Introducing the WIC Developmental Milestone Checklist Program Implementation Guidance and Supplemental Materials from CDC

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

WIC Developmental Milestone Checklist Program

Support Materials from CDC

1. CDC's Program Implementation Guidance (draft available now)
2. Recruitment and Training Videos (coming soon!)
3. Primers, Flyers, and other Support Materials for Parents (available now)

CDC's Program Implementation Guidance

Reminders

- Adapted from Missouri's Implementation Manual
- It's a draft-- we want your feedback
- Final content will be presented as a website
- Pull from it freely when developing your own state's guidance

WIC Milestone Checklist Program

Implementation Guidance

Overview

- Why Monitor Development?
- How to Monitor Development
  - Environmental Graphics
  - Administering Checklists
  - Making a Referral
- Tracking Success
- Tools and Templates

WHY MONITOR DEVELOPMENT?

-About *Learn the Signs. Act Early.*
-How Milestone Monitoring Helps WIC Staff
-The Missouri Model

HOW TO MONITOR DEVELOPMENT

-Identifying Program Champions
-Recruiting Clinics

Component 1—Environmental Graphics

-Printing Specifications
-Installation

Component 2—Administering Checklists

-Four Simple Steps
-Linking to Nutrition Education

Component 3—Making a Referral

-Helping Families Follow-Up

TRACKING SUCCESS

-State/Agency Level Tracking
-Clinic Level Tracking
-Celebrating Success

TOOLS AND TEMPLATES

- Printing specifications for Environmental Graphics
- Installing Environmental Graphics
- *Deskside Reference Guide*
- Implementation Checklist for Clinics
- Frequently Asked Questions
- Organizing Materials for Easy Access
- Content Checklist for Program Webpage
- Implementation Checklist for WIC State Agencies

Section 1: Why Monitor Development? *(p. 1-7)*

Purpose

- Presents why monitoring development is important for children and helpful to parents and WIC Staff
  - Developmental disabilities are COMMON
  - Too many children miss out on early intervention services
  - Monitoring development engages and educates parents, empowers staff, and helps children
  - Helps staff answer questions, respond to parent concerns, and make appropriate referrals
- Introduces CDC's *Learn the Signs. Act Early.* and the Missouri Model

Section 2: How to Monitor Development *(p. 8-20)*

Purpose

- Provides step-by-step guidance for how to get a milestone checklist program up and running, from recruiting program champions and pilot clinics to making your first referral
  - Describes the 3 core components:
    1. Environmental graphics
    2. Administering milestone checklists (in four simple steps)
    3. Making a referral
  - Also includes tips for linking developmental monitoring to nutrition education and for supporting families in following up with referrals

Section 3: Tracking Success *(p.21-23)*

Purpose

- Provides guidance for finding out if your checklist program is being implemented as intended, reaching your clients, and making a difference – and the importance of doing so!
- Measures of interest
  - Percent of clients who received/completed a milestone checklist
  - Percent of children referred for possible developmental concerns
  - Percent seen by their primary HCP or another professional as a result of referral
  - Percent referred on for further testing or early intervention services
- Reporting success energizes staff to even further success and fosters the spread of the program statewide

