



Creative Partnerships with the “Learn the Signs. Act Early.” Campaign

Acknowledgment

The Act Early Ambassador project is a collaborative effort of the Centers for Disease Control and Prevention (CDC), Health Resources and Services Administration (HRSA) and Association of University Centers on Disabilities (AUCD) and the Association of Maternal and Child Health Programs (AMCHP) to advance CDC's “Learn the Signs. Act Early.” program to improve early identification of developmental disabilities. The project is funded by CDC and HRSA.

www.cdc.gov/ActEarly

Presenters

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Ambassador

Barbara Leavitt,

UT Help me Grow



Learn the Signs. Act Early.

- **Learn the Signs:**
 - Resources for monitoring key developmental milestones and “red flags” that can indicate concern
- **Act Early:**
 - Discuss Concerns
 - Proactive Screening (as appropriate)
 - Refer for evaluation and services
 - Find resources for early intervention and family support



Learn the Signs. Act Early. Components

1. Health communication campaign
2. Act Early Initiatives
 - Act Early Ambassadors
 - State Teams
3. Research and evaluation



Health communication

- Aims to change perceptions about the importance of identifying developmental concerns early
- Promotes awareness of milestones, warning signs, the importance of acting early, and how to get help
- Gives parents, professionals tools to help track development

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

It's natural to measure your child's height and weight. But you should measure other ways your child is growing, too.

From birth to 5 years, there are milestones your child should reach in terms of how she plays, learns, speaks, and acts. A delay in any of these areas could be a sign of a developmental problem, even autism. The good news is, the earlier it's recognized the more you can do to help your child reach her full potential. Talk with a doctor or nurse about your child's total development.

www.cdc.gov/actearly

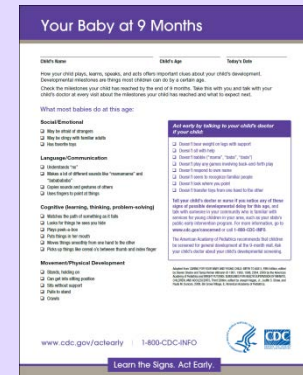
Learn the Signs. Act Early.

Examples of Tools & Resources

Milestones Brochure
sample milestones ages 6m-5y;
how to get help



Milestones Checklists
ages 2m- 5y, warning signs;
how to get help



Milestone Moments Booklet

All checklists ages 2m-5y, tips for promoting development, warning signs; how to get help

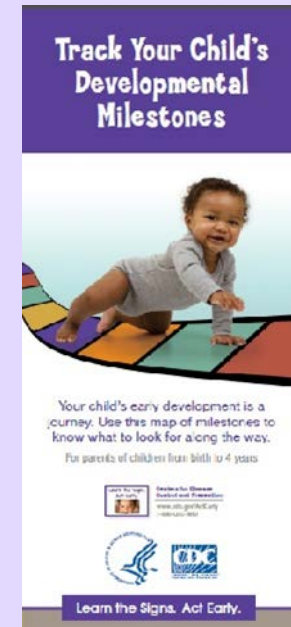
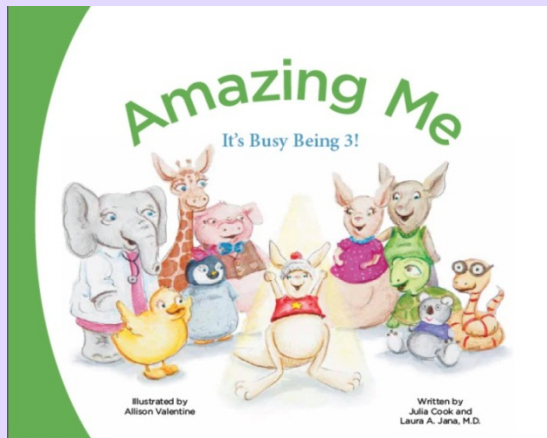


Learn the Signs. Act Early.



3 Ways to Get *Learn the Signs. Act Early.* Products

- ❑ Download and print
- ❑ Order
- ❑ Customize



- www.cdc.gov/ActEarly
- 1-800-CDC-INFO
- ActEarly@cdc.gov

Learn the Signs. Act Early.

www.cdc.gov/ActEarly



Learn the Signs. Act Early.

**Putting the information to
use to improve early
identification –**

www.cdc.gov/ActEarly
ActEarly@cdc.gov



"Learn the Signs. Act Early." Ambassadors June 23, 2011



"Learn the Signs. Act Early."
Ambassadors January 28, 2012

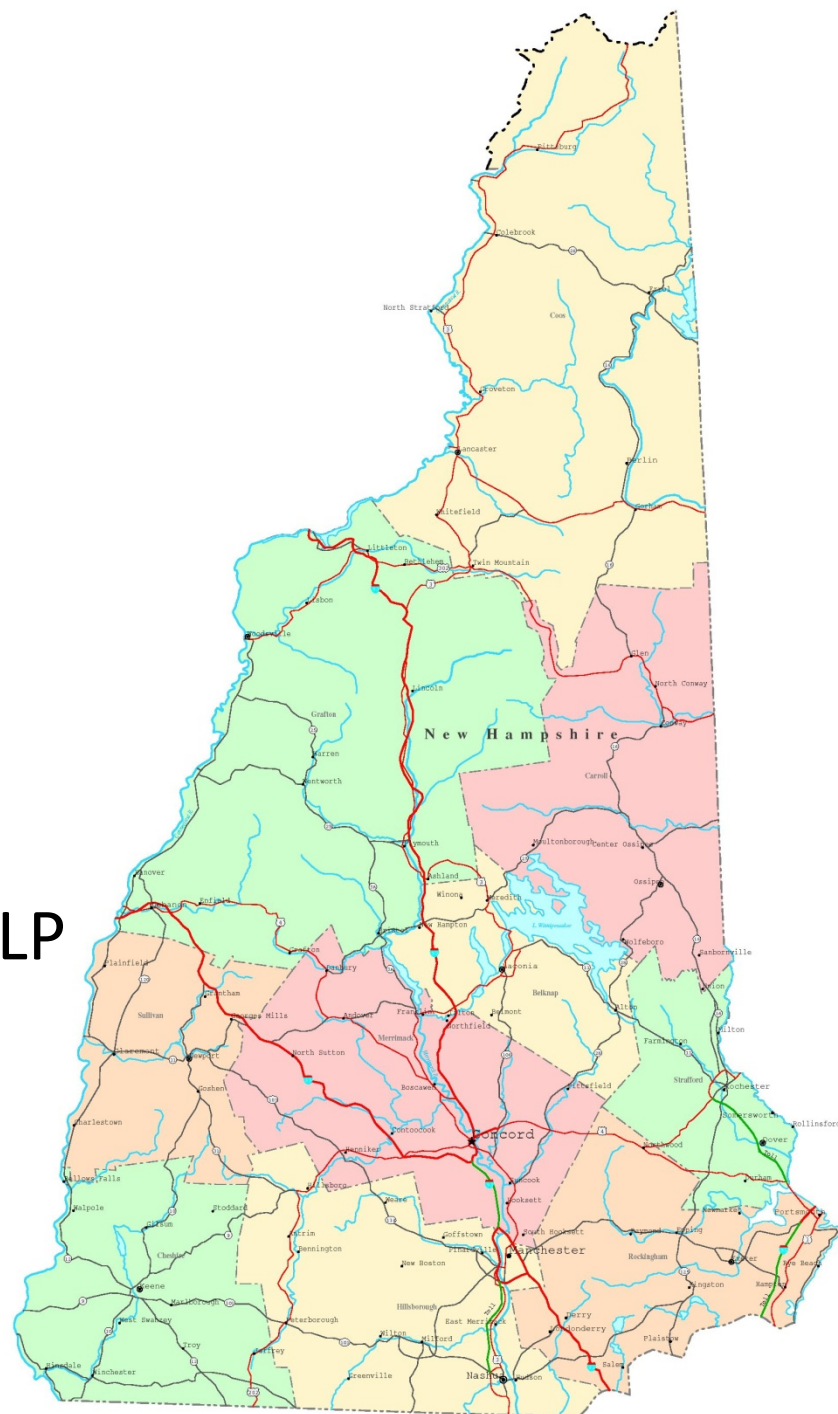
New Hampshire's Act Early Partnership with Watch Me Grow

Rae Sonnenmeier, Ph.D., CCC-SLP

NH's Act Early Ambassador
Clinical Associate Professor

NH LEND, University of New Hampshire

December 4, 2012
AUCD Annual Meeting



Universal Developmental Screening

- Statewide system
- State partners:
 - MCH – Home Visiting
 - Part C – Family Centered Early Supports & Services
 - Head Start
- Family Resource Centers
 - Coordination with local partners
- Ages and Stages (ASQ-3 and ASQ-SE)



