

Centers for Disease Control and Prevention

# “Learn the Signs. Act Early.” Program

## Milestone Tracker App Marketing Kit



# Overview

[CDC's Milestone Tracker app](#), developed by the “[Learn the Signs. Act Early.](#)” program, provides a fun and easy way for parents and caregivers to track and support their child's early development. The app has been updated to reflect a new and improved interactive design to engage families in tracking their child's development. The app features:

- Interactive milestone checklists for children ages 2 months through 5 years;
- The ability to complete a checklist using corrected age for children born prematurely;
- Photos and videos to help parents and caregivers recognize milestones;
- Tips and activities for supporting early development;
- An easy way to share developmental progress with their healthcare provider and others;
- Appointment and developmental screening reminders;
- And much more!

Partners are encouraged to use the content of this marketing kit to promote the newly updated version of CDC's *Milestone Tracker* app among parents and caregivers, early care and education providers, healthcare providers, and other family service providers.

## **This marketing kit includes:**

### **News content**

- Newsletter blurbs

### **Print materials**

- Flyer
- Tabletop display
- Printable poster

### **Social media content with accompanying images**

- Tweets
- Facebook posts
- Instagram posts

### **Digital assets**

- Web button and banner
- Web language
- Email badge
- PowerPoint slide
- App icon and badge
- App mockups

# News Content

News content or “blurbs” are short entries appropriate for newsletters or other communication media. They can be used “as is” or customized to the audience.

They are organized by target audience:



Healthcare Providers



Early Care and  
Education Providers



Parents





NEWS CONTENT:

## Healthcare Providers

### Option #1

**Educate parents and caregivers on the importance of supporting and tracking their child's development with CDC's free *Milestone Tracker* app.** Newly updated from the Centers for Disease Control and Prevention (CDC), the *Milestone Tracker* app helps parents and caregivers track their child's developmental milestones from ages 2 months through 5 years in English or Spanish, preparing them to share developmental progress with you during well-child visits. The app features interactive milestone checklists, appointment reminders, and tips and activities to support development. Access a printable poster (8.5" x 11") for your clinic, a web button for your website, and more. Encourage families to use this FREE app. Find more information at [www.cdc.gov/MilestoneTracker](http://www.cdc.gov/MilestoneTracker).

### Option #2

**Healthcare providers now have a useful tool to support developmental surveillance for children ages 2 months through 5 years!** CDC's *Milestone Tracker* app helps busy parents and caregivers track their child's milestones using simple checklists on their mobile phone so detailed information on their child's progress is right at their fingertips during checkups. Encourage parents and caregivers to download the app to help them support their child's development—and make their time with you more effective and efficient during developmental surveillance.

Access a printable poster (8.5" x 11") for your clinic, a web button for your website, and much more. Encourage families to use this FREE app. Additional information about the app is located at [www.cdc.gov/MilestoneTracker](http://www.cdc.gov/MilestoneTracker).

The app offers:

- Parent-friendly, interactive developmental milestone checklists adapted from the American Academy of Pediatrics;
- The ability to complete a checklist using corrected age for children born prematurely;
- Photos and videos to help parents recognize milestones;
- Tips and activities for supporting early development and sharing concerns;
- The option to complete a checklist in English or Spanish;
- Appointment and developmental screening reminders; and
- The ability to see a summary of a child's developmental progress in English or Spanish.



NEWS CONTENT:

## Early Care and Education Providers

### Option #1

**CDC's Milestone Tracker: This newly updated FREE app helps you team with parents and caregivers to track and celebrate development.** Better understand each child's skills and abilities, share progress with parents and caregivers, and know when to act early if you have concerns with the *Milestone Tracker* app from the Centers for Disease Control and Prevention (CDC). This fun and easy-to-use app helps parents, educators, and care providers support each individual child's growth with fun and easy activities for every age and stage from 2 months to 5 years. Access a printable poster (8.5" x 11") for your classroom or center, a web button for your website, and more at [www.cdc.gov/MilestoneTracker](http://www.cdc.gov/MilestoneTracker).

