



United States Department of Agriculture

Research, Education, and Economics
Agricultural Research Service
National Agricultural Library

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SUBJECT: WIC Mailing

TO: Regional, State and Local WIC Offices

FROM: Debra Whitford
Director, Supplemental Food Programs Division
Food and Nutrition Service

Shirley King Evans
Acting Coordinator
Food and Nutrition Information Center
National Agricultural Library

The Centers for Disease Control and Prevention's (CDC) National Center on Birth Defects and Developmental Disabilities (NCBDDD), in collaboration with a number of national partners, conducted a health education campaign called "Learn the Signs. Act Early." The campaign aims to educate parents about childhood development, including early warning signs of autism and other developmental disorders, and encourages developmental screening and intervention.

Key Objectives of the campaign include:

- Educate parents about key developmental milestones.
- Increase healthcare and childcare provider awareness of the importance of early intervention in diagnosing and treating developmental disorders such as autism.
- Increase parent-provider dialogue on the topic of child development and developmental disorders.
- Increase early action on childhood development disorders. Specifically, seek to increase screenings and early intervention among children with potential developmental disorders.

The WIC environment provides a unique opportunity for WIC staff to help educate clients about this campaign. What a wonderful way to help parents become familiar with the stages of development and when screening and intervention may be recommended.

We have enclosed a list of resource/outreach kits and a sampling of some materials that are available from this national campaign. These materials are available free of charge, in English and Spanish. To download or order materials, visit www.cdc.gov/actearly or call 1-800-CDC-INFO.

Please let us know what else we can do to help you help WIC! Contact the WWRS team by phone: 301-504-6047, by fax: 301-504-6409, or by email: wicworks@ars.usda.gov.



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Learn the Signs. Act Early.



Overview of Materials

This mailing includes a flyer, information card, growth chart, and fact sheets which can provide helpful background information on child development. These materials are only a sample of what is available through the “Learn the Signs. Act Early.” campaign—a health education campaign to

- Increase awareness of children’s developmental milestones and early signs of developmental disability
- Promote parent-provider dialogue about child development
- Increase awareness of the importance of acting early on concerns about child development.

Listed below are the various kits that can be ordered or downloaded free at www.cdc.gov/actearly. Each kit has a slightly different focus; however, all of the materials can be used in the WIC setting as part of outreach efforts to parents, caregivers and community partners.

All of the materials are available in English and Spanish.

<p>Fact Sheet Refill Kit Set of 15 fact sheets</p> <p>Packaged in sealed white 9 x 12” envelope</p>	
<p>Child Care Provider Resource Kit CD-ROM</p> <p>11 x 17” posters (qty 3) 39 x 11” growth charts (qty 3) 8.5 x 5.5” flyers (qty 50)</p> <p>Packaged in sealed white 9x12” envelope</p>	
<p>Informational Card Refill Kit 9 x 4” cards (qty 500, 5 sets of 100)</p> <p>Packaged in sealed white box (12 x 9 x 3” box)</p>	
<p>Health Care Professional Resource Kit Card stand 9 x 4” cards (qty 200, 2 sets of 100) Purple folder Set of 15 fact sheets 11 x 17” posters (qty 3) (*not in all kits*)</p> <p>Packaged in sealed white box (12 x 9 x 3” box)</p>	

<p>Outreach Kit 8.5 x 5.5" flyers (qty 50)</p> <p>Packaged in sealed white 9 x 12" envelope</p>	
<p>Parent Outreach Kit 9 x 4" card Set of 8 fact sheets 39 x 11" growth chart</p> <p>Packaged in sealed white 9 x 12" envelope</p>	
<p>Health Care Professional Outreach Kit 5.5 x 8.5" flyers (qty 100)</p>	
<p>Growth Chart Kit 39 x 11" growth chart (qty 10)</p>	
<p>Child Care Provider Outreach Kit 8.5 x 5.5" flyers (qty 100)</p> <p>Packaged in sealed white 9 x 12" envelope</p>	

Important Milestones By The End Of 3 Months

Babies develop at their own pace, so it's impossible to tell exactly when your child will learn a given skill. The developmental milestones listed below will give you a general idea of the changes you can expect, but don't be alarmed if your own baby's development takes a slightly different course.

