

Incorporating Pinwheels in Physically Distanced Child Abuse Prevention Month 2021 Events & Activities

While large gatherings and events are discouraged during the ongoing pandemic, the iconic blue and silver pinwheels of the Pinwheels for Prevention campaign can still play a prominent role in your Child Abuse Prevention Month campaign through a variety of events and activities:

- Drive-in movie night
 - Distribute a pinwheel to all attendees.
- Free meal program sites
 - Distribute a pinwheel along with each free meal.
- Virtual events and meetings
 - Incorporate pinwheels in a vase on your desk or in your background, wear a pinwheel shirt, or wear a pinwheel lapel pin or jewelry.
- Individual pinwheel planting share
 - Plant pinwheels in your own front yard and share on social media with hashtags: #CAPMonth & #BeAConnection.
- Drive Prevention
 - Display car magnets on personal vehicles, or car wraps on prominent vehicles such as first responders or community delivery vehicles.
- Partner with a sponsor
 - Purchase pinwheels and distribute them in smaller bundles to small businesses in the community.
- Pinwheel video compilation
 - Ask staff, supporters, and partners to send you a video of themselves “passing” a pinwheel to each other off screen.
- Social media photo contests
 - Host contests like homemade or craft pinwheels, coloring sheet pinwheels, pinwheels in iconic places, pets wearing blue, etc.
- Pinwheel scavenger hunt around town
 - Encourage participants to take a photo of each pinwheel they find and share on social media with the hashtag #PinwheelScavengerHunt & #BeAConnection.
- Social media influencers
 - Ask mommy bloggers or community calendar bloggers to write about CAP Month and incorporate Pinwheels for Prevention images and content in their post.
- "Light up Blue"
 - Blue lights on government buildings, fountains, parks, local landmarks, entertainment venues (include posters, banners, press releases, social media to explain purpose of lights).
- Pinwheel Art
 - Draw pinwheel sidewalk chalk, pinwheel coloring sheets, pinwheel wreaths, pinwheel desk or office displays, and other pinwheel art projects.
- Tutorial
 - Distribute video tutorial of make-your-own pinwheel craft.
- Morning or noon lifestyle shows on local networks
 - Explain community pinwheel displays.
- Radio interviews with local public radio

- Explain CAP Month and the role of the pinwheel in raising awareness of effective prevention strategies.
- Children’s Sabbath Celebration
 - Engage faith-based partners to discuss pinwheels and their meanings during Connected Communities, Connected Congregations Children’s Sabbath Celebration.
- Newsletters & E-Blasts
 - Utilize partner newsletters and email networks.
- Pinwheel Images
 - Provide images to community partners with digital displays, such as banks.