### Option #2

**Newly updated FREE app for teachers, parents, and caregivers: CDC's Milestone Tracker.** As an early care and education provider, you know the importance of tracking children's developmental milestones, but did you know there's a new version of the FREE app from the Centers for Disease Control and Prevention (CDC) to help make it easy, fun, and a great way to engage parents and caregivers? CDC's *Milestone Tracker* app helps teachers, parents, and caregivers better understand each child's skills and abilities, track and celebrate developmental milestones, and share developmental progress from ages 2 months through 5 years.

The app offers:

- Parent-friendly, interactive developmental milestone checklists adapted from the American Academy of Pediatrics;
- The ability to complete a checklist using corrected age for children born prematurely;
- Photos and videos to help parents recognize milestones;
- Tips and activities for supporting early development and sharing concerns;
- The option to complete a checklist in English or Spanish;
- Appointment and developmental screening reminders; and
- The ability to see a summary of a child's developmental progress in English or Spanish.

Help parents and caregivers understand, support, and celebrate their child's developmental milestones, and know when to act early if you have concerns. Access a printable poster (8.5" x 11") for your classroom or center, a web button for your website, and more at [www.cdc.gov/MilestoneTracker](http://www.cdc.gov/MilestoneTracker).



NEWS CONTENT:

## Parents

### Option #1

**Your child's early years are so very important.** Tracking how your little one plays, learns, speaks, acts, and moves helps you support their development. CDC's FREE *Milestone Tracker* app has a new look and new features! This app offers fun and easy activities for each age, interactive milestone checklists and custom user profiles, photos and videos that illustrate milestones from ages 2 months through 5 years, appointment reminders, and much more to help your child grow and thrive. Learn more about the *Milestone Tracker* app and get a sneak peek at [www.cdc.gov/MilestoneTracker](http://www.cdc.gov/MilestoneTracker).

### Option #2

**Enjoy the milestone moments.** The first few years go by fast and there are many milestones to celebrate! With the newest version of CDC's FREE *Milestone Tracker* app, it's easier to keep track of how your little one plays, learns, speaks, acts, and moves at every age and find fun and easy activities to support them along the way. Learn more about how this FREE app can help you support your child's growth at [www.cdc.gov/MilestoneTracker](http://www.cdc.gov/MilestoneTracker).

### Option #3

**Make the most of check-ups for your little one.** The early years are important. The new version of CDC's FREE *Milestone Tracker* app helps busy parents remember the details of their child's development to share at their next appointment. Track your child's milestones using simple checklists on your mobile phone so the information you need is right at your fingertips when you need it. You know your child best. Talk with the doctor about how your child is developing, share their milestone summary and any concerns you might have. Learn more at [www.cdc.gov/MilestoneTracker](http://www.cdc.gov/MilestoneTracker).

### Option #4

**Is your baby's or young child's development on track for his or her age?** Young children grow so fast it can be hard to know what to expect. With the newly updated FREE *Milestone Tracker* app from the Centers for Disease Control and Prevention (CDC), you can learn how children play, learn, speak, act, and move as they grow and how you can support your child's development. Learn more at [www.cdc.gov/MilestoneTracker](http://www.cdc.gov/MilestoneTracker).

CDC's FREE app for parents and care providers offers:

- Interactive milestone checklists in English and Spanish for children ages 2 months through 5 years;
- The ability to adjust the checklist age if your child was born prematurely;
- Photos and videos that illustrate each milestone and make tracking them for your child easy and fun;
- Your child's milestone summary to share with others, like your child's health care provider;
- Tips and activities that can help your child's development;
- Information on what to do if you have a concern about your child's development;
- Reminders for appointments and developmental screening; and
- New milestone countdowns and custom user profiles

Learn more and get a sneak peek at [www.cdc.gov/MilestoneTracker](http://www.cdc.gov/MilestoneTracker).

