

ASPHN has some exciting new products available to you and your WIC program to help promote developmental monitoring! These products are available FREE to your WIC program and will provide a basic knowledge of child development, how to monitor a child's development, and what to do if there may be a developmental concern. These products include:

- CDC's Online Milestone Checklists
- "Milestones Matter" Class for WIC participants
  - WICSmart (available now)
  - WIC-ed.com (available now)
  - WIChealth.org (available July 2021)
- "Introduction to Child Development" Training for WIC Staff
- Developmental Milestones Content for WICShopper
- Sample Hospital/Pediatrician Email

Please note most of these are supplementary activities and do not replace developmental monitoring.

See details about these products below and contact Amber Brown ([amberbrown@asphn.org](mailto:amberbrown@asphn.org)) with any questions.

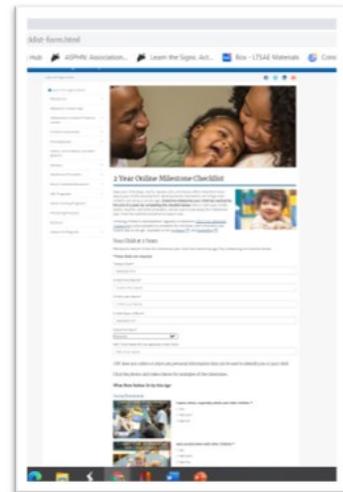
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## CDC's Online Milestone Checklists

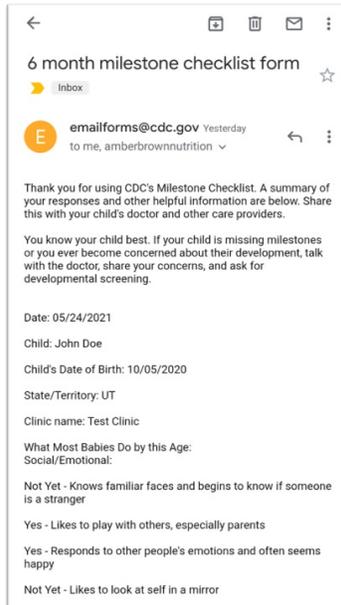
CDC's Online Checklist is now available on the ["Learn the Signs. Act Early." website](#). WIC staff can encourage participants to complete an online checklist prior to their next appointment where they can review it with them.

To use CDC's Online Checklist:

1. Visit [CDC's Milestones Page](#) and select the age of checklist you would like to complete.
2. Click on "Complete an Online Milestone Checklist" in the box on the right side of the page or in the link in the 2nd paragraph.
3. Fill in the required fields: Date, Child's Name, Child's Birthday, and State. WIC clinic is optional.
4. Fill out the milestone checklist using the pictures and videos.
5. Enter your WIC clinic's email address into the first email box and enter your email address into the second email box to receive a copy of your child's summary. Hit submit to send your child's summary to the email addresses you provided.
6. The clinic email will then receive an email from [emailforms@cdc.gov](mailto:emailforms@cdc.gov)



with the child's summary. It will look like the image below.



An [infographic on how to fill out the online checklist](#) is below. This can be shared with participants.

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## “Milestones Matter” Class for WIC Participants

Now available on WICSmart and will be available on WIC-ed.com in the coming weeks. WIChealth.org is working on developing content that should be available this summer. Available in both English and Spanish. If you are interested in adding this class to your state’s online education platform, contact them to see a preview and have it added.

**Course Description:** *Good nutrition is important for the healthy development of a child’s mind and body. We monitor (track) children’s **growth** by checking their weight and height. We monitor a child’s **development** by looking for developmental milestones – how children play, learn, speak, act and move for their age.*

*In this course, you will learn about:*

- *developmental milestones most children reach by a certain age,*
- *how to monitor your child’s milestones and share this information with healthcare providers and teachers,*
- *tips to support your child’s healthy development.*

*\* If your child has a special medical condition, like having a developmental delay or disability, they may be following their own developmental path with a different order and time than listed in this course. Talk with your child’s healthcare providers, therapists, and teachers about what new skills your child will be working towards next.*





"Milestones Matter" WICSmart Lesson



"Milestones Matter" WIC-ed.com Lesson

Sample Social Media Promotion

Promotional Handouts

## Introduction to Child Development Training for WIC Staff

Could your WIC Staff use some training on child development in young children? An *Introduction to Child Development* training module for WIC staff is now available. This is a 30–40-minute module that provides WIC staff with the basics of child development and how to encourage developmental monitoring with WIC participants. The interactive training is available here: <https://asphn.org/courses/introduction-to-learn-the-signs-act-early-program/>

A link to the training is also available in CDC's Online Implementation Guide for WIC Program Staff under Online Courses: <https://www.cdc.gov/ncbddd/wicguide/tools-and-templates.html>



Promotional Materials

## Developmental Milestones Content for WICShopper



Does your state offer the WICShopper app to WIC participants? Good news! We have developed a Developmental Milestones Button for the WICShopper App. When the participant clicks the button, they will be provided info on:

- Developmental milestones
- CDC's FREE Milestone Tracker App
- Positive parenting tips, and more.

To get more information on the Developmental Milestones Button, Banners, and Push Notifications or to have any of them added to your state's WICShopper app, contact Amber Brown at [amberbrown@asphn.org](mailto:amberbrown@asphn.org) or contact [WICShopper@jpmma.com](mailto:WICShopper@jpmma.com).



### Promotional Materials

## Sample Hospital/Pediatrician Email

Are you interested in promoting developmental monitoring and collaborating with your local hospitals and/or pediatrician's offices? We have put together sample email/letter templates and phone scripts to make it easier for you to reach out to them. You can use these to inquire about adding an informational flyer about CDC's Milestone Tracker App to the informational packet that goes home with new moms or to the patients in the pediatrician's office. If they already include WIC referrals in the new mom informational packet this would be easy to add. If they don't yet, it would be a good time to ask them to include both.

### Hospital Email/Phone Template

### Sample Pediatrician's Office Email and Phone Template

Contact Amber Brown with questions at [amberbrown@asphn.org](mailto:amberbrown@asphn.org)



Centers for Disease Control and Prevention  
[www.cdc.gov/actearly](http://www.cdc.gov/actearly)  
1-800-CDC-INFO



*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.*

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