Section 4: TOOLS AND TEMPLATES *(p. 24-36)*

Purpose

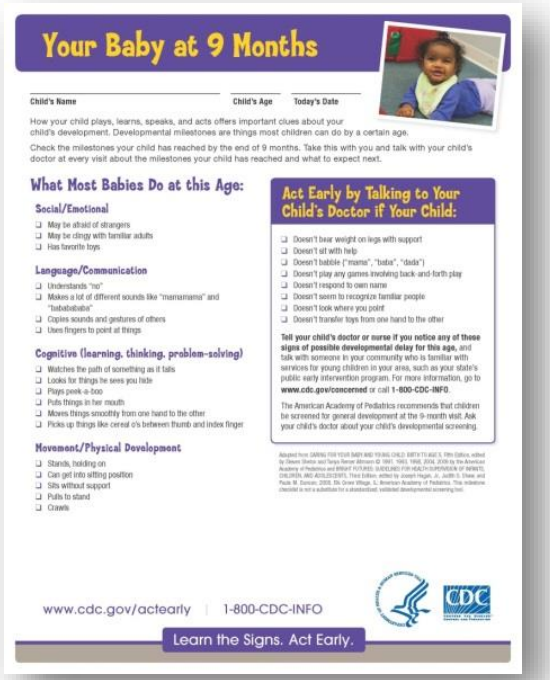
- Provides customizable tools and templates to facilitate checklist program development and implementation
  - Implementation Resources for WIC Clinics
    - Printing Specifications for Environmental Graphics
    - Installing Environmental Graphics
    - ***Deskside Reference Guide***
    - **Implementation Checklist for Clinics**
    - **Frequently Asked Questions**
    - Organization of Materials for Easy Access
  - Implementation Resources for State WIC Agencies
    - Content Checklist for Program Webpage
    - **Implementation Checklist for WIC State Agencies**

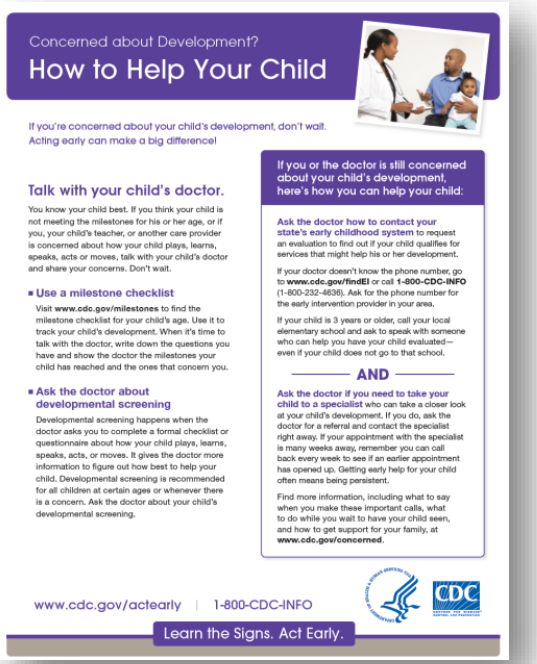
Coming Soon! Recruitment and Training Videos

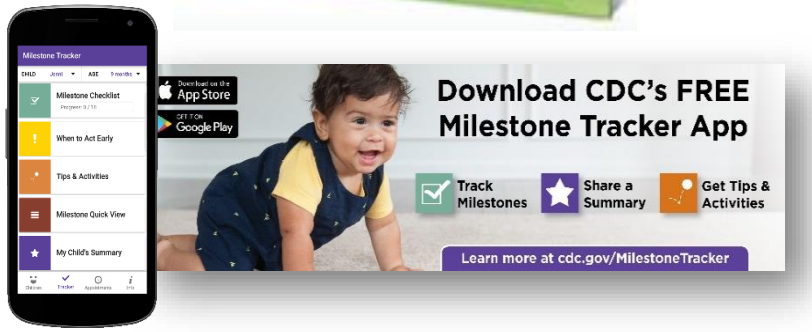
CDC to adapt Missouri's videos

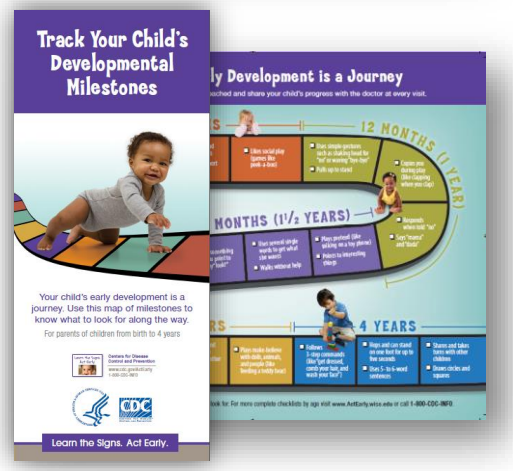
1. Recruitment Video https://www.youtube.com/watch?v=aVyPVewmShI&t=328s
   - Used at district and other meetings to recruit clinics to participate
   - 5-7 mins
2. Staff Training https://www.youtube.com/watch?v=6iTlDHeoQFo&t=178s
   - Used to train staff to implement the checklist program during staff meetings
   - A primary component of staff training, along with the Deskside Reference Guide
   - 15-20 mins