## Print Materials

The following materials can be printed for distribution. The flyer can be printed as a half-sheet, printed “2-up” for distribution. The poster can be printed on a single 8.5” by 11” paper (affixed to wall or a foam core tabletop display). The tabletop display can be printed on a single 11” by 17” inch paper and affixed to the wall or a foam core tabletop display.

Please email [ActEarly@cdc.gov](mailto:ActEarly@cdc.gov) for print-ready files.

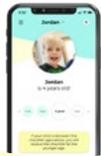


# Print Materials

## Milestone Tracker – Flyer (5.5” x 8.5”)

### Help your child grow and thrive

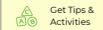
Your child's early years are so very important. Tracking how your little one plays, learns, speaks, acts, and moves helps you support their development



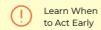
Download CDC's free **Milestone Tracker** app to find fun and easy activities for each age.



Track & Share Milestones



Get Tips & Activities



Learn When to Act Early

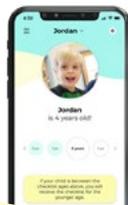
Learn more at [cdc.gov/MilestoneTracker](https://cdc.gov/MilestoneTracker)



## Milestone Tracker – Poster (8.5 x 11”)

### Help your child grow and thrive

Your child's early years are so very important. Tracking how your little one plays, learns, speaks, acts, and moves helps you support their development



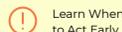
Download CDC's free **Milestone Tracker** app to find fun and easy activities for each age.



Track & Share Milestones



Get Tips & Activities



Learn When to Act Early

Learn more at [cdc.gov/MilestoneTracker](https://cdc.gov/MilestoneTracker)



## Milestone Tracker – Tabletop Display (11” x 17”)

### Help your child grow and thrive

Your child's early years are so very important. Tracking how your little one plays, learns, speaks, acts, and moves helps you support their development.

Download CDC's free **Milestone Tracker** app to find fun and easy activities for each age.



Track & Share Milestones

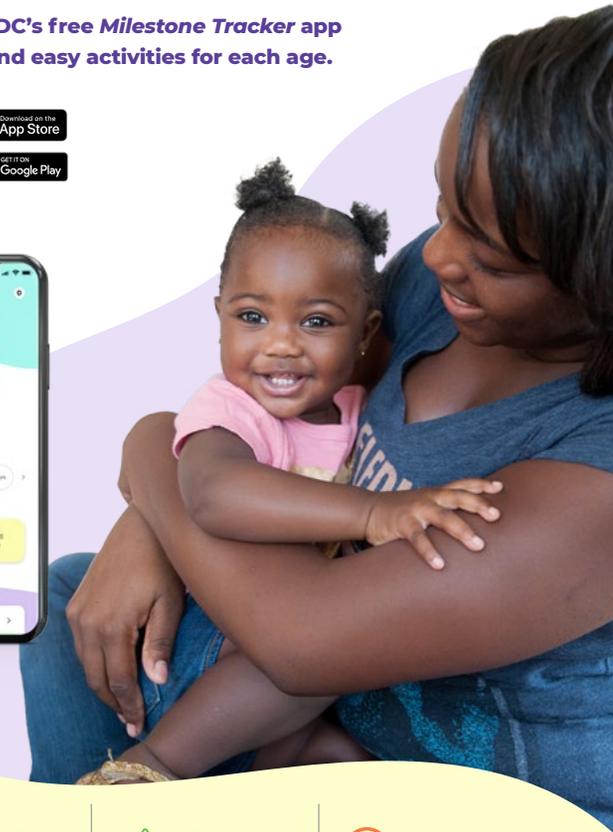


Get Tips & Activities



Learn When to Act Early

Learn more at [cdc.gov/MilestoneTracker](https://cdc.gov/MilestoneTracker)



# Social Media Content

The following assets can be used to accompany the sample social media posts.  
Please email [ActEarly@cdc.gov](mailto:ActEarly@cdc.gov) for high-resolution files.



