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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

- **October 15th:** Applications to join TA due
- **October 27th, 11 am ET:** Year 4 Kick-Off Meeting

The date and time for the monthly online training for year 4 may change based on availability of TA states during year 4. A survey will be sent to TA states in October.

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



Year 4 Updates

ASPHN is excited to announce that we have been awarded funding for Year 4 of the [WIC Developmental Monitoring Project \("Learn the Signs. Act Early." \(LTSAE\)\)](#) from CDC. With this funding, ASPHN will continue working with state WIC programs to promote developmental monitoring in the WIC program.

During Year 4 we will be focusing on continuing to test virtual options for promoting developmental monitoring in WIC, create a campaign to encourage additional states to use these products, and work to update materials based on CDC's updated milestone checklists later this year. We hope each TA state will continue on this project in year 4 so they can stay up-to-date on products for promoting developmental monitoring in WIC and be the first to know when CDC's milestone checklists and materials are updated.

Upcoming Opportunity for Additional States to Join as a TA State

We are also seeking state WIC programs that are interested in joining the project at a Technical Assistance level. Please share the following information with any states you think may be interested in joining the project for year 4.

Apply by October 15, 2021, to receive technical assistance in implementing "Learn The Signs. Act Early." in WIC. Access the short application below. The Association of State Public Health Nutritionists (ASPHN) has been awarded funding for Year 4 of the [WIC Developmental Monitoring Project](#) from CDC. With this funding, ASPHN will expand the number of state WIC programs it works with to promote developmental milestone monitoring within the WIC program.

Selected state WIC programs will:

- learn more about virtual options for promoting developmental monitoring,
- help test and provide feedback on these options,
- receive technical assistance from ASPHN and CDC about LTSAE in WIC, and
- connect with 19 other states that are doing similar work.

Contact Amber Brown at amberbrown@asphn.org for more information.

Year 3 Data and Feedback

Thank you to all of the states who provided testing and feedback on the virtual options for promoting developmental monitoring in WIC during year 3. We will continue to test these options in year 4 to gather more feedback and modify these options as needed. Below are the preliminary results from testing in year 3.

- **Online Checklist**
 - CDC's Online Checklist; June: 1,797
 - Nevada's Online Checklist: May-July: 1,145

- **Promoting the Milestone Tracker App Virtually**
 - Based on the State Staff Survey 9 states are encouraging WIC clinics 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.
 - One clinic in NH testing this option and received and reviewed 17 checklists through the app between April and July.

- **Online Education Modules for WIC Participants**
 - Now available in English and Spanish on WIChealth.org, WICSmart, and WIC-ed.com
 - Total # States who have added the course: 15
 - Total # of Lessons Taken in July: 1,211
 - WIChealth.org: 77% of participants who completed the lesson intro went on to complete an age-specific lesson
 - 94% of participants who took a class on WIChealth.org believed they could make a change after taking the course
 - 95% of participants who took a class on WICSmart said they would use what they learned in the module and would share the information with friends/family.

- **Partnering with the WICShopper App (JPMA) to promote LTSAE**
 - Total states using the button: 15
 - Total states using the banner: 10
 - Total users (Apr-Jul): 102,241
 - Total Sessions (Apr-Jul): 143,046
 - 100% of states surveyed agreed or strongly agreed that the button/banner is easy to use and the information is appropriate
 - Quote from one of the states about the developmental milestones info on WICShopper, "it is a no brainer-- works well and has been well received. There is interest as shown by its use/selection and JPMA is a great company to work with!"

- ***Dissemination and Promotion of Online Materials***
 - ASPHN provided 2-3 social media posts per month that promote developmental monitoring and the app.
 - According to the State Staff Survey, 8 states have used the sample social media posts
 - 100% of the states using them either agreed or strongly agreed that the sample posts were beneficial
 - 23 sample social media posts provided between March and July

 - ***Child Development Training Course for WIC Staff***
 - Course Feedback Quiz Completions (May-Jul): 122
 - Pageviews of the feedback survey: 253 (an estimate of how many times the course was taken)
 - People from at least 25 states have completed the training
 - Based on the course feedback quiz:
 - 83% said their knowledge of developmental milestones has increased moderately to extremely after taking this course
 - 69% said that the training has helped them to feel more comfortable asking families to complete a milestone checklist and review it briefly with them either very much or extremely.
 - 87% said they would use the resources presented in the training. 12% said they already use the resources.
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