



WIC Developmental Monitoring Program

(Learn the Signs. Act Early.)



U.S. Department of Health
and Human Services

Centers for Disease
Control and Prevention



Agenda

- Announcements
 - New Resources
 - Survey Results
- 2025 Supported State Projects and Lessons Learned
 - North Dakota
 - West Virginia
 - Louisiana
 - Wisconsin

New Resources Available for WIC Soon!

- Milestones in Motion: Guiding Families Through Feeding
- Baby on the Way? Get Ready to Track Your Baby's Development
- Supporting Developmental Monitoring in WIC Clinics
- Developmental Milestone Checklists with Cultural Sensitivity in Mind

2025 North Dakota WIC Developmental Monitoring Program

Kim Hinnenkamp, RDN, LRD
WIC Nutrition Services & Breastfeeding Coordinator



OUR STATE'S JOURNEY WITH DEVELOPMENTAL MONITORING



FY 2023 – Technical Assistance State



FY 2024 – Supported State, Implemented at 2 Local Agencies



FY 2025 – Supported State, Implemented at 5 Local Agencies

IMPLEMENTATION TIMELINE

January–March 2025

Start-up Activities

- Monthly meetings with state project team
- Trainings (ASPHN online training and project-specific)

March–September 2025

Project Implementation

- Distributed LTSAE materials
- Implementation at all pilot agencies
- Monthly meetings with state project team

August–September 2025

ASPHN Project Evaluation

- ASPHN final report and presentation
- Develop local agency best practice documents, if necessary.

FY 2025 PILOT AGENCIES

Walsh County WIC

- 6 clinics, 2 staff
- 366 enrolled participants

Rolette County & Turtle Mountain WIC

- 3 clinics, 5 staff
- 726 enrolled participants

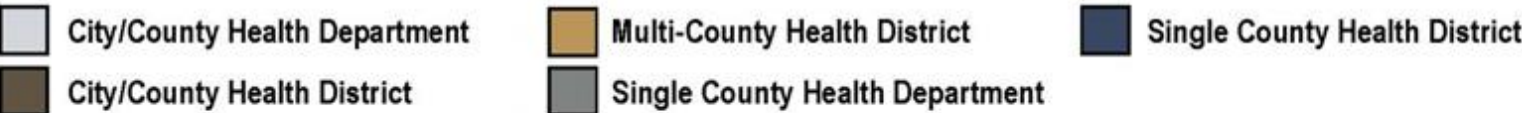
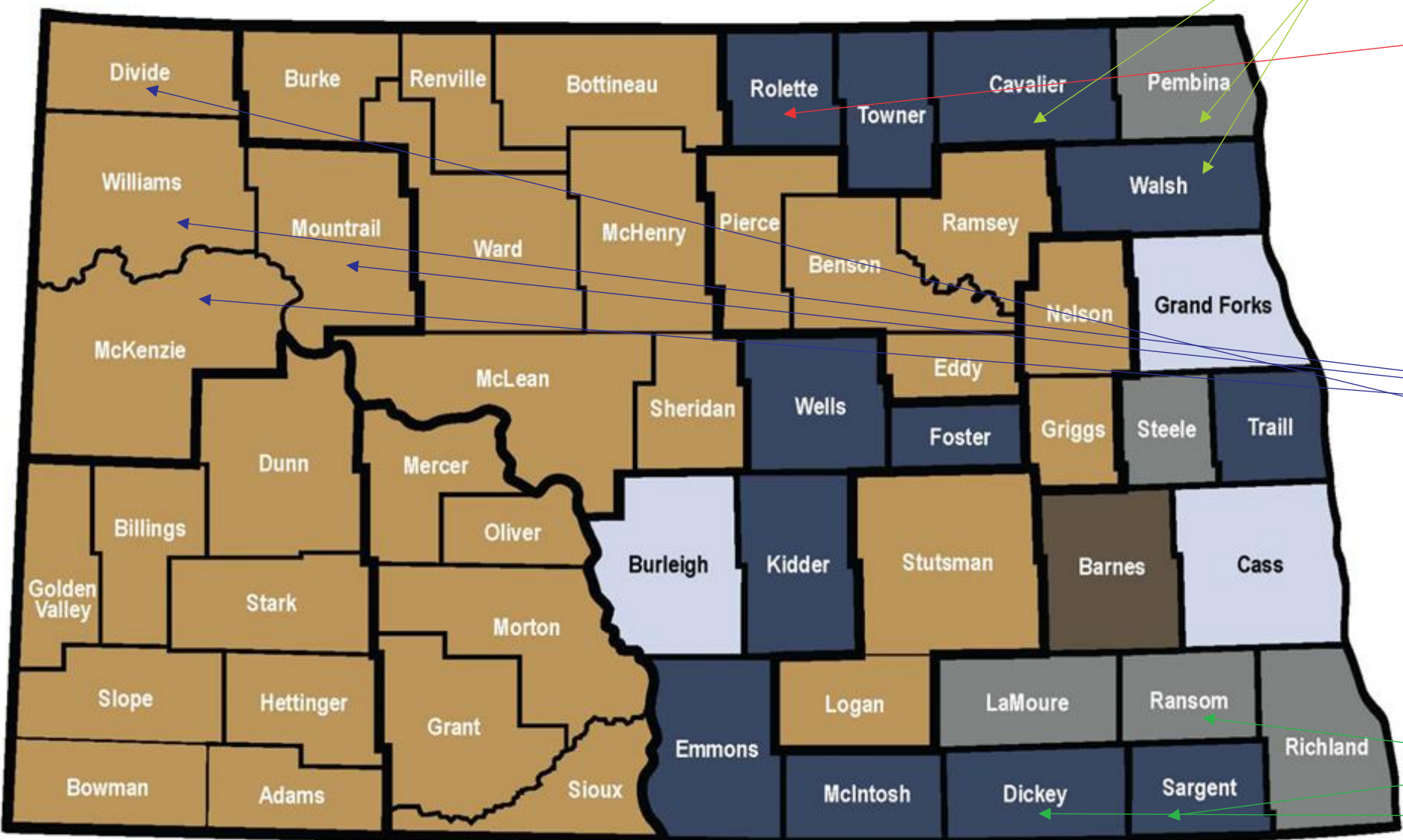
UMDHU WIC

- 3 clinics, 2 staff
- 649 enrolled participants

Ransom County WIC

- 3 clinics, 1 staff
- 118 enrolled participants

North Dakota Local Public Health Units



CHECKLIST PROCESS

1

Offer at certifications, mid-certifications, and whenever there was an age-appropriate checklist available for nutrition education appointments.

