



Developmental Monitoring Program for WIC



U.S. Department of Health
and Human Services

Centers for Disease
Control and Prevention



Objectives

- Developmental Monitoring in WIC Project Work Plan Activities
- Introduce New Supported States
- State Sharing
- Next Steps

Learn the Signs. Act Early.

Funding Provided by:

- Thank you to CDC for the funding!!!
- CDC's National Center on Birth Defects and Developmental Disabilities (NCBDDD)
 - Katie Green, MPH, CHES
 - Molly Dunham-Friel, MPH
- Via subaward from American Academy of Pediatrics (AAP)



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Learn the Signs. Act Early.

October 2024 – September 2025 Work Plan Activities

- Provide funding to 4 supported states to implement developmental monitoring into a few clinics
 - Provide program materials and technical assistance
- Provide technical assistance to the learning collaborative
 - Online trainings
 - Monthly newsletter
- Continue promoting virtual options for promoting developmental monitoring in WIC (participant education modules, WICShopper app content, Introduction to Child Development for WIC Staff training module)
- Evaluate existing resources. Create and review new resources.



Learn the Signs. Act Early.

Introducing the 2024-2025 Supported States

Louisiana

North Dakota

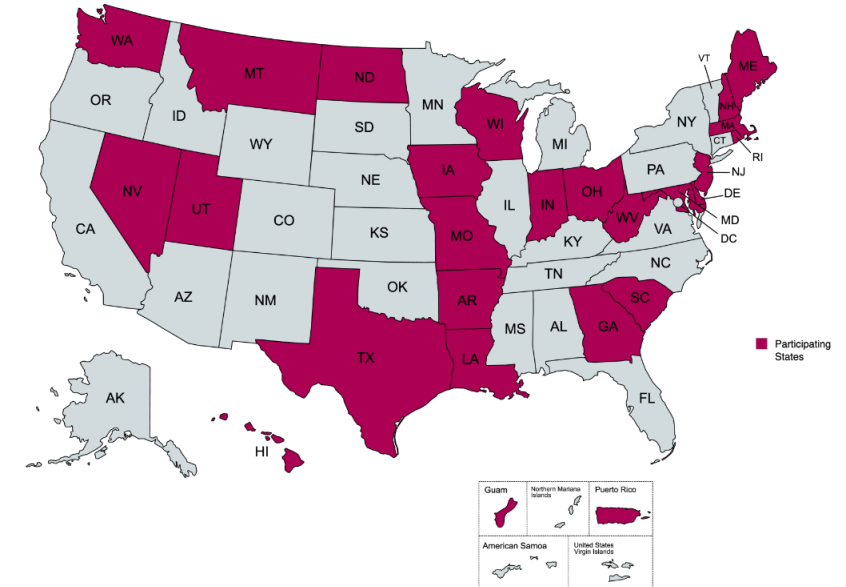
West Virginia
(Monongalia
Agency)

Wisconsin

Learn the Signs. Act Early.

States in the Learning Collaborative

Arkansas, Delaware, Georgia, Hawaii, Iowa, Indiana, Guam, Louisiana, Massachusetts, Maine, Maryland, Missouri, Montana, Nevada, New Hampshire, New Jersey, North Dakota, Ohio, Puerto Rico, Rhode Island, South Carolina, Texas, Utah, Wisconsin, West Virginia



Learn the Signs. Act Early.

Louisiana



North Dakota



West Virginia (Monongalia Agency)