Social and Emotional

- Begins to develop a social smile
- Enjoys playing with other people and may cry when playing stops
- Becomes more expressive and communicates more with face and body
- Imitates some movements and facial expressions

Movement

- Raises head and chest when lying on stomach
- Supports upper body with arms when lying on stomach
- Stretches legs out and kicks when lying on stomach or back
- Opens and shuts hands
- Pushes down on legs when feet are placed on a firm surface
- Brings hand to mouth
- Takes swipes at dangling objects with hands
- Grasps and shakes hand toys

Vision

- Watches faces intently
- Follows moving objects
- Recognizes familiar objects and people at a distance
- Starts using hands and eyes in coordination

Hearing and Speech

- Smiles at the sound of your voice
- Begins to babble
- Begins to imitate some sounds
- Turns head toward direction of sound

Developmental Health Watch

Alert your child's doctor or nurse if your child displays any of the following signs of possible developmental delay for this age range.

- Does not seem to respond to loud noises
- Does not notice hands by 2 months
- Does not follow moving objects with eyes by 2 to 3 months
- Does not grasp and hold objects by 3 months
- Does not smile at people by 3 months
- Cannot support head well by 3 months
- Does not reach for and grasp toys by 3 to 4 months
- Does not babble by 3 to 4 months
- Does not bring objects to mouth by 4 months
- Begins babbling, but does not try to imitate any of your sounds by 4 months
- Does not push down with legs when feet are placed on a firm surface by 4 months
- Has trouble moving one or both eyes in all directions
- Crosses eyes most of the time (occasional crossing of the eyes is normal in these first months)
- Does not pay attention to new faces, or seems very frightened by new faces or surroundings
- Experiences a dramatic loss of skills he or she once had

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www.cdc.gov/actearly



Learn the Signs. Act Early.

Important Milestones By The End Of 7 Months

Babies develop at their own pace, so it's impossible to tell exactly when your child will learn a given skill. The developmental milestones listed below will give you a general idea of the changes you can expect, but don't be alarmed if your own baby's development takes a slightly different course.

Social and Emotional

- Enjoys social play
- Interested in mirror images
- Responds to other people's expressions of emotion and appears joyful often

Cognitive

- Finds partially hidden object
- Explores with hands and mouth
- Struggles to get objects that are out of reach

Language

- Responds to own name
- Begins to respond to "no"
- Can tell emotions by tone of voice
- Responds to sound by making sounds
- Uses voice to express joy and displeasure
- Babbles chains of sounds

Movement

- Rolls both ways (front to back, back to front)
- Sits with, and then without, support on hands
- Supports whole weight on legs
- Reaches with one hand
- Transfers object from hand to hand
- Uses hand to rake objects

Vision

- Develops full color vision
- Distance vision matures
- Ability to track moving objects improves

Developmental Health Watch

Alert your child's doctor or nurse if your child displays any of the following signs of possible developmental delay for this age range.

- Seems very stiff, with tight muscles
- Seems very floppy, like a rag doll
- Head still flops back when body is pulled to a sitting position
- Reaches with one hand only
- Refuses to cuddle
- Shows no affection for the person who cares for him or her
- Doesn't seem to enjoy being around people
- One or both eyes consistently turn in or out
- Persistent tearing, eye drainage, or sensitivity to light
- Does not respond to sounds around him or her
- Has difficulty getting objects to mouth
- Does not turn head to locate sounds by 4 months
- Does not roll over in either direction (front to back or back to front) by 5 months
- Seems impossible to comfort at night after 5 months
- Does not smile on his or her own by 5 months
- Cannot sit with help by 6 months
- Does not laugh or make squealing sounds by 6 months
- Does not actively reach for objects by 6 to 7 months
- Does not follow objects with both eyes at near (1 foot) and far (6 feet) ranges by 7 months
- Does not bear weight on legs by 7 months
- Does not try to attract attention through actions by 7 months
- Does not babble by 8 months
- Shows no interest in games of peek-a-boo by 8 months
- Experiences a dramatic loss of skills he or she once had

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Learn the Signs. Act Early.

Important Milestones By The End Of 1 Year (12 Months)

Babies develop at their own pace, so it's impossible to tell exactly when your child will learn a given skill. The developmental milestones listed below will give you a general idea of the changes you can expect, but don't be alarmed if your own baby's development takes a slightly different course.