Learn the Signs. Act Early. Materials www.cdc.gov/ActEarly/Materials









Learn the Signs. Act Early. Materials

A few reminders…

Materials are

- All available at www.cdc.gov/ActEarly/Materials
- Evidence-informed, audience-tested
- Designed for parents (mostly)
- Useful for all those working with young children
- Written in plain language (5th – 6th grade reading level)
- Focused on milestones, when to act early, and what to do when concerned
- Free! (in limited quantities)

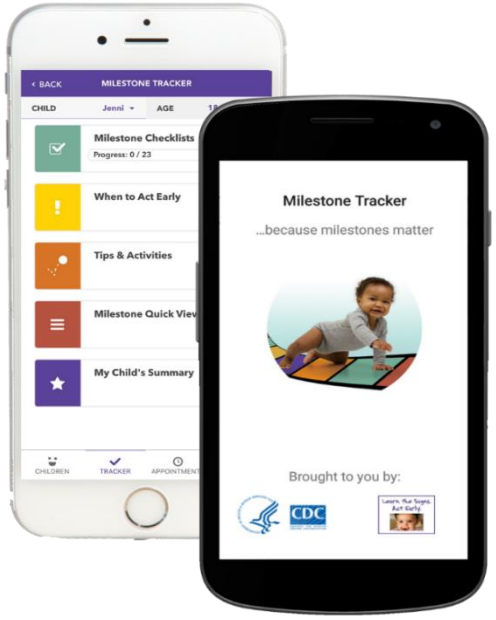
Learn the Signs. Act Early. Materials
Reminders, contd.

Materials are

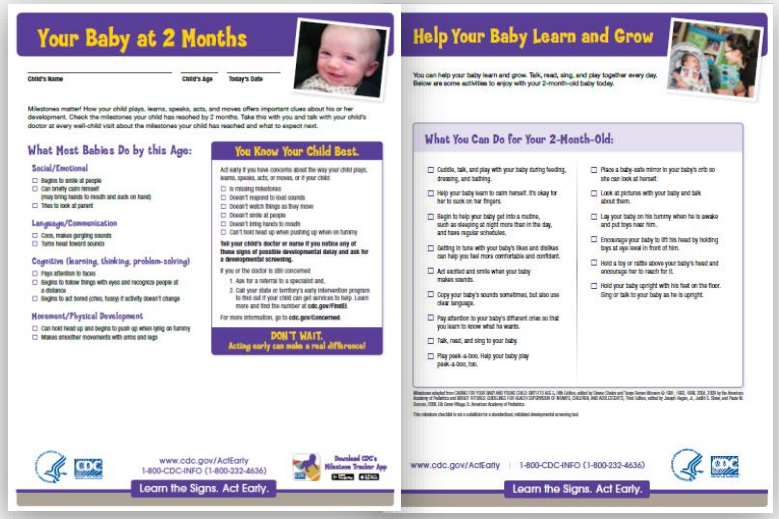
- Reproducible (no copyright)
- Easily customizable
- Available in Spanish and other languages (you can translate into more!)
- Available to print yourself immediately (most)
- Popular! (so sometimes out of stock)

