



CAP Month 2026 Press Release

FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Takkeem Morgan
Senior Communications Director
tmorgan@preventchildabuse.org
215.510.9153

April is Child Abuse Prevention Month: “Pinwheels of Possibility” Highlights the Power of Partnering with Families and Communities to Protect Our Children

CHICAGO, IL — This April, **Prevent Child Abuse America (PCA America)** and its nationwide network of chapters, Healthy Families community sites and partners are recognizing **Child Abuse Prevention Month (CAP Month)** with the 2026 campaign theme **Pinwheels of Possibility**—a call to strengthen families, support communities, and invest in prevention so every child can have access to the condition of safety and well-being.

Child abuse prevention begins long before a crisis occurs. CAP Month highlights how families, communities, and systems working together can create the conditions children need to grow up safe, supported, and surrounded by opportunity.

“At the heart of prevention is a simple truth: families want the best for their children,” said Dr. Melissa Merrick, President and CEO of Prevent Child Abuse America. “When we listen to families, invest in prevention, and build communities of support, we create the conditions where all children and families can truly flourish.”

The pinwheel is the national symbol of child abuse prevention and represents the bright futures every child deserves.

Across the country, pinwheel gardens, community events, and digital campaigns will serve as a reminder that prevention is possible when communities come together to support families early and often. Each pinwheel represents the collective commitment to building safe, stable, and nurturing environments where children can grow up with hope for the future.

The Pinwheels of Possibility campaign invites individuals, organizations, and communities to shift the narrative—from blame to collective responsibility for prevention—by recognizing that strong families are the foundation of strong communities.

Key Activations During CAP Month

Throughout April, PCA America and its partners will engage communities nationwide through a series of key campaign activations designed to raise awareness and mobilize support for prevention.



- **Wear Blue Day — April 10 (Press Conference)**
Supporters across the country will wear blue to show their commitment to children and families and to raise awareness about the importance of prevention.
- **Week of Action — April 13–17**
Advocates and partners will come together to elevate prevention solutions and encourage policymakers and community leaders to invest in strategies that support families before harm occurs.
- **National Home Visiting Week — April 20–24**
This week highlights the impact of evidence-based home visiting programs like Healthy Families America, which partner with parents to strengthen family well-being and promote positive childhood experiences.
- **Day of Giving — April 28**
Communities nationwide will come together to support prevention programs and help expand resources that strengthen families and protect children.

Prevention Starts with Supporting Families

Preventing child abuse and neglect requires a collective effort that prioritizes supporting families, reducing stress, and strengthening relationships within communities. CAP Month highlights evidence-based strategies that make prevention possible, including home visiting programs, economic supports, and policies that promote safe, stable, and nurturing environments for children.

Through national initiatives like Healthy Families America, partnerships across sectors, and collaboration with communities nationwide, PCA America continues to advance solutions that support families early and build stronger futures for children.

About Prevent Child Abuse America

Founded in 1972, Prevent Child Abuse America is the nation's oldest and largest organization dedicated to preventing child abuse and neglect before it happens. Through evidence-based programs, innovative policy solutions, and a growing nationwide network, PCA America works to create the conditions for safe, stable, nurturing environments where families can thrive.

Our North Star: A future where all children and families are living purposeful and happy lives with hope for the future.