2

Complete checklist during the appointment. Provide any supplemental materials as appropriate. Document per normal policies.

3

Provide and document any referrals provided per normal policies. Follow-up on referral status at the next appointment.

BEST PRACTICES



Always ask the parent/guardian if their infant/child is already receiving any services before having them complete a checklist.



Get familiar with the project materials and CDC Milestones Tracker app and website before sharing with families as it takes time to gain confidence using them.



Complete the [ASPHN online training](#) and read the [CDC Guide, Developmental Monitoring: Getting the Conversation Started](#) before starting the project.

WALSH COUNTY



"Offering the checklists to parents has been great in our WIC office. Often parents wonder how their child is doing and where they are supposed to be developmentally. With the checklists and information, I feel equipped in helping to educate families with accuracy according to the infant's/child's age. I also feel more confident in offering referrals as needed. Parents usually like filling out the checklists which is fun!"

~ Walsh County WIC Director

ROLETTE COUNTY TURTLE MOUNTAIN



"My favorite part is when the children meet all the milestones, and their parents get a big smile on their face!"

~ Rolette County & Turtle Mountain WIC Director

UMDHU

"Several months ago, I had a family come in that I have been working with for several years (since the mom was pregnant). The grandma, mom, and child were present at this appointment. I offered the Milestone checklist, and the family was happy to fill it out. The child was missing several milestones in several different areas. The milestone checklist was a very helpful tool in opening the door to discuss the child's developmental delays and allowed me the opportunity to provide a referral to several different places that offer therapies to help support the child. What could have been a very awkward conversation was seamless and lacked any stress or upset. The grandma shared that the mom had also received therapy services for speech when she was little, and it was a very positive thing!"

"Many of our high-risk participants miss doctor's appointments and do need more support. Unfortunately, several years ago Head Start closed in our area. The checklist program has greatly helped us identify and provide many referrals. I believe it is likely 30% - 50% of the checklists we offer that need a referral for services. I really appreciate how easy this program was to implement, and we will continue to provide this service to participants in the future!"

~ UMDHU WIC Director



RANSOM COUNTY

"During several WIC visits, I have been suggesting screening their toddler son for intervention services by getting a Right Track screening. He showed some possible signs of autism spectrum. The family didn't really show interest. Now that I have the Developmental Milestone Checklist Program for WIC going, we did a checklist. He had 4 "misses" on the checklist which really highlighted to the mom that he might be a candidate for services. They reported to me they decided to have a Right Track screening, which was at their home. Right Track did make a referral, and the family chose the program they wanted to use. That program also comes right to the home, which is the only way this busy rural family of five could possibly participate with early intervention. He turns three in October, so the program he sees is doing as much intervention as they can, and as he approaches three, they will do testing to see if he can move into more intervention if any needs are identified. It is possible this little one would not have been identified for intervention without the Developmental Milestone Checklist indicating a few missed milestones."

~ Ransom County WIC Director



LOCAL AGENCY PILOT STAFF SURVEY RESULTS

Time	Most staff felt completing a milestone checklist with families adds less than 2 minutes to their WIC appointments.
Problems	Most clinics did not experience any problems besides a small number indicating lack of time and other tasks taking priority.
Checklists	All agencies are administering a paper checklist during in-person appointments. Most staff use a checklists in about half of all visits.
Graphics	55% of staff feel that WIC families seem to notice the wall/floor graphics.

LOCAL AGENCY PILOT STAFF SURVEY RESULTS

Benefits

Most staff strongly agreed that the program is beneficial and easy to administer to WIC staff and families, and that they liked offering the checklists.

Families

Most staff felt WIC families say the checklists help them learn about their child's development and are easy for families to use.

Referrals

Staff feel participants are more willing to share the completed checklist with their health care provider versus another early childhood provider.

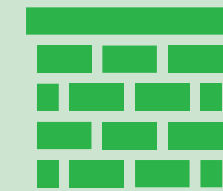
TOP RESOURCES USED



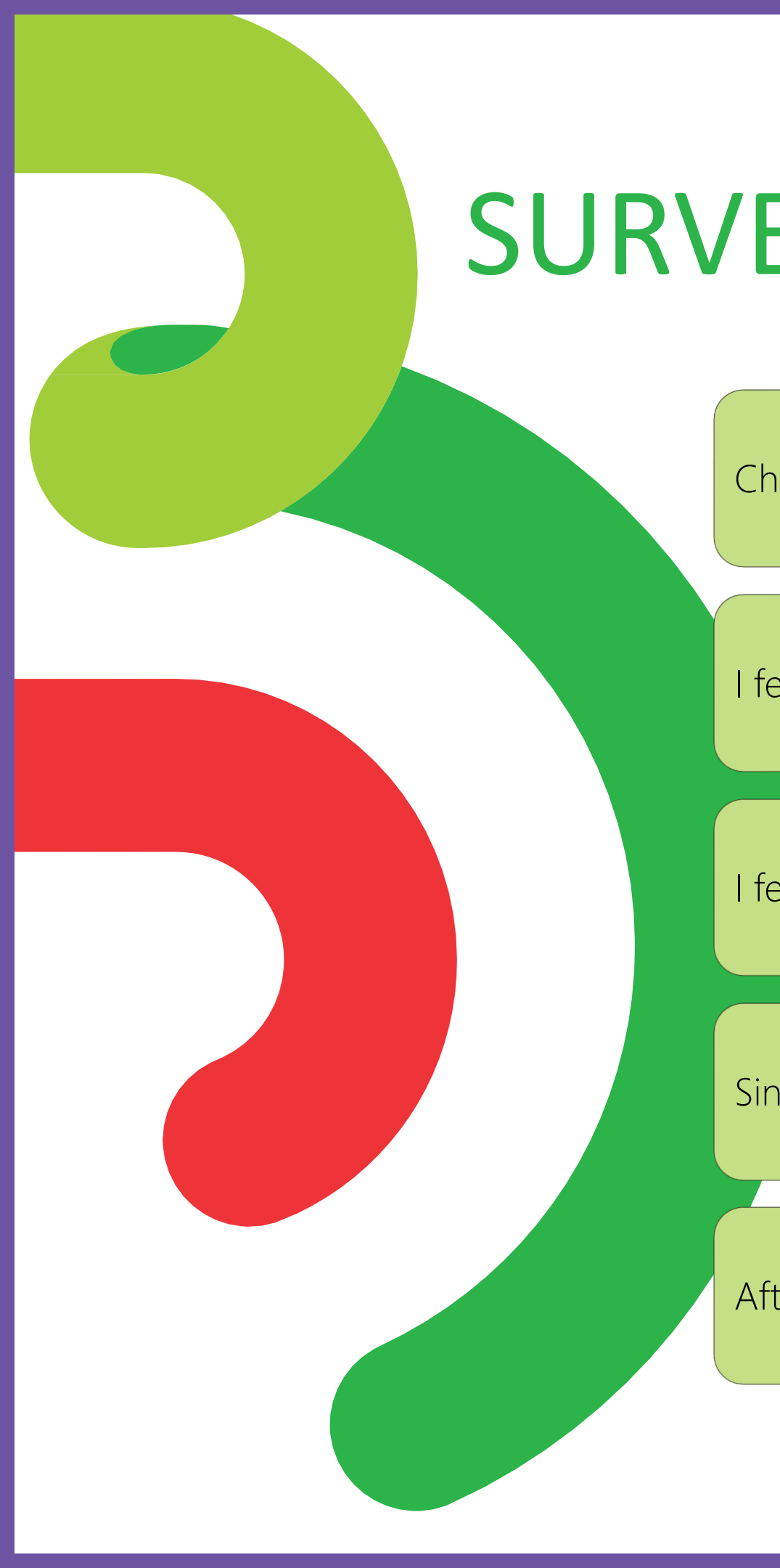
PAPER CHECKLISTS
(100%)



