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

- **July 28th, 11 am ET:** Updates & Successes from Year 3 of the WIC Developmental Monitoring Project

**Request for Information for July Training:**

For our July online training, we will provide an update on what we have accomplished in year 3 of the WIC Developmental Monitoring Project and highlight some of the successes. CDC will be inviting their LTSAE team as well as some stakeholders. I will be highlighting some of the products that we have developed, but also want to share some of the amazing work that the states have accomplished over the last year.

If you are willing please send me either a few sentences/bullet points or a powerpoint slide that includes some of your accomplishments and what you are working on. I would also like to include this in an upcoming newsletter.

Please send this to Amber Brown (amberbrown@asphn.org) by **July 14th** if possible. Thanks!
Help Me Grow National Forum 2021
September 20, 2021—September 23, 2021
11:00 AM-5:00 PM ET
Cost: $150

Registration link: https://web.cvent.com/event/d1fdae28-f309-4188-9f38-f157a46c3a2d/summary

The 12th Annual Help Me Grow National Forum will consist of virtual content to support early childhood system building through HMG Model implementation across the country.

The agenda will include HMG affiliate-led content sessions, poster presentations, networking, exhibitor booths, and distinguished speakers. The 2021 HMG Virtual Forum will be co-hosted by the HMG National Center and Help Me Grow Indiana, and will feature a series of presentations from the affiliate co-host.

ASPHN and CDC Updates

An Update on CDC's COVID-19 Response Assignments

We want to say a huge thank you to our CDC contacts, Katie Green and Tiffany Williams at CDC's National Center on Birth Defects and Developmental Disabilities. They have both been deployed on COVID-19 response assignments and we appreciate their extra work! Read a little more about what they have been doing below:

"Katie Green was deployed to the COVID-19 Emergency Response April 12-June 2\textsuperscript{nd}. She served on the Vaccine Task Force Communications Team as a Communications, Policy, and Partnerships liaison to the Persons with Disabilities subgroup, helping to ensure equitable information and vaccination access to people with disabilities across the nation."

"Tiffany Williams was deployed to the COVID-19 Emergency Response June 1 – June 30th. She served on the Dissemination and Implementation team, a part of the Vaccine Task Force. On this team, she managed and developed communication products to communicate about vaccine safety and vaccine equity. She also served as a liaison to the Persons with Disabilities subgroup, helping to ensure equitable information and vaccination access to people with disabilities across the nation."

NWA Presentation and Exhibit

Presentation: ASPHN presented at the National WIC Association Virtual Meeting on June 15\textsuperscript{th} about "Virtual Options for Promoting Developmental
Monitoring in WIC" with the help of two of the states in the project, Nevada (Lara Evans) and New Hampshire (Jessica Webb). The presentation included an overview of the project, virtual developmental monitoring products, a walk-through of Nevada’s online checklist, and an overview of how New Hampshire has continued LTSAE virtually. The presentation went well and there was a lot of engagement. There were 264 people who attended the presentation live and 108 people have watched the recording so far.

Thank you Lara and Jessica for doing a great job presenting!!

Exhibit: CDC had a "Learn the Signs. Act Early." exhibit at the meeting. There were a total of 198 people who visited the booth and engaged with the booth over 480 times. The LTSAE materials were downloaded 170 times. A few quotes from the chatbox included:

- “We didn’t find out my daughter was on the autism spectrum until age 4. Even with home visiting programs, we didn’t detect this early. Now, I work with a lot of families in the community. I can’t tell you how important it is to learn the signs and act early! I want to create more awareness.”
- “I just viewed your video – great stuff! Thank you for sharing these resources!”
- “So glad to have you at this year’s conference and glad you are sharing these resources.”

July 2021 Sample Social Media Posts

Click Here for Sample Social Media Posts

Track your child’s #developmental #milestones and share them with your pediatrician using CDC’s FREE Milestone Tracker app – available in English and Spanish! [www.cdc.gov/MilestoneTracker](http://www.cdc.gov/MilestoneTracker)

CDC made tracking early #developmental #milestones easy and fun with their FREE, parent-friendly app, Milestone Tracker. Download the app in English or Spanish and start tracking,
supporting, and celebrating your child's early development today! www.cdc.gov/MilestoneTracker

Download CDC's Milestone Tracker app in English or Spanish to complete a milestone checklist for your child! Then, use the app to share a summary with your WIC provider, get tips for development, and find out what to do if you have a concern. www.cdc.gov/MilestoneTracker

If you have a concern about your child's development, visit www.cdc.gov/Concerned to learn what you can do to best care for your child. When children are identified as early as possible, they can get the resources and services they need!

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**CDC's Online Checklists Now Live**

CDC's Online Milestone Checklists are now Live and ready for use.

To use CDC's Online Checklist:

1. Visit [CDC's Milestones Page](https://www.cdc.gov/MilestoneTracker) 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 with the child’s summary.

Below is an infographic that includes instructions for WIC participants on how to fill out and submit the online checklist. It can also be accessed here: https://asphn.org/wp-content/uploads/2021/05/CDCs-Online-Milestone-Checklist.pdf

### Virtual Options Plan

- **Online Checklist**
- **Promoting the Milestone Tracker App Virtually**
  - 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 (*June Launch*)
  - WICSmart (*June Launch*)
  - WIChealth.org (*July Launch*)
- **Partnering with the WICShopper App (JPMA) to promote LTSAE**
  - 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**
  - 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**

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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.