Social and Emotional

- Shy or anxious with strangers
- Cries when mother or father leaves
- Enjoys imitating people in his play
- Shows specific preferences for certain people and toys
- Tests parental responses to his actions during feedings
- Tests parental responses to his behavior
- May be fearful in some situations
- Prefers mother and/or regular caregiver over all others
- Repeats sounds or gestures for attention
- Finger-feeds himself
- Extends arm or leg to help when being dressed

Cognitive

- Explores objects in many different ways (shaking, banging, throwing, dropping)
- Finds hidden objects easily
- Looks at correct picture when the image is named
- Imitates gestures
- Begins to use objects correctly (drinking from cup, brushing hair, dialing phone, listening to receiver)

Language

- Pays increasing attention to speech
- Responds to simple verbal requests
- Responds to "no"
- Uses simple gestures, such as shaking head for "no"
- Babbles with inflection (changes in tone)
- Says "dada" and "mama"
- Uses exclamations, such as "Oh-oh!"
- Tries to imitate words

Movement

- Reaches sitting position without assistance
- Crawls forward on belly
- Assumes hands-and-knees position
- Creeps on hands and knees
- Gets from sitting to crawling or prone (lying on stomach) position
- Pulls self up to stand
- Walks holding on to furniture
- Stands momentarily without support
- May walk two or three steps without support

Hand and Finger Skills

- Uses pincer grasp
- Bangs two objects together
- Puts objects into container
- Takes objects out of container
- Lets objects go voluntarily
- Pokes with index finger
- Tries to imitate scribbling

Developmental Health Watch

Alert your child's doctor or nurse if your child displays any of the following signs of possible developmental delay for this age range.

- Does not crawl
- Drags one side of body while crawling (for over one month)
- Cannot stand when supported
- Does not search for objects that are hidden while he or she watches
- Says no single words ("mama" or "dada")
- Does not learn to use gestures, such as waving or shaking head
- Does not point to objects or pictures
- Experiences a dramatic loss of skills he or she once had

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Learn the Signs. Act Early.

Important Milestones By The End Of 3 Years (36 Months)

Children develop at their own pace, so it's impossible to tell exactly when yours will learn a given skill. The developmental milestones below will give you a general idea of the changes you can expect as your child gets older, but don't be alarmed if your child takes a slightly different course.

Social

- Imitates adults and playmates
- Spontaneously shows affection for familiar playmates
- Can take turns in games
- Understands concept of "mine" and "his/hers"

Emotional

- Expresses affection openly
- Expresses a wide range of emotions
- By 3, separates easily from parents
- Objects to major changes in routine

Cognitive

- Makes mechanical toys work
- Matches an object in her hand or room to a picture in a book
- Plays make-believe with dolls, animals, and people
- Sorts objects by shape and color
- Completes puzzles with three or four pieces
- Understands concept of "two"

Language

- Follows a two- or three-part command
- Recognizes and identifies almost all common objects and pictures
- Understands most sentences
- Understands placement in space ("on," "in," "under")
- Uses 4- to 5-word sentences
- Can say name, age, and sex
- Uses pronouns (I, you, me, we, they) and some plurals (cars, dogs, cats)
- Strangers can understand most of her words

Movement

- Climbs well
- Walks up and down stairs, alternating feet (one foot per stair step)
- Kicks ball
- Runs easily
- Pedals tricycle
- Bends over easily without falling

Hand and Finger Skills

- Makes up-and-down, side-to-side, and circular lines with pencil or crayon
- Turns book pages one at a time
- Builds a tower of more than six blocks
- Holds a pencil in writing position
- Screws and unscrews jar lids, nuts, and bolts
- Turns rotating handles

Developmental Health Watch

Alert your child's doctor or nurse if your child displays any of the following signs of possible developmental delay for this age range.

- Frequent falling and difficulty with stairs
- Persistent drooling or very unclear speech
- Cannot build a tower of more than four blocks
- Difficulty manipulating small objects
- Cannot copy a circle by age 3
- Cannot communicate in short phrases
- No involvement in "pretend" play
- Does not understand simple instructions
- Little interest in other children
- Extreme difficulty separating from mother or primary caregiver
- Poor eye contact
- Limited interest in toys
- Experiences a dramatic loss of skills he or she once had

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