

April 2021



U.S. Department of Health
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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

- *April 28th, 11 am ET: Nutrition and Child Development; Dr. Maureen Black, Ph.D., Pediatric Psychologist, University of Maryland*
- *May 26th, 11 am ET: State Updates & Networking*
- *June 23rd, 11 am ET: Topic TBD*

*Monthly trainings take place on the 4th Wednesday at 11 am ET.

ASPHN and CDC Updates

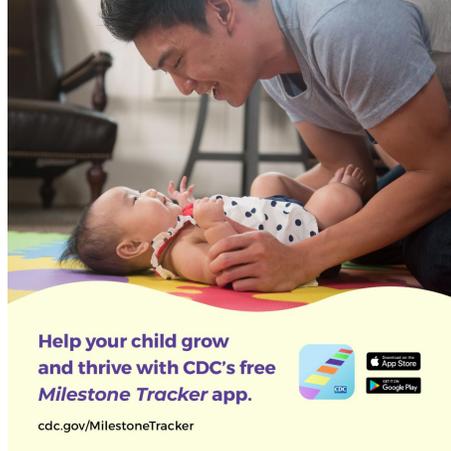


New and Improved Milestone Tracker App!

CDC's new and improved *Milestone Tracker app* is available for download in both the [Apple](#) and [Google Play](#) app stores. Available in both English and [Spanish](#), this update provides a fun and easy way for parents and caregivers

to track and support their child's early development, with a new and improved interactive design. Features include:

- Interactive milestone checklists for children ages 2 months through 5 years;
- The ability to complete a checklist using corrected age for children born prematurely;
- Photos and videos to help parents and caregivers recognize milestones;
- Tips and activities for supporting early development;
- An easy way to share developmental progress with their healthcare provider and others;
- Appointment and developmental screening reminders;
- And much more!



A promotional toolkit is available to help promote the new app to parents and caregivers, early care and education providers, healthcare providers, and other family service providers. For customizable materials, visit Box.com. For access to Box, email the Act Early inbox at actearly@cdc.gov.



New Resource: Milestones Matter with CDC and Vroom!

This engaging new poster from "Learn the Signs. Act Early." and Vroom™ shares the importance of tracking children's development and using brain-building tips to add learning to everyday moments. Print this resource from your desktop or send it to a local printer for larger sizes. Display the poster as a resource to help encourage families to track their child's milestones and try brain-building tips to promote their child's development. Click here to download in English or Spanish.



April 2021 Sample Social Media Posts

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

The first few years go by fast. Enjoy the milestone moments and find fun and easy activities for every age to help your child grow and thrive with CDC's newly updated, FREE Milestone Tracker app. Learn more at [cdc.gov/MilestoneTracker](https://www.cdc.gov/MilestoneTracker)



#AskYourDoctor about routine developmental screening —recommended for ALL children. 1 in 6 children have a developmental disability, so #ActEarly and talk with your child's doctor if you have a concern. <http://cdc.gov/Concerned>



Did you know that most babies begin to laugh and blow "raspberries" by age 6 months? Track milestones like these and more with CDC's free milestone checklist. <http://cdc.gov/Milestones> #ActEarly #DevelopmentalMilestones



Concerned about your child's development? Call your local WIC clinic to ask for a referral for developmental screening



Stay in tune with your child's development by completing

milestone checklists regularly. Use CDC's Milestone Tracker app for an easy and fun way to complete a checklist today! <http://cdc.gov/MilestoneTracker>



State Updates

South Carolina

South Carolina WIC is planning to implement the Developmental Milestone Checklist Program. We will be piloting the program in 2 sites in the State from June-August, make any adjustments, and then roll out the program for the entire State during our annual State meeting in October. The WIC nutritionists will receive training on child development by our CDC's Act Early Ambassador in June. We are currently in the process of having the checklists and APP flyer printed, and a link to the App will be added to our WIC mobile App. The implementation guide makes rolling out the program easy and we look forward to enhancing our WIC services with developmental monitoring of children and educating parents about developmental milestones.

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** (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 (April Launch)
 - WICSmart (April 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: April 2021*

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/>

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