Act Early Activities

- Regional Summit April 2010
 - LEND coordination
 - Public Awareness
 - Dissemination of Act Early posters with NH specific contact info
 - Coordination with other efforts
 - NH Council on ASD – Screening & Diagnosis Workgroup
 - Watch Me Grow
 - Website presence
 - Coordination of funding efforts



Act Early Activities

- AMCHP State Systems Grant 2012
 - Coordination with CSCHN

- Act Early Ambassador 2012:
 - Infant Mental Health
 - Home Visiting
 - Division of Children, Youth, and Families
 - Part C
 - Watch Me Grow



Outreach to Health Care Community

- Act Early – WMG Coordinated Meeting
 - NH Pediatric Society
 - Quality Improvement Team
 - Endowment for Health (funding)
 - NH LEND
 - MCH Home Visiting
 - Head Start
 - CSHCN



Open Forums on Early Developmental Screening

- Target Audience
 - Primary Health Care Providers
 - Early Care Providers
 - Families
- Held in two regions
 - Northern NH – rural, underserved
 - Southern NH
- Focus on Dialogue
 - What's working?
 - Where are the gaps?
 - What can we do?



Participant Feedback

What are Two Things You will Do...

Screening & Developmental Information:

- Will do informal frequent screenings / assessments.
- Work to implement ASQ in practice.
- Give pamphlets to parents.
- Add developmental info to visit summary mailing.

Community Partnerships:

- Partner with business community as well as health, school, social service providers
- Enhance access to teleconferencing, etc.
- Knowing who to reach out to to help children I see that have signs of special needs.
- Increase face to face meetings to develop relationships in rural Coos County.
- Build better relationship with community partners.

Ongoing Act Early and WMG Collaboration



- WMG Steering Committee
- Integration of MCHAT within WMG
- Focus on Autism screening in all funding requests
- Focus on Sustainability
 - Implementation Science
 - Restructuring of Committees
 - Coordination with other statewide early childhood efforts (SPARK NH)
 - NH Pediatric Society endorsement

Learn the Signs. Act Early.
Promoting Parental Awareness of
Developmental Milestones
Through WIC Partnerships

Janet E. Farmer, Ph.D.
University of Missouri



Background

- Grant to develop effective implementation strategies for CDC *Learn the Signs. Act Early.* campaign
- Materials encourage parental awareness of developmental milestones for earlier identification of autism and other developmental disorders
- One of four pilot programs funded nationwide, 2010-2012

Target Audience

- Targeted underserved families in St. Louis City
- Recognized that rates of diagnosis of autism and other developmental disorders lag among underserved populations
- Sought partnership with St. Louis WIC program, serving approximately 19,000 low income individuals/families

Partnership with St. Louis City WIC

- Pilot closely aligned with WIC's mission and objectives
- Both focus on healthy development of young children
- Fit neatly with WIC's objective to provide referrals for services

Interactive Process

- ❑ Developed based on WIC staff input
- ❑ Families complete and discuss age-appropriate CDC milestones checklist during WIC visits
- ❑ If concerns surface, family is referred to primary care provider for immediate follow-up
- ❑ Process integrated into certification appointment

Environment Reinforces Messages

- Engaging, family-friendly signage throughout WIC



MILESTONES AT 12 MONTHS

- ✓ Pulls up to stand
- ✓ Copies gestures



Learn the Signs. Act Early.

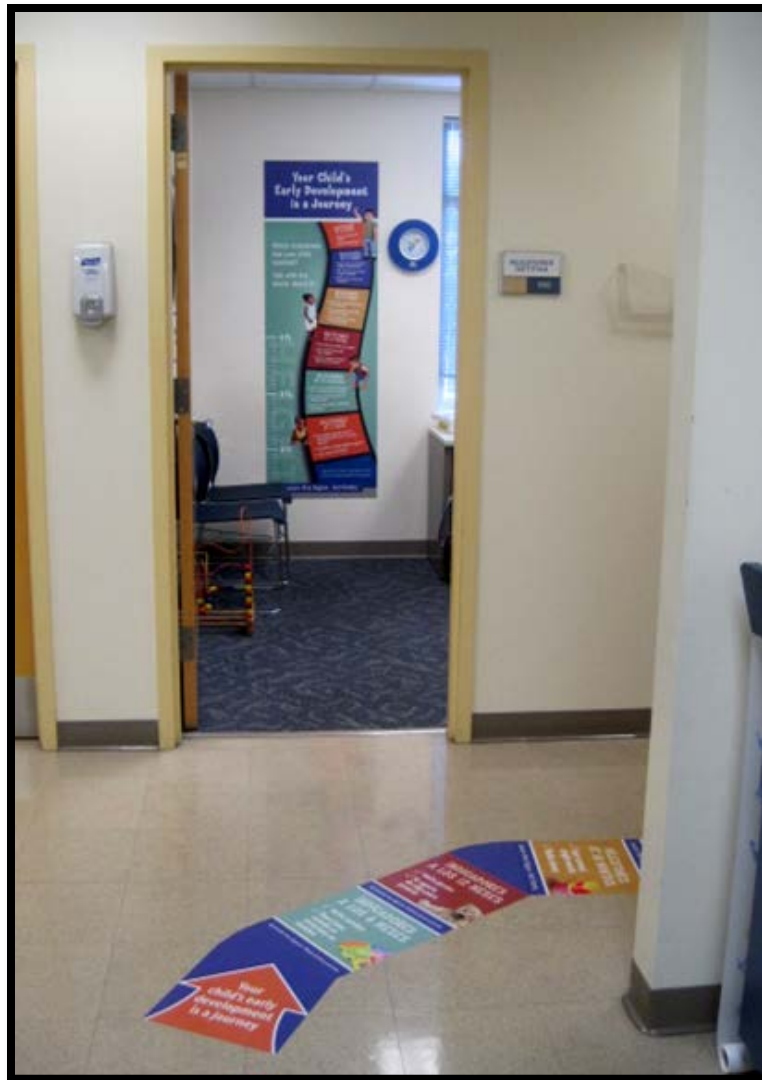
MILESTONES AT 6 MONTHS

- ✓ Copies sounds
- ✓ Responds to own name



Learn the Signs. Act Early.

Growth Chart, Wall & Floor Blocks



Impact on WIC and Families

- WIC staff have helped 8,650 families complete checklists over ten months
- 47 WIC staff trained at 14 sites
- 11 WIC sites with graphics installed



Secondary Targets

Healthcare Providers

- ▣ About 75 providers have received information on *Learn the Signs* and AAP screening recommendations

