



WIC Developmental Monitoring Program

(Learn the Signs. Act Early.)



U.S. Department of Health
and Human Services

Centers for Disease
Control and Prevention



Agenda

- Intensive States Year 5 Extension Updates
 - Arkansas
 - Louisiana
 - New Jersey
 - North Dakota

ARKANSAS WIC
PROGRAM

ASPHN
WIC DEVELOPMENTAL
MONITORING PROGRAM

IMPLEMENTATION TIMELINE

October 2023

Applied for and selected to participate as an Intensive State in the WIC Developmental Monitoring Project

December 2023

Began team meetings

December 2023

Contacted First Connections (Early Intervention) and discussed options for making referrals

February 2024

Trained staff

March 2024

Sent materials to staff at both pilot sites

March 11, 2024

Began offering checklists to parents/caregivers and making referrals

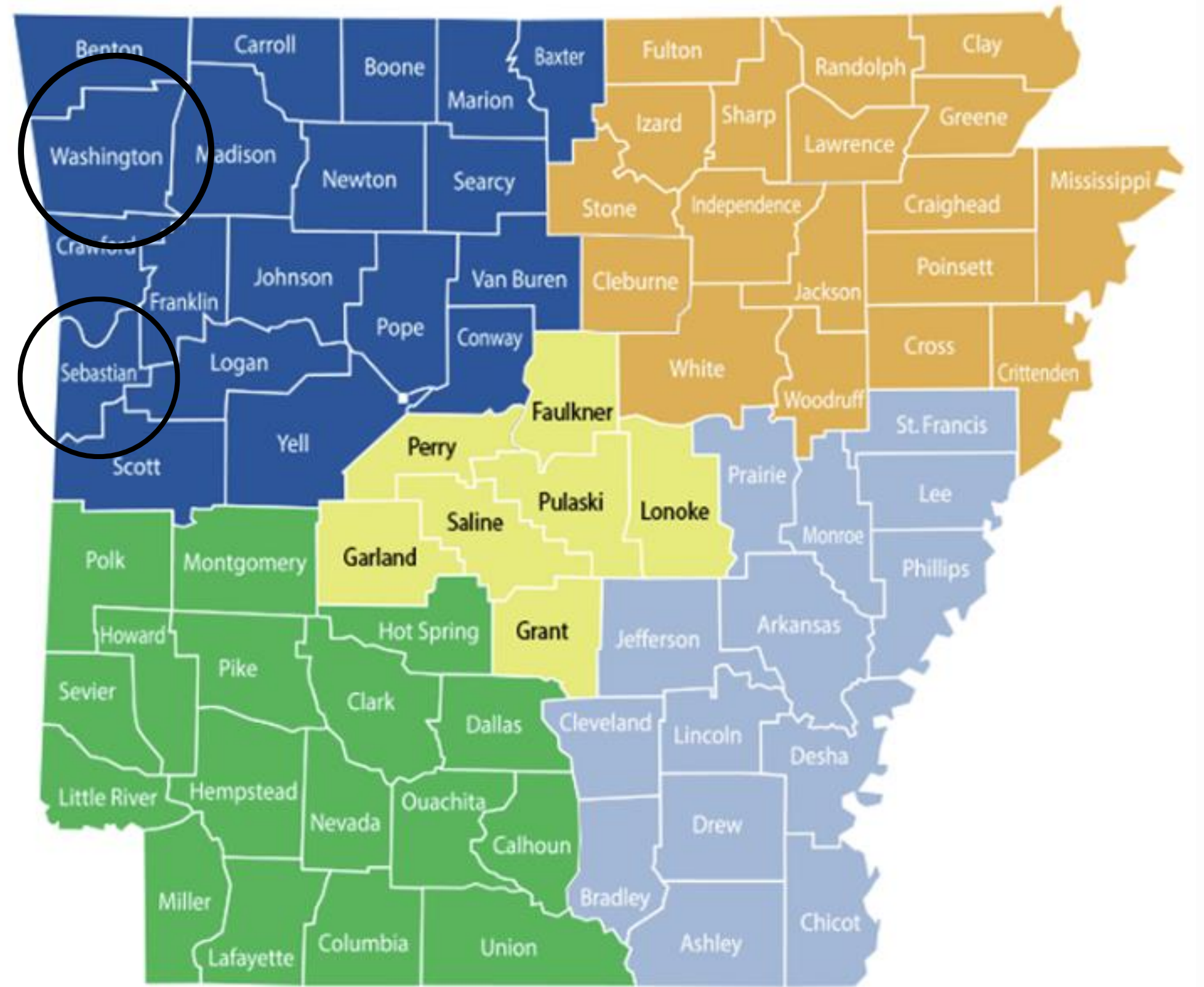
June 30, 2024

Last day to collect data

PILOT SITES

Fort Smith WIC Clinic
(Sebastian County)

Springdale WIC Clinic
(Washington County)



IMPLEMENTATION

Offered checklists to parents/caregivers at mid-certification health check appointments

How checklists were administered:

- CPA gave laminated copy of checklist to parent
- Parent completed checklist with dry-erase marker
- CPA reviewed checklist with parent
 - If no findings, parent was given a tracker app flyer
 - If findings identified, a referral was made

REFERRALS

Age of Child	Referral
0 months to 3rd birthday	Referred to child's doctor and Arkansas First Connections
3rd birthday to 5 years	Referred to child's doctor

FINDINGS

March 11 - June 30, 2024

Pilot Site	English Checklists	Spanish Checklists	Total Checklists Completed
Springdale WIC Clinic	49	39	88
Fort Smith WIC Clinic	63	3	66

Note: Staff documented checklist given (age & English/Spanish), caregiver refused checklist, and child already receiving therapy.

CHECKLIST COMPLETION AND REFERRALS

Dates (March 11 - June 30, 2024)	Total number of checklists completed	Total number of referrals made
Both pilot sites	154	40

STAFF FEEDBACK

“Clients were very interactive when receiving the checklist, seemed to appreciate them, and could relate.”

“The families really liked that they could continue to track their child's development by downloading the Milestone Tracker App.”

STAFF FEEDBACK

“On one occasion I was explaining to a father what all his child's health check-up would consist of. The dad thanked me and was so happy that we were going to evaluate his child that way. He stated to me, ‘At my child's primary doctor's office, no one had ever asked questions like those contained in the form.’ The father stated that these questions and information gave him a peace of mind, knowing that his child was up to date reaching all of their milestones.”

