



# The Pinwheel •CHALLENGE•



**Prevent Child Abuse  
Louisiana™**

**Prevention Update  
Winter 2018**

# The Pinwheel Challenge full of family fun

**Funky Moves. Hungry, Hungry Humans. Wheel of Fitness.** These are just some of the games that made up the first Pinwheel Challenge on Oct. 7. Family teams completed each challenge together while having a ton of fun and earning the chance to win great prizes.

After completing the challenges, teams had jambalaya, provided by PCAL Board Member Brad Ewing, and ice cream from Red River Bank. PCAL Executive Director Amanda Brunson and Board Member/Pinwheel Challenge Committee Co-Chair Jayne Anderson handed out prizes, including a Grand Prize of "Spin around BR restaurants", \$350 in gift cards to local restaurants!

Many thanks to the members of the Baton Rouge Exchange Club, Bikers Against Child Abuse, Blue Cross & Blue Shield of Louisiana and other volunteers who manned the stations, as well as emcee Dixon McMakin and DJ Chad Parker with the EBR Sheriff's Office. We are also extremely grateful to the Committee who worked hard to put the event together after two rain delays! Committee members included Co-Chairs Jayne Anderson and Teri Watson, Kathy Blackman, Dr. Courtney James and Lizz Sanchez.

This year we're back on track, and the Pinwheel Challenge will be Saturday, March 10 from 1 to 3 p.m. at the Team Automotive Group Sportsplex, 7122 Perkins Road in Baton Rouge. Tickets are only \$20 for a family team. We hope to see you there!

## Thank you to our Pinwheel Challenge sponsors!

### Presenting:

Raising Cane's  
GMFS

### Family Fun Area:

Albemarle Foundation  
Boo Grigsby Foundation

### Stations:

The Baton Rouge Clinic  
Blue Cross & Blue Shield  
of Louisiana  
Capital One Bank  
Energy Louisiana  
Gastroenterology Associates  
Goss Wealth Management

### Prevention Alley:

United Healthcare Community  
Plan - Louisiana



Save the Date!

  
The Pinwheel  
CHALLENGE

Saturday, March 10  
1 - 3 p.m.

Team Automotive  
Group Sportsplex  
7122 Perkins Rd, Baton Rouge

\$20 per family team  
(up to five members)



# Take a spin with us this April

April is Child Abuse Prevention Month, and plans are already underway for pinwheel events across the state! We will be working with partners in Monroe and Shreveport to plant our first gardens in those cities. We have fun new events planned with our partners in Alexandria, Baton Rouge, Hammond, Houma, Lafayette, Lake Charles, New Orleans and Thibodaux: stay tuned for more information!

Also, Friday, April 6 is national Wear Blue Day, and we hope you'll join us in wearing blue to support child abuse prevention.



Pinwheels are available for \$1 donations at [www.pcal.org](http://www.pcal.org). If you would like to get involved with the pinwheel event in your city, contact Angela Varveckhoven at [angela@pcal.org](mailto:angela@pcal.org).

# Meet our new staff!



**Jenny Lemoine** is our new Program Administrator. Having previously worked at Prevent Child Abuse Tennessee, Jenny is overseeing the KIDLINE and Stewards of Children programs and providing mandatory reporter trainings.

**Family Nurturing Director and Adverse Childhood Experiences (ACE) Educator Sheri Hogg presented on ACEs at the Louisiana Coalition Against Domestic Violence's "Child Safety and Domestic Violence" conference in Baton Rouge on Dec. 5. She was joined by co-presenter and fellow ACE Educator Angela Golden.**

**Participants enjoyed the Brain Architecture Game and learned about how ACEs affect brain development and overall health into adulthood.**



**Patti Beste** is the Development Coordinator. Patti is a licensed professional counselor and has experience in the classroom, as a counselor and a realtor. As part of her development duties, Patti is coordinating the Pinwheel Challenge.

# Let's talk about KIDLINE!

KIDLINE, 1-800-CHILDREN, is a free, 24-hour service available to anyone in Louisiana. Our KIDLINE advocates are our most effective promoters because they are authentic, credible and trustworthy.

KIDLINE advocates can request brochures, business cards and magnets from PCAL to share at presentations, conferences, health fairs, etc. Let your coworkers, clients, church members or friends know that they can call KIDLINE when they:

- Need to find resources in the community, like a food bank, pro bono legal help or a domestic violence shelter
- Are feeling stressed about being a parent
- Have questions about their child's development
- Are a survivor of child abuse and

need someone to talk to

- Have questions about the state's Safe Haven Law

You can also share KIDLINE information on social media, one-on-one, in newsletters, etc. Help us spread the word about this great resource for parents and families!

## Kidline

Call: 1-800-CHILDREN  
(1-800-244-5373)

Text: 225-424-1533

Chat: [www.pcal.org/KIDLINE](http://www.pcal.org/KIDLINE)



**Carlie Starks** is our new AmeriCorps VISTA Outreach Coordinator. Carlie is based in Sulphur and works in the Southwest region to help grow the Nurturing Parenting Program and raise awareness of KIDLINE.



**Prevent Child Abuse**  
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# How do you prevent child abuse?

This is a question we are often asked, as it is our organizational mission. We all want children who grow up free from the trauma of abuse and neglect, but how is that achieved?

In 2016, the Centers for Disease Con-

trol released a technical package that lists five strategies for preventing child maltreatment. PCAL has adopted these strategies, along with the five protective factors, as guidance for the work we do.

We hope that, by listing the strategies

and approaches here, you will have a better understanding of what is involved in creating childhoods free from harm.

For more information about the CDC strategies or the protective factors, visit our website at <https://pcal.org/prevention>.

## CDC's Strategies to Preventing Child Abuse and Neglect

Strategies	Approaches
<b>Strengthen economic supports to families</b>	<ul style="list-style-type: none"> <li>• Strengthening household financial security</li> <li>• Family-friendly work policies</li> </ul>
<b>Change social norms to support parents and positive parenting</b>	<ul style="list-style-type: none"> <li>• Public engagement &amp; education campaigns</li> <li>• Legislative approaches to reduce corporal punishment</li> </ul>
<b>Provide quality care and education early in life</b>	<ul style="list-style-type: none"> <li>• Preschool enrichment with family engagement</li> <li>• Improved quality of child care through licensing and accreditation</li> </ul>
<b>Enhance parenting skills to promote healthy child development</b>	<ul style="list-style-type: none"> <li>• Early childhood home visitation</li> <li>• Parenting skill and family relationship approaches</li> </ul>
<b>Intervene to lessen harms and prevent future risk</b>	<ul style="list-style-type: none"> <li>• Enhanced primary care</li> <li>• Behavioral parent training programs</li> <li>• Treatment to lessen harms of abuse and neglect exposure</li> <li>• Treatment to prevent problem behavior and later involvement in violence</li> </ul>