

# Pinwheels for Prevention Messaging Research

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## **Pinwheels for Prevention National Campaign**

### **Introduction**

We thought it might be helpful to understand the research upon which our campaign messaging is based.

### **Messaging Research**

Research provided to Prevent Child Abuse America by The Frameworks Institute has allowed us to develop a core child abuse and neglect prevention story that is focused on child development and the variety of environments with which children interact.

We have learned that the “developmental frame” offers the prevention field the greatest opportunity to engage the public in our work and influence the policies we support. It has also been recommended that we move away from a focus on the family and the hurdles associated with the “family bubble” (the public’s belief that we shouldn’t be telling families what to do, because raising children is a private matter.) Therefore, we are using the following points as the core of our messaging:

1. Child development is a foundation for community development and economic development, as capable children become the foundation of a prosperous and sustainable society (*Prosperity*).
2. The basic architecture of the brain is constructed through an ongoing process that begins before birth and continues into adulthood (*Brain Architecture*).
3. Brains are built from the bottom up (*Skill Begets Skill*).
4. The interaction of genes and experience shapes the developing brain and relationships are the active ingredient in this Serve and Return process (*Serve and Return*).
5. Cognitive, emotional and social capacities are inextricably intertwined, and learning, behavior, and physical and mental health are inter-related over the life course (*Can’t Do One Without The Other*).
6. Toxic stress damages the developing brain and leads to problems in learning, behavior, and increased susceptibility to physical and mental illness over time (*Toxic Stress*).
7. Brain plasticity and the ability to change behavior decrease over time and getting it right early is less costly to society and individuals than trying to fix it later (*Pay Now or Pay Later*).

For more information, go to [www.preventchildabuse.org](http://www.preventchildabuse.org)