S U C C E S S E S

- Laminated checklists worked very well
- Number of referrals made
- Parents expressed appreciation of tracker app and indicated intention to continue monitoring their child

CHALLENGES

- First Connections referral website experienced glitches
- Length of time for staff to administer checklist and make referral

LESSONS LEARNED

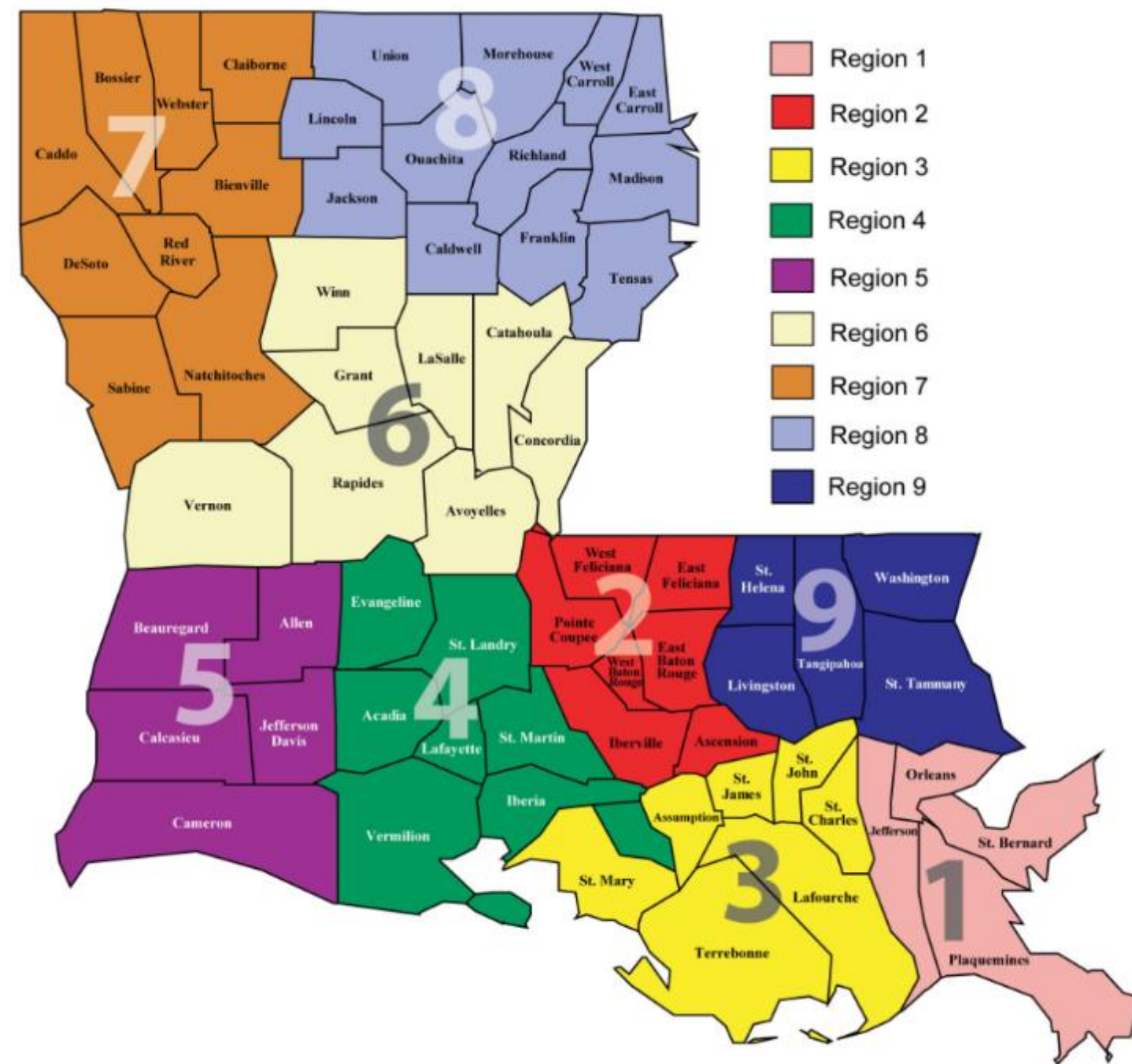
- Be flexible and able to troubleshoot problems as they arise
- Provide comprehensive staff training



Louisiana WIC

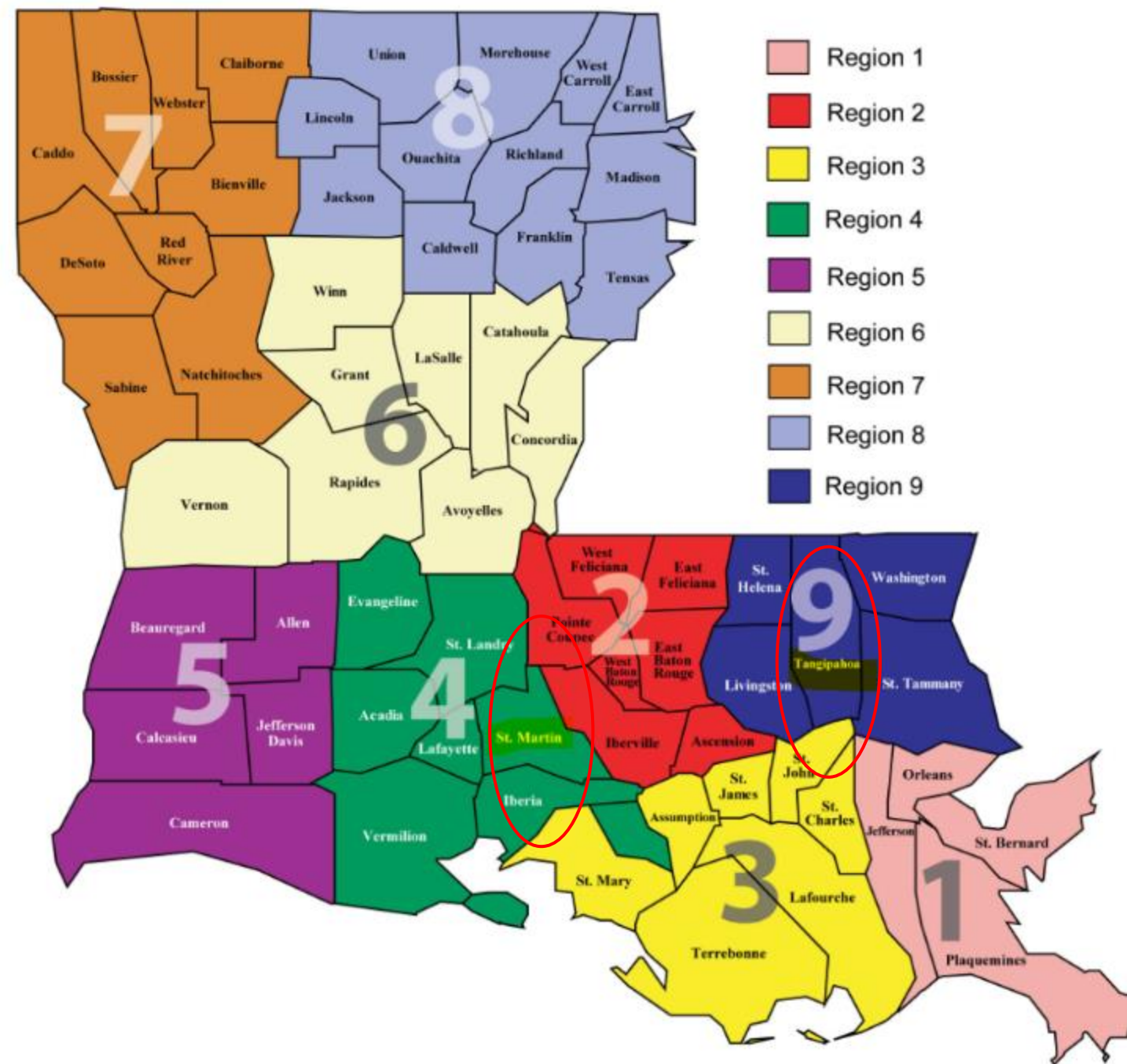
A Pilot in 2 Clinics- Learn the Signs. Act Early.