CDC'S AMAZING BOOKS (82%)



WALL/FLOOR GRAPHICS (73%)



SURVEY RESULTS ~ STAFF EXPERIENCES

Checklists fit easily into the flow of WIC appointments. Usually (45%)

I feel comfortable talking to WIC families about the results of the checklists. Always (64%)

I feel comfortable support parents when they are concerned about their child's development. Always (64%)

Since starting this program, I know when and where to refer children with possible delays. Always (55%)

After providing a referral to a family, I got pushback from them. Rarely (60%)

DATA COLLECTION ~ JANUARY-AUGUST 2025

Checklists Distributed: 394

Checklists Completed: 385

Checklist Completion
Rate: 98%

Average Checklist
Distribution Rate: 15%
(1,329 eligible infants and
children)

Referrals Provided: 103
(majority for
language/communication)

DATA COLLECTION ~ JANUARY-AUGUST 2025

Views on WIC Shopper App: 661 average views/month

wichealth Milestones Matter Lessons Completed: 36

Nutrition Matters ONE Milestone Resources

- Articles Viewed by Participants: 39
- Tools Viewed by Staff: 495
- Tools Shared by Staff: 145
 - 63 by email, 53 through ONE, 14 by text, 15 printed

NEXT STEPS

The project will continue at the pilot local agencies through the rest of 2025.



Developmental Milestones training was already provided to all local agency staff in September 2024.



The option to implement the project is being provided to all local agencies as part of their 2026 annual nutrition services plans.

