An Overview of CDC's *Milestone Tracker* App & Promotional Resources

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TODAY'S SPEAKER

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National Center on Birth Defects and Developmental Disabilities

Centers for Disease Control and Prevention

WHAT WE'LL COVER TODAY

- Why Developmental Milestones Matter
- How the App Can Help
- Key App Benefits
- Simple Ways You Can Support Parents

Why Developmental Milestones Matter

Learn the Signs. Act Early.

So many milestones to celebrate!

Tracking milestones helps every parent support their child's development

Begins to smile at people!

Tries to look at parent!

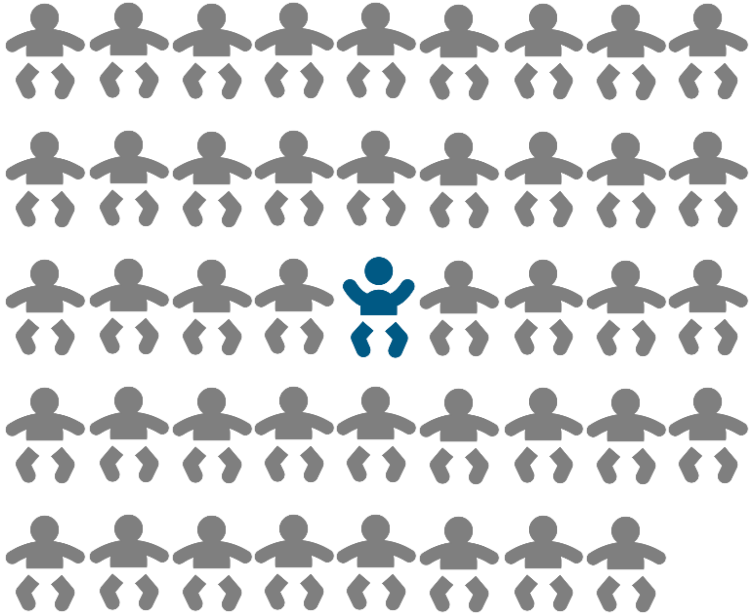
Looks for things she sees you hide!

Puts things in mouth!

Throws a ball!

Begins to sort shapes and colors!

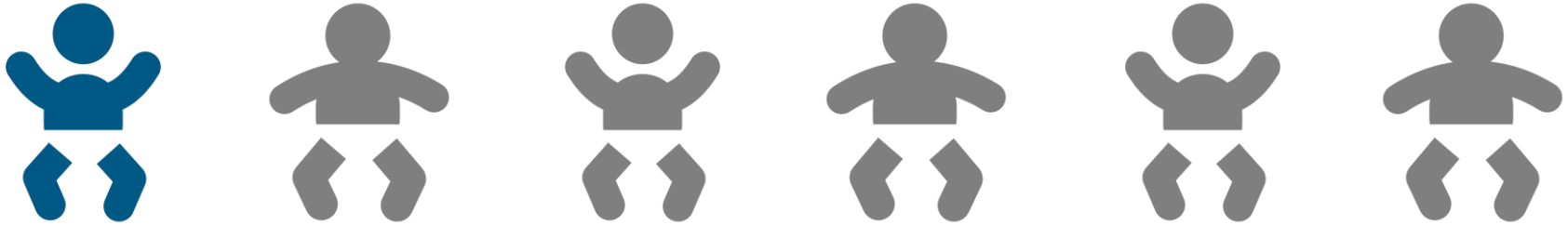
About 1 in 44 children



Has Autism Spectrum Disorder (ASD)[1]

[1]Maenner et al., 2021

About 1 in 6 children aged 3-17



Has a developmental disability[2]

[2]Zablotsky et al., 2019

1 in 4 children aged 0-5 are

Moderate to high risk for developmental, behavioral or social delay[2]

[2]Zablotsky et al., 2019

Intervention is likely to be more effective when it is provided earlier in life rather than later.[3]

"Acting early can help a child communicate, play, and learn from the world now and for the future. It can also prevent frustration—so common in children with communication difficulties—from turning into more difficult behaviors."

Pennsylvania clinical psychologist

[3] ECTA Center, 2011

Intervention is likely to be more effective when it is provided earlier in life rather than later.[3]

"The earlier developmental delays are detected and intervention begins, the greater the chance a young child has of achieving his or her best potential."