Childcare Providers Licensed in St. Louis City

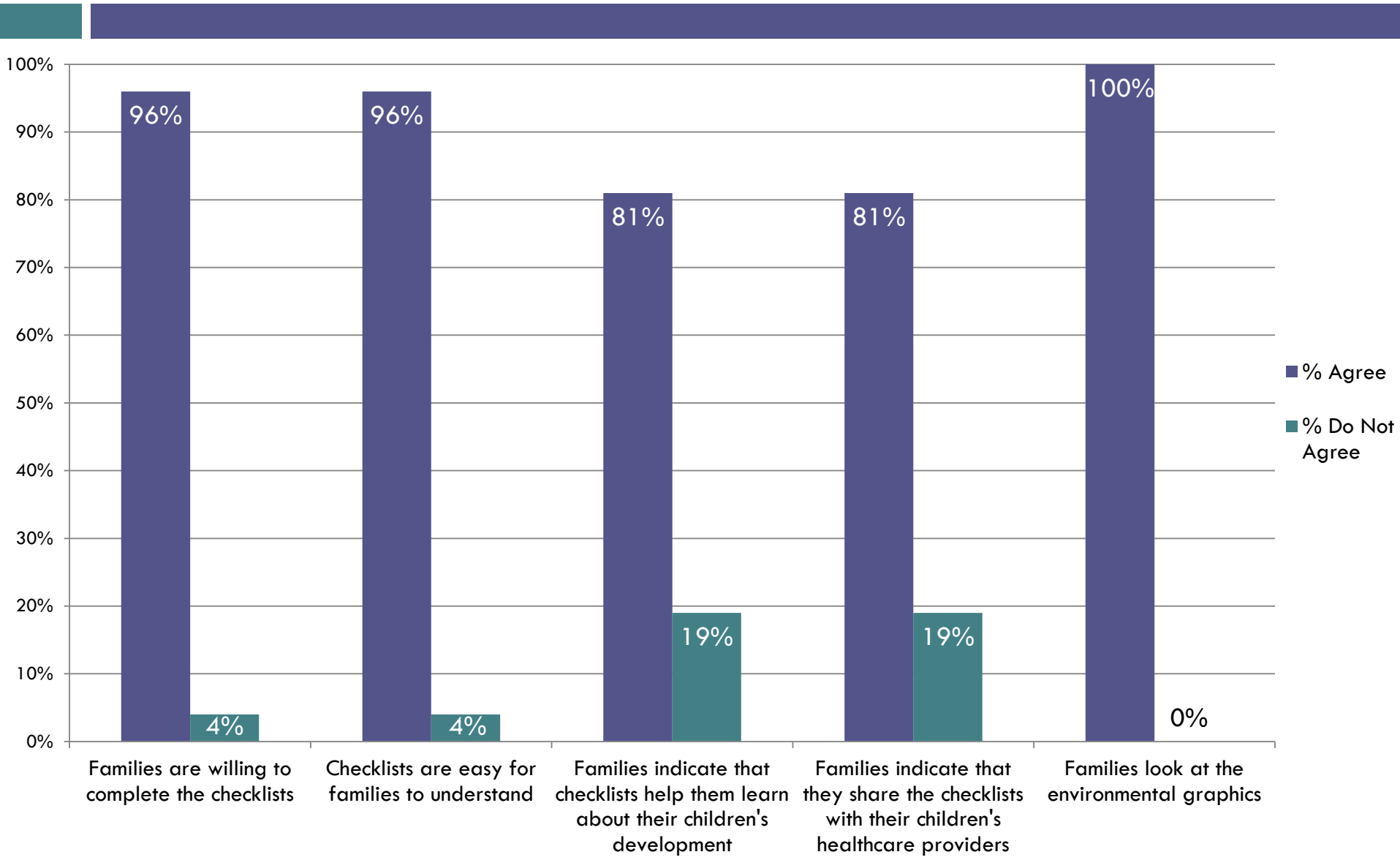
- ▣ Two mailings to all 330 providers plus 149 *Learn the Signs* folders distributed at professional trainings

Assessing the Pilot

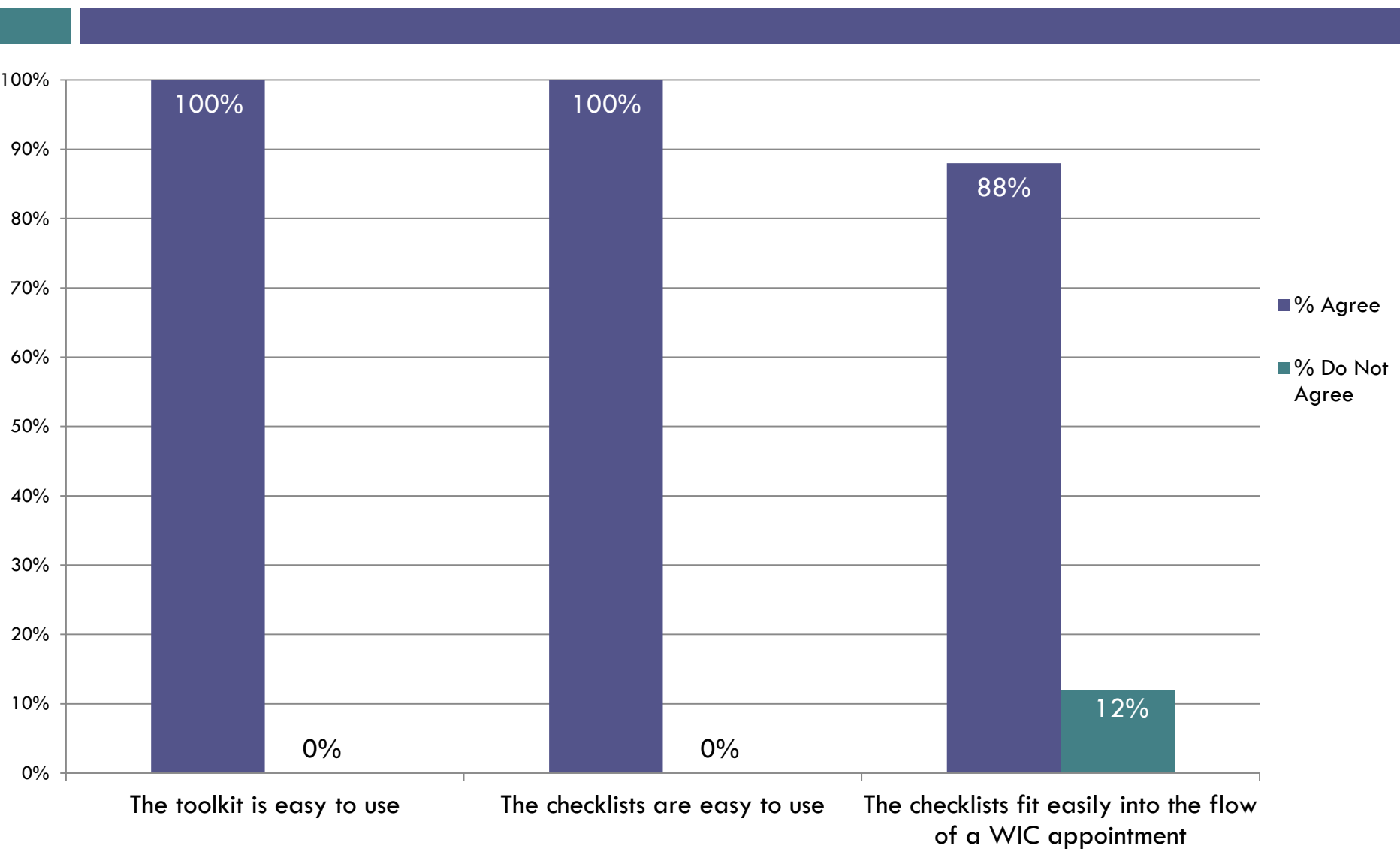
- Input from WIC staff
- Pre- and post-implementation surveys to measure change in families' awareness



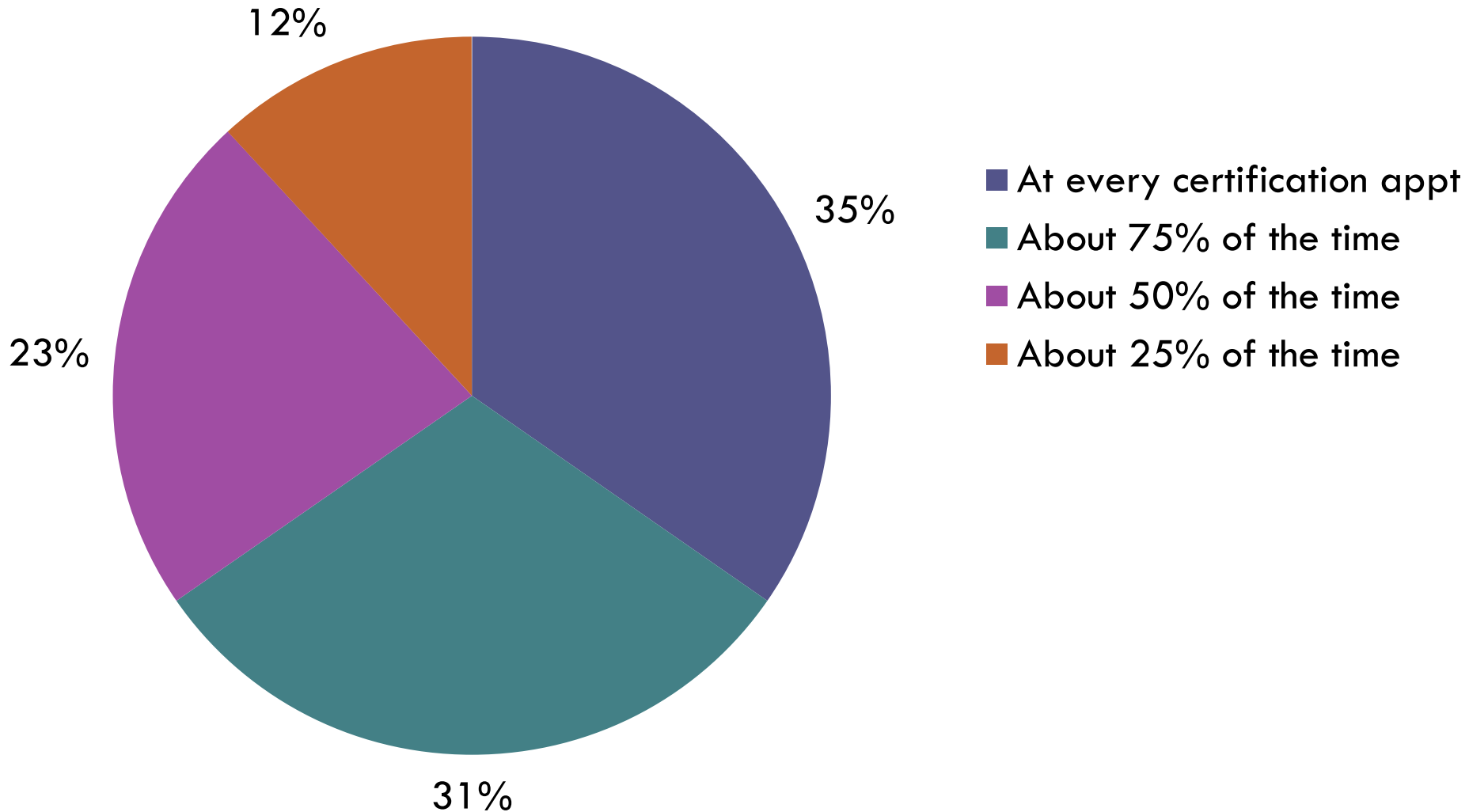
How Is the Pilot Working for Families?