Louisiana Public Health Regions



100 WIC Clinics
60 State run (Public Health Units)
40 Contract

LTSAE in Louisiana WIC



Full Implementation

- Tangipahoa Health Unit (Amite) (R9)
 - Monthly Caseload: 1050
- St. Martin Community Health Center (R4)
 - Monthly Caseload: 800

Graphics Only

- Teche Action Community Clinic (R3)
- Acadia Parish Community Clinic (R4)
- Jefferson Parish Public Health Unit (R1)

Pilot Implementation Timeline



- Original Timeline

January 2024	Distribute LTSAE materials to all 5 clinics
February 2024	Conduct staff training at 2 clinics and begin pilot
March-May 2024	Pilot implementation continues; meet monthly with Advisory Team; collect data; and train staff as needed
June 2024	Evaluate data, conduct staff surveys, finalize statewide policies and best practices.
July 2024	Submit final reports to ASPHN

- Actual Timeline

February 2024	Conduct staff training at 2 clinics; delivered graphics to all clinics; set up MIS to allow for data tracking
March 2024	Pilot implementation kicks off at one clinic; data tracking on paper; little did we know the MIS was not set up correctly!
April 2024	Pilot kicks off at second clinic; MIS data collection begins
May-June July 2024	Implementation continues
July 2024	Submit final reports to ASPHN

Integrating LTSAE into LA WIC services

- Checklists given at all in-person certifications for infants and children 2 months or older
- Referrals made based on unmet milestone
- Document on paper and/or the MIS

Your baby at 2 months

Baby's Name _____

Baby's Age _____

Today's Date _____

Milestones matter! How your baby plays, learns, speaks, acts, and moves offers important clues about his or her development. Check the milestones your baby has reached by 2 months. Take this with you and talk with your baby's doctor at every well-child visit about the milestones your baby has reached and what to expect next.



What most babies do by this age:

Social/Emotional Milestones

- ☐ Calms down when spoken to or picked up
- ☐ Looks at your face
- ☐ Seems happy to see you when you walk up to her
- ☐ Smiles when you talk to or smile at her

Language/Communication Milestones

- ☐ Makes sounds other than crying
- ☐ Reacts to loud sounds

Cognitive Milestones

(learning, thinking, problem-solving)

- ☐ Watches you as you move
- ☐ Looks at a toy for several seconds

Movement/Physical Development Milestones

- ☐ Holds head up when on tummy
- ☐ Moves both arms and both legs
- ☐ Opens hands briefly

Other important things to share with the doctor...

1. What are some things you and your baby do together? _____
2. What are some things your baby likes to do? _____
3. Is there anything your baby does or does not do that concerns you? _____
4. Has your baby lost any skills he/she once had? _____
5. Does your baby have any special healthcare needs or was he/she born prematurely? _____

You know your baby best. Don't wait. If your baby is not meeting one or more milestones, has lost skills he or she once had, or you have other concerns, act early. Talk with your baby's doctor, share your concerns, and ask about developmental screening. If you or the doctor are still concerned:

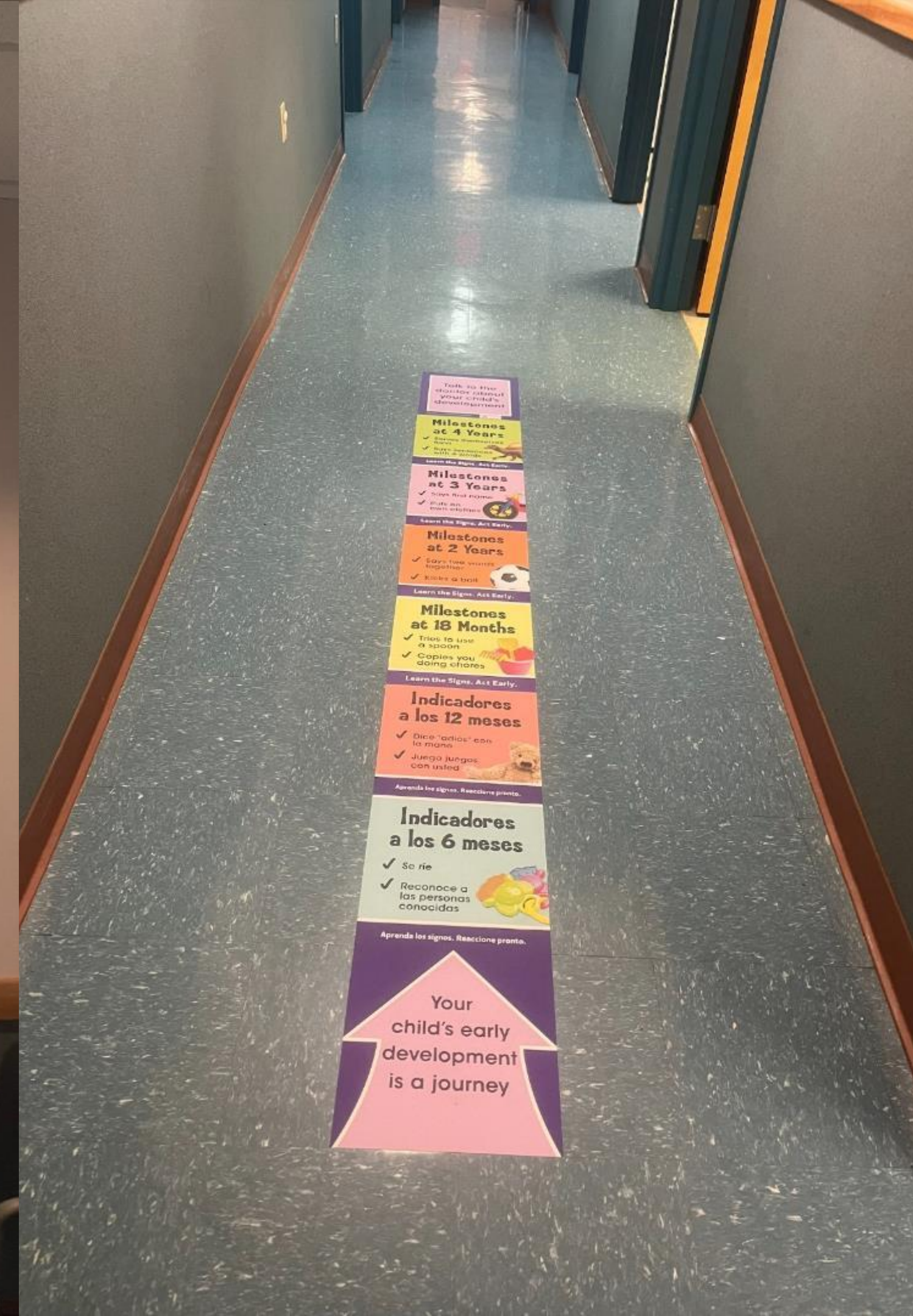
1. Ask for a referral to a specialist who can evaluate your baby more; and
2. Call your state or territory's early intervention program to find out if your baby can get services to help. Learn more and find the number at [cdc.gov/FindEI](https://www.cdc.gov/FindEI).

For more on how to help your baby, visit [cdc.gov/Concerned](https://www.cdc.gov/Concerned).



For more information about your child's development and what to do if you have a concern call:
Child Find (3+ years): (337) 909-2867
Early Steps (birth-3 years): (337) 359-8748





Data Collection in the MIS

MOSAIC

New look ☐

Read-only: You don't have access to edit this record.

