

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.



Key Objectives of Campaign

- **Increase AWARENESS** of developmental milestones and early warning signs of developmental disabilities
- **Increase KNOWLEDGE** in the benefits of early action and early intervention services
- **Increase DIALOGUE** between parents and professionals
- **Increase EARLY ACTION** on childhood development disabilities

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Target Audiences

- **Primary**

- Parents of children ages 4 and younger
- Child health care professionals, including pediatricians, family physicians, physician assistants, nurse practitioners, and nurses

- **Secondary**

- Child care providers, including day care workers, Head Start, preschool and pre-K teachers

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Campaign Vision

View familiar events in a new light:

The milestones that mark a child's growth are not just physical, but also social, cognitive, language and motor skills.

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Reaching Out to Professionals

- **E-card**
- **Newsletter articles**
- **Education at conferences**
- **Resource kits**

a 4-year-old with autism
was once a 3-year-old
with autism was once a
2-year-old with autism...

Autism can often be recognized at 18 months or earlier. An upcoming campaign from the Centers for Disease Control and Prevention (CDC) will help parents identify possible developmental delays and encourage them to discuss their concerns with their child's physician or other health care professional.

To prepare the health care community for this increase in awareness, CDC and its partners will equip providers with information and materials to support the needs of their patients who may show signs of a developmental delay.

[For more information ▶](#)



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Reaching out to Parents

- **Public Service Announcements**
 - Radio
 - Print
 - Television
- **Media outreach**
- **Campaign website and call center**
 - Information
 - Materials

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Bridging Professionals and Parents

- Need to encourage dialogue
- Professional Resource Kit includes:
 - Fact sheets
 - “How To Talk To Your Doctor” informational cards

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

As they grow, children are always learning new things. These are just some of the things you should be looking for as your child grows. Because every child develops at his or her own pace, your child may reach these milestones slightly before or after other children the same age. Use this as a guide, and if you have any concerns, talk with your child's doctor or nurse.

- **By the end of 6 months, my child should be able to:**
 - turn head when name is called
 - smile back at me
 - respond to sound with sounds
 - enjoy social play (such as peek-a-boo)
- **By the end of 1 year (12 months), my child should be able to:**
 - use simple gestures (such as shaking head for “no”)
 - use exclamations such as “uh oh”
 - imitate people in his or her play (clap when I clap)
 - respond when told “no”
- **By the end of 2 years (24 months), my child should be able to:**
 - use 2- to 4-word phrases
 - follow simple instructions
 - begin make-believe play (“talk” on a toy phone)
 - become more excited about other children
- **By the end of 3 years (36 months), my child should be able to:**
 - show affection for playmates
 - use 4- to 5-word sentences
 - imitate adults and playmates (run when other children run)
 - play make-believe with dolls, animals, and people (“cook” with toy food)
- **By the end of 4 years (48 months), my child should be able to:**
 - speak clearly so that strangers understand
 - follow 3-step commands (“Get dressed. Comb your hair, and wash your face.”)
 - tell stories
 - cooperate with other children
- **By the end of 5 years (60 months), my child should be able to:**
 - count out 10 or more objects

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Campaign Materials

- **Health Care Professionals**
 - Informational cards
 - Posters
 - Fact sheets
- **Parents**
 - Informational cards
 - Fact sheets
 - Growth Chart

4 years
cooperates with other children
pretends to be "mom" or "dad"

3 years
shows affection for playmates
uses four- to five-word sentences

2 years
points to object when named
imitates adults (claps after adult claps)
points to interesting objects
plays pretend (talks on toy phone)

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

It's natural to measure your child's height and weight. But you should measure other ways your child is growing, too. Talk with a doctor or nurse about your child's total development.

1-800-CDC-INFO www.cdc.gov/actearly

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Hispanic Outreach

Health Professional Resource Kit materials are English on one side and Spanish on the other.

4 años
 Juega imaginándose que es "mamá" o "papá"
 colabora con otros niños

3 años
 mira a adultos y compañeros de juego
 dice oraciones de 4 a 5 palabras

2 años
 señala un objeto o imagen si se le nombra
 interesa más en otros niños
 mira cosas sencillas que hacen los grandes ("hablar" en un teléfono de juguete)
 señala objetos que le interesan

Es hora de ver el crecimiento de los niños de una manera diferente.

Es normal que mida la estatura y el peso de su hijo, pero también debe medir otros tipos de crecimiento. Hable con su doctor o enfermera acerca de todos los aspectos del desarrollo su hijo.

1-800-CDC-INFO www.cdc.gov/pronto

Aprenda los signos. Reaccione pronto.

Es hora de ver el crecimiento de los niños de una manera