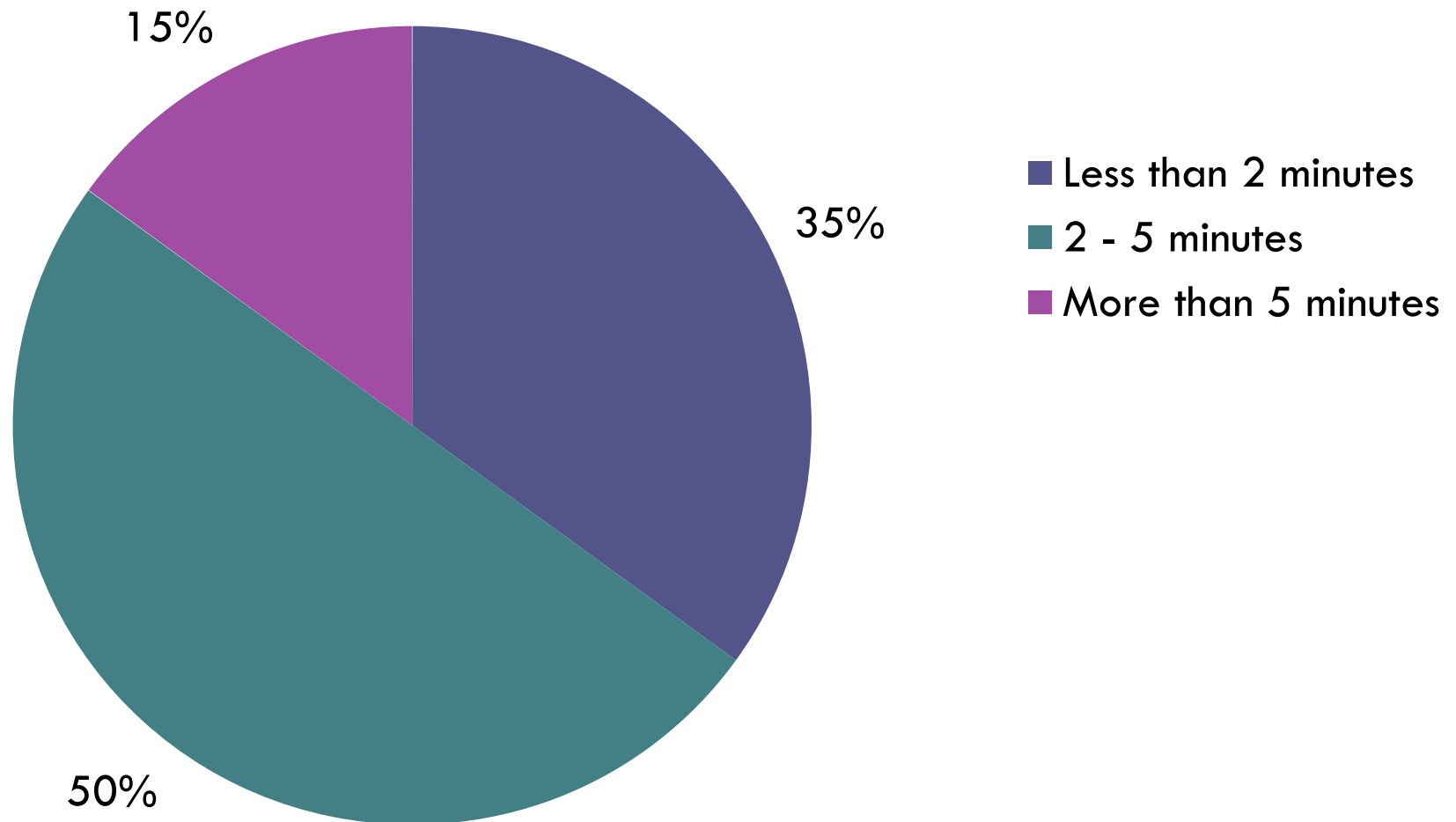
How Is the Pilot Working for WIC Staff?



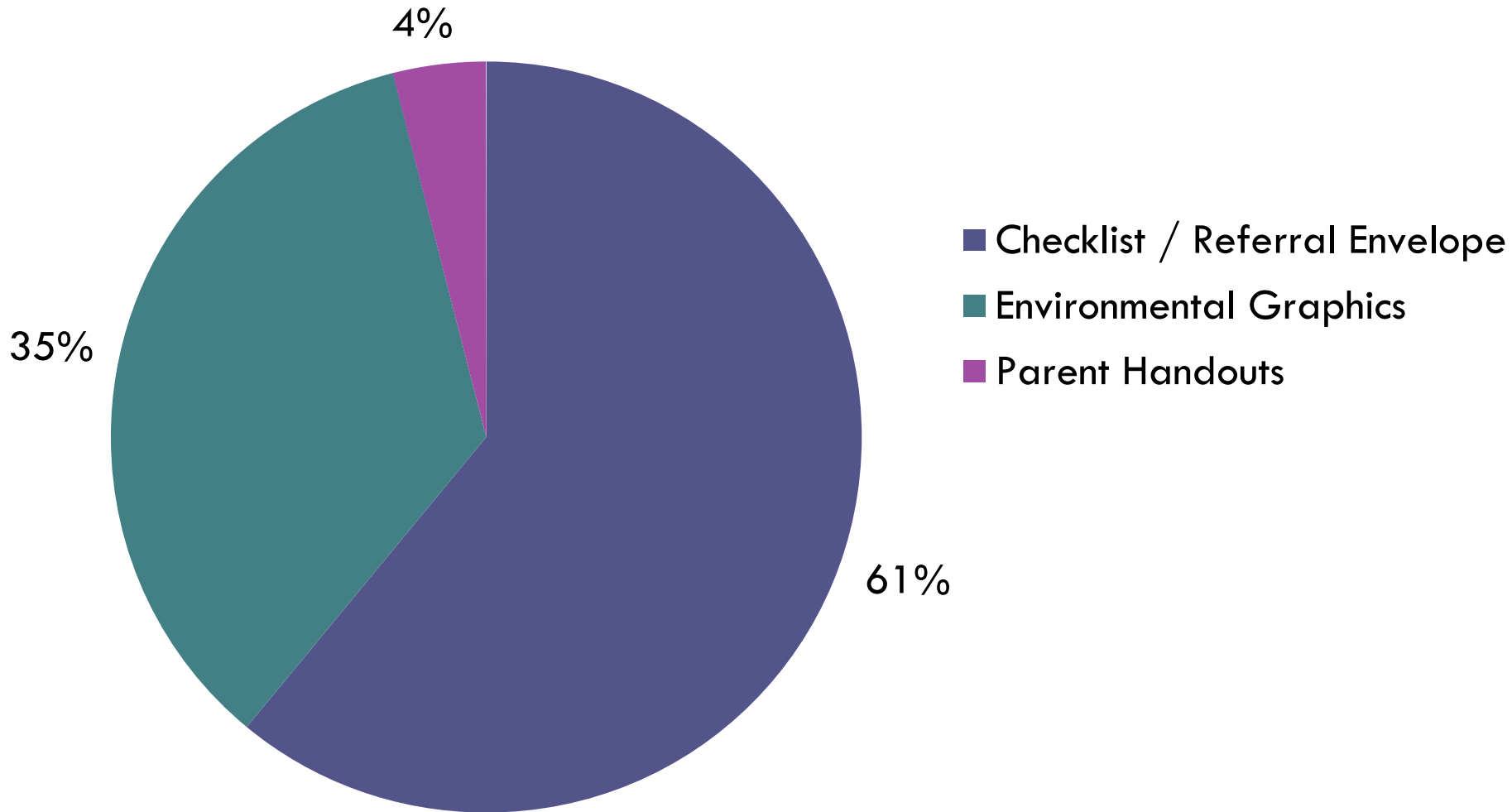
How often do you incorporate the checklist into your WIC certification appointment?