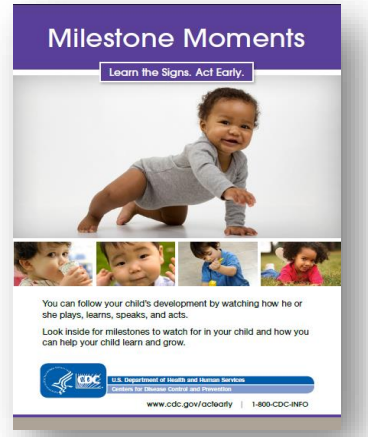
Learn the Signs. Act Early. Materials

Milestone Tracking Tools



- Milestone Tracker App www.cdc.gov/MilestoneTracker
  - Includes photo or video of every milestone
- Milestone Checklists
  - Print 2-sided from desktop, individual ages
- Milestone Moments Booklet
  - Comprehensive booklet age 2 mo-5 years





Each includes full checklists by age, tips to support development, and what to do when concerned

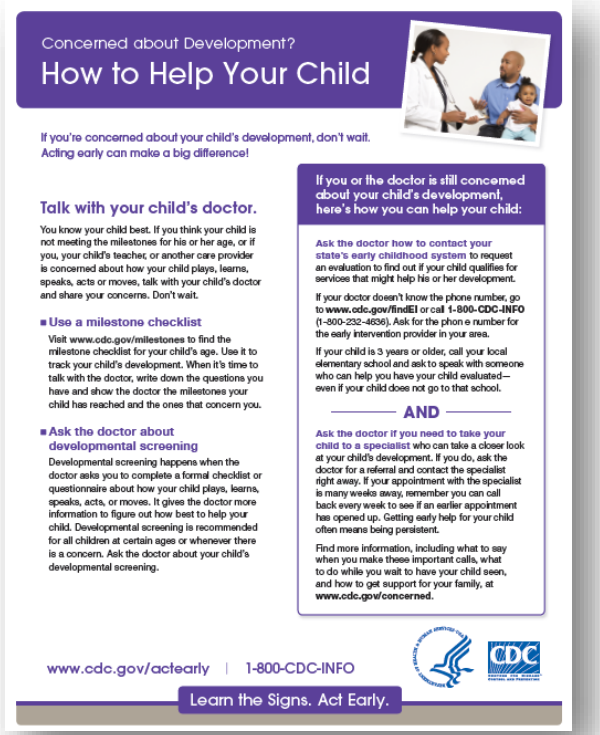
Helping Parents Act on Concerns

Tip Sheets

- Concerned? How to Help Your Child
- Concerned? How to Talk with the Doctor
- Talking with Parents about Developmental Concerns

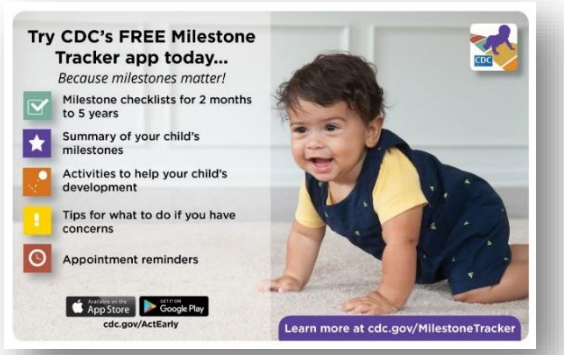
Web pages

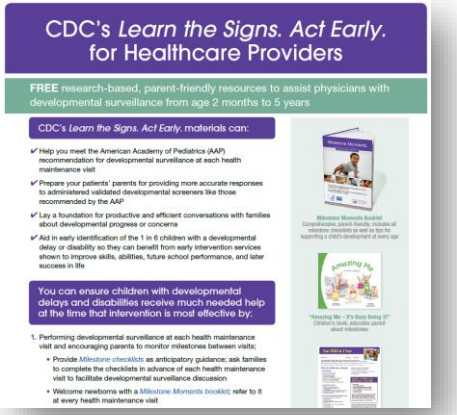
- If You're Concerned: www.cdc.gov/Concerned
  - Why Act Early?
  - What to Say
  - While you wait
- Find EI www.cdc.gov/FindEI



