

May 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

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

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

Upcoming Webinar: *Assessing and Addressing Priorities and Inequities in Developmental Monitoring and Early Identification: Strategies from the Act Early COVID-19 Response Efforts*

May 13, 2021 | 11AM-12PM, Eastern

Since the onset of the COVID-19 pandemic, there have been disruptions in care and increased delays in early identification and early intervention services for children with developmental delays and disabilities. This has especially impacted and further heightened inequities experienced by children and families of color and those from under-resourced communities. The CDC's *Learn the Signs. Act Early.* (LTSAE) Initiative promotes collaboration among early childhood programs in states and territories so children with autism or other developmental delays and disabilities can be identified early and referred to appropriate services and supports. As part of the COVID-19 response, the *Act Early Network* and partners are supporting early childhood systems, programs, providers and families to support recovery and strengthen resilience skills, behaviors, and resources of children, families, and

communities. Please join AMCHP and our partners at the [American Academy of Pediatrics](#), [Association of University Centers on Disabilities](#), and Title V, family and community leaders from the Act Early COVID-19 Response teams on this webinar to:

- Understand current gaps and strengths in early childhood systems to address early identification of children’s developmental needs
- Identify systems and program priorities that advance equitable and optimal children’s health and development outcomes.
- Describe how LTSAE resources and strategies can be used to address priorities in promoting children’s health and development, and early identification of needs

[Click here](#) to register!

(Unable to attend live? Register to receive webinar materials and follow-up information.)

ASPHN and CDC Updates



Virtual Options Update

We have made great progress on the Virtual Options to promote developmental monitoring in WIC. Currently, we have states who are promoting CDC’s Milestone Tracker App, promoting developmental monitoring via social media, and testing the Developmental Milestones Content on the WICShopper app with many more options very close to being ready for testing.



Watch your email for a special edition of the WIC Developmental Monitoring Project Newsletter in the coming weeks. This newsletter will include information on virtual options available to states including promotional materials.

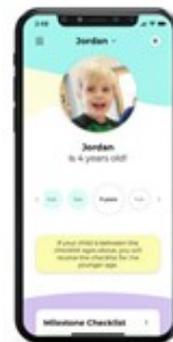
May 2021 Sample Social Media Posts

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

#DYK? Holding and talking to your baby is a great way to support their development. Find other parenting tips by visiting <http://cdc.gov/Milestones>.



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>



Does your little one have a favorite song they sing while washing their hands for 20 seconds? Singing songs is a developmental milestone that most children reach by 4 years old and is a great way to help children wash hands the right way! <http://cdc.gov/Milestones>



Virtual Options Plan

Virtual Options Plan

- **Online Checklist** (May?)
 - **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 (May Launch)
 - WICSmart (May 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
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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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