“Learn the Signs. Act Early.”

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Act Early Summit, Region X

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Learn the Signs. Act Early.

www.cdc.gov/actearly
Why this campaign?

• In the United States, about 1 in 110 children has an autism spectrum disorder
• About 1 in 8 children aged 3-17 has a developmental disability
• Many children with a developmental disability are not identified until after entering school
• Early intervention can have a significant impact on a child’s ability to learn new skills
Goals of the Campaign

• Increase **awareness** of developmental milestones among parents of young children

• Increase **dialogue** among parents and providers about child development

• Spur early **action** on developmental concerns
Target Audiences

• Primary audience:
  – All parents of children aged 4 and under

• Secondary audiences:
  – Health care providers
  – Early educators
Campaign Objectives

Parents of young children…

– Know that developmental milestones exist
– Know the early warning signs of delay
– Monitor their child’s development
– Know the importance of acting early
– Initiate discussion with provider about development
Campaign Objectives

Health Care Providers who serve young children...

– Initiate discussion with parent about development
– Are receptive to parental concern (and take action)
– Have and use campaign materials
Campaign Objectives

Early Educators…

– Know that developmental milestones exist
– Know the early warning signs of delay
– Have self-efficacy to talk with parents about development
– Aid in monitoring development
– Have and use campaign materials
Strategic Approach

- Address developmental delays broadly
- Use positive approach
- Juxtapose familiar milestones with less familiar
The Messages

“Early identification is key”

“The earlier a delay is recognized the more can be done to help”

“Milestones monitor more than just the physical – how a child plays, learns, speaks, and acts offers important clues about his development”

“Most delays are not outgrown; with help a child can reach her full potential”
Campaign Partners: Collaborators in Campaign Development

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Partners: Collaborators in Campaign Implementation

- HRSA/Maternal and Child Health Bureau
- Association for University Centers on Disabilities
- Act Early Summit State Teams
- Easter Seals
- Cooperative Extension Program
- Early Head Start/Zero to Three
- Indian Head Start
- National Association of Child Care Resource Agencies

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Partners: Collaborators in Campaign Implementation, cont’d

• National Early Childhood Technical Assistance Center
• Network of Autism Training and Technical Assistance Programs
• Society for Developmental and Behavioral Pediatrics
• National Association of Pediatric Nurse Practitioners
• National Association of Community Health Centers
• National Rural Health Association
• … and YOU!
Among Those Who Have Heard of the Campaign…

Pediatricians
- More confident discussing cognitive development with parents
- More likely to be aware of resources available for referral, treatment
- Likely to have resources to educate parents

Parents*
- Know the developmental milestones their child should be reaching for his/her age
- Ask the nurse or doctor for information about child development
- Talk with their child’s teacher about their child’s development
- Feel confident that they can find services to help

*Results are preliminary

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www.cdc.gov/actearly
Usage Data

- Website has top page view numbers in NCBDD
- Website has 88% customer satisfaction rating
- >65,000 materials shipped in 2009
  - Not including downloads
Campaign Resources

FREE Resource Kits
- Parents
- Health Care Providers
- Early Educators

Other FREE Materials

www.cdc.gov/actearly
1-800-CDC-INFO
Parent Resource Kit

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www.cdc.gov/actearly

Growth Chart (1)

Packaged in sealed white 9x12" envelope

Informational Card (1)

Fact Sheets (1 set)
Health Care Professional Resource Kit

Stand with 200 Informational Cards

Fact Sheets (1 set)

Small Posters (3)

Growth Chart (3)

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www.cdc.gov/actearly
Early Educator Resource Kit

Flyers for Parents (50)

Packaged in sealed white 9x12" envelope

Small Posters (3)

Growth Charts (3)

CD with
• Fact sheets
• Milestones checklists
• Tips for talking to parents

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Refill and Outreach Kits

- Informational card refill kit (500 cards)
- Fact sheet refills (set of 15 fact sheets)
- Growth chart kits (10 charts)
- Outreach kits (100 half-page flyers)
  - For parents
  - For early educators
  - For health care professionals

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www.cdc.gov/actearly
Spanish-Language Information

- Resource kits (all materials double-sided with English on one side, Spanish on the other)
- Website – [www.cdc.gov/pronto](http://www.cdc.gov/pronto)
- 1-800-CDC-INFO

Learn the Signs. Act Early.
PSAs for Print, TV, Radio

- Print (sizeable)
- Television (30-second; English only; “tagable”)
- Radio (60-second; Eng & Span; “tagable”)

Look for “Video, ECard, PSAs” on top left navigation bar.