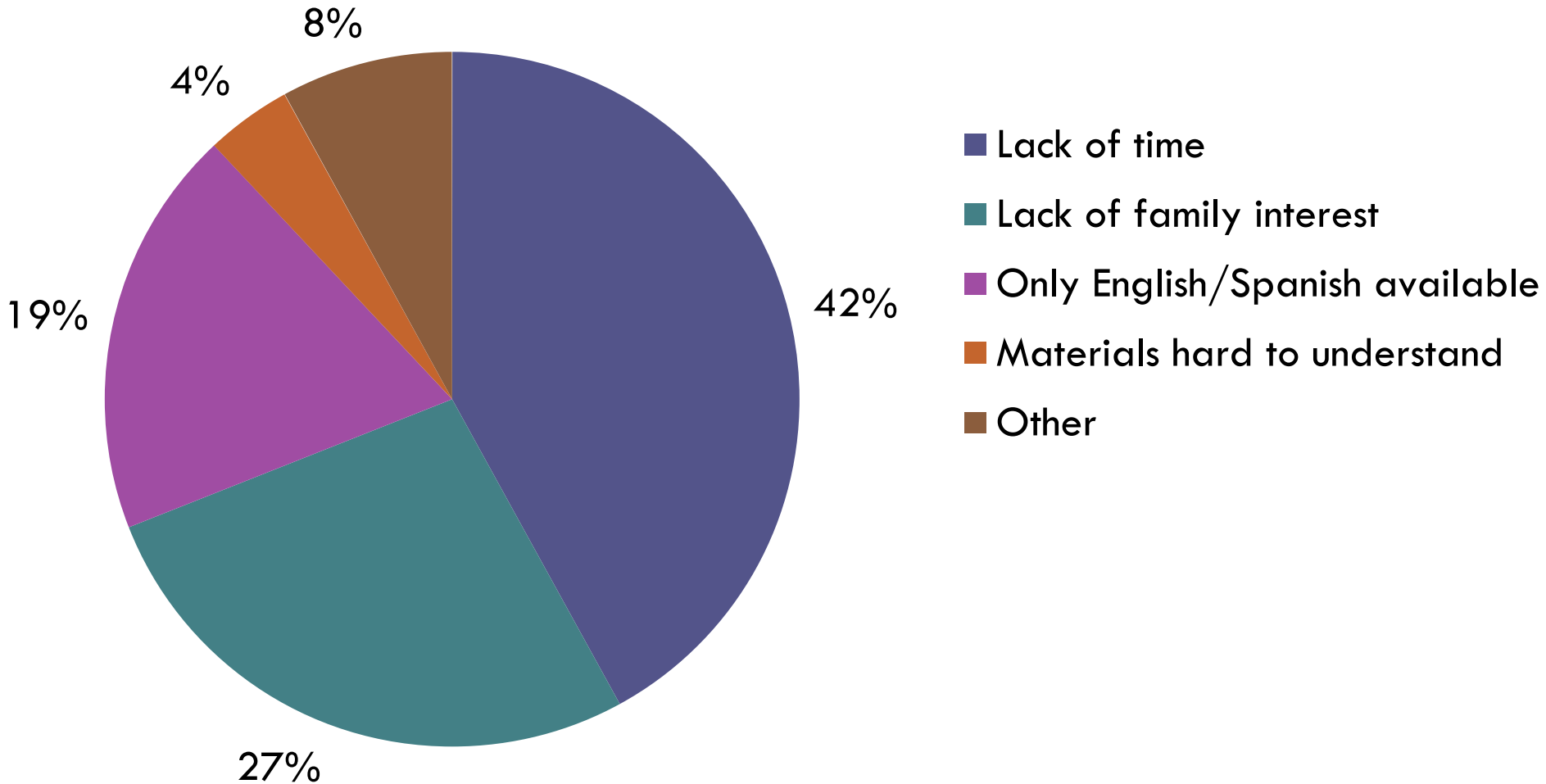
How much extra time does the program add to WIC certification appointments?



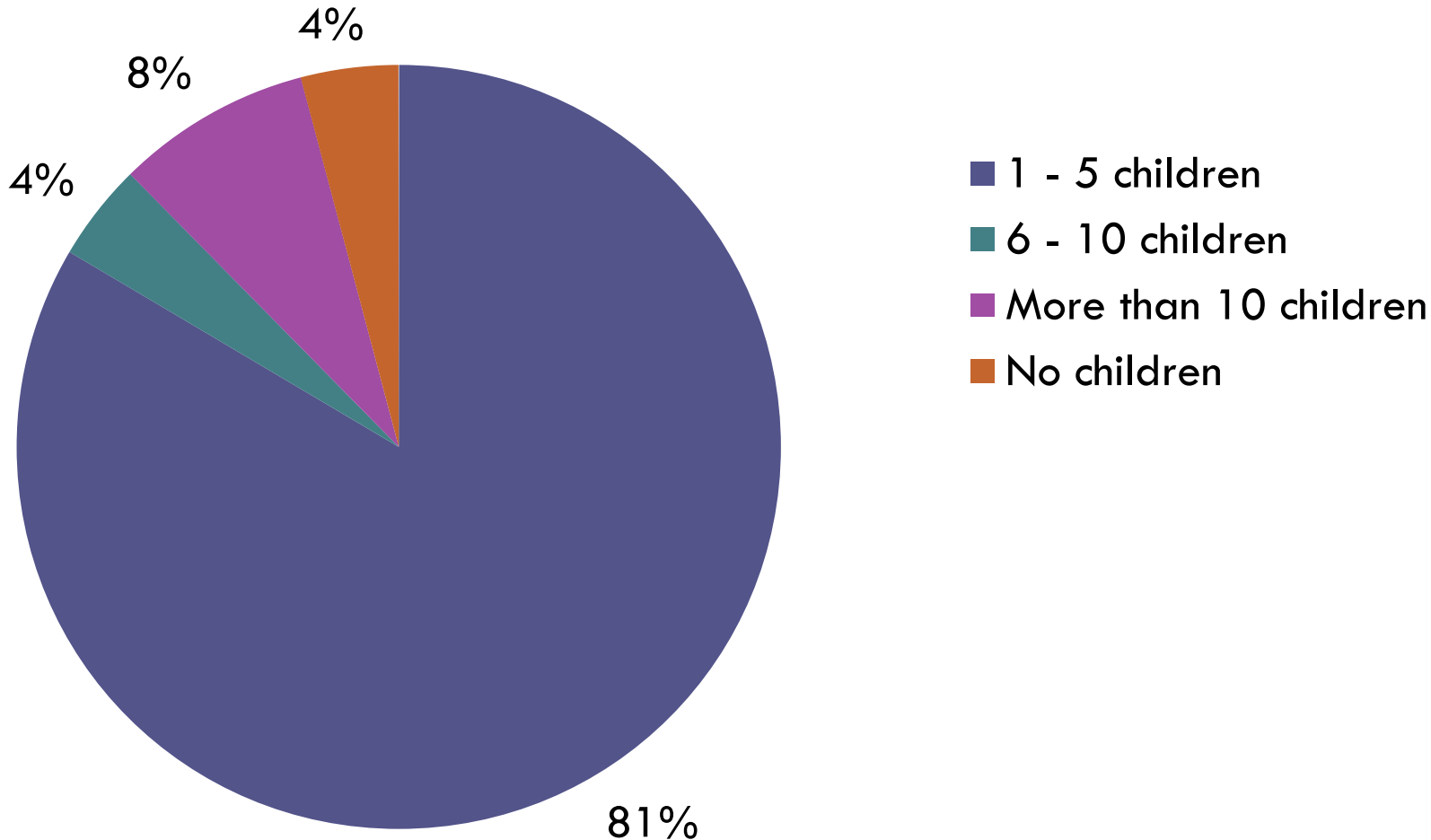
Which best helps families understand the importance of monitoring developmental milestones?