Wisconsin Partnerships to Implement Dev. Monitoring

Wisconsin Dev. Monitoring
Intensive State Introduction
January 22, 2025



State Partners



Kaila Baer
WIC Nutrition Services
Coordinator



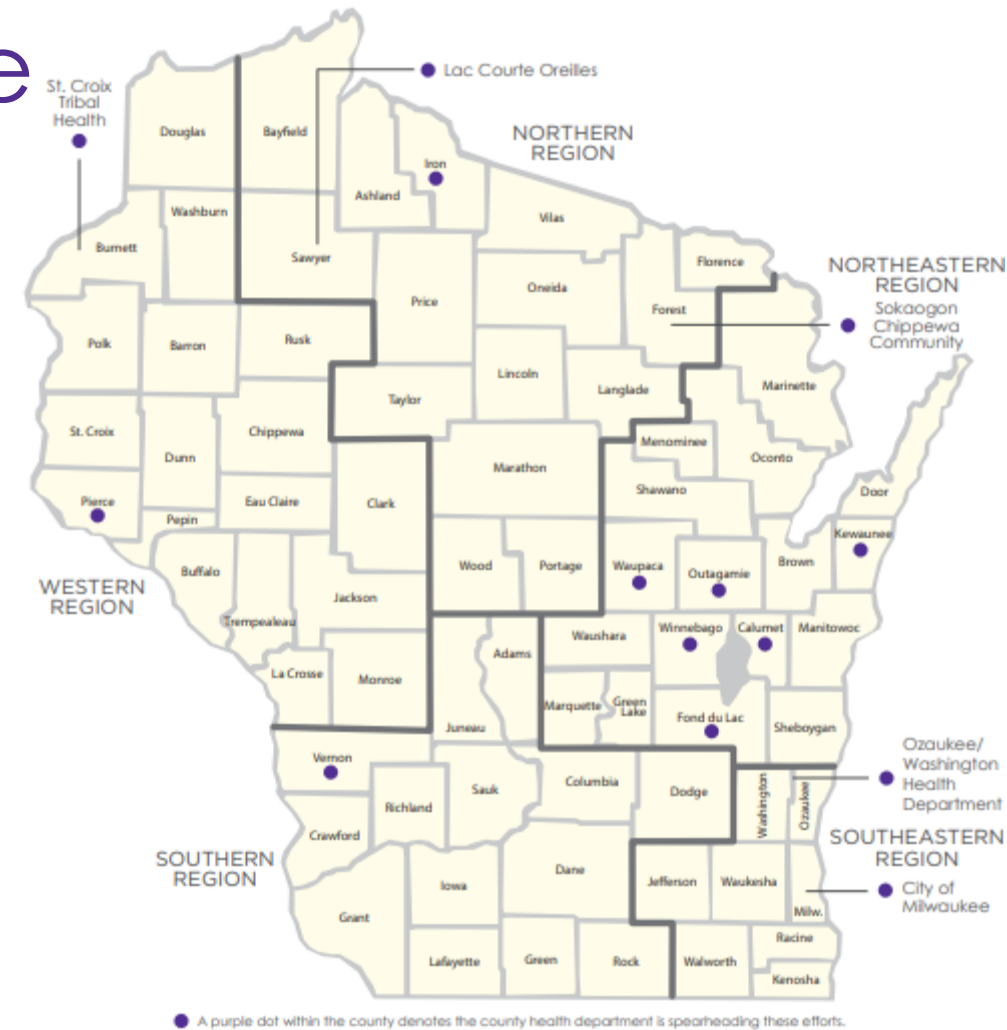
Ginny Loehr
Child Health Consultant



Morgan Conti
Act Early Ambassador

Developmental Screening National Performance Measure

- All local Tribal health departments choose from MCH objectives annually, developmental screening being one of them
- 14 local Tribal health departments selected developmental screening objective in 2025
- Specific strategy focused on Women, Infants, and Children (WIC) collaboration
 - Strategy 3: Implement the CDC's WIC Developmental Milestones Checklist Program to promote developmental monitoring



Wisconsin MCH Developmental Screening Model

- Individual initial calls to kick off the year
- 3 learning community calls annually
 - Resources highlighted & cross-county networking available
- 2 optional office hours
- Technical assistance available to *all* agencies
 - Currently provided by the Children's Health Alliance of WI medical home initiative (Morgan) who also serves as the CDC Act Early Ambassador at this time

Wisconsin MCH Developmental Screening Model

Strategy 3: Implement the CDC's WIC Developmental Milestones Checklist Program to promote developmental monitoring

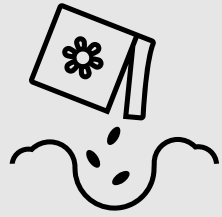
- Core Activities:
 - Establish and/or build a partnership with WIC program staff to work collaboratively on this strategy.
 - [Participate in a training video from the CDC](#) and share with WIC staff.
 - [Obtain and utilize resources](#) needed to implement the Learn the Signs. Act Early WIC Checklist Program.
 - [Test and implement](#) the CDC's WIC Developmental Milestone Checklist Program in WIC clinic(s) utilizing the Wisconsin Deskside Reference Guide and other [tools, templates,](#) and resources provided by CDC.
 - Collect checklist data and track referrals using your preferred data collection tool.
 - Enhance community engagement to inform developmental monitoring and screening strategies and activities. When possible, include family and community representatives who are engaged with developmental monitoring and screening activities in the process.



Wisconsin WIC Integration

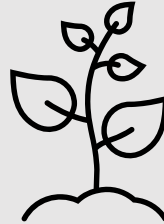
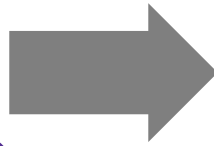
- Wisconsin has 61 local WIC agencies.
- In-person and remote services are available statewide.
- WIC state partners were brought in in 2023 when pilot started.
 - Customized the Deskside Reference to be specific to Wisconsin WIC activities.
 - Support local WIC agencies working with their local health departments and tribes on offering developmental monitoring to WIC participants.