Promotional Materials

- App Flyer
- Posters
- Web Buttons
- Growth Chart
- “Track Your Child’s Milestones” Brochure
- Environmental graphics





Promote to other Professionals

-Primers for WIC, Healthcare, Early Education, Head Start

Videos

Promotional

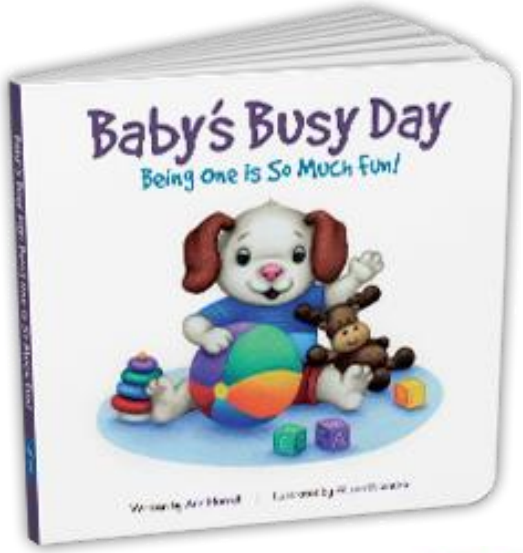
- Parents
- Healthcare Providers
- Early Educators
- WIC Clinic Recruitment (coming soon)

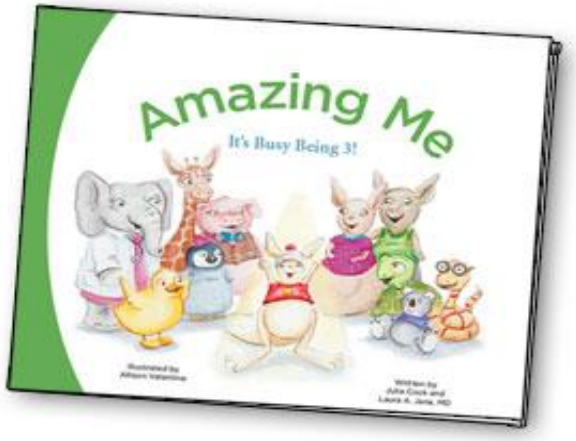
Training

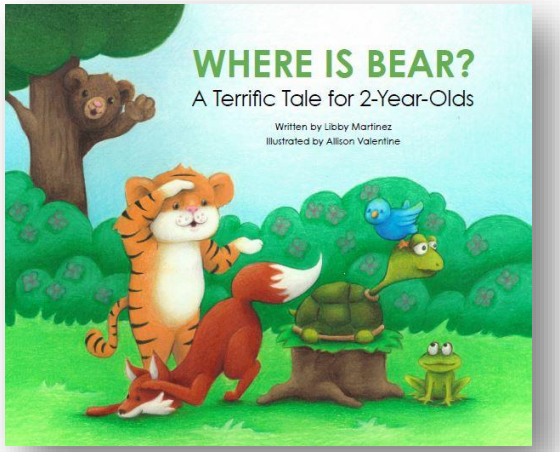
- WIC Staff Training Video (coming soon)
- *Watch Me! Celebrating Milestones and Sharing Concerns*
  (1 hr online CE for Early Educators) www.cdc.gov/WatchMeTraining

Children's Books

- Baby's Busy Day– Being One is So Much Fun!
  - self-print only, not yet available to order
- Where is Bear—A Terrific Tale for 2-Year-Olds
- Amazing Me– It's Busy Being 3!







Make the Materials Your Own

Customize!

- Nearly all LTSAE materials can be customized with your organization's local contact information and logo.
  1. Contact us (ActEarly@cdc.gov) and we will provide access to our file sharing site www.GroupSpaces.com/ActEarlyMaterials and the editable file.
  2. You add your contact information and/or logo (we can help)
  3. You take the files to a local printer.

Thank you and be sure to let us know how we can help!

KKGreen@cdc.gov

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