Home Recent Developmental Monitoring Referral To Activities Dashboard My Clinic Participation Developmental Monitoring Active Referral Services Active BMI Referrals 07/16/2024 Active Referrals To Participants with ... Pinned My Work Dashboards Activities WIC Referrals Incoming Referrals Referral To Client Families Participants

Refresh Check Access Flow Word Templates Run Report Share

Developmental Monitoring 04/19/2024 - Saved

Referral To St. Martin Parish WIC Clinic/Cecilia Owner

General Referral Service Providers Admin Related

	Referral Service Provider Name	Email	City	Follow Up Required	Follow Up Within Days	Internal	Assigned To
☐	Pediatrician for Developmental Monitori...	--	--	☐	--	No	--
☐	Early Steps	--	--	☐	--	No	--
☒	Developmental Monitoring Checklist	--	--	☐	--	No	--

Data Collection

- March 1-June 30, 2024
 - 743 checklists given out
 - 17 referrals made
 - 7 to Early Steps
 - 10 to Pediatrician

Your baby at 6 months

Baby's Name _____

Baby's Age _____

Today's Date _____

Milestones matter! How your baby plays, learns, speaks, acts, and moves offers important clues about his or her development. Check the milestones your baby has reached by 6 months. Take this with you and talk with your baby's doctor at every well-child visit about the milestones your baby has reached and what to expect next.



What most babies do by this age:

Social/Emotional Milestones

- ☐ Knows familiar people
- ☐ Likes to look at himself in a mirror
- ☐ Laughs

Language/Communication Milestones

- ☐ Takes turns making sounds with you
- ☐ Blows "raspberries" (sticks tongue out and blows)
- ☐ Makes squealing noises

Cognitive Milestones

(learning, thinking, problem-solving)

- ☐ Puts things in her mouth to explore them
- ☐ Reaches to grab a toy he wants
- ☐ Closes lips to show she doesn't want more food

Movement/Physical Development Milestones

- ☐ Rolls from tummy to back
- ☐ Pushes up with straight arms when on tummy
- ☐ Leans on hands to support himself when sitting

Other important things to share with the doctor...

1. What are some things you and your baby do together? _____
2. What are some things your baby likes to do? _____
3. Is there anything your baby does or does not do that concerns you? _____
4. Has your baby lost any skills he/she once had? _____
5. Does your baby have any special healthcare needs or was he/she born prematurely? _____

You know your baby best. Don't wait. If your baby is not meeting one or more milestones, has lost skills he or she once had, or you have other concerns, act early. Talk with your baby's doctor, share your concerns, and ask about developmental screening. If you or the doctor are still concerned:

1. Ask for a referral to a specialist who can evaluate your baby more; and
2. Call your state or territory's early intervention program to find out if your baby can get services to help. Learn more and find the number at [cdc.gov/FindEI](https://www.cdc.gov/FindEI).

For more on how to help your baby, visit [cdc.gov/Concerned](https://www.cdc.gov/Concerned).



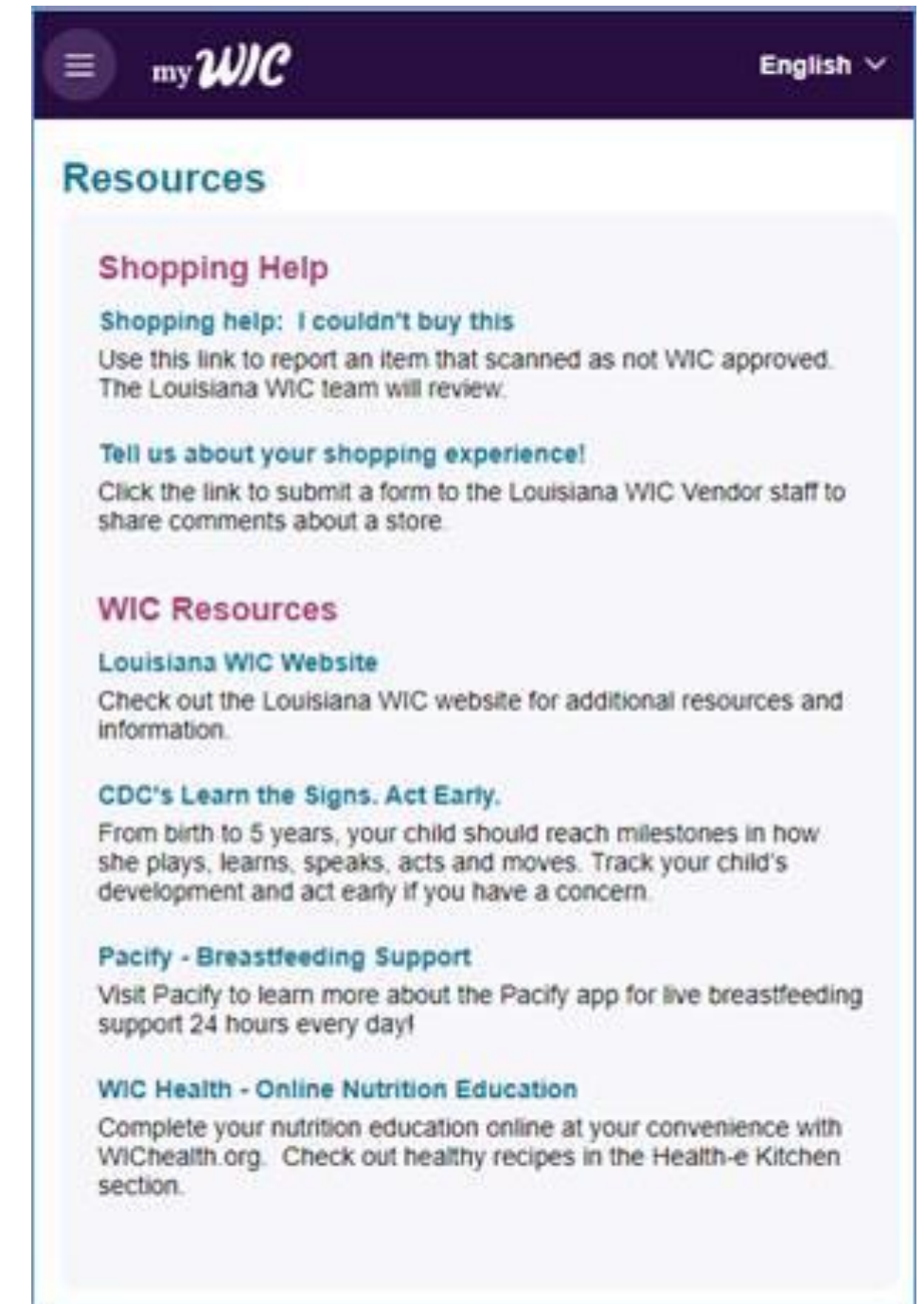
For more information about your child's development and what to do if you have a concern call:

Child Find (3+ years): (985) 310-2122
Early Steps (birth-3 years): (985) 429-1252



Other LTSAE Resources in Louisiana WIC

- “Milestones Matter” lesson in WIChealth.org
 - July 2023-July 2024
 - 2149 lessons completed (English)
 - 44 lessons completed (Spanish)
- Milestones Button on myWIC app
 - Refers to CDC website
- Milestones Button/Banner in WICShopper App
 - Previously the main app in LA but phased out since 2023



Next Steps

- Continue checklists in existing clinics
- Present findings on a regional manager call
- Seek interest in implementation from additional clinics





Contact Information:

Leslie Lewis

Louisiana WIC

leslie.lewis@la.gov

2024 North Dakota WIC Developmental Monitoring Program

Kim Hinnenkamp, State office
Sheri Hatten, Lake Region



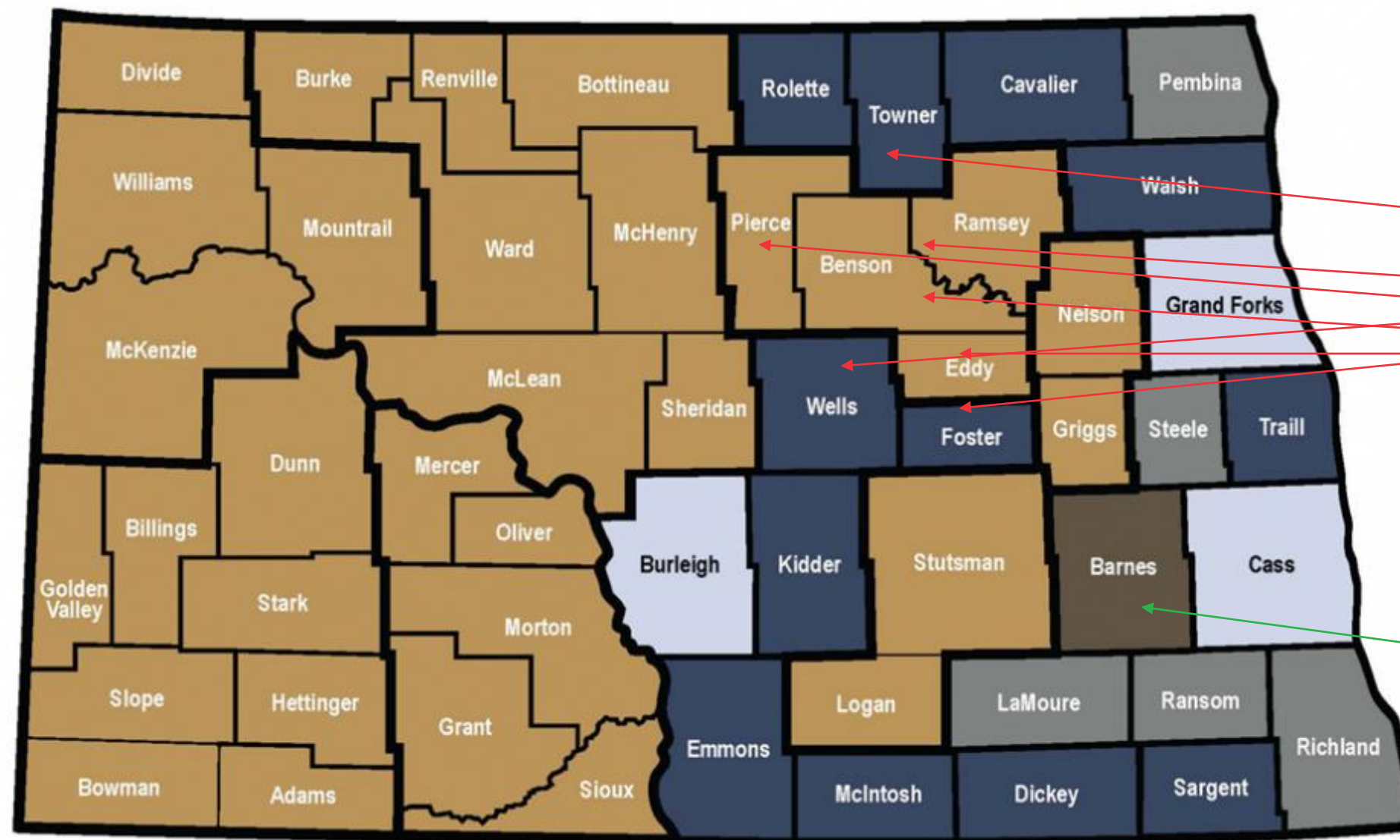
IMPLEMENTATION TIMELINE

- November 2023-January 2024 ~ Start-up Activities
 - Monthly meetings with state project team
 - Trainings (ASPHN online training and project-specific)
- February-June 2024 ~ Project Implementation
 - Distribute LTSAE materials
 - Implementation at both pilot agencies
 - Monthly meetings with state project team
- June-July 2024 ~ ASPHN Project Evaluation
 - ASPHN final report and presentation



PILOT AGENCIES

North Dakota Local Public Health Units



- Lake Region WIC

- 6 clinics, 3 staff
- 387 enrolled participants

- City-County WIC

- 1 clinic, 1 staff
- 78 enrolled participants

LAKE REGION

- Procedure for Providing a Checklist
- Materials Provided to Participants
- Successes/Benefits
- Challenges/Barriers



LAKE REGION



LAKE REGION DIRECTOR'S SUCCESS STORY



"I think some things we are finding would never have been found had we not had this pilot."

"One example is a child that I did a certification on recently. After our discussion, I wondered if the child had autism. She said the child had an appointment recently with another program but didn't know the name of the program. She said they had concerns about her child, but then never helped her get help for him. She was very happy that we were able to get her information to a referral program who could help her son."

SUCCESS STORY ON FLOOR GRAPHICS



"A participant came in without me saying anything regarding the floor graphics. I was on the computer and said I would be with her shortly as I was finishing a chart, and she looked down and started reading them and then asked questions. She wanted more information, so I gave her the Milestones Matter booklet, and we had some more discussion."

"A lot of people are saying how wonderful the floor graphics look when passing by our WIC office."

LAKE REGION NUTRITIONIST'S SUCCESS STORY



"Back in March, I did a milestone checklist for a one-year-old girl. She was missing two milestones in the Movement/Physical Development domain. I referred her to Right Track in Devils Lake. In April, I followed up with the mom by phone. She did not contact Right Track and told me the child started making some progress shortly after her WIC appointment."

"Fast forward to last week, and the mom calls the WIC office. She asks if I remember our conversation about milestones. She tells me she is concerned that her child is still not walking or taking more than one step independently. We reviewed the 15-month Movement/Physical Development milestones. Mom asks for the phone number to Right Track again. She wanted to call them right away."