Georgia pediatrician

[3] ECTA Center, 2011

Too many children with delays miss the opportunity provided by early intervention services (before age 3)[4]

[4] Rosenberg, Zhang, & Robinson, 2008

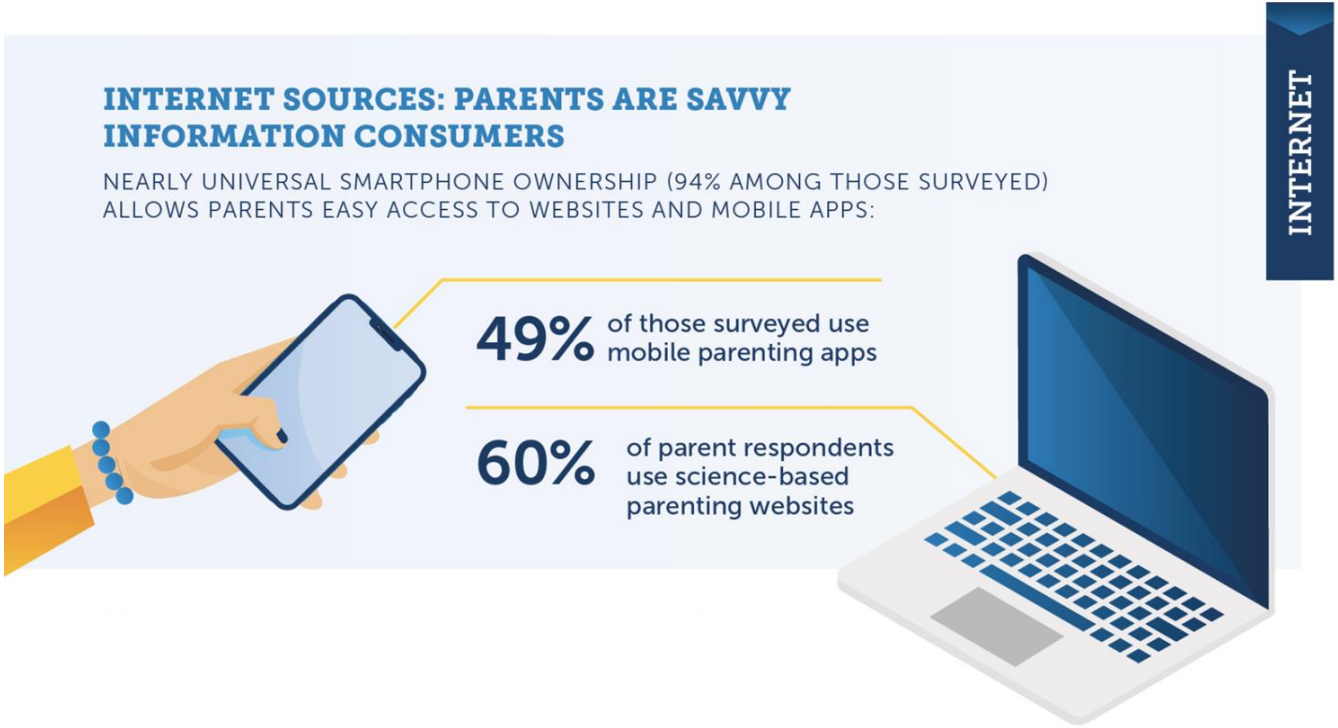
How the App Can Help

Learn the Signs. Act Early.

In a recent survey, one of the highest rated topics millennial parents are searching for information about[5]:

DEVELOPMENTAL MILESTONES	**70%**

[5] Zero to Three survey, 2018



Parents place far more trust in science-based websites (82%) like CDC than in social media (54%) [5]