What has been the biggest barrier to implementing the program?



About how many children have shown signs of potential developmental delay?



Parent Survey Respondents

	Pre-Implementation (n = 321)	Post-Implementation (n = 208)
Parental age = 21 to 34 years	65.9%	69.7%
Education = High school or less	70.8%	72.2%
Minority status	71.0%	69.3%
Family has 1 or 2 children	86.6%	85.6%
Enrolled in WIC more than 1 year	---	65.9%

Parent Survey: Awareness Indicators

Is there an increase in the percentage of parents who...			
Item	Pre-Implementation (n = 321)	Post-Implementation (n = 208)	Change
Have heard of the Learn the Signs campaign?	8.1%	24.0%	+15.9%
Have heard of developmental milestones?	39.9%	56.7%	+16.8%
Have heard of <i>Learn the Signs</i> campaign from “a program in my community/WIC”?	5.6%	20.2%	+14.6%
Have heard of developmental milestones from “a program in my community/WIC”?	7.5%	26.9%	+19.4%

Factors Behind Program Success



- Alignment with WIC mission
- Process built on WIC staff input
- Flexible, resilient, family-focused pilot

Success Story: Engaging Children, Engaging Parents



Success Story: Positive Atmosphere Supports Staff



Conclusion

- ❑ WIC has a unique ability to make a difference for children with developmental concerns and their families
- ❑ Promising pilot warrants further evaluation



Acknowledgements

- Project Director: Katie Dunne
- Project Coordinator: Lee Falk
- Program Officer: Katie Green
- Families and WIC staff

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Help Me Grow and Learn the Signs.
Act Early: Partnering in Utah

Agenda

Me, Myself, & I

Interdependence

Teamwork

Learn the Signs. Act Early.

- The Centers for the Disease Control and Prevention's (CDC) national campaign to help parents and professionals learn
 - the signs of healthy development
 - the warning signs of delay
 - the importance of acting early on developmental concerns

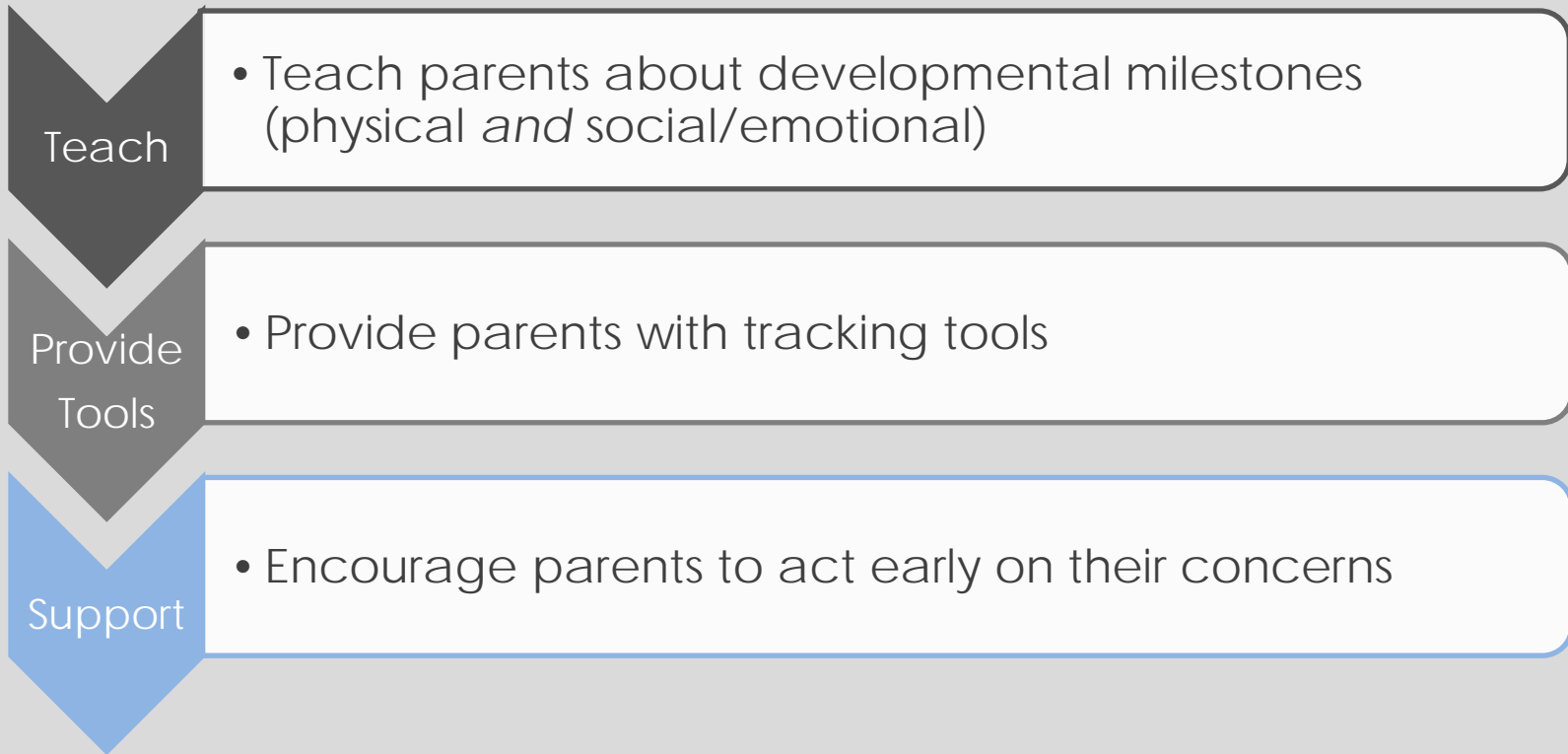


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Learn the Sign's Strategy

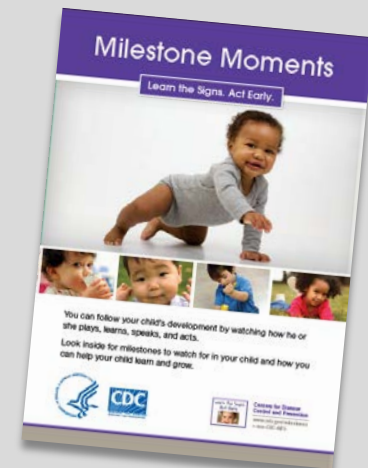
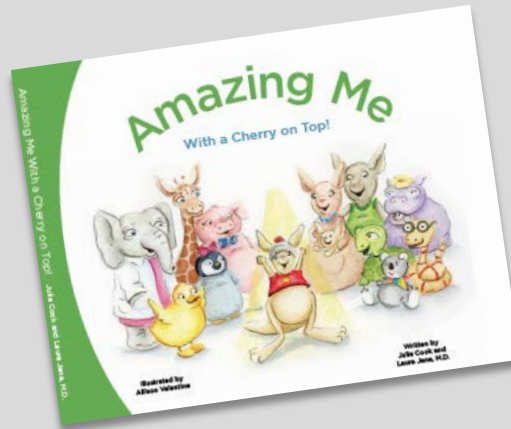


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Teamwork

Learn the Sign's Parent Resources



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Help Me Grow

- A parent information and referral line designed to connect families to community resources and information on child development
- Supported by United Way of Utah County, United Way of Salt Lake, and the Utah State Health Department
- Target area: Utah and Salt Lake County