# Twitter

Help your child grow and thrive with CDC's free Milestone Tracker app.



[cdc.gov/MilestoneTracker](https://cdc.gov/MilestoneTracker)



Help your child grow and thrive with CDC's free Milestone Tracker app.



[cdc.gov/MilestoneTracker](https://cdc.gov/MilestoneTracker)



## Healthcare Providers

Help parents track their child's developmental progress between well-child visits with the new version of CDC's FREE #MilestoneTracker app! [cdc.gov/MilestoneTracker](https://cdc.gov/MilestoneTracker) #tweetiatricians (182 characters)

Complement developmental screening efforts with the new version of CDC's FREE #MilestoneTracker app! [cdc.gov/MilestoneTracker](https://cdc.gov/MilestoneTracker) #tweetiatricians #MedTwitter (155 characters)

Educate parents and caregivers on the importance of supporting and tracking their child's development with CDC's new and improved FREE #MilestoneTracker app! [cdc.gov/MilestoneTracker](https://cdc.gov/MilestoneTracker) #tweetiatricians (200 characters)



## Early Care and Education Providers

#EarlyEducators @CDCgov's FREE app to track children's milestones is new and improved with many new features designed to help you! Learn more about the #MilestoneTracker app at [cdc.gov/MilestoneTracker](https://cdc.gov/MilestoneTracker) (203 characters)

Team up with parents for their child's developmental success with the new version of @CDCgov's FREE #MilestoneTracker app at [cdc.gov/MilestoneTracker](https://cdc.gov/MilestoneTracker) (151 characters)



## Parents

Help your child grow and thrive with the FREE newly updated version of the #MilestoneTracker app from @CDCgov. Learn more at [cdc.gov/MilestoneTracker](https://cdc.gov/MilestoneTracker) (150 characters)

Tracking your child's milestones helps them grow and thrive. Find fun and easy ways to stay on track with the FREE newly updated version of the #MilestoneTracker app from @CDCgov at [cdc.gov/MilestoneTracker](https://cdc.gov/MilestoneTracker) (208 characters)

Try CDC's newly updated version of the FREE #MilestoneTracker app for fun tips and activities to help your child grow and thrive at [cdc.gov/MilestoneTracker](https://cdc.gov/MilestoneTracker) (157 characters)

Track how your child plays, learns, speaks, acts, and moves with the new version of the FREE #MilestoneTracker app from @CDCgov at [cdc.gov/MilestoneTracker](https://cdc.gov/MilestoneTracker) (157 characters)

How many milestones does your child show in a day? Find a few more with the new version of CDC's FREE #MilestoneTracker app. [cdc.gov/MilestoneTracker](https://cdc.gov/MilestoneTracker) (150 characters)

# Facebook Posts



## Healthcare Providers

Empowering parents to track their child's developmental milestones supports your developmental surveillance efforts. The new and improved version of CDC's *Milestone Tracker* app makes it easy with interactive checklists, custom user profiles, and appointment reminders. Visit [cdc.gov/MilestoneTracker](https://cdc.gov/MilestoneTracker) to learn more and find everything you need to engage parents in monitoring their child's early development. #ActEarly #MilestoneMoment



## Early Care and Education Providers

Early educators know that children's developmental milestones are important. Educate and engage parents and caregivers around their child's development by sharing the new and improved version of CDC's FREE *Milestone Tracker* app! Visit [cdc.gov/MilestoneTracker](https://cdc.gov/MilestoneTracker) for promotional tools and more. #ActEarly #MilestoneMoment

In the classroom and at home, children are always showing off their developmental milestones. Download and share CDC's newly refreshed, FREE *Milestone Tracker* app to track the development of children in your care, find fun and easy activities for each age, and engage parents and caregivers at home so they can support their child's success. Visit [cdc.gov/MilestoneTracker](https://cdc.gov/MilestoneTracker) for more information. #ActEarly #MilestoneMoment