LTSAE Project

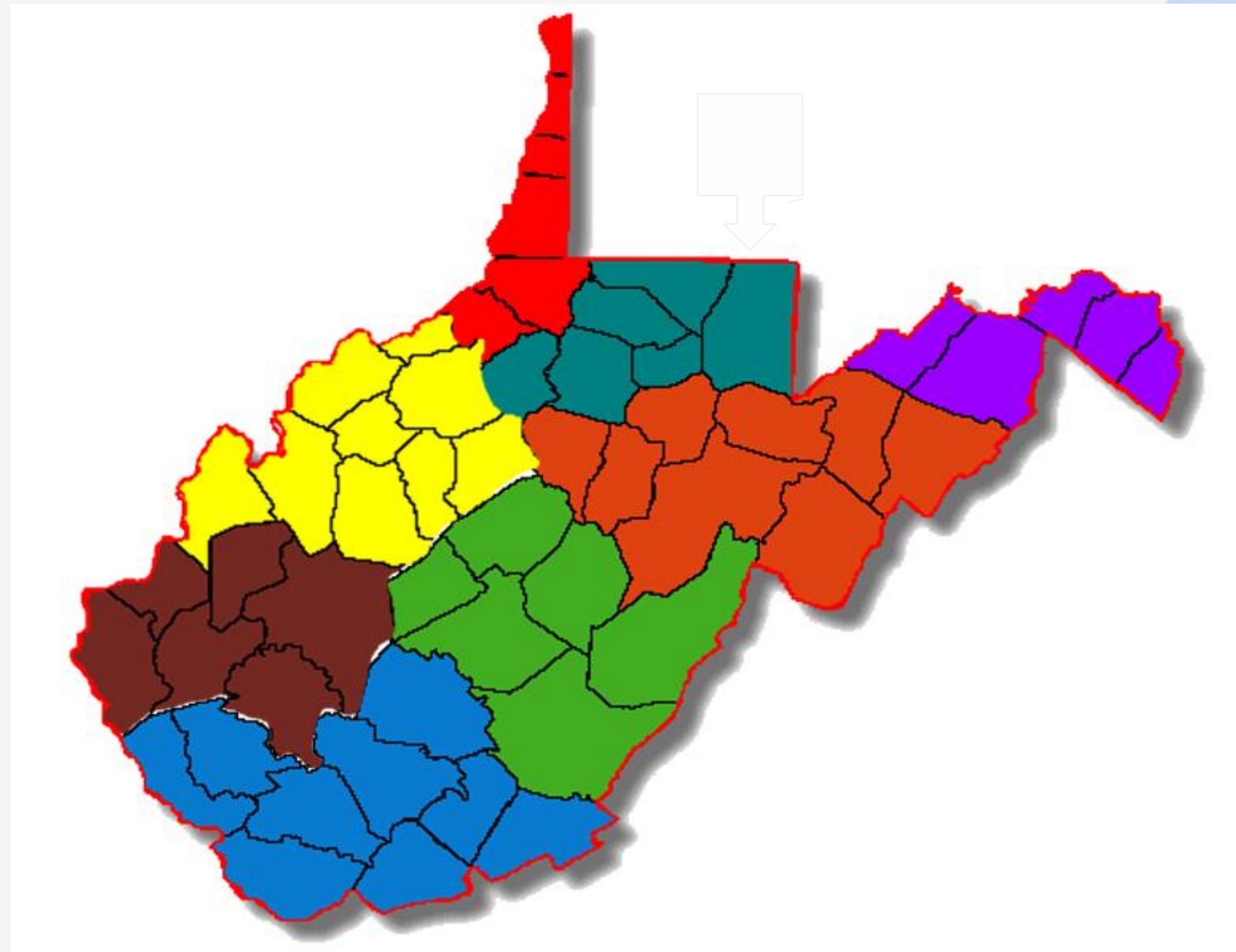
Monongalia Agency

Cami Haught
Local Agency Director



Monongalia Agency

Doddridge, Harrison, Marion, Monongalia, Preston, Taylor

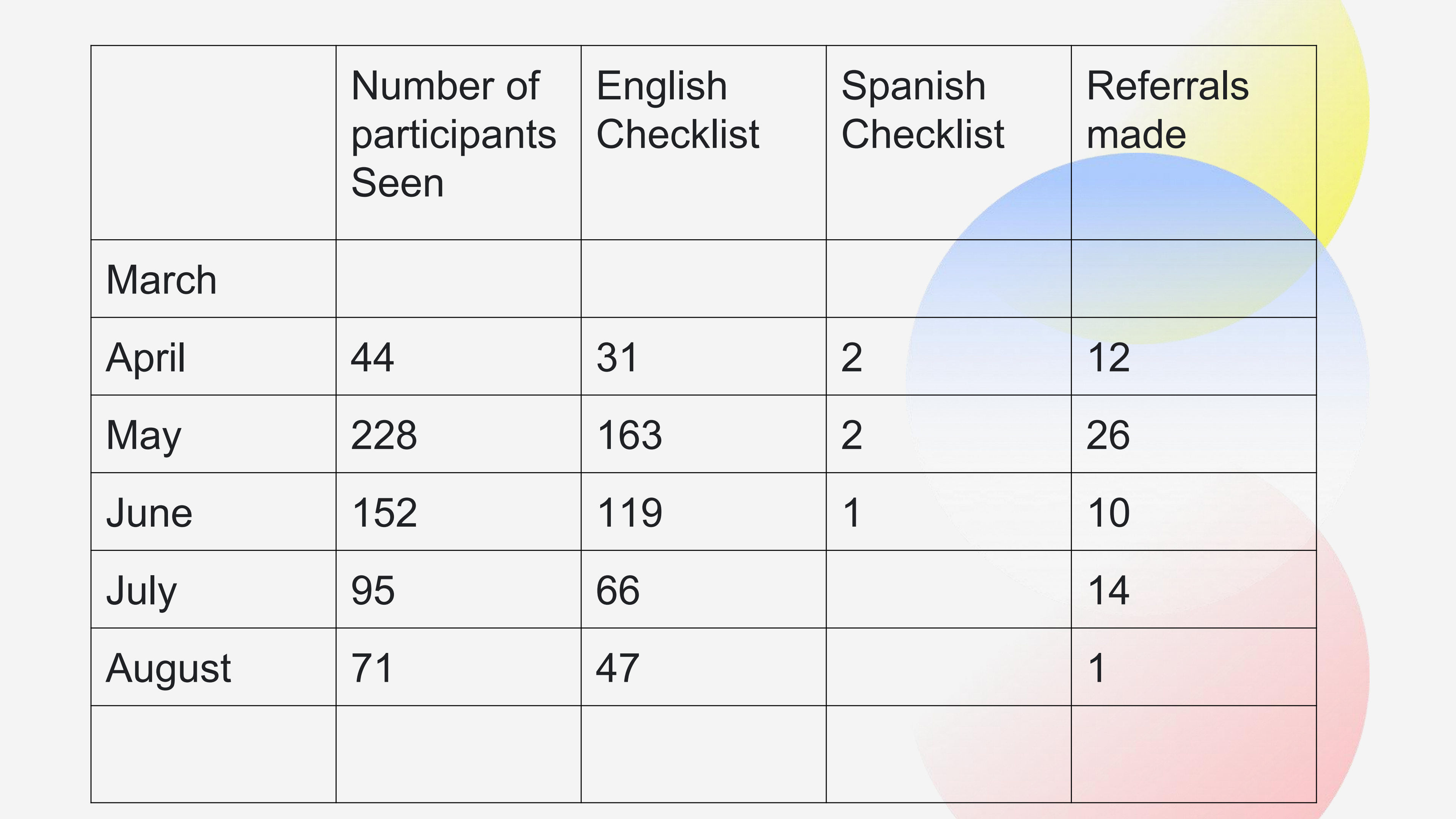


Average Caseload

Monongalia 1,321 per month
Age birth-5 years 1,029

Marion 1,119 per month
Age birth - 5 years 902





	Number of participants Seen	English Checklist	Spanish Checklist	Referrals made
March				
April	44	31	2	12
May	228	163	2	26
June	152	119	1	10
July	95	66		14
August	71	47		1