[5] Zero to Three survey, 2018

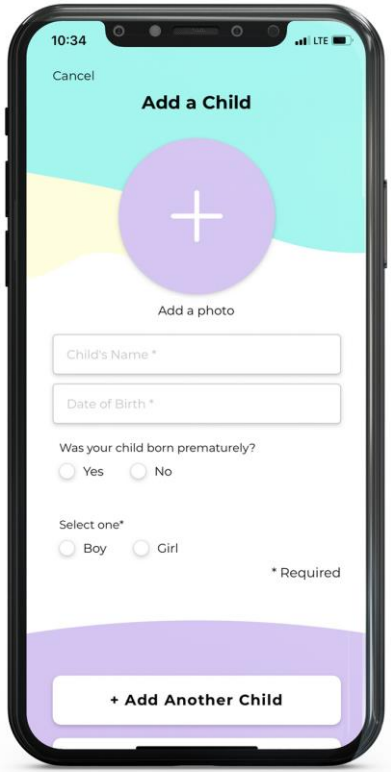
HOW THE APP CAN HELP PARENTS

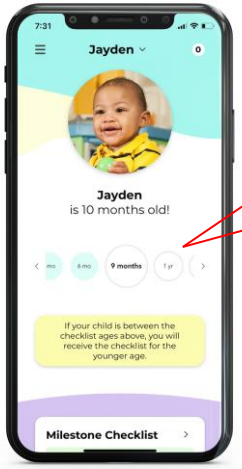
- Know what's coming next!
- Spot everyday milestones with photos and videos that illustrate each one!
- Find tips and activities to support early development!
- Easily share progress with your doctor and early childhood care providers!

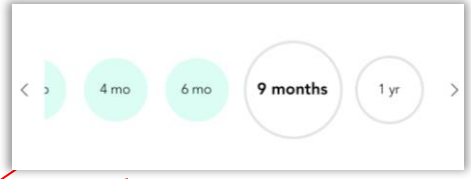
Key Benefits

Learn the Signs. Act Early.

CUSTOM CHILD PROFILES





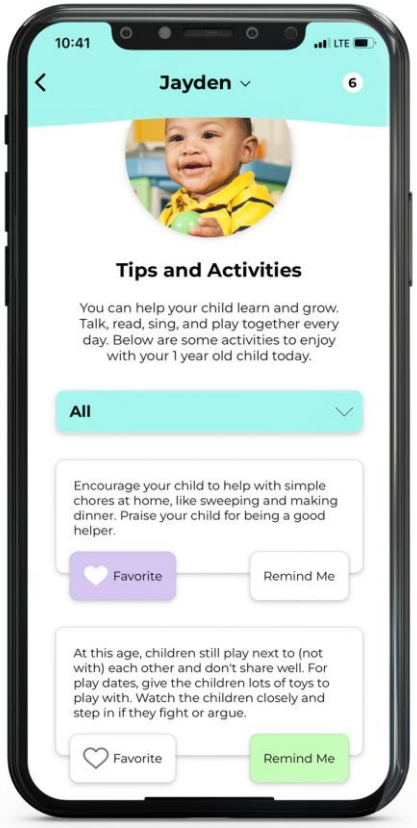


- Add multiple, personalized child profiles
- Look ahead at what's coming next or look back at past milestones
- Easily switch between each child's profile
- Ability to customize child's photo per profile
- Corrected checklists for children born prematurely

MILESTONE CHECKLISTS

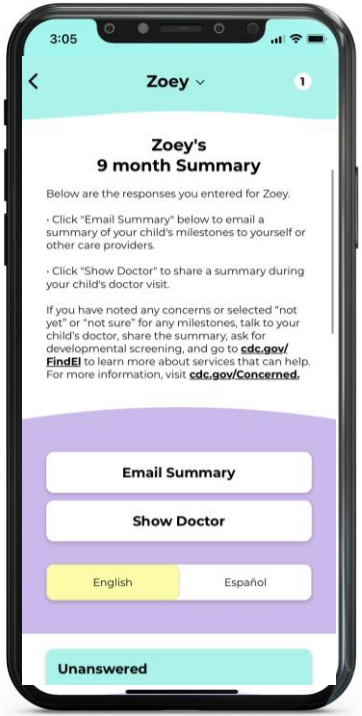
- See photos and videos of each milestone
- Interactive checklist design
- Easily indicate a child's developmental progress
- Keep track of milestones answered