Worried a child may have a developmental delay? Track his or her development with the new and improved version of CDC's FREE *Milestone Tracker* app and encourage parents or caregivers to do the same. Compare what you see, know when it's time to take action and what to do next. Download and share CDC's FREE *Milestone Tracker* app today! [cdc.gov/MilestoneTracker](https://cdc.gov/MilestoneTracker) #ActEarly #MilestoneMoment



## Parents

Your child's early years are so very important. Tracking how your little one plays, learns, speaks, acts, and moves helps you support their development. Download the new and improved version of CDC's FREE *Milestone Tracker* app to track your child's milestones and help your child grow and thrive. Learn more at [cdc.gov/MilestoneTracker](https://cdc.gov/MilestoneTracker).

Is your child's development on track? Learn what to look for and what to do if you have concerns. CDC's newly updated, FREE *Milestone Tracker* app can help! #MilestoneTracker app at [cdc.gov/MilestoneTracker](https://cdc.gov/MilestoneTracker)

The first few years go by fast. Enjoy the milestone moments and find fun and easy activities for every age to help your child grow and thrive with CDC's newly updated, FREE *Milestone Tracker* app. Learn more at [cdc.gov/MilestoneTracker](https://cdc.gov/MilestoneTracker).



Help your child grow and thrive with CDC's free *Milestone Tracker* app.



[cdc.gov/MilestoneTracker](https://cdc.gov/MilestoneTracker)

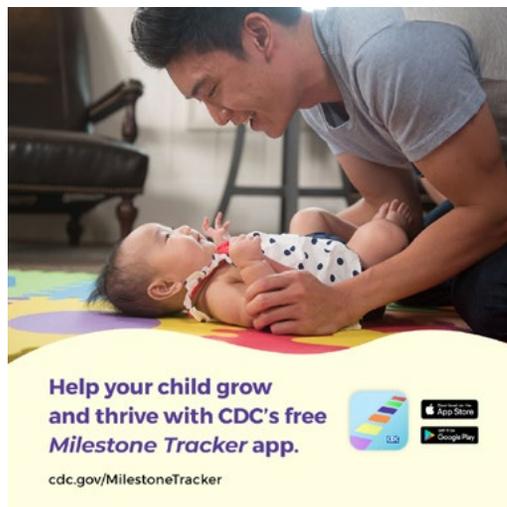
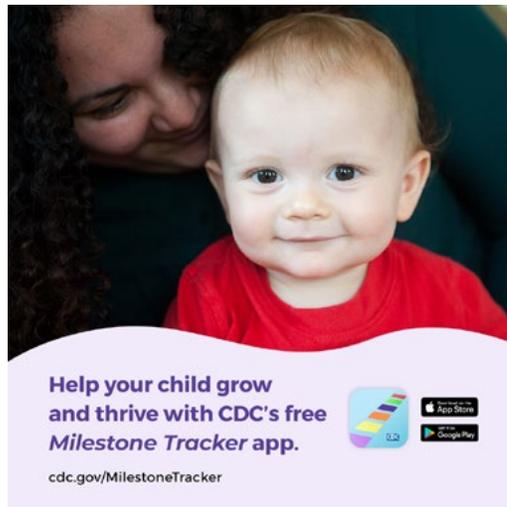


Help your child grow and thrive with CDC's free *Milestone Tracker* app.