Success

Participants liked the checklist

Opens up conversation

Easy to use

Adds value to our appointments



Roadblocks

Time to get invoice paid

Some staff resistance

Marion office flooded

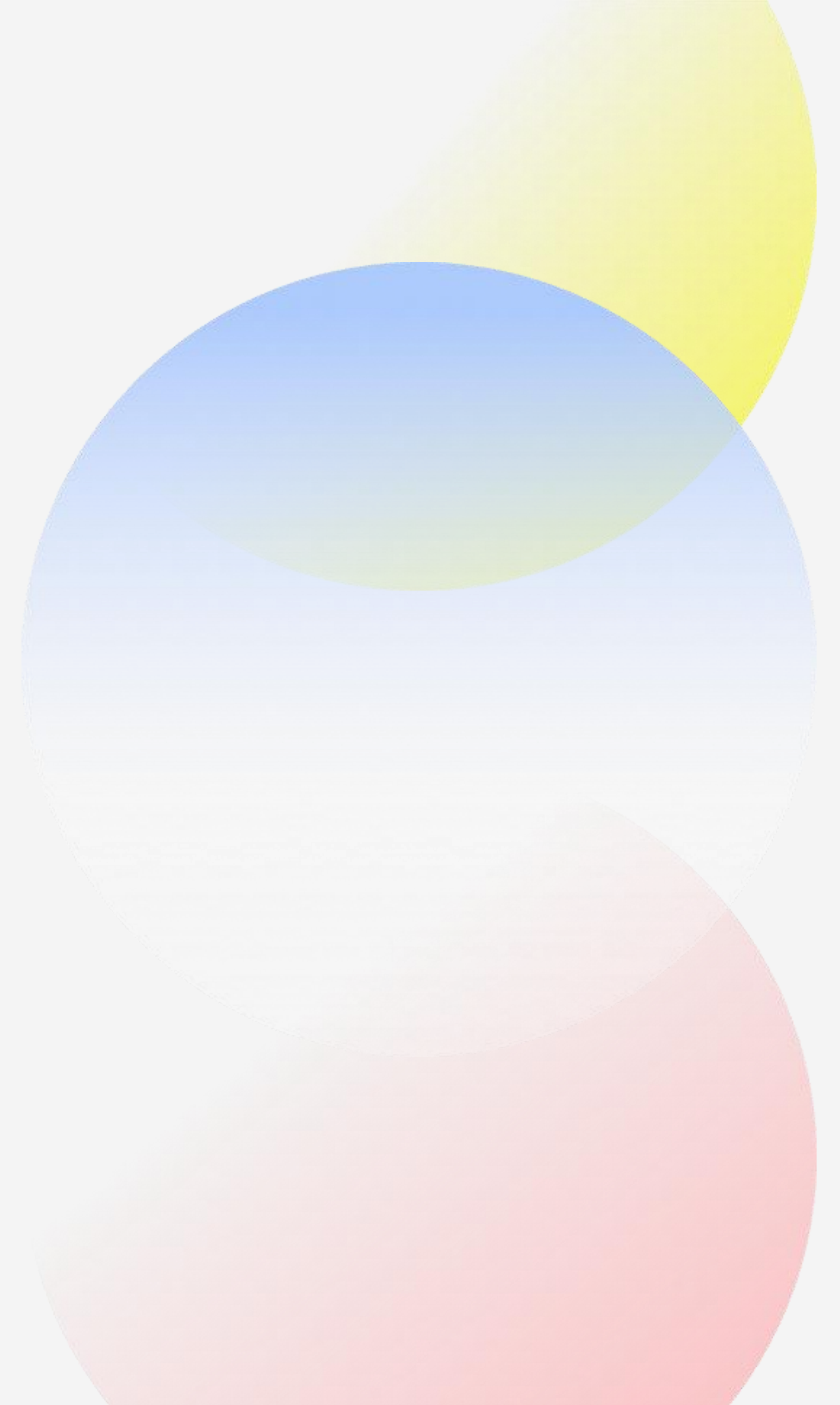
2 nutritionists out on maternity leave

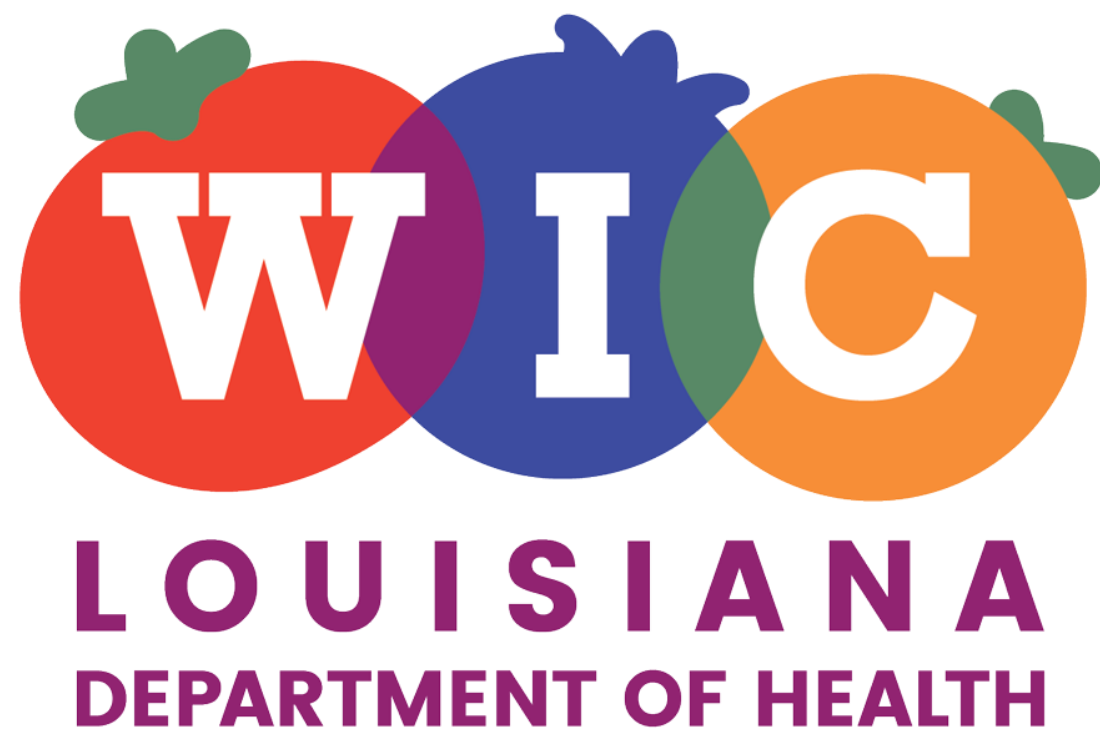


Future Plans

Expansion

Utilize Digital Online Checklist

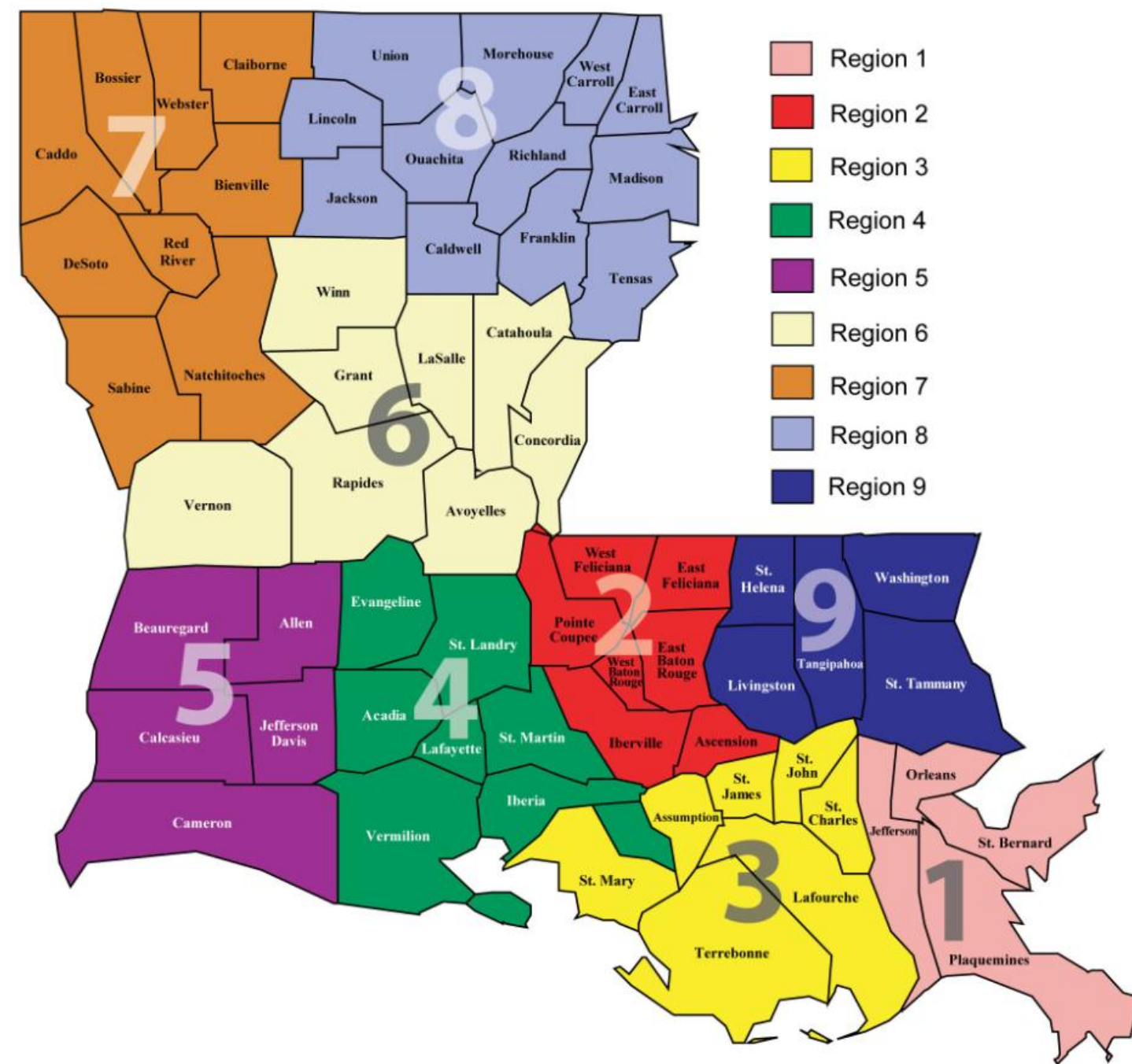




Louisiana WIC

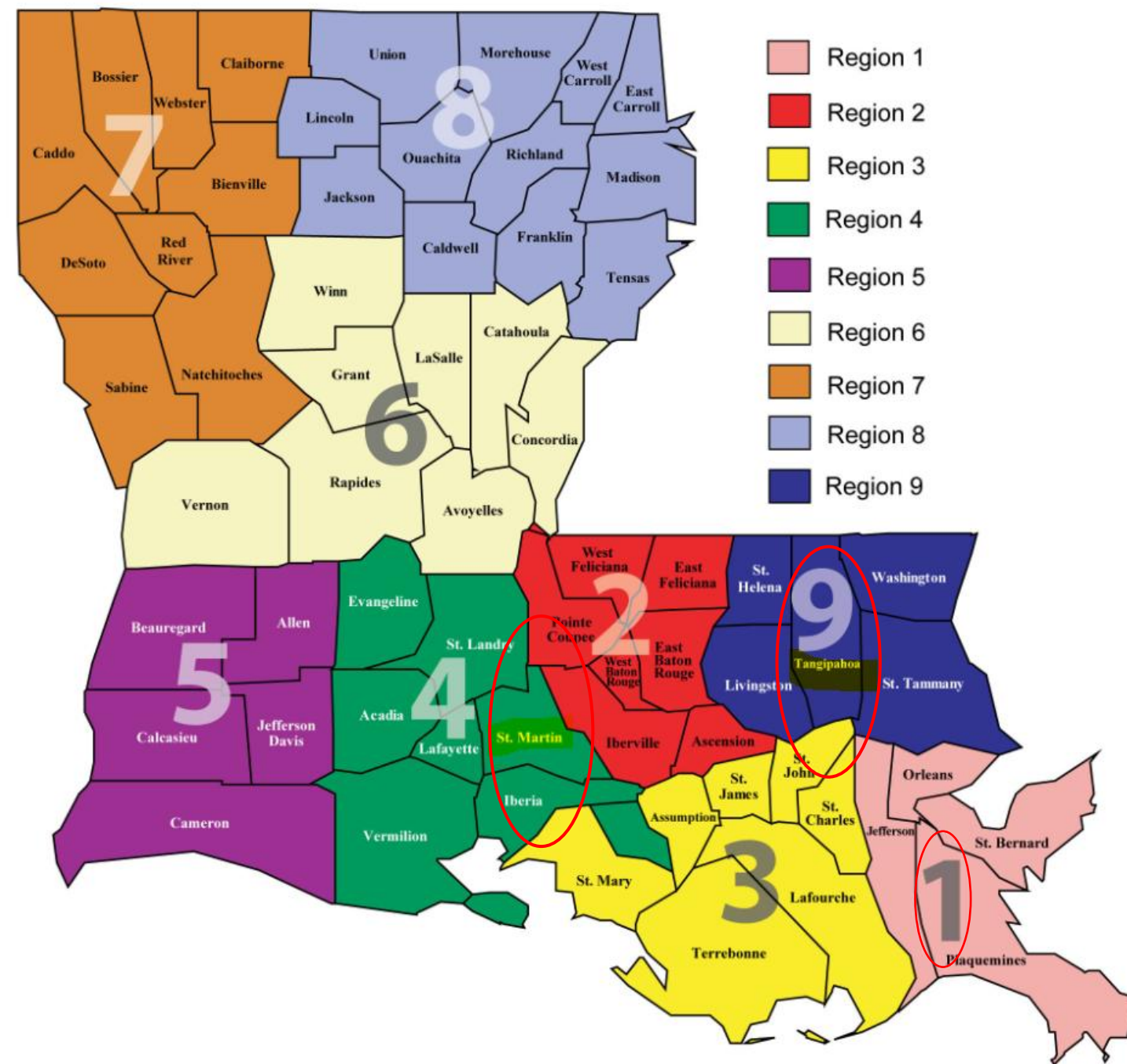
Learn the Signs. Act Early.

Louisiana Public Health Regions



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

LTSAE in Louisiana WIC



- R1
 - Jefferson PHU (2)
 - City of New Orleans (3)
- R4
 - Iberia PHU
 - Evangeline PHU
 - Acadia PHU
 - Vermillion PHU
 - St. Landry PHU
 - St Martin Health Center
- R9
 - START Community Health Center

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:

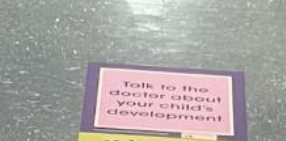
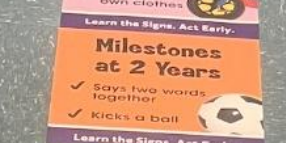
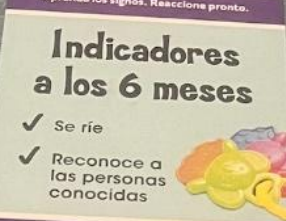
1. Ask for a referral to a specialist who can evaluate your baby more; and
2. Call your state or territory's early intervention program to find out if your baby can get services to help. Learn more and find the number at [cdc.gov/FindEI](https://www.cdc.gov/FindEI).