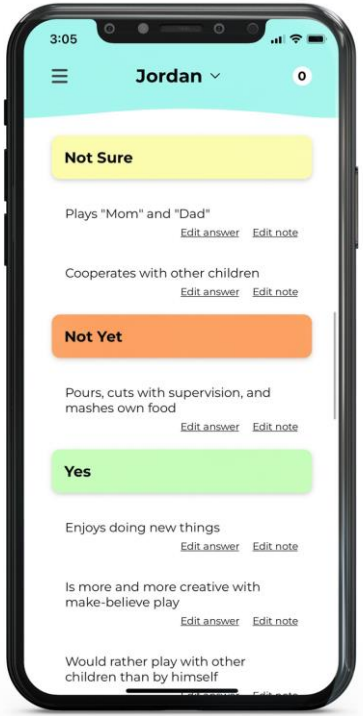
TIPS & ACTIVITIES



- Easy tips and activities for parents to help young children grow and thrive
- Support a child's developmental progress
- Parents can "favorite" and get reminders for tips and activities they want to try later

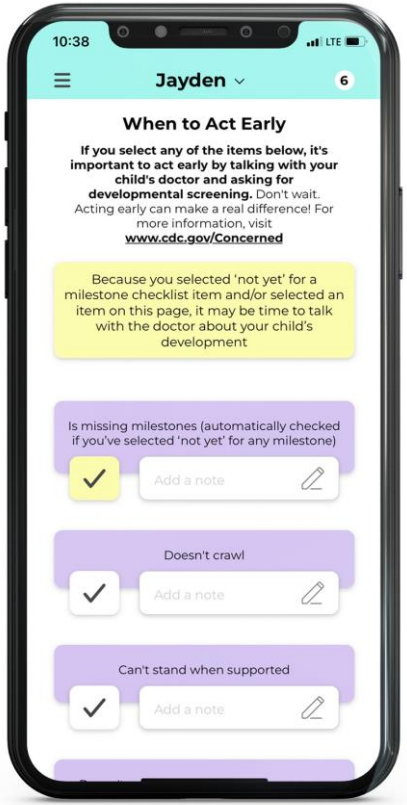
MILESTONE SUMMARIES





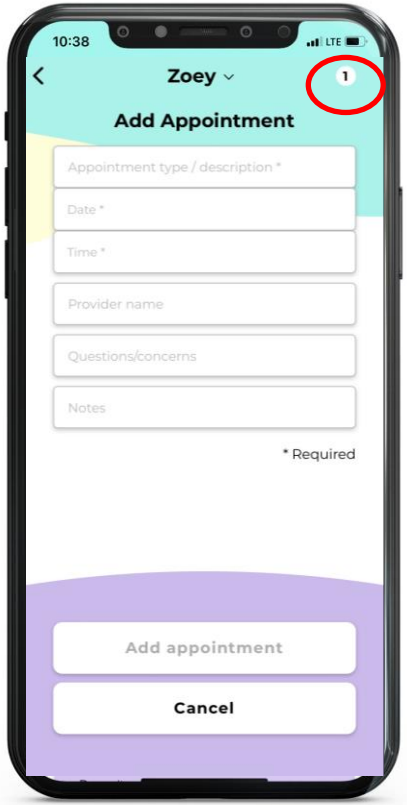
- View a summary of each child's milestones
  - Toggle between English and Spanish
  - Click the "Email" button to populate an email with the summary information.
  - Click the "Show Doctor" button to view the full summary on screen within the app.
- Easily share information about a child's developmental progress with doctors, early care providers, and others

WHEN TO ACT EARLY



- This page lists some developmental indicators that, if selected, should be talked about with the child's doctor
- It is important to "act early" on any developmental concerns

OTHER FEATURES



- Appointments
  - Enter upcoming appointments and receive reminders as the dates approaches
- Notifications
  - Ready for next age checklist!
  - Due for well-child checkup
  - Due for developmental screening
  - Checklist incomplete
  - Developmental concern