[cdc.gov/MilestoneTracker](https://cdc.gov/MilestoneTracker)

# Instagram Posts



## Healthcare Providers

Healthcare providers now have a tool to help engage families around developmental surveillance. With @cdcgov's FREE #MilestoneTracker app, families can track progress and share with you right from their phone. Find everything you need to share the app at [cdc.gov/MilestoneTracker](https://cdc.gov/MilestoneTracker). #ActEarly #MilestoneMoment



## Early Care and Education Providers

The early years are so very important. Team up with parents and caregivers to make sure their child's development is on track by using and sharing the new and improved version of @cdcgov's FREE #MilestoneTracker app. Visit [cdc.gov/MilestoneTracker](https://cdc.gov/MilestoneTracker) for a printable poster for your classroom and to learn more. #actearly #milestonemoment



## Parents

Tracking how your little one plays, learns, speaks, acts, and moves helps you support their development. Track and share milestones and find fun and easy activities for each age with @cdcgov's newly updated, FREE #MilestoneTracker app. Visit [cdc.gov/MilestoneTracker](https://cdc.gov/MilestoneTracker) today! #actearly #milestonemoment

# Digital Assets

The following assets can be used across websites, digital presentations, email marketing, and more. Please email [ActEarly@cdc.gov](mailto:ActEarly@cdc.gov) for the web-ready files.



# Digital Assets

## Web language

The language below can be used to promote CDC’s *Milestone Tracker* on websites and blogs. It can be paired with the visual assets in this section for maximum impact.

“Help your child thrive and grow! Tracking how your little one plays, learns, speaks, acts, and moves helps you support their development. Enjoy the milestone moments from age 2 months to 5 years with CDC’s easy-to-use illustrated checklists; find fun and easy activities for each age; and find out what to do if you are ever concerned about how your child is developing.”

“From birth to age 5, your child should reach milestones in how he or she plays, learns, speaks, acts, and moves. Photos and videos in this app illustrate each milestone and make tracking them for your child easy and fun!”

## Web button and banner

The images below can be used to promote CDC’s *Milestone Tracker* on websites and blogs. Both graphics can be hyperlinked to [www.cdc.gov/MilestoneTracker](http://www.cdc.gov/MilestoneTracker) to lead visitors to download the app from the Apple and Android app stores. Please email [ActEarly@cdc.gov](mailto:ActEarly@cdc.gov) for the web-ready files.

Web Button



Web Banner



# Digital Assets

## App icon and badge

Icon



Badge



Download CDC's free  
**Milestone Tracker** app



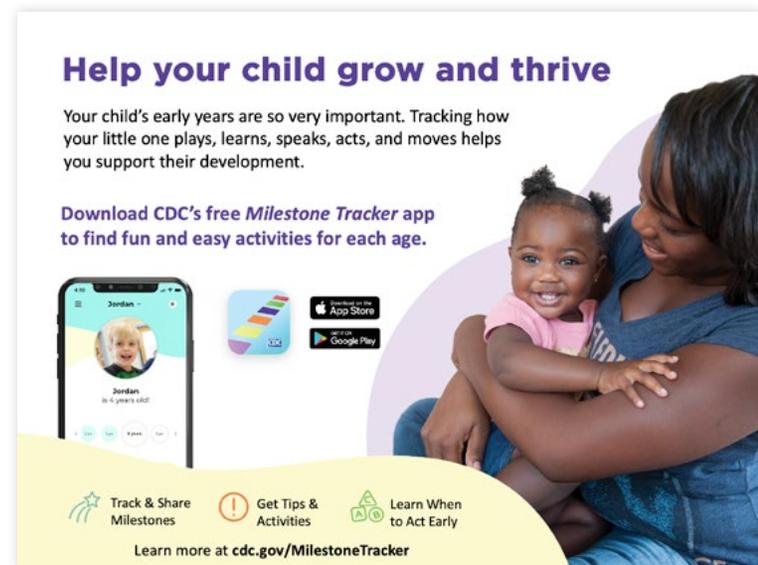
## Email signature image

The badges below can be used under your email signature to promote *Milestone Tracker* to all those you communicate with. Please email [ActEarly@cdc.gov](mailto:ActEarly@cdc.gov) for high-resolution files.