2023 Pilot

- 2 local public health department teams participated in pilot project to utilize Learn the Signs. Act Early. milestone checklists in Women, Infants, and Children (WIC)



2024 MCH Objective

- Interest throughout agencies expanded and Maternal and Child Health (MCH) developmental screening NPM strategy was added
- 4 agencies chose this strategy



2025 Continued Integration

- Continued partnerships and learning planned for 2025 local Tribal health departments choosing the NPM strategy, 5 agencies chose strategy 3
- Statewide partnerships with WIC and MCH continue to be fostered
- Applied and chosen as intensive state for dev. monitoring

Partnership Model

Women, Infants, and Children (WIC) Developmental Monitoring with *Learn the Signs. Act Early.* Checklists

Two local public health departments (LPHD) in Wisconsin partnered with WIC

Local Tribal Health Department (LTHD) Developmental Screening

If there was a concern, WIC would refer the family to the LTHD for a developmental screening to be done

Referral for EI and Evaluation

Next, if there is a concerning result on the screener, a referral was made for early intervention

Your baby at 9 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 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 "mamamama" 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 himself
- ☐ 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.

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).

Don't wait.
Acting early can make
a real difference!



2024 Partnership Celebrations

Local Public Health Department 1:

- Completed 200 Learn the Signs. Act Early. milestone checklists at Women, Infants, and Children (WIC) by July 2024
 - 10 developmental screening tools were completed as a result
- Email communication developed for direct follow up with parents that includes developmental milestone resources and information

Local Public Health Department 2:

- 72 completed milestone checklists at WIC by July 2024
- Both LPHD staff and WIC staff have completed the Act Early WIC training available through the Centers for Disease Control and Prevention

Customized Wisconsin Deskside Reference

Developmental Milestone Checklist Program for WIC Deskside Reference Guide



Role of WIC Staff

Ask parents and guardians if they have concerns about their infant or child's development. If interested in learning more about their child's development, share developmental monitoring resources.

Refer the participant to statewide and local resources for developmental screening when:

- The parent or guardian has questions about the infant or child's development.
- You recognize the need based on their feeding development.

Document referrals in the management information system (MIS).

Connect with local resources to ensure you are providing the best referrals for families.

Offer CDC's developmental monitoring resources as needed, based on participant interest:

- Checklist: "Take this checklist home with you and share it with your family and your doctor."
- CDC's Milestone Tracker App: "If you have a smart phone, you can download a free app called [CDC's Milestone Tracker](#) to track milestones until your next visit with your doctor."
- Print and/or order [materials for distribution](#).



Milestone Tracker App

About Developmental Milestones

What is a developmental milestone?

A developmental milestone is a skill that most children can do by a certain age. For example, most children can say "mama" or "dada" by their first birthday. These checklists were developed by the Centers for Disease Control and Prevention's *Learn the Signs. Act Early* Program, are informed by research, and were reviewed by development experts.

Where can I go for more information on developmental milestones?

Additional sources of information include:

- CDC's ["Learn the Signs. Act Early."](#) website is an excellent resource.
- [Family Voices](#) is an advocacy group for parents to help them identify resources and support in their state.
- [Center for Parent Information and Resources](#) is a website with information about parent centers that provide information, support, and resources for children with disabilities and their families.

Referral Resources

If WIC staff are contacting the referral service on behalf of the parent or guardian, obtain signed consent first.

Primary care physicians or local public health department

- "Please call _____'s health care provider to schedule a follow-up appointment for developmental screening."
- "Here is the contact for _____ County's local public health department. Please ask about having a developmental screening for your child."

Wisconsin Birth to 3 Program

- "You can also call our county's Birth to 3 Program to find out if your child might qualify for services to help. You do not need a doctor's referral to do so."
- _____ County Birth to 3
- Phone: _____
- Fax: _____

Public school system: Early Childhood Special Education

- For children aged 3 and older, refer to the families' local public school system. This would be where the child would attend kindergarten.
- School district contacts:

Wisconsin Children's Resource Centers

"Children's Resource Centers can offer free support on a variety of topics including services available locally or statewide, communicating with schools, locating doctors or dentists, etc. Here is the number for our center: _____"

Children's Resource Center, North
Phone: 866-640-4106

Children's Resource Center, Northeast
Phone: 877-568-5205

Children's Resource Center, Southeast
Phone: 800-234-KIDS (5437)

Children's Resource Center, South
Phone: 800-532-3321

Children's Resource Center, West
Phone: 800-400-3678



Developmental Milestone Checklist Program for WIC
www.cdc.gov/WICGuide



WISCONSIN DEPARTMENT
of HEALTH SERVICES



Centers for Disease
Control and Prevention
www.cdc.gov/actearly
1-800-CDC-INFO



2025 Intensive State Goals

- Expand work to new clinics and their partnering local and Tribal health departments
- Enhance activities happening in current clinics
- Develop a work-flow resource to demonstrate the various models of implementation in Wisconsin to support future expansion and opportunities for collaboration
- Continue promoting the use of the WI Deskside Reference and evaluate the use of the resources





THANK YOU!

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Upcoming Trainings

- State Sharing & Networking
- Materials Review & Feedback
- Other ideas for topics?



Learn the Signs. Act Early.

Next Steps

- Participate in monthly online trainings
 - Send Amber any suggestions for topics
- Check out ASPHN's LTSAE webpage to review what resources are available.
 - <https://asphn.org/learn-the-signs-act-early/>

Learn the Signs. Act Early.