



February 2011

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[www.preventchildabusenj.org](http://www.preventchildabusenj.org) 1.800.children

Your community has an opportunity to be a “Pinwheel City”!

As an outgrowth of Pinwheels for Prevention, our campaign to increase awareness of efforts that support children and families and prevent child maltreatment, we are happy to share the application process for “Pinwheel City USA.” It is our intention to generate greater awareness of, and spur greater activation around, child abuse and neglect prevention in communities across the nation. Under this new effort, cities and towns of any size across the nation can apply to receive this designation as a way to recognize local commitments to preventing child abuse and neglect and promoting healthy child development and early learning.

I’ve enclosed supporting materials around the campaign and the application process. We do hope that you will consider future movement toward being recognized as a Pinwheel City. Keep us updated on your interest as we can support your application.

Thank you for helping change the way our nation thinks about prevention.

Sincerely,

Theresa Comprelli McCutcheon, MSW  
Chief Development Officer

# Pinwheel City USA 2011

1/24/11

## Introduction

Through our national signature campaign, Pinwheels for Prevention<sup>®</sup>, Prevent Child Abuse America is focusing on changing the way our nation thinks about prevention, emphasizing community activities and public policies that prioritize prevention from the start to make sure child abuse and neglect never occur. As an outgrowth of this effort, which is introducing the pinwheel as the symbol for child abuse and neglect prevention in the U.S., Prevent Child Abuse America is proud to unveil **"Pinwheel City USA,"** a new program whereby cities and towns of any size across the nation can apply to receive this designation to recognize their commitment to and activities in support of child abuse and neglect prevention. Jacksonville, FL, was named the inaugural Pinwheel City USA recipient in April 2010.



## Objectives

1. Recognize cities and towns for their commitment to child abuse and neglect prevention;
2. Inspire additional cities and towns to make child abuse and neglect prevention a priority; and,
3. Elevate child abuse and neglect prevention as a national priority by connecting cities and towns under the Pinwheel City USA umbrella.

## Criteria

The criteria for being named a Pinwheel City USA fall into two categories: "Substance," which measures a town or city's substantive commitment to child abuse prevention through the programs and services available to families, and "Style," which measures a city/town's visible commitment to child abuse prevention through the Pinwheels for Prevention campaign. The criteria within these two categories that will serve as our "checklist" for making these determinations include the following:

### Substance

1. A department within the local government has specific responsibility to develop and implement a child abuse and neglect prevention plan. Elements of this plan must include:
  - Definition of prevention as abuse and neglect never occurring in the first place;
  - Clearly delineated and measurable goals and objectives for preventing child abuse and neglect, and an evaluation component to measure progress against these goals and objectives;
  - Formation and engagement of a multi-disciplinary local body that assists with the development and implementation of the plan;
  - Designation of a governance structure that provides legitimacy and credibility to the process and monitors progress against the plan;
  - Demonstrated active support from the city/town's top governing official and other officials;
  - Creation of an inventory of, and evidence that there is adequate access to, a variety of child abuse and neglect prevention services and programs for families (such as parent support and education, shaken baby prevention and respite services);
  - Identification of, and plan to address, risk and protective factors;



- Engagement of community partners, including (though not limited to) schools, universities, social service agencies and other non-profits, the faith community, community service clubs and local businesses;
  - Evaluation component to measure the effectiveness of the stated goals and objectives; and,
  - Legal authority exists for these actions.
2. Child abuse and neglect prevention is identified as a specific line item within the city/town's or appropriate department's annual budget.

### Style

3. Evidence that the city or town is involved with or implementing Pinwheels for Prevention in partnership with the Prevent Child Abuse America state chapter, including (though not limited to) the following activities:
  - Use of national messaging standards in combination with all Pinwheels for Prevention activities (e.g., not equating pinwheels with cases of or deaths from child abuse or neglect, but using pinwheels to reflect families/children served, healthy births or general statements of support for child abuse prevention and/or healthy child development);
  - Visible civic commitment, as evidenced through the public display of pinwheels and/or Pinwheels for Prevention signage or related materials;
  - Active involvement of local leaders, including elected officials, teachers, athletes/coaches, media personalities, actors/actresses, leaders in the faith community and businesspeople;
  - Implementation of public activities, such as fundraisers, rallies, health fairs, conferences, symposia or media events; and,
  - Coverage and/or promotion of child abuse prevention and/or healthy child development by local media via public service announcements, advertising, media coverage (print, radio, television or social media), or other means.
4. Issuance of a proclamation recognizing April as Child Abuse Prevention Month.

### General Criteria

1. Cities and towns of any size can apply;
2. Up to ten Pinwheel City USA designations will be awarded in any given year; and,
3. Previous winners interested in continuing the Pinwheel City USA designation must submit an application and will be subject to the same review process as other applicants.

### **Application and Review Process**

The following application and review process will be implemented:

- The application for receiving Pinwheel City USA status can be found in the attached. *The application is due Monday, March 7, 2011.* Winners will be announced by Friday, March 25, in advance of April's Child Abuse Prevention Month.
- Applications are being distributed through the Prevent Child Abuse America state chapter network, national board and staff, and through select partner organizations.
- There is no fee to apply.
- Applications will be reviewed by representatives from Prevent Child Abuse America's staff, chapters and National Board of Directors.