## PowerPoint slide

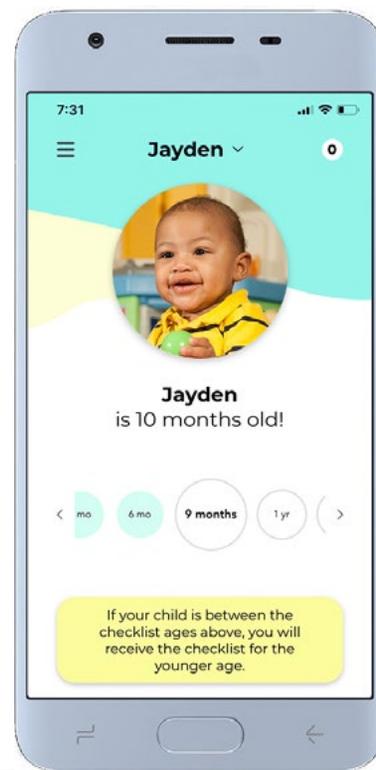
The PowerPoint slide below can be used to promote *Milestone Tracker* during presentations. Please email [ActEarly@cdc.gov](mailto:ActEarly@cdc.gov) for the PowerPoint file.



# App Mockups

## Home

App mockups are provided on iPhone and Android devices.  
Please email [ActEarly@cdc.gov](mailto:ActEarly@cdc.gov) for access to all app mockups.



# App Mockups

## App Mockups

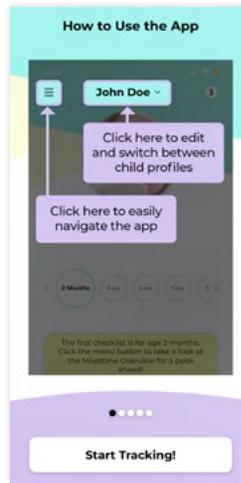
Home



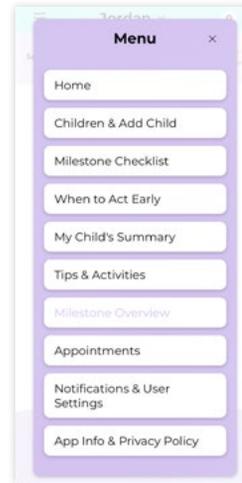
Welcome



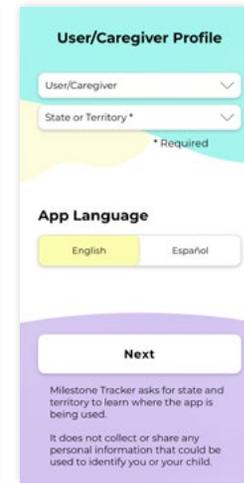
How To Use



Drop-down Menu



User Profile



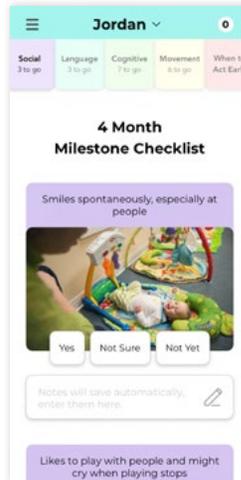
Add a Child



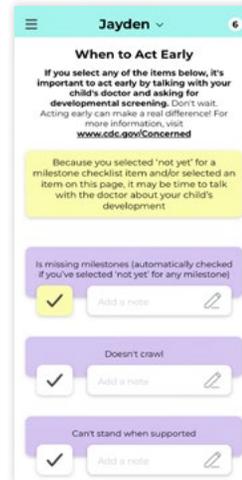
Checklist Intro



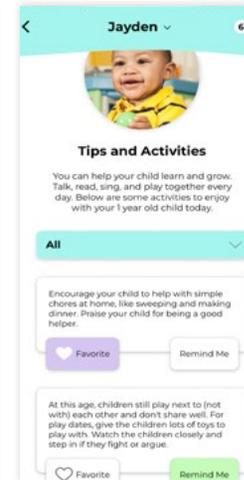
Milestone Checklist



When to Act Early



Tips and Activities



Summary