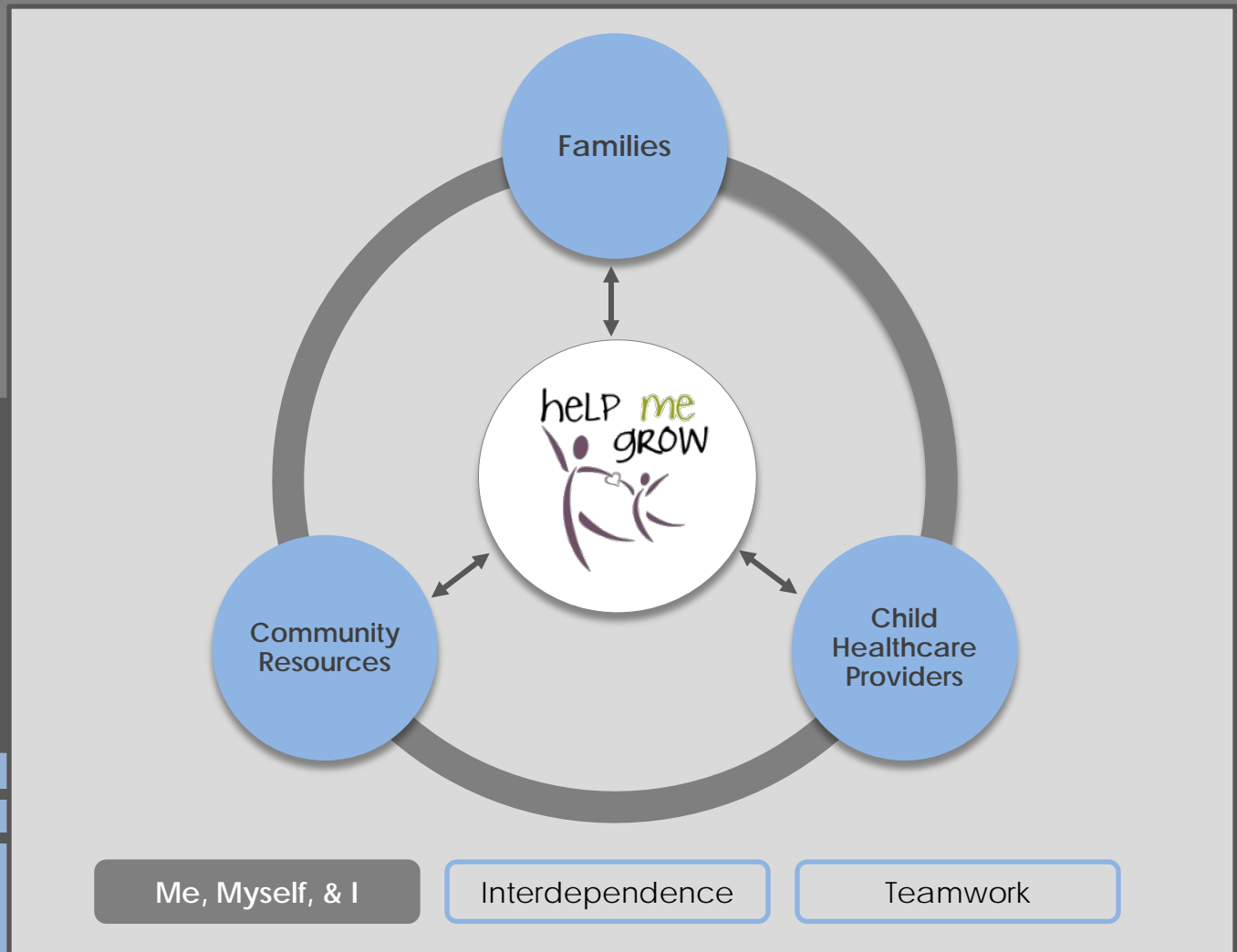


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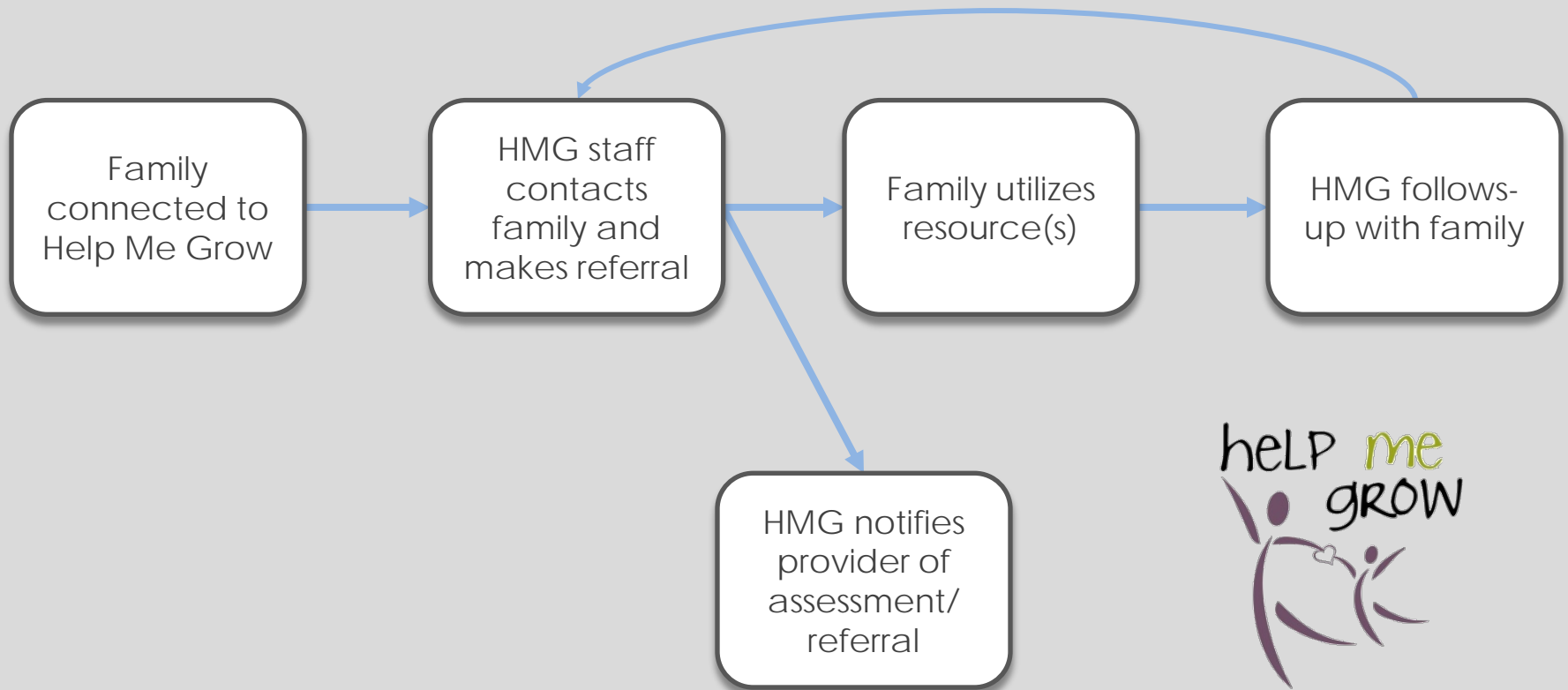
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Teamwork

Help Me Grow



Help Me Grow



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Sharing Information and Materials

Using professionally developed materials

Using a community-based approach in presentation of materials

Increasing a system for early detection and intervention

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Sharing Information and Materials

Do the materials get used?

Do the materials get used correctly?

Do users act on their concerns?

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The Information Gap

At-risk child:



Identified Delay

Easy Access to Resources

At-risk child:



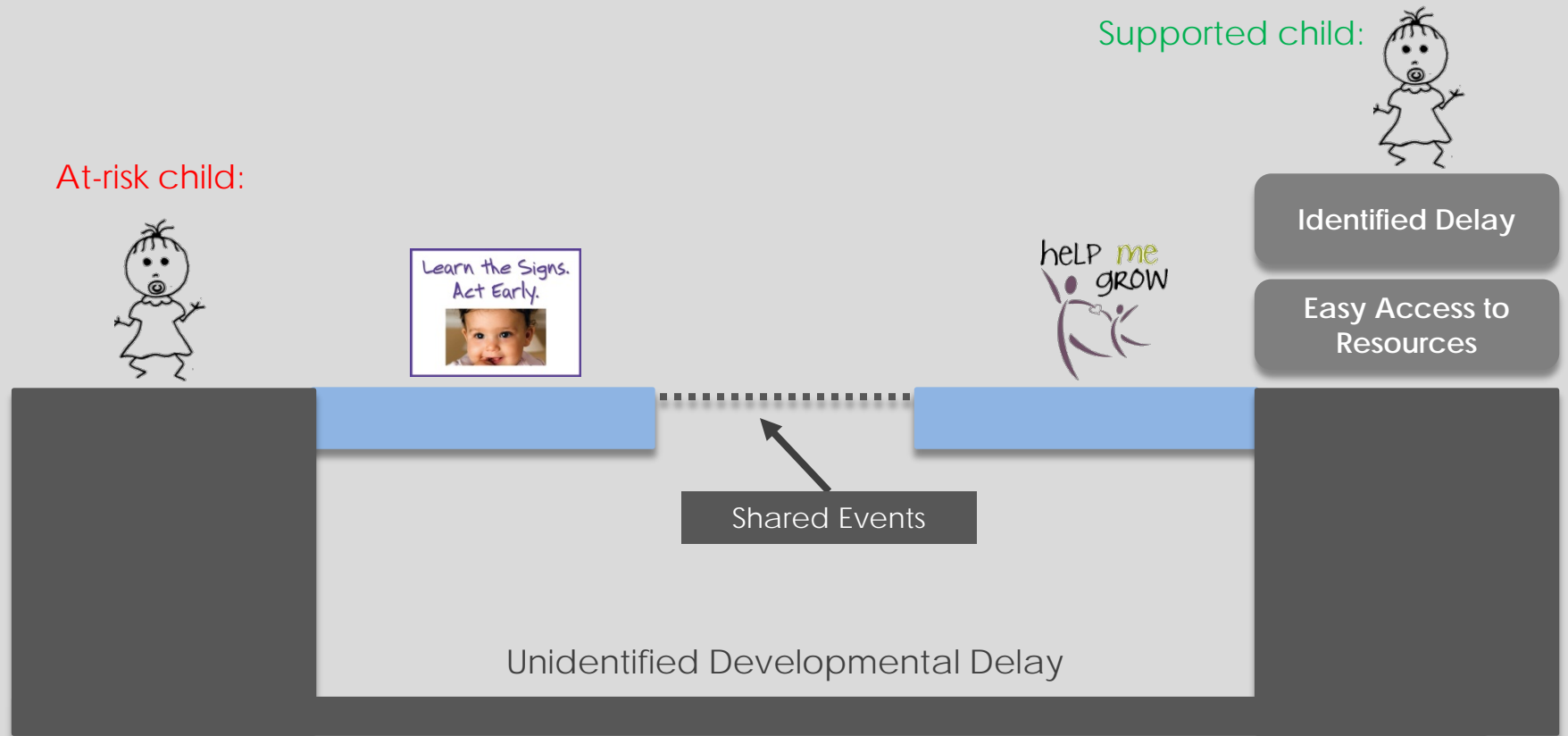
Unidentified Developmental Delay

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The Information Gap



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Increasing Impact

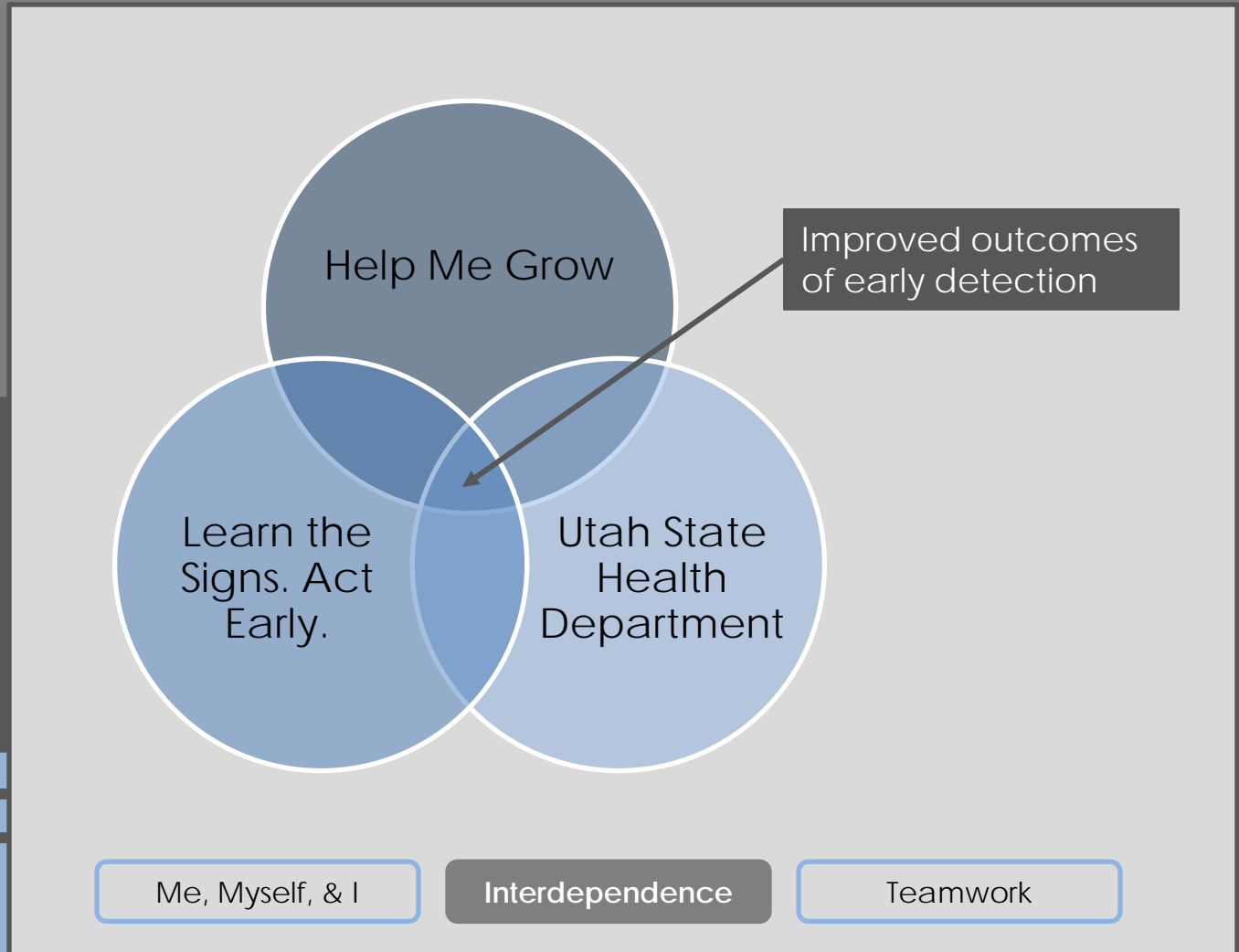


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Mutually Reinforcing Events



Mutually Beneficial Support

Improved Outcomes of Early Detection

<i>Utah Ambassador Program</i>	<i>Help Me Grow</i>
Provides information and materials	Provides information and referrals
Leverages resources	Provides developmental screening questionnaires
Locates families and venues	Links families, physicians, and community providers

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Shared Events



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Teamwork and Sustainability

- Increased awareness of events
- Co-branding and messaging
- Shared resources
- Mutual goals



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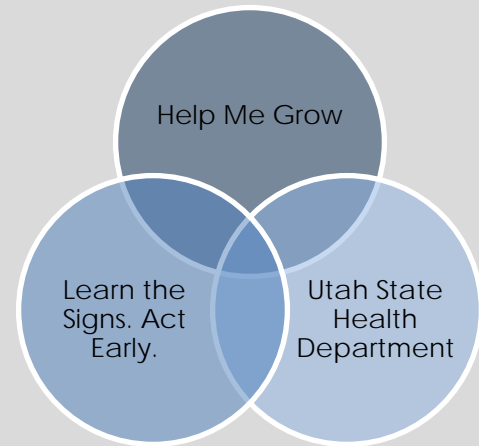
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The Future of Our Collaborations?



How important are people to making programs work?



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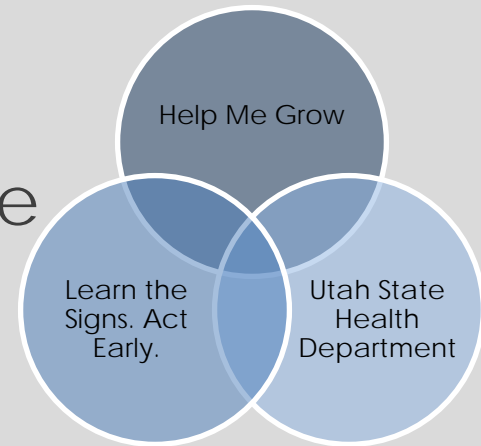
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The Future of Our Collaborations?



How do you build institutional knowledge and sustainability in collaborations?



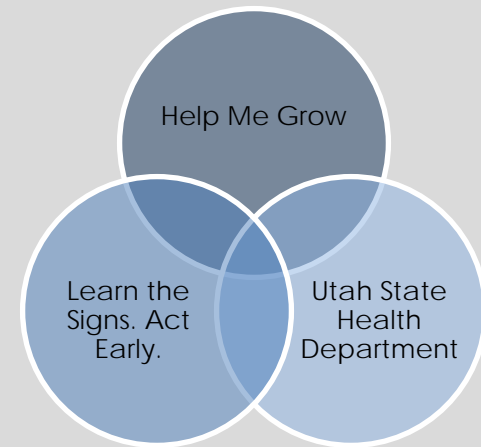
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The Future of Our Collaborations?

- How important are people to making programs work?
- How do you build institutional knowledge and sustainability in collaboration?



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The CDC: Learn the Signs Act Early Program

cdc.gov/ncbddd/autism/actearly

cdc.gov/pronto