The webpage also includes instructions on how to request beta tapes, CDs, or resized versions of the print PSA.
Online Tools

- Printable milestone checklist
Online Tools

- Badge, Button

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www.cdc.gov/actearly
More Online Tools

• Website linking instructions
• Interactive Milestones Chart
• “If You’re Concerned…”: “What to say” “While you wait”
• Positive Parenting Tips
• “Go Out & Play! Kit” for early educators
• PowerPoint presentations about the campaign
• Campaign Connections
• Ideas for getting involved
Other Promotional Materials:

- Web Banner Ads
- Exhibit Panels
- Milestone Fun Facts

Email ActEarly@cdc.gov

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www.cdc.gov/actearly
Getting Campaign Materials in Hand

- Download and print yourself
- Web order form (2-4 weeks) – rush request available, by email
- Bulk orders by email
- Specialty items - email us

[www.cdc.gov/actearly]

email: ActEarly@cdc.gov
Call: 1-800-CDC-INFO
Making the Materials Your Own

• Co-brand and customize for your efforts
  – You provide the information/logo
  – We drop it in and provide print-ready files
  – You take files to local printer

• Contact Katie Green
  KKGreen@cdc.gov
Making the Materials Your Own: Examples

It's time to change how we view a child's growth.

As they grow, children are always learning new things. These are just some of the things you should be looking for as your child grows. Because every child develops at her or his own pace, your child may reach these milestones slightly before or after other children the same age. Use this as a guide, and if you have any concerns, talk with your child's doctor or nurse.

By the end of 1 month many children are able to:
- turn head when name is called
- smile back at another person
- respond to sound with sounds
- enjoy social play (such as peek-a-boo)

By the end of 3 months, many children are able to:
- use simple gestures (waving "bye-bye")
- make sounds such as "mum" and "dad"
- imitate actions in their play (clap when you clap)
- respond to "no"

By the end of 6 months, many children are able to:
- do simple pretend play ("talk on a toy phone")
- point to interesting objects
- look at object when you point at it and tell them to "look!"
- use several single words ungrammatically

By the end of 7 to 9 months, many children are able to:
- use 2 to 4 word phrases
- follow simple instructions
- become more interested in other children
- point to object or picture when named

By the end of 12 months, many children are able to:
- show affection for playmates
- use 6 to 8 word sentences
- imitate adults and playmates (not when other children run)
- play make-believe with dolls, animals, and people ("food is a healthy bear")

By the end of 18 months, many children are able to:
- use 6 to 9 word sentences
- follow 3-step commands ("Put your shoes on."
- organize with other children

Questions to ask your child's doctor or nurse:
- What can I do to keep track of my child's development?
- What should I do if I'm worried about my child's progress?
- Where can I go to get more information?
- Can you refer me to a specialist for more information?

For resources in Oklahoma, call 1-877-228-8476.
Ideas for Using Materials

• Display at medical conferences, early educator/child care provider conferences

• Share at Head Start/Early Head Start directors meetings

• Distribute at trainings for child care providers throughout state

• Display at Kmart, Walmart and Target in baby sections
More Ideas

• Share at health section of state fair
• Distribute TV and radio PSAs to local media
• Share with school districts
• Distribute in welcome packets for Part C families
• Use in school presentations on child development
• Distribute to parents of children in preschools
Next Steps for the Campaign

• Ensure materials meet needs of various population groups
  – Learn more about barriers, motivation, and information needs of our audiences

• Work with new partners who serve parents of young children
  – WIC Works (USDA)
  – Project LAUNCH (HHS/SAMHSA)
  – Safe Schools/Healthy Students (HHS, Ed, DoJ)
Will using “Learn the Signs. Act Early.” be in your state plan?
Campaign Resources: Web

• Printable Milestones Checklist, Interactive Milestones Chart, Baby Steps Video
  http://www.cdc.gov/ncbddd/actearly/milestones/index.html

• If You’re Concerned…
  http://www.cdc.gov/ncbddd/actearly/concerned.html

• ECard http://www.cdc.gov/ncbddd/actearly/video.html

• Positive Parenting Tips
  http://www.cdc.gov/ncbddd/actearly/parents/index.html

• Health Professional Resources (M-CHAT, Coding, etc)
  http://www.cdc.gov/ncbddd/actearly/hcp/index.html

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Campaign Resources: Web

• “Go Out & Play! Kit” for Early Educators
  http://www.cdc.gov/ncbddd/actearly/partners/index.html

• Website Linking Instructions
  http://www.cdc.gov/ncbddd/actearly/about.html#get

• Campaign Connections
  http://www.cdc.gov/ncbddd/actearly/partners/partners-connections.html

• Ideas for Getting Involved
  http://www.cdc.gov/ncbddd/actearly/partners/partners-connections.html

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Questions?

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