

March 2021



U.S. Department of Health
and Human Services
Centers for Disease
Control and Prevention



Monthly Update: WIC Developmental Monitoring Project



You are receiving this monthly newsletter because you are a part of the ASPHN WIC Developmental Monitoring Project. This newsletter will feature updates from states within the project about what they are doing and successes and challenges they have had, information about upcoming trainings, and other news. If you have anything you'd like to contribute, you can reach out to Amber Brown at AmberBrown@asphn.org. Thank you!

Upcoming Events

- *March 24th, 11 am ET: State Updates & Networking*
- *April 28th, 11 am ET: Topic TBD*
- *May 26th, 11 am ET: State Updates & Networking*

*Mark your calendars for our monthly training on the 4th Wednesday at 11 am ET.

ASPHN and CDC Updates



March 2021 Sample Social Media Posts

[Click Here for Sample Social Media Posts](#)

WIC providers play an important role in helping to connect families to services and support when

there's a developmental concern. Learn more here: <https://www.cdc.gov/ncbddd/actearly/wic-providers.html>



Is your baby due for a well-child appointment? Before the visit, download CDC's Milestone Tracker app to complete a milestone checklist! The app can help you talk with the doctor about the milestones your baby's development. Learn more here: <http://cdc.gov/MilestoneTracker>



Do you use an app to track your child's development? Try CDC's Milestone Tracker! It's free, easy to use, and sends helpful reminders. Download here: <http://cdc.gov/MilestoneTracker>



Your child's health is more than just physical. Track your child's developmental health and get tips for supporting her as she grows with CDC's FREE Milestone Tracker app. Download it today! <http://cdc.gov/MilestoneTracker...>



Virtual Options Plan

Virtual Options Plan

During the February online training ASPHN shared more details about the virtual options that we will be testing between now and July 2021. The full plan can be found at the link above. [To view the recording of that webinar click here.](#)



- **Online Checklist** (March/April)
- **Promoting the Milestone Tracker App Virtually** (Mar-Jul 2021)
 - WIC staff to promote the Tracker App during appointments
 - WIC clinic to set up an email account where WIC participants can email the results of the checklist from the Milestone Tracker App to the WIC clinic.
 - State WIC office will contact local hospitals to inquire about adding an informational flyer about CDC's Milestone Tracker App to the informational packet that goes home with new moms.
- **Online Education Modules for WIC Participants**
 - WIC-ed.com (March Launch)
 - WICSmart (March Launch)

- WIChealth.org (*July Launch*)
 - **Partnering with the WICShopper App (JPMA) to promote LTSAE** (*Testing: March- July 2021*)
 - ASPHN will work with JPMA to develop push notifications, banners, buttons, life hacks, etc. to promote developmental monitoring within the WICShopper app.
 - **Dissemination and Promotion of Online Materials** (*Mar-July 2021*)
 - ASPHN will provide 2-3 social media posts per month that promote developmental monitoring and the app. TA states will share these posts on their social media platforms
 - **Child Development Training Course for WIC Staff**
 - *Launch: March/April 2021*
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State Updates

Massachusetts

All local WIC Program staff are currently being provided with training around developmental monitoring in anticipation for statewide rollout in July 2021. The training that staff are currently completing includes viewing a webinar, presented by Dr. Kate Barlow, CDCs Act Early Ambassador for Massachusetts, that provides an overview of LTSAE and the milestone tracker app. In addition, staff are being asked to complete an online module titled, “Developmental Delays” which provides an overview of Early Intervention and special education services. Lastly, we are planning implementation WebEx trainings for late spring. These trainings are being broken out into 6 regions and will include each region’s Family TIES parent coordinator.

We are working with our 7 pilot WIC Programs to make decisions on both in-person and virtual methods for project rollout. We are planning a WebEx meeting for late March to discuss options and make some decisions.

Johanna Lynch, an intern from Boston College, has been working with us to develop WICSmart modules around 9-month-old and 12-month-old developmental milestones. These modules are in the final stages of completion. Johanna has also been working on an infographic to provide direction to families on how to download and use the milestone tracker app. The infographic is planned to be used on the Massachusetts WIC website and will be shared with local WIC Programs to use on their own program and agency sites as well.

We are partnering with Dr. Kate Barlow to obtain a shipment of CDC’s “Baby’s Busy Day” books. Our intention for these books is to mail them in July to as many 8-to-10-month-old WIC infants as possible. Along with the book will be a letter describing the project, a copy of the 9-month-old milestone checklist and directions for using the milestone tracker app.

ASPHN's Library of Reliable COVID-19 Information

ASPHN has created a library of COVID-19 reliable information related to public health nutrition. Check it out here:

<https://asphn.org/covid-19-resources/>

This product is supported by the Centers for Disease Control and Prevention (CDC) of the U.S. Department of Health and Human Services (HHS) as part of financial assistance award totaling \$110,000 with 100 percent funded by the Division of Human Development and Disability, National Center on Birth Defects and Developmental Disabilities/CDC/HHS. The contents of this announcement are those of the author and do not necessarily represent the official views of, nor an endorsement by CDC/HHS or the U.S. Government.