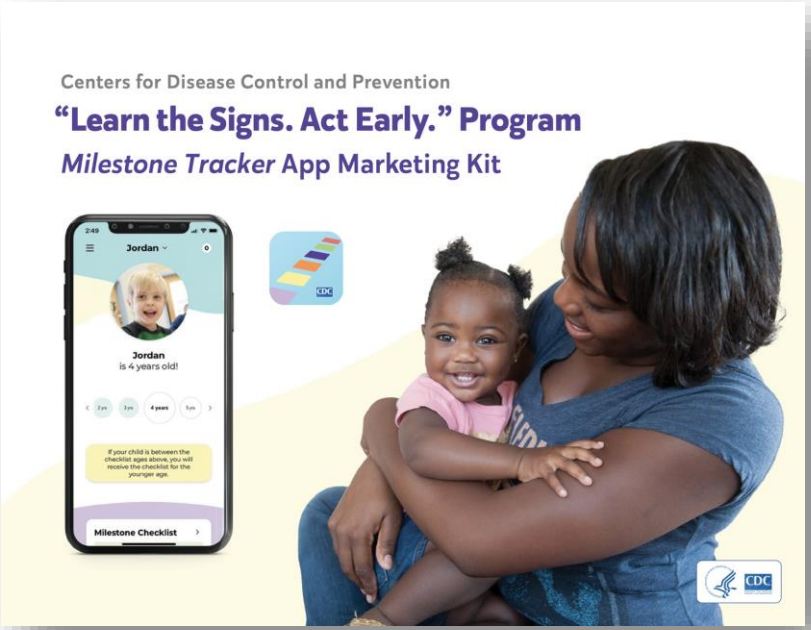
COMING SOON

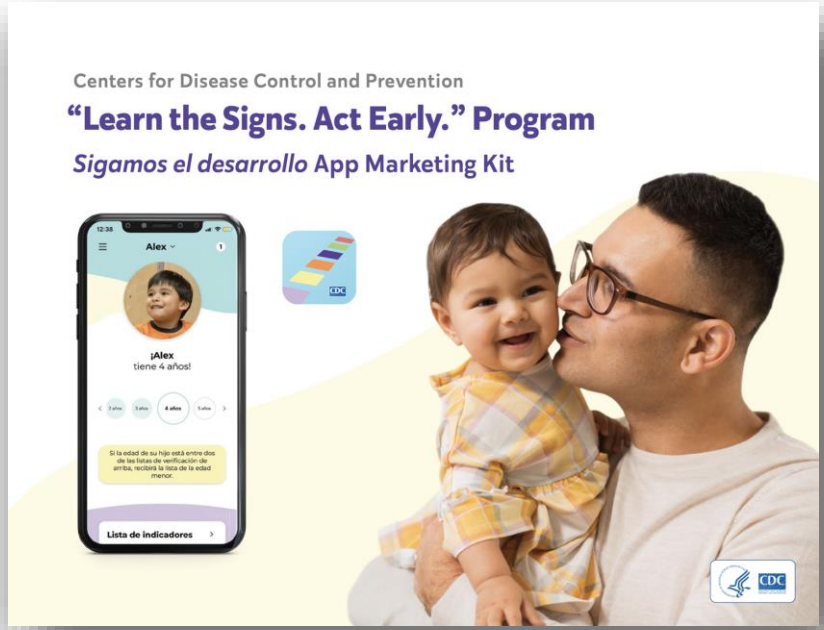
- New milestones* and tips and activities for families
- 15 and 30 month checklists
- “Open-ended” questions to help facilitate conversations between parents, healthcare providers and others
- Ability to see checklist history from previous version of the app

**Milestone photos and videos will be added back in a future update*

Ways You Can Help Promote

Your Free Marketing Toolkit: What's Inside





Ready-to-share content in English AND Spanish!

Audience Specific Social Content

Twitter

Healthcare Providers

Help parents track their child's developmental progress between well-child visits with the new version of CDC's FREE #MilestoneTracker app! cdc.gov/MilestoneTracker #tweetiatricians (182 characters)

Complement developmental screening efforts with the new version of CDC's FREE #MilestoneTracker app! cdc.gov/MilestoneTracker #tweetiatricians #MedTwitter (155 characters)

Educate parents and caregivers on the importance of supporting and tracking their child's development with CDC's new and improved FREE #MilestoneTracker app! cdc.gov/MilestoneTracker #tweetiatricians (200 characters)

Early Care and Education Providers

#EarlyEducators @CDCgov's FREE app to track children's milestones is new and improved with many new features designed to help you! Learn more about the #MilestoneTracker app at cdc.gov/MilestoneTracker (203 characters)

Team up with parents for their child's developmental success with the new version of @CDCgov's FREE #MilestoneTracker app at cdc.gov/MilestoneTracker (151 characters)

