

Developmental Monitoring in WIC Goes Virtual



Since 2018, CDC has partnered with the Association of State Public Health Nutritionists (ASPHN) to promote the integration of developmental monitoring into the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) visits. In 2020, with the onset of the COVID-19 pandemic, the largely “in-person” integration model was forced to adapt to a now virtual WIC visit. From August 2020 to July 2022, ASPHN supported the development and testing of virtual options WIC agencies could employ to promote developmental monitoring in WIC. In total, 23* states participated in this effort by either offering insights, feedback, and suggestions, or by piloting new promotional efforts. Below are some highlights from the preliminary testing of these activities.

For more information on virtual activities for promoting developmental monitoring in the WIC program, [click here](#).

Virtual Activities for Promoting Developmental Monitoring

Online Milestone Checklists

Online Milestone Checklists for WIC participants work similarly to the checklists in CDC’s Milestone Tracker App for participants who are not able to download the app currently available on [CDC’s “Learn the Signs. Act Early.” webpage](#) and [Nevada WIC’s webpage](#) (state-specific).

Achievements:



June 2021 &
October 21 - July 22

7,947

checklists completed
by families on CDC’s
webpage

State Spotlight:



May 2021 – July 2022

3,903

checklists completed
by families on Nevada’s
webpage

Impact:

87.5%

of states surveyed agreed or strongly agreed that the CDC’s online checklist is beneficial and easy to use.

* States included: AR, DE, GA, HI, IA, IN, LA, MA, ME, MT, NH, NJ, NV, OH, OR, PR, RI, SC, TX, UT, VI, WI, WV



Centers for Disease
Control and Prevention
National Center on Birth Defects
and Developmental Disabilities



Centers for Disease
Control and Prevention
www.cdc.gov/actearly
1-800-CDC-INFO

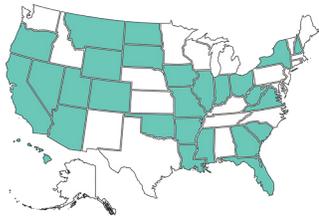
Developmental Monitoring Online Education Course for WIC Participants

WIC participants now have the option of completing a “Milestones Matter” online education course as part of their nutrition education requirement. This course is available on WIChealth.org, WICSmart, and WIC-ed.com.

Achievements:

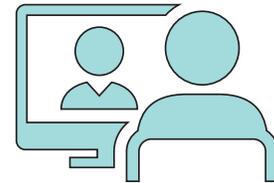
41**

states, territories, and tribal organizations are using the training



43,810

Total lesson completions from the 41 states as of July 2022

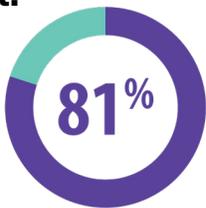


Many additional states are still reviewing the lesson with plans of adding it to their WIC platform.

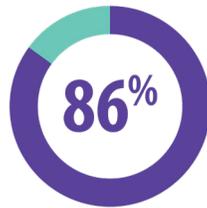
**States included: AK, AR, CA, CO, FL, HI, IA, IL, IN, LA, MO, MS, MT, ND, NJ, NH, NV, NY, OH, OK, OR, SC, SD, UT, VA, WI, WV, WY

**Tribal Organizations: Cherokee Nation, Cheyenne River, Eastern Shoshone, Northern Arapaho, Omaha Nation, Osage Nation WIC, Otoe-Missouria WIC, Rosebud, Santee, Standing Rock, Three Affiliated, Ute Mountain, Winnebago

Impact:



of participants who took the class on WICSmart said that their knowledge of the content increased after taking the class



of participants who took a class on WIChealth.org believed they could “make a change” after taking the course



of participants who took a class on WICSmart said they would use what they learned in the module

WICShopper App Developmental Milestones Content

The WICShopper App is an app utilized by many WIC agencies for WIC participants. The app provides information to the participant about their benefits, approved foods, recipes, lifestyle tips, and other assets. Developmental milestones content is now available to WIC participants via a button and banner within the app where they can learn more about developmental milestones, CDC’s FREE Milestones Tracker App, positive parenting tips, and more.

Achievements, April 2021 – July 2022:

21

states and tribal organizations have offered the developmental milestones button

10

states offered the developmental milestones banner

612,198

Participants accessed the content

1,294,626

Total number of visits to the content

Impact:

86% of states surveyed agreed or strongly agreed that the button and banner are easy to use and the information is appropriate



84% of WICShopper App users said they would use the information to track their child's development

Based on 299 participants who filled out the survey between June 16 and July 31st.



Social Media

ASPHN provided [sample social media posts to promote developmental monitoring](#) between March and April 2021 (23 total) for WIC programs to share on their social media platforms; 8 states used social media posts to promote developmental monitoring.

100% of the states using them either agreed or strongly agreed that the sample posts were beneficial.

Child Development Training for WIC Staff

An "Introduction to Child Development" training module for WIC staff is now available in [English](#) and [Spanish](#). This 40-minute module provides WIC staff with the basics of child development and how to encourage developmental monitoring with WIC participants.

Achievements:

WIC staff from at least **42** states have completed the training

An estimated **523** staff have taken the course between April 21 and July 22***

Impact:



of participants said their knowledge of developmental milestones has increased after taking this course



of participants said that the training has helped them to feel more comfortable asking families to complete a milestone checklist and reviewing the checklist with them



of participants said they would use the resources presented in the training; 8% said they already use the resources

***Based on number of feedback surveys completed