for Prevention campaign is part of a national movement to change the way we think about prevention by emphasizing the important role individuals, businesses, government agencies and community and faith-based organizations play in healthy child, family and community development. The campaign symbol, a blue and silver pinwheel, is a reminder of the happy childhoods and bright futures all children deserve.

The campaign is funded by the Florida Department of Children and Families in partnership with the Ounce of Prevention Fund of Florida and includes:

- Statewide broadcast of Emmy-winning television and radio public service announcements
- Distribution of educational materials that promote a better understanding of healthy child development and positive parenting practices
- Advertisement of local campaign events through a searchable online database
- Distribution of pinwheels purchased by local organizations for use in their Pinwheels for Prevention campaign activities
- Development of a campaign toolkit to help local partners replicate the campaign according to their communities' needs while maintaining a consistent campaign message across the state for the greatest possible public impact

We hope you will support Pinwheels for Prevention by learning about healthy child development, advocating for children and families, and donating your time or resources to support prevention programs serving your community. We also invite you to participate in the following event:

Wear Blue Day

Friday, April 10, 2015

Wear Blue Day is an easy way for people everywhere to participate in raising awareness and promoting investments in effective child abuse prevention programs. Prevent Child Abuse Florida is asking businesses, government agencies, and community and faith-based organizations throughout Florida to participate in Wear Blue Day on Friday, April 10, 2015. We will be measuring participation through photos shared at [Facebook.com/PreventChildAbuseFlorida](https://www.facebook.com/PreventChildAbuseFlorida). If you are not on Facebook, just email your photos to lparizek@ounce.org and they will be posted for you. The photo with the most "Likes" at the end of the month will win a great gift basket.

For more information on the campaign and a list of events being held in your area, visit www.ounce.org/PreventionServices.asp or contact Prevent Child Abuse Florida Executive Director Anita Odom at aodom@ounce.org or 850-921-4494 x164.

