



# Prevent Child Abuse Nevada™

## January 2018 Newsletter



*Be our friend on  
Social Media!*



**QUICK LINKS:**  
[PCANV Homepage](#)  
[Statewide Resource Map](#)  
[Free Community Trainings](#)  
[Statewide Events Calendar](#)  
[PCA America](#)

## PCA Nevada News & Highlights

**Go BLUE T-Shirt Context  
Deadline Extended!**  
**\*\*\*All submissions due by Friday,  
Jan. 19, 2017\*\*\***

**Do You Want to Design PCANV's Go  
BLUE 2018 T-shirt?**

Each year PCANV participates in a national Go Blue weekend to encourage our community to help keep children and families safe and healthy. One winner will have their design put on a t-shirt that will be worn throughout the state on Go BLUE Weekend, April 6-8, 2018 and throughout the entire month of April. Last year's winner, Phillip Moore's design is



pictured above.

**See the flyer for more information!**

[Haga Clic Aqui Para el Anuncio en Español](#)

[Click Here for  
the contest flyer in English](#)

## Get Ready for Pinwheels for Prevention April 2018!

April is right around the corner and we are starting to plan for all the exciting events to remind the community that every child deserves a happy childhood!

Do you want to host your own Pinwheel event? PCANV hosts a series of planning calls to help communities plan their events and access resources. Please join us!



**January 16 at 11:00am February 20 at 11:00am March 20 at 11:00am**

**Call-in Information for All Calls: [\(641\)715-3273](tel:6417153273) Pin: 141093#**

We have also already started taking orders for pinwheels. Make sure you order soon as we have a limited number to distribute.

[2018 Pinwheel Order Survey](#)

## PCA America News and Highlights

### 2018 Child Abuse Prevention Month Campaign Toolkit

PCAA is pleased to be releasing our 2018 Child Abuse Prevention Month Campaign Toolkit. [Use this link to download the guidebook](#)

that will walk you through some of the content, as well as some tips and talking points to accompany the campaign materials.



This campaign builds off of the success we had with last year's messaging and digital focus. It is geared towards helping people recognize their role in child abuse prevention and giving them ideas on how to get involved. The digital focus helps ensure that we are getting action oriented messages in front of as many people as possible while giving them actual steps to take that go beyond awareness of our brand and cause.

The theme for the 2018 CAP Month campaign is "Help Great Childhoods Happen." There are three main components to this campaign:

- **Help Great Childhoods Happen Digital Campaign:** Throughout April we'll demonstrate how we can all support great childhoods and promote the 30 things you should know to help make great childhoods happen.
- **Wear Blue Day:** On Friday, April 6th, individuals and organizations across the US will band together to make a visible commitment to preventing child abuse and helping make great childhoods happen nationwide by wearing blue.
- **Pinwheels & Pinwheel Gardens:** The pinwheel has come to serve as the national symbol of the great childhoods we want for all children. Throughout April, planting pinwheel gardens in honor of children in communities nationwide demonstrates how we can all support great childhoods and promote ways to help great childhoods happen.

You can download all of the campaign assets on our [CAPM Toolkit landing page](#).

## Family Activities and Events

### **Southern Nevada** **Family Events**

**HELLO FROM JAPAN!**  
January 7 @ 12pm  
Discovery Children's Museum  
360 Promenade Pl  
Las Vegas, NV 89106  
[More Information Here](#)

**Mesquite Hot Air Balloon Festival**  
Jan. 26, 2018 - Jan. 28 @ Sundown  
South parking lot of the CasaBlanca  
Resort and Casino  
[More Information Here](#)

EVENT TITLE  
MONTH DAY @ TIME  
LOCATION  
ADDRESS  
[More Information Here](#)

### **Northern Nevada** **Family Events**

EVENT TITLE  
MONTH DAY @ TIME  
LOCATION  
ADDRESS  
[More Information Here](#)

EVENT TITLE  
MONTH DAY @ TIME  
LOCATION  
ADDRESS  
[More Information Here](#)

EVENT TITLE  
MONTH DAY @ TIME  
LOCATION  
ADDRESS  
[More Information Here](#)

## Want to be in the know for future family fun??

PCA Nevada has **MORE** family friendly events on our website!  
[Click here to view more events in your area!](#)

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## WINTER CRAFTS



### SNOWFLAKES:

<https://www.marthastewart.com/274507/kids-winter-crafts?slide=3400615>

### MONSTER MITTENS:

<https://www.marthastewart.com/265413/monster-mittens>

## Tips for Parents!

For families with young children, the winter months can seem like the most punishing time of the year: shortened days, cold temperatures, and snow days all drive kids indoors. How do we keep our kids happy, healthy, and active when we are already struggling to do the same for ourselves? It can be done – use these tips to hold the winter blues at bay for your family:

**Turn off the TV.** It's easy for our kids to weather the winter storms by enjoying all their favorite shows, but Jacob watching four straight hours of SpongeBob is doing him more harm than good. A little TV is fine, but other activities will be better in the long run to keep them mentally and physically fit. Set limits with your kids, then encourage other pursuits, from puppet shows to hallway bowling to creating masterpieces from dried pasta. Still stumped? Plenty of websites offer fun ideas for bored kids and their parents. If it's too cold for outdoor time, schedule a visit to a local YMCA or play place to go swimming, shoot some hoops, or even just run around.

**Remember Routines.** With cold weather zapping everyone's energy, and snow days throwing off our whole schedule, it's easy to give in to laziness or chaos. Combat this by making it a point to stick to set routines each day—even when bad weather cancels school or quells activities. When the expectation exists that household chores and homework continue to be done daily, they'll be no need for questioning or quarreling later.

**Encourage Enthusiasm.** Keep the winter blahs out of your home by maintaining a fun environment. Cold weather and shortened daylight hours often take away some of our kids' favorite outdoor activities—which can be pretty disappointing to little ones. By encouraging any of your kids' positive indoor pursuits, finding ways to get everyone active and staying upbeat yourself, you can make great strides in keeping your family happy and healthy, no matter how chilly it is outside. While most of us still won't look forward to winter, it helps to find some ways to survive—and even thrive.

PositiveParentingSolutions.com



3 TIPS FOR BATTLING  
THE WINTER BLUES

<https://www.positiveparentingsolutions.com/parenting/3-tips-for-battling-the-winter-blues>

# Updates on Children's Policies

## Nevada Policy

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### Save the Date!

#### Next Meeting of the Task Force on the Prevention of Sexual Abuse of Children

January 22, 2018 at 9am

[\(641\)715-3273](tel:6417153273) Pin: 141093#

#### Legislative Pinwheel Planting

April 6, 2018 Time TBD

Legislative Lawn - 401 N. Carson Street, Carson City NV

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## National Policy

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### The Comprehensive Addiction and Treatment Act of 2016 (CARA)

December 14, Senate Health, Education, Labor and Pensions Committee Chairman Lamar Alexander (R-Tenn.) and Sen. Patty Murray (D-Wash.), sent bipartisan letters to all governors and state insurance commissioners asking for their policy recommendations to combat the nation's opioid epidemic. They pointed to three bills passed last congressional session: ***one to identify ways to better help infants born exposed to opioids (CARA)***, the Comprehensive Addiction and Recovery Act and a biomedical innovation bill that provided \$1 billion of funding over two years for states to combat the epidemic. The two lawmakers wrote, "We are asking you to inform us how these laws have helped state and local officials address the opioid crisis, whether additional changes to federal law or regulation are necessary, and if so, what specific changes should be considered." It is clear from this effort that the opioid crisis is a significant problem in American communities and that bipartisan support to address this issue should be at the forefront of any decisions made by Congress.

### New Resource on Supporting Brain Development in Traumatized Children and Youth

Early child abuse and neglect can result in lifelong cognitive, behavioral, and mental health problems. Traumatized children and youth may need help overcoming learning difficulties and social-emotional deficits. Learn how to help these vulnerable children and youth in the new bulletin, [\*\*\*Supporting Brain Development in Traumatized Children and Youth\*\*\*](#). It summarizes the effects of early trauma on brain development and looks at the steps needed to take to screen for developmental delays and identify the trauma-affected children and youth in their care. It also looks at ways to access cross-sector, therapeutic, and evidence-based treatment to encourage healthy recovery for trauma-affected

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**Email:**

[preventchildabusenevada@unlv.edu](mailto:preventchildabusenevada@unlv.edu)

**PCANV Resources**

Prevent Child Abuse Nevada has resources available for everyone!

Resources are available via our website. Contact us for more information or to request hard copies.

[www.preventchildabusenevada.org](http://www.preventchildabusenevada.org)

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**Visit our website**

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Your copy should address 3 key questions: Who am I writing for? (Audience) Why should they care? (Benefit) What do I want them to do here? (Call-to-Action)

Create a great offer by adding words like "free" "personalized" "complimentary" or "customized." A sense of urgency often helps readers take an action, so think about inserting phrases like "for a limited time only" or "only 7 remaining!"

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