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

Home

Recent

Developmental M...

Activities Dashbo...

My Clinic Particip...

Developmental M...

Active Referral Ser...

Active BMI Refere...

07/16/2024

Active Referrals To...

Participants with ...

Pinned

My Work

Dashboards

Activities

WIC Referrals

Incoming Referrals

Referral To

Client

Families

Participants

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

<

Refresh

Check Access

Flow

Word Templates

Run Report

Share

Developmental Monitoring 04/19/2024 - Saved

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-August 30, 2025
 - >2000 checklists given out
 - >200 referrals made
 - Early Steps
 - 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).



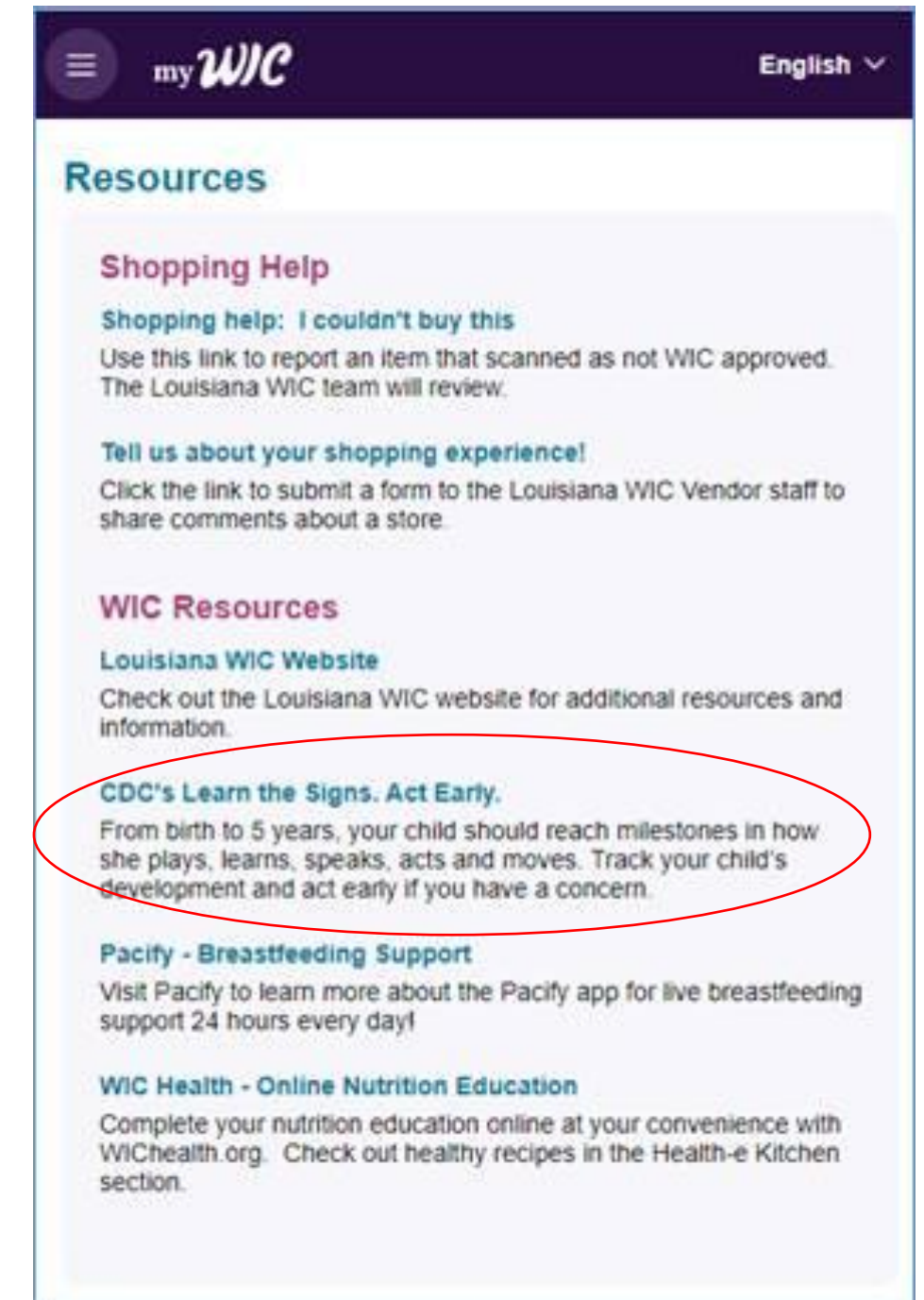
For more information about your child's development and what to do if you have a concern call:

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
 - January 2025-August 31, 2025
 - 1250 lessons completed (English)
 - 27 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



Wisconsin MCH & WIC Partnership



Lessons Learned: Wisconsin



WISCONSIN
Medical
Home

★ Children's Health
Alliance of Wisconsin

Partners

Statewide Partners:

- Ginny Loehr, Wisconsin Department of Health Services (MCH)
- Kaila Baer, Wisconsin Department of Health Services (WIC)
- Morgan Conti, CDC Act Early Ambassador

2023-2025 Local Partners:

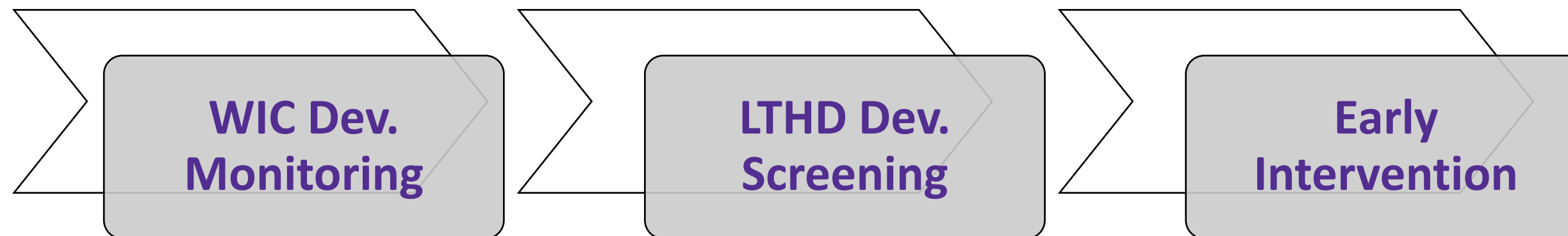
**Purple represents 2025 partners*

- Columbia County
- Grant County
- **Vernon County**
- **Washington/Ozaukee County**
- **Lac Courte Oreilles**
- **Iron County**
- **Calumet County**



