



United States Department of Agriculture

Research, Education, and Economics
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National Agricultural Library

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SUBJECT: WIC Mailing

TO: Regional, State and Local WIC Offices

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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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