

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



Learn the Signs. Act Early.

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



Learn the Signs. Act Early.



Mission

**Every child reaches his or her
full potential**

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Baseline Research

- **Less than one-third (27%) of health care professionals (HCPs) believed their colleagues are well-informed about developmental disorders**
- **42% did not know autism can be diagnosed as early as 18 months**
- **59% of HCPs said they do not have resources needed to educate parents**

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Research with Parents

- **Lack of knowledge about cognitive, emotional, and social development**
- **Lack of knowledge about developmental delays**
- **Need to communicate urgency of acting early if there is a concern about a developmental delay**
- **Clear consensus to steer away from using language such as “autism” and “ASD”**

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Campaign Objectives

- **Increase AWARENESS of developmental milestones and early warning signs**
- **Increase KNOWLEDGE in the benefits of early action and early intervention**
- **Increase parent-provider DIALOGUE on the topic of developmental milestones and disorders**
- **Increase EARLY ACTION on childhood developmental disorders**

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Target Audiences

- **Health Care Professionals (HCPs)**
 - Pediatricians, family physicians, physician assistants, nurses
- **Parents of Young Children**
 - Ages 4 and younger
- **Child Care Providers**

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Outreach to Health Care Professionals



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Outreach to Parents



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Promotion to Parents

- PSAs for TV, radio, and print
- Media outreach
- Parent Resource Kit (growth chart, fact sheets, informational card)



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Partners Reach Parents



Learn More About Early Childhood Developmental Milestones

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

The message is clear: to advance parents' understanding of their child's development, including early warning signs of autism and other developmental disabilities, and promote early intervention, parents need to be better informed.

By recognizing the signs of developmental disorder early, parents can seek effective treatments that can improve their child's future. ... *and so on.*

Parents and caregivers need to keep their eyes peeled for signs of developmental delay. The Centers for Disease Control and Prevention (CDC), in collaboration with a coalition of national partners, has launched a public awareness campaign, "Learn the Signs. Act Early."

Y M C A FEBRUARY Member News

Y
YMCA
We build strong kids.
strong families, strong communities.

dixie **mommy cast.com**

making the world happen one child at a time

EVA LA RUE RED CARPET glow

glowing style
glowing skin

A TOUCH OF glow! It's all about you. Your glow is your glow. It's all about you. Your glow is your glow. It's all about you. Your glow is your glow.

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Partnering BIG!



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Hispanic Parents

- **All materials are in English on one side and Spanish on the other**
- **Call center is equipped for Spanish speakers**
- **Web site in Spanish – www.cdc.gov/pronto**
- **Print and radio media reaches Spanish-language populations**



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Outreach to Child Care Providers

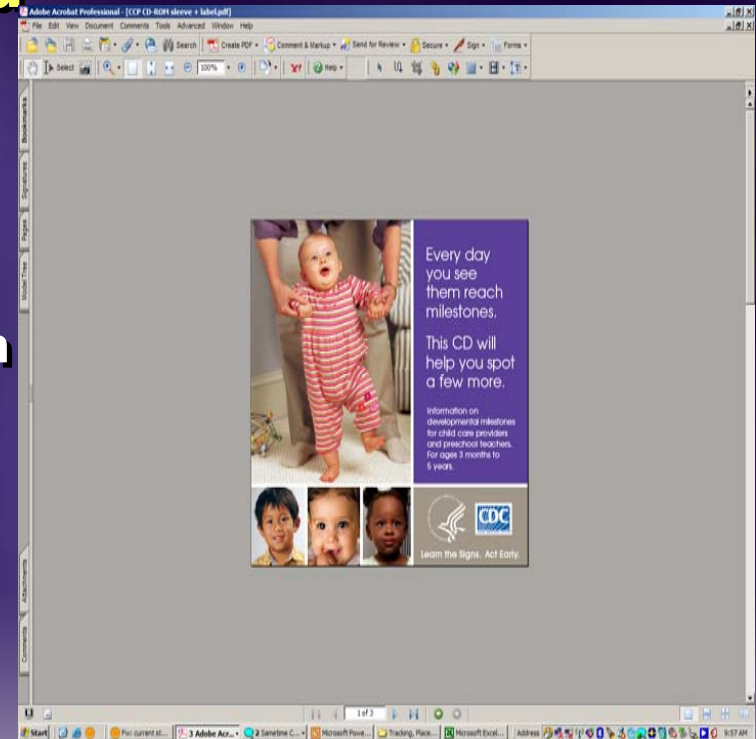


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Child Care Providers: More P's

- **Child care provider launched in Nov. 2006**
- **What we've learned:**
 - **Child care providers recognize their role in early identification**
 - **Child care providers consider themselves advocates for the children in their care**
 - **Materials to bridge the conversation with parents are critical**



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Campaign Results



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Health Care Professionals

- **Reached more than 5 million HCPs through e-cards and newsletter articles**
- **Reached more than 80,000 HCPs through conferences**
- **Distributed more than 22,000 Resource Kits**
- **Recorded more than 85,000 HCP materials downloaded from website**
- **State and local outreach through professional associations**
- **Public health outreach**

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Parents

- **News media coverage in national outlets: "Good Morning America," Newsweek, Child, Parenting, Parents, MSNBC, CNBC, AP, NY Times, LA Times...reached an estimated 4 million people**
- **Distributed nearly 40,000 Parent Kits**
- **More than 69,000 materials for parents downloaded from website**
- **More than 1.7 million web pages viewed; nearly 540,000 unique visitors**

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Preliminary Data

- **AWARENESS:** 43% of pediatricians and 23% of parents aware of campaign
- **KNOWLEDGE:** 1/3 more parents know behavior that most suggests a developmental delay (37% to 48%)
- **DIALOGUE:** 60% of parents strongly agree that HCP asked about child's development; 66% of pediatricians said they have resources to educate parents about developmental milestones
- **EARLY ACTION:** 50% decrease in pediatricians who would tell a worried parent to "wait and see"

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Awareness Impacts Behavior

- **Physicians aware of campaign are more likely to:**
 - **Discuss full range of developmental milestones**
 - **Believe that autism intervention is best if started early**
 - **Regularly screen their pediatric patients**
 - **Be aware of resources for referral and treatment**

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Campaign Key Partners

- **American Academy of Pediatrics (AAP)**
- **Autism Society of America (ASA)**
- **Autism Speaks**
- **First Signs**
- **Organization for Autism Research (OAR)**

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Getting Involved

- **Champions promote the campaign's resources to other parents, HCPs, and child care providers**
- **Distribute materials in community**
- **Participate in grassroots outreach efforts**
- **Speak about the campaign**
- **Refer friends to the website**

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“Learn the Signs. Act Early.”

Website: www.cdc.gov/actearly

Email: actearly@cdc.gov



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