Parents

Help your child grow and thrive with the FREE newly updated version of the #MilestoneTracker app from @CDCgov. Learn more at cdc.gov/MilestoneTracker (150 characters)

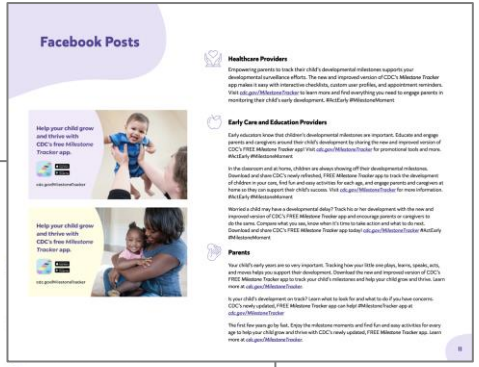
Tracking your child's milestones helps them grow and thrive. Find fun and easy ways to stay on track with the FREE newly updated version of the #MilestoneTracker app from @CDCgov at cdc.gov/MilestoneTracker (208 characters)

Try CDC's newly updated version of the FREE #MilestoneTracker app for fun tips and activities to help your child grow and thrive at cdc.gov/MilestoneTracker (157 characters)

Track how your child plays, learns, speaks, acts, and moves with the new version of the FREE #MilestoneTracker app from @CDCgov at cdc.gov/MilestoneTracker (157 characters)

How many milestones does your child show in a day? Find a few more with the new version of CDC's FREE #MilestoneTracker app. cdc.gov/MilestoneTracker (150 characters)

Facebook Posts



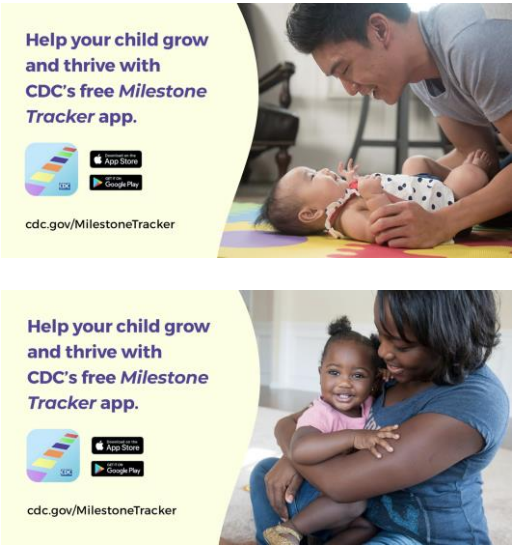
Instagram Posts

Parents

Social Creative Optimized by Channel

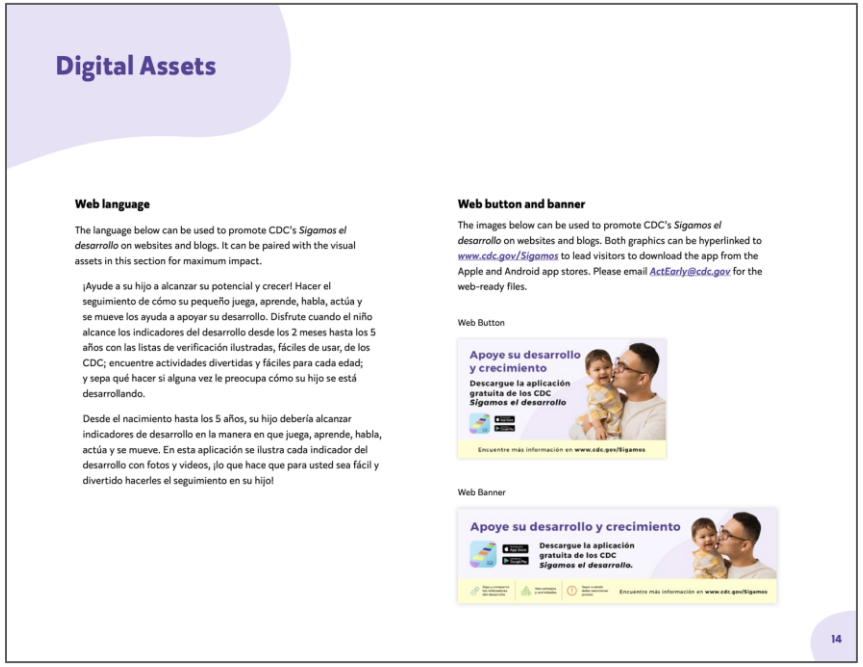
Instagram

Facebook



Twitter

Digital Assets for Blogs and Sites



Digital Assets

Web language

The language below can be used to promote CDC's *Sigamos el desarrollo* on websites and blogs. It can be paired with the visual assets in this section for maximum impact.

¡Ayude a su hijo a alcanzar su potencial y crecer! Hacer el seguimiento de cómo su pequeño juega, aprende, habla, actúa y se mueve los ayuda a apoyar su desarrollo. Disfrute cuando el niño alcance los indicadores del desarrollo desde los 2 meses hasta los 5 años con las listas de verificación ilustradas, fáciles de usar, de los CDC; encuentre actividades divertidas y fáciles para cada edad; y sepa qué hacer si alguna vez le preocupa cómo su hijo se está desarrollando.

Desde el nacimiento hasta los 5 años, su hijo debería alcanzar indicadores de desarrollo en la manera en que juega, aprende, habla, actúa y se mueve. En esta aplicación se ilustra cada indicador del desarrollo con fotos y videos, ¡lo que hace que para usted sea fácil y divertido hacerles el seguimiento en su hijo!

Web button and banner

The images below can be used to promote CDC's *Sigamos el desarrollo* on websites and blogs. Both graphics can be hyperlinked to *www.cdc.gov/Sigamos* to lead visitors to download the app from the Apple and Android app stores. Please email *ActEarly@cdc.gov* for the web-ready files.

Web Button

Web Banner

Web banner

App badge

Email Content for Parents

NEWS CONTENT:

Parents

Option #1

Your child's early years are so very important. Tracking how your little one plays, learns, speaks, acts, and moves helps you support their development. CDC's FREE *Milestone Tracker* app has a new look and new features! This app offers fun and easy activities for each age, interactive milestone checklists and custom user profiles, photos and videos that illustrate milestones from ages 2 months through 5 years, appointment reminders, and much more to help your child grow and thrive. Learn more about the *Milestone Tracker* app and get a sneak peek at *www.cdc.gov/MilestoneTracker*.

Option #2

Enjoy the milestone moments. The first few years go by fast and there are many milestones to celebrate! With the newest version of CDC's FREE *Milestone Tracker* app, it's easier to keep track of how your little one plays, learns, speaks, acts, and moves at every age and find fun and easy activities to support them along the way. Learn more about how this FREE app can help you support your child's growth at *www.cdc.gov/MilestoneTracker*.

Option #3

Make the most of check-ups for your little one. The early years are important. The new version of CDC's FREE *Milestone Tracker* app helps busy parents remember the details of their child's development to share at their next appointment. Track your child's milestones using simple checklists on your mobile phone so the information you need is right at your fingertips when you need it. You know your child best. Talk with the doctor about how your child is developing, share their milestone summary and any concerns you might have. Learn more at *www.cdc.gov/MilestoneTracker*.

Option #4

Is your baby's or young child's development on track for his or her age? Young children grow so fast it can be hard to know what to expect. With the newly updated FREE *Milestone Tracker* app from the Centers for Disease Control and Prevention (CDC), you can learn how children play, learn, speak, act, and move as they grow and how you can support your child's development. Learn more at *www.cdc.gov/MilestoneTracker*.

CDC's FREE app for parents and care providers offers:

- Interactive milestone checklists in English and Spanish for children ages 2 months through 5 years;
- The ability to adjust the checklist age if your child was born prematurely;
- Photos and videos that illustrate each milestone and make tracking them for your child easy and fun;
- Your child's milestone summary to share with others, like your child's health care provider;
- Tips and activities that can help your child's development;
- Information on what to do if you have a concern about your child's development;
- Reminders for appointments and developmental screening; and
- New milestone countdowns and custom user profiles

Learn more and get a sneak peek at *www.cdc.gov/MilestoneTracker*.

Email banner

Thank you!

For more information contact Karnesha Slaughter at lio8@cdc.gov
www.cdc.gov/ActEarly

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.