WIC Developmental Monitoring Project
Year 5 (Aug ‘22 - Jul ‘23)

24 States in the Learning Collaborative

10 States have begun implementing developmental monitoring (DM)

- 5 have DM implemented statewide & 1 plans to rollout DM statewide in November 2023
- At least 4 states have plans to expand the program over the next year
- At least 17 states encourage their clinics to promote the app

Year 5 Survey Results

- 82% of State staff said that they felt well supported by ASPHN and CDC
- 87% of WIC clinic staff said they think the checklist program is beneficial
- 90% of WIC clinic staff said that the program is easy for families to use and easy to administer

Quotes from Staff

State Staff:
“I thought we received excellent support and tools to assist [from ASPHN and CDC.]”

“I feel like ASPHN and CDC have done an excellent job of supporting us.”

Clinic Staff:
“Our clients are always happy to receive referrals and they love to hear about their child’s development milestones.”

“Several WIC families were surprised when going over the checklist to learn that their child was not reaching expected milestones but after some reassurance it encouraged them to seek out available resources.”
Milestones Matter Modules
ASPHN/CDC-developed modules for WIC participants are available on WIChealth.org, WICSmart, and WIC-ed.com. They have also been adapted by other states/programs (i.e. Texas WIC, One Nutrition).

48
States/Territories offer the modules

120,955
WIC participants completed the Milestones Matter module in Eng. or Span. (Jun ‘21 - Jun ‘23)

Integration of Milestone Content into the WICShopper App

>2.5 Million
visits to the content (Apr ‘21 - Jun ‘23)

WIC staff completed the module in Eng. or Span. (May ‘21 - Jul ‘23)

1,838 WIC participants filled out a feedback survey about the content (Jun ‘22-Jun ‘23)
- 86% will use the information to track their child’s development; 12% said maybe
- 85% are likely to share the information with family and friends and agree that the content helped them learn new information about their child’s development
- 53% have already received information about developmental milestones from their WIC clinic

“Introduction to Child Development for WIC Staff” Training Module

714
WIC staff completed the module in Eng. or Span. (May ‘21 - Jul ’23)

Outcomes Reported by Intensive States

New Jersey (Ocean County)
- Checklists completed: 1,713 (Mar ‘23 – Jun ‘23)
- Referrals Made: 64

New Hampshire
- Checklists completed 4,338 (Sept ‘22 – Jun ‘23)
- Referrals made 135

Rhode Island
- Checklists completed 1,065 (Nov ‘22 – July ‘23)
- Referrals made 52