### **Pinwheel City USA Recognition**

In recognition of a city/town's designation as a Pinwheel City USA, Prevent Child Abuse America will:

- Issue the following:
  - Award to display in location of city/town's choosing
  - Electronic Pinwheel City USA "seal" or logo to feature on city or town website and/or other locations of city/town's choosing
  - Template press release to customize for local promotion
  - Opportunity to purchase additional Pinwheel City USA designation materials, including roadside signs, flags, street pole banners, shirts, hats and buttons.
- Recognition via Facebook reaching more than 3.6 million people and on Pinwheels for Prevention website.
- Promotion in national Pinwheel City USA press release.
- Additional promotional strategies as they emerge.

### **Benefits to Communities of Pinwheel City USA Status**

In addition to the above-mentioned forms of public recognition, recipient communities will also be encouraged to leverage their Pinwheel City USA status to:

- Pursue foundation, corporate, state or federal funding for additional child abuse prevention or related services and programs;
- Highlight Pinwheel City USA status as another "quality of life" benefit the community offers for resident and business retention and recruitment.; and,
- Spur additional activities around and commitments to child abuse and neglect prevention.

### **Questions**

Questions can be directed to:

Matt Feldman  
Senior Director of Marketing  
Prevent Child Abuse America  
228 S. Wabash Avenue, 10<sup>th</sup> Floor  
Chicago, IL 60604  
P: 312/663-3520 x861  
F: 312/939-8962  
E: [mfeldman@preventchildabuse.org](mailto:mfeldman@preventchildabuse.org)



# 2011 Pinwheel City USA Application

*Please complete this form and submit to contact listed on page 3 by Monday, March 7, 2011.*

## Applicant City

City

State

Primary Contact Name

Primary Contact Title

Address

Phone

Fax

Email

## Application

Please respond to the following questions as fully and completely as possible and provide all supporting documents as needed. Please keep any separate written portions, minus supporting documents, to no more than five pages.

- 1) Please provide an opening statement as to why your city/town should be named a 2011 Pinwheel City USA recipient (provide on separate document).
- 2) Please describe your community's commitment to child abuse and neglect prevention in the following terms (provide written portion on separate document; enclose supporting documents as appropriate):
  - a) An individual or city/town department is in place with specific responsibility for the development and implementation of a child abuse and neglect prevention plan. Elements of this plan should include:
    - Definition of prevention as abuse and neglect never occurring in the first place;
    - Clearly delineated and measurable goals and objectives for preventing child abuse and neglect, and an evaluation component to measure progress against these goals and objectives;
    - Formation and engagement of a multi-disciplinary local body that assists with the development and implementation of the plan;
    - Designation of a governance structure that provides legitimacy and credibility to the process and monitors progress against the plan;



- Demonstrated active support from the city/town's top governing official and other officials;
- Creation of an inventory of, and evidence that there is adequate access to, a variety of child abuse and neglect prevention services and programs for families (such as parent support and education, shaken baby prevention and respite services);
- Identification of, and plan to address, risk and protective factors;
- Engagement of partners such as (though not limited to) schools, universities, social service agencies and other non-profits, the faith community, community service clubs and local businesses;
- Evaluation component to measure the effectiveness of the stated goals and objectives; and,
- Legal authority exists for these actions.

3) Is child abuse and neglect prevention identified as a specific budget item within the city's/town's or appropriate department's annual budget?

Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, please enclose supporting document(s) to verify.

4) Does your city/town actively work with the Prevent Child Abuse America chapter in your state?

Yes \_\_\_\_\_ No \_\_\_\_\_

5) Is your city/town involved in any way with the chapter's Pinwheels for Prevention campaign efforts?

Yes \_\_\_\_\_ No \_\_\_\_\_

6) If yes, please provide evidence of your commitment to and involvement with the chapter and/or Pinwheels for Prevention campaign including (please provide additional information on separate document as needed and attach all applicable supporting documents):

- Use of national messaging standards in combination with all Pinwheels for Prevention activities (e.g., not equating pinwheels with cases of or deaths from child abuse or neglect, but using pinwheels to reflect families/children served, healthy births or general statements of support for child abuse prevention and/or healthy child development);
- Visible civic commitment, as evidenced through the public display of pinwheels and/or Pinwheels for Prevention signage or related materials;
- Active involvement of local leaders, including elected officials, teachers, athletes/coaches, media personalities, actors/actresses, leaders in the faith community and businesspeople;
- Implementation of public activities, such as fundraisers, rallies, health fairs, conferences, symposia or media events; and,



- Coverage and/or promotion of child abuse prevention and/or healthy child development by local media via public service announcements, advertising, media coverage (print, radio, television or social media), or other means.
- Other (please specify in separate written document)

7) Is there a city/town proclamation (or equivalent) in place recognizing April as Child Abuse Prevention Month?

Yes \_\_\_\_\_ No \_\_\_\_\_

8) Testimonials supporting your application from city/town officials and/or external partners, community leaders you feel are relevant may be submitted. These will not count against the five-page limit for the separate written portion.

9) What final comments would you offer for why your city/town should be chosen as a 2011 Pinwheel City USA? (Please provide in separate written document.)

**Submission**

Applications should be sent to:

Matt Feldman  
Senior Director of Marketing  
Prevent Child Abuse America  
228 S. Wabash Avenue, 10<sup>th</sup> Floor  
Chicago, IL 60604  
P: 312/663-3520 x861  
F: 312/939-8962  
E: [mfeldman@preventchildabuse.org](mailto:mfeldman@preventchildabuse.org)

***Thank you for your application and commitment to  
child abuse and neglect prevention.***

***Good luck!***