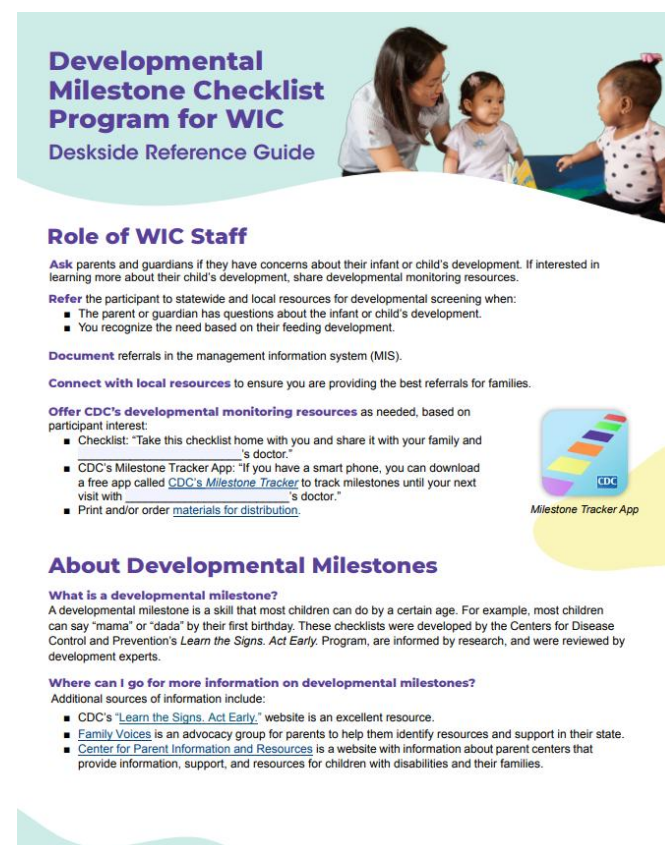
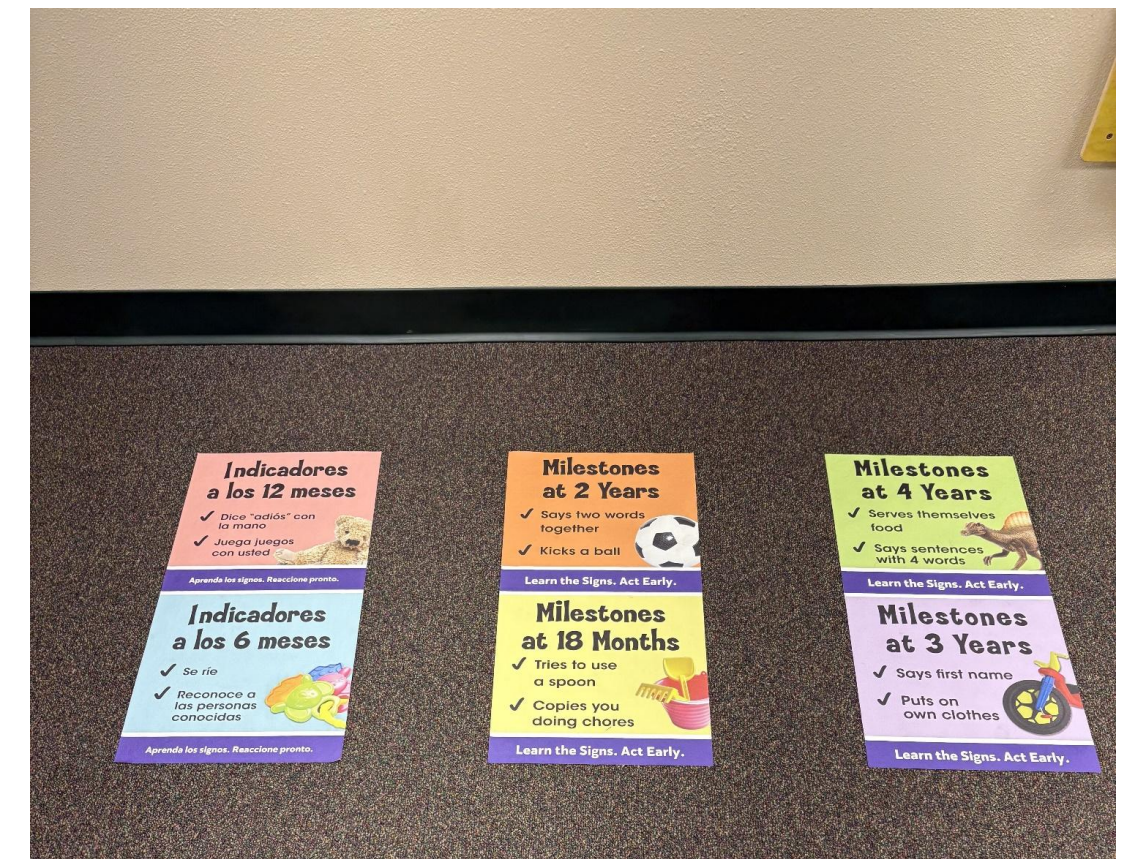
Activities

- 2023 pilot project with two counties
- WIC & MCH Partnership
 - MCH Developmental Screening Objective
 - Strategy 3: Implement the CDC WIC Developmental Milestones Checklist Program to promote developmental monitoring.
- Focus on local implementation
- Materials distributed & trainings offered
- TA provided



Material Distribution

- Distributed 1,196 books to 11 local and Tribal Health agencies. Books were provided by CDC and Lysol
- All LTHDs working on the MCH Developmental Screening Objective received a Welcome Kit from the Children's Health Alliance of WI that included printed materials
- In partnership with ASPHN, each site received requested floor decals, checklists and WI specific Deskside Reference Guide



Celebrations

- 515 checklists completed in 2025 (Jan-Aug) across the 5 sites
 - 5 kids referred to EI as a result of this work Jan-June
 - 35 kids referred (from 1 site alone) to the LPHD partner for screening
- 229 participants viewed “Milestones Matter” training on the ONE platform, this is from the 5 local WI agencies who are participating in this project.
 - Reflects ~10% of the total participants who viewed the modules from the 60 WIC agencies in Wisconsin.



Future Plans

- 2026 MCH Developmental Screening Strategy
- Dissemination of local workflow examples
 - With focus continuing to be on locally driven implementation





THANK YOU!

mconti@childrenswi.org; virginia.loehr@dhs.wisconsin.gov;
kaila.baer@dhs.wisconsin.gov

Questions?