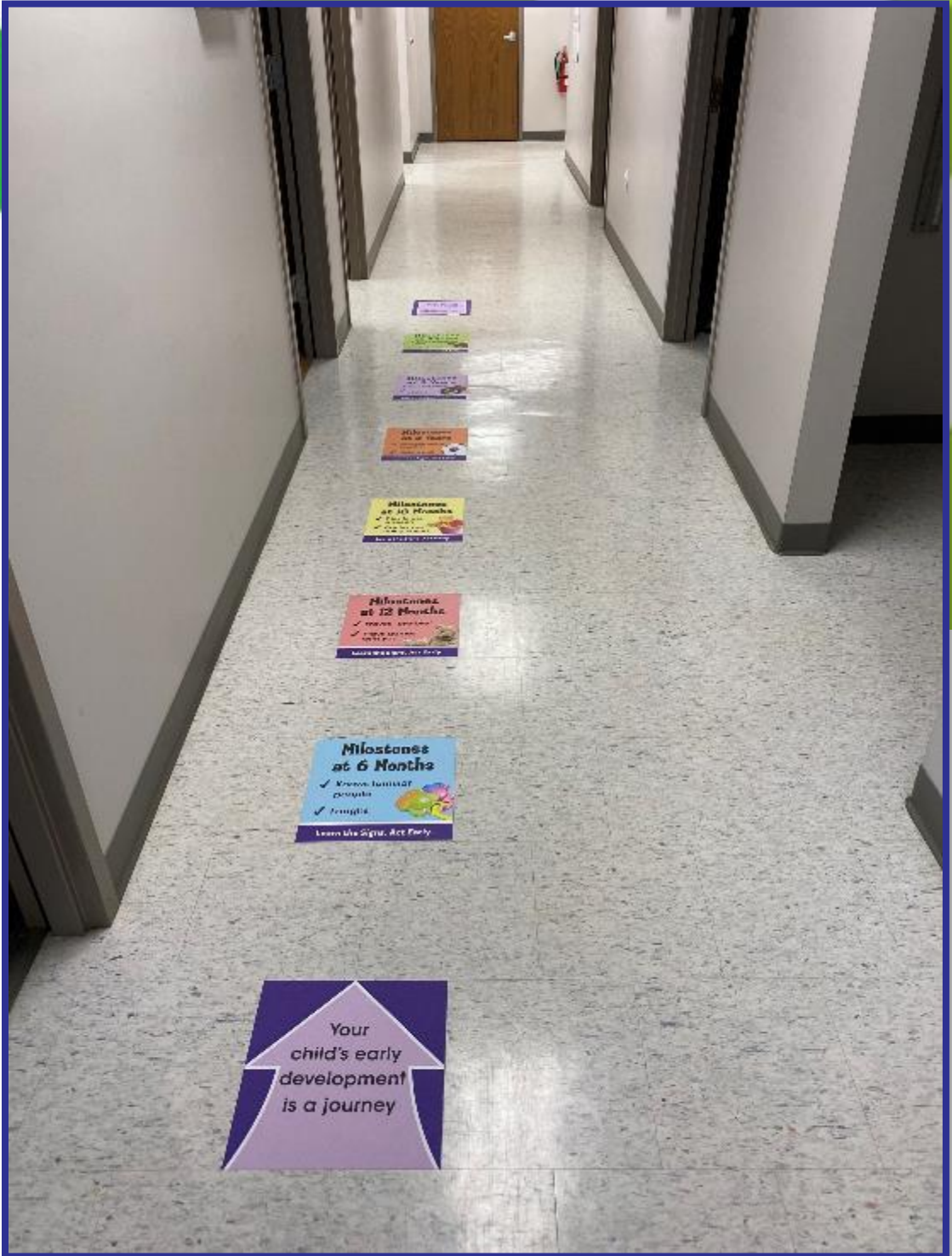
"I love that this mom remembered our discussion and reached out when she was ready to take the next step. I'll be curious to follow up with this mom in the next few months to see what she found out."

CITY-COUNTY

- Procedure for Providing a Checklist
- Materials Provided to Participants
- Successes/Benefits
- Challenges/Barriers



CITY-COUNTY



CITY-COUNTY DIRECTOR'S SUCCESS STORY



"I had a participant who was interested in having an evaluation done by Early Intervention back in January before I started using the checklists. She had her own concerns about her daughter's development."

"She finally got in touch with them in March and lined up a screening, and her now one-year-old is receiving services. She stated at her recent certification appointment that after only two visits with Early Intervention she saw progress right away. She said the staff is amazing!"

"Because she is now receiving services, I did not have her complete the one-year checklist, but I did tell her about the app and gave her the booklet and one year old book which she was thrilled to receive!"

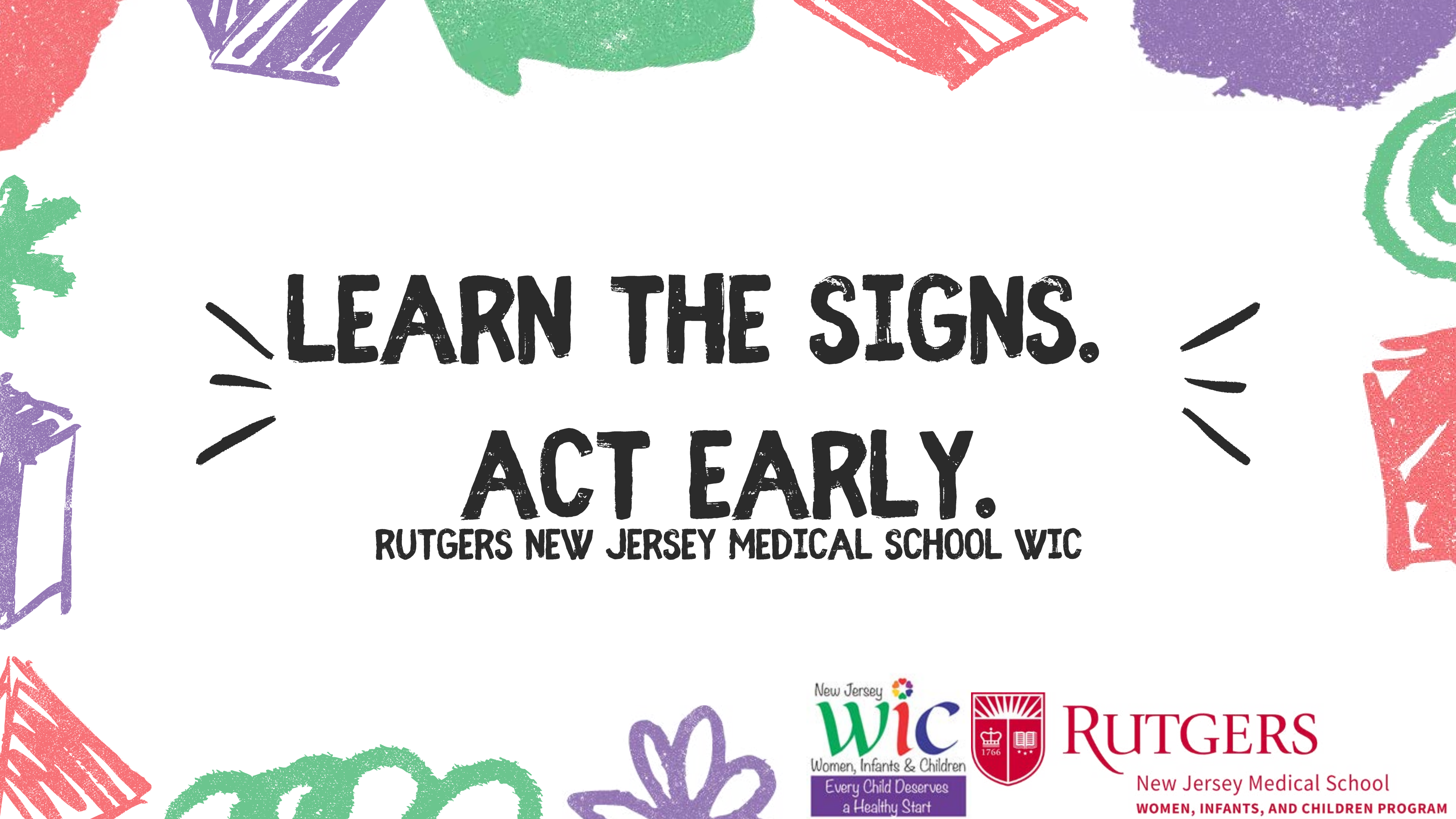
DATA COLLECTION

- Checklists Distributed: 158
 - Checklists Completed: 137
 - Checklist Completion Rate: 87%
 - Average Checklist Distribution Rate: 22%
(358 eligible infants and children)
 - Referrals Provided: 28 (majority for language/communication)
 - Views on WIC Shopper App: 752 average views/month
 - wichealth Milestones Matter Lessons Completed: 51
- 

NEXT STEPS

- Project will continue at pilot agencies through the rest of 2024.
- Pilot agency directors will help create a project implementation best practices document for use by other local agencies.
- Developmental Milestones training will be provided to all local agency staff in September 2024.
- Option to implement the project will be provided to all local agencies as part of their 2025 annual nutrition services plans.





LEARN THE SIGNS.

ACT EARLY.

RUTGERS NEW JERSEY MEDICAL SCHOOL WIC



RUTGERS

New Jersey Medical School
WOMEN, INFANTS, AND CHILDREN PROGRAM

OBJECTIVES

- Develop, pilot and evaluate a New Jersey WIC model for the Learn the Signs. Act Early. Developmental Milestones program at the Rutgers NJMS WIC Program to ensure staff proficiency in developmental screening and to continue partner/refer with community agencies
- Provide the Rutgers WIC staff the opportunity to gain knowledge about developmental milestones, importance of developmental screening and garner the confidence to refer to community resources



WHAT IS LTSAE?

LEARN THE SIGNS. ACT EARLY.

- Learn the Signs. Act Early. (LTSAE) is a program of the U.S. Department of Health and Human Services, Centers for Disease Control and Prevention (CDC) that encourages parents of children ages birth to 5 years and providers who care for them to:
 - Learn the signs of healthy development (developmental milestones).
 - Monitor every child's early development.
 - Act early on possible developmental concerns: talk with the doctor and ask for developmental screening.
- 

WHY MONITOR DEVELOPMENT IN WIC?

- WIC has an ongoing relationship with traditionally underserved families and very young children who are at risk for delays in early identification
- Young children from low-income families and those with nutritional risk factors may also be at increased risk for developmental delays
- WIC staff are a trusted source of information for parents
 - LTSAE is closely aligned with WIC's mission:
 - Healthy development of young children
 - Provision of referral for services

THE DEVELOPMENTAL MONITORING PROGRAM IN WIC CONSISTS OF:

- [illegible]

Your baby at 9 months*

Baby's Name	Baby's Age	Today's Date
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Milestones matter! How your baby plays, learns, speaks, acts, and moves offers important clues about his or her development. Check the milestones your baby has reached by 9 months. Take this with you and talk with your baby's doctor at every well-child visit about the milestones your baby has reached and what to expect next.

What most babies do by this age:

Social/Emotional Milestones

- ☐ Is shy, clingy, or fearful around strangers
- ☐ Shows several facial expressions, like happy, sad, angry, and surprised
- ☐ Looks when you call her name
- ☐ Reacts when you leave (looks, reaches for you, or cries)
- ☐ Smiles or laughs when you play peek-a-boo

Language/Communication Milestones

- ☐ Makes different sounds like "mama" and "babababa"
- ☐ Lifts arms up to be picked up

Cognitive Milestones (learning, thinking, problem-solving)

- ☐ Looks for objects when dropped out of sight (like his spoon or toy)
- ☐ Bangs two things together

Movement/Physical Development Milestones

- ☐ Gets to a sitting position by herself
- ☐ Moves things from one hand to her other hand
- ☐ Uses fingers to "rake" food towards herself
- ☐ Sits without support

★ It's time for developmental screening!

At 9 months, your baby is due for general developmental screening, as recommended for all children by the American Academy of Pediatrics. Ask the doctor about your baby's developmental screening.



MILESTONES MATTER: LET'S TALK ABOUT THEM!

Milestones at 4 Months ✓ Brings hands to mouth ✓ Holds head steady 	Milestones at 9 Months ✓ Sits without support ✓ Bangs things together 	Milestones at 15 Months ✓ Points to get help ✓ Uses fingers to feed themselves 
Milestones at 2 Years ✓ Points to body parts ✓ Eats with a spoon 	Milestones at 3 Years ✓ Uses a fork ✓ Asks "who", "what" questions 	Milestones at 4 Years ✓ Says sentences with 4 words ✓ Serves themselves food 

Get free milestone checklists for these ages and more at www.cdc.gov/Milestones or by calling 800-CDC-INFO (800-232-4636).

Learn the Signs. Act Early.

Developed in partnership by the University of Missouri and the US Department of Health and Human Services, Centers for Disease Control and Prevention.



Seal of the
University of Missouri

Seal of the
U.S. Department of Health
and Human Services

Your Child's Early Development is a Journey

These are just a few of many important milestones to look for. For complete checklists for your child's age visit www.cdc.gov/milestones or download CDC's free Milestone Tracker app.

The infographic is a winding path that starts at the bottom left and moves upwards and to the right, ending at the top right. The path is divided into colored segments representing different age groups: 2 MONTHS (purple), 6 MONTHS (teal), 12 MONTHS (yellow), 18 MONTHS (green), 2 YEARS (purple), 3 YEARS (purple), 4 YEARS (green), and 5 YEARS (purple). Each segment contains a list of developmental milestones. Small photographs of children are placed along the path, corresponding to their age. The path starts with a 'Start Here' arrow pointing to the 2 MONTHS segment. The path ends with a '5 YEARS' label. The path is labeled with '2 MONTHS', '6 MONTHS', '12 MONTHS', '18 MONTHS', '2 YEARS', '3 YEARS', '4 YEARS', and '5 YEARS'.

Start Here

2 MONTHS

- Looks at your face
- Reacts to loud sounds
- Smiles when you talk to or smile at her
- Hold(s) head up when on tummy

6 MONTHS

- Knows familiar people
- Takes turns making sounds with you
- Reaches to grab a toy he wants
- Rolls from tummy to back

12 MONTHS

- Plays games with you like peek-a-boo
- Calls a parent "mama" or "dada"

18 MONTHS

- Puts something in a container, like a block in a cup
- Pulls up to stand

2 YEARS

- Says about 50 words
- Tries to use words, gestures, or actions to get what he wants
- Runs a ball

3 YEARS

- Looks at your face to see how to react to a new situation
- Says at least ten words together like "Milk-milk"

4 YEARS

- Draws one thing, circles, the drawing with a line
- Tries to use a spoon

5 YEARS

- Follows rules or takes turns when playing games with other children
- Writes some letters in his name
- Says on one foot

3 YEARS

- Talks with you in conversation
- Draws a circle, when you show him how

4 YEARS

- Answers simple questions like "What is that?"
- Names a few colors of things

5 YEARS

- Follows rules or takes turns when playing games with other children
- Writes some letters in his name
- Says on one foot

6 YEARS

- Follows rules or takes turns when playing games with other children
- Writes some letters in his name
- Says on one foot

7 YEARS

- Follows rules or takes turns when playing games with other children
- Writes some letters in his name
- Says on one foot

8 YEARS

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- Writes some letters in his name
- Says on one foot

9 YEARS

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- Says on one foot

10 YEARS

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- Says on one foot

11 YEARS

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- Says on one foot

12 YEARS

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13 YEARS

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26 YEARS

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31 YEARS

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32 YEARS

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33 YEARS

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34 YEARS

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39 YEARS

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40 YEARS

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- Says on one foot

41 YEARS

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- Says on one foot

42 YEARS

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- Says on one foot

43 YEARS

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- Says on one foot

44 YEARS

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- Writes some letters in his name
- Says on one foot

45 YEARS

- Follows rules or takes turns when playing games with other children
- Writes some letters in his name
- Says on one foot

46 YEARS

- Follows rules or takes turns when playing games with other children
- Writes some letters in his name
- Says on one foot

47 YEARS

- Follows rules or takes turns when playing games with other children
- Writes some letters in his name
- Says on one foot

48 YEARS

- Follows rules or takes turns when playing games with other children
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- Says on one foot

49 YEARS

- Follows rules or takes turns when playing games with other children
- Writes some letters in his name
- Says on one foot

50 YEARS

- Follows rules or takes turns when playing games with other children
- Writes some letters in his name
- Says on one foot

51 YEARS

- Follows rules or takes turns when playing games with other children
- Writes some letters in his name
- Says on one foot

52 YEARS

- Follows rules or takes turns when playing games with other children
- Writes some letters in his name
- Says on one foot

53 YEARS

- Follows rules or takes turns when playing games with other children
- Writes some letters in his name
- Says on one foot

54 YEARS

- Follows rules or takes turns when playing games with other children
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59 YEARS

- Follows rules or takes turns when playing games with other children
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60 YEARS

- Follows rules or takes turns when playing games with other children
- Writes some letters in his name
- Says on one foot

61 YEARS

- Follows rules or takes turns when playing games with other children
- Writes some letters in his name
- Says on one foot

62 YEARS

- Follows rules or takes turns when playing games with other children
- Writes some letters in his name
- Says on one foot

63 YEARS

- Follows rules or takes turns when playing games with other children
- Writes some letters in his name
- Says on one foot

64 YEARS

- Follows rules or takes turns when playing games with other children
- Writes some letters in his name
- Says on one foot

65 YEARS

- Follows rules or takes turns when playing games with other children
- Writes some letters in his name
- Says on one foot

66 YEARS

- Follows rules or takes turns when playing games with other children
- Writes some letters in his name
- Says on one foot

67 YEARS

- Follows rules

NJWICONLINE AND MILESTONE CHECKLISTS

A copy is saved in the participants notebook, which they can access

Milestone Matter Checklists help you stay aware of your child's development.

Milestone Checklists are lists of developmental milestones. Each checklist focuses on a specific age from 2 months through 5 years. Parents can use checklists to confirm that your child is developing as expected. Use the milestones to:

- Celebrate your child's development.
- Talk about your child's progress with doctors and childcare providers.
- Learn what to expect next.
- Identify any concerns early.

Click on the age of your child to complete a milestone checklist online:

2 Months 4 Months 6 Months 9 Months

1 Year 15 Months 18 Months 2 Years



Participants select the age of their child

Click on the age of your child to complete a milestone checklist online:

2 Months 4 Months 6 Months 9 Months

1 Year 15 Months 18 Months 2 Years

2.5 Years 3 Years 4 Years 5 Years

My Milestones Matter Checklist Responses

Click the Open icon by a Checklist name to see your responses.

Title	Child First Name	Date
2 Month Milestones Matter Checklist	Sam	02/07/2024

After checklist is completed

Questions and answers are taken from the CDC checklist

SOCIAL/EMOTIONAL — Is shy, clingy, or fearful around strangers

Yes

Not Sure

Not Yet

Thank you for completing this Checklist!

Selected "not sure"? Watch for these milestones over the next week or two. Try some things with your child that gives him/her the chance to show the milestone. If you're still not seeing the milestone, see the steps below.

Selected "not yet" or have other concerns or questions about your child's development? Talk with your child's doctor, teacher and/or another trusted provider. Share the checklist and any questions or concerns you might have. Ask about developmental screening. It's recommended for all children. If you, the doctor, teacher, or other provider is still concerned after screening, ask to be connected with (1) a specialist who can learn more about your child AND (2) with services and other supports that may help. Visit www.cdc.gov/Concerned for more information.

CATCHMENT AREA

- Rutgers NJMS WIC:
 - 5,500 enrolled
 - ~4,100 participating
- Opportunities for LTSAE monitoring:
 - 0-4 years old enrolled: 3,042
 - 0-4 years old participating: 2,158



TIMELINE



INTEGRATING CHECKLISTS INTO STANDARD DELIVERY OF WIC SERVICES

- All in-person appointments who have a child 2 months or older who receive a checklist
 - All new households and new mom/baby households are scheduled in-person
- No additional time beyond what currently exists
 - Intake – Breastfeeding – Nutrition (bypassing the waiting room)
 - Important to not add any additional time to a WIC appointment
 - Nutrition staff already provide/document NE and referrals, therefore no additional processes
- Authorized rep fills out the checklist while waiting for the CPA
 - CPA reviews the checklist and answers any questions the AR may have
- Referrals made based on unmet milestone
 - Right to refuse or to wait
- Encouraged families to bring checklist to next well-visit appointment

DATA COLLECTION

Main referrals sources: 51

- SPAN- 3
- Early Intervention - 45
- Parent of Autistic Children-3

137 paper
checklists provided

FROM
3/1/2024 -
6/30/2024

New Jersey WIC Program			Report Date: 07/22/2024
To Referrals			Run Time: 16:06:17
From 03/01/2024 To 06/30/2024			Page: 4 of 4
Referral Category: All			
Local Agency: 180000 RUTGERS NJ MEDICAL SCHOOL WIC PI			
Referral Category	Local Provider	No of Families	
SPAN	No Referral Made	Total	3
			3
Agency Total By Referral Category		No of Families	
211			3
CONNECTING NJ			1
COVID-19 Vaccination			2
DAY CARE CENTER			8
DENTAL PROVIDER			231
DOMESTIC VIOLENCE PROGRAM			4
EARLY INTERVENTION PROGRAM			45
EMERGENCY FOOD ASSISTANCE PROGRAM			7
HEAD START PROGRAM			5
HEALTH CARE PROVIDER			11
HIV TESTING/COUNSELING			1
HOMELESS ADVOCACY AND/OR SHELTER			2
HOUSING ASSISTANCE PROGRAMS			4
IMMUNIZATIONS			3
MENTAL HEALTH SERVICES			4
MIGRANT SERVICES			2
NO REFERRAL MADE			246
PARENT LINK			1,178
PARENTS OF AUTISTIC CHILDREN			3
PEDIATRIC PRIMARY CARE			5
PRENATAL SERVICES			1
SMOKING CESSATION			1
SNAP (SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM)			39
SOCIAL SERVICES			1
SPAN			3
Agency Total			1,810

ACCOMPLISHMENTS OF THIS INTEGRATION

- WIC and the LTSAE Developmental Milestone monitoring is a natural fit
 - Age group, reinforcing development, referrals and ties into nutrition/feeding
- Well-received by WIC families
- Connected families to resources
- WIC staff learned more about childhood development and resources available



BEYOND THE PILOT

- CDC Developmental Milestones Link added to New Jersey WIC Shopper App
 - Averaging # 8,931 clicks per month
- Continued to build on relationship with SPAN Parent Advocacy Program
 - Deepa Srinivasavaradan, IMH-E® Director of Early Childhood Initiatives
 - Provided training and support and prior to pilot had presented as local agency trainings
- Established collaboration with State and Local Early Intervention Programs
 - Doreen Glut, Rutgers State University, NJMS-Pediatrics Early Intervention Program Manager

LESSONS LEARNED

- Staff buy-in is key and takes time
 - Bring in stakeholders to reinforce the positive integration
- Bolstering WIC services
 - Families carve time to be us – enhancing their experience with WIC allows for more hands to touch these families and provide services they may not know exists
- There is a lot of information provided to families during a WIC appointment
 - Information overload!

LOOKING AHEAD

- Integrating an automated system with WOW
 - Personalized checklists delivered to email addresses based on date of birth
 - Families have time to review
 - Not done at the WIC appointment
 - Milestones would be delivered based on date of birth, not on WIC appointment
 - Reduces paper checklist
- Share pilot experience with local agency staff to encourage other agencies to increase attention to Milestone Matters Checklist and appropriate referrals

NJWIConline.org and Milestone Checklists



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Participants
select the
age of their
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2.5 Years

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4 Years

5 Years

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Thank you!





THANK YOU

**SUSAN STEPHENSON-MARTIN, MS
RUTGERS NEW JERSEY MEDICAL SCHOOL WIC DIRECTOR**



RUTGERS

New Jersey Medical School
WOMEN, INFANTS, AND CHILDREN PROGRAM

Questions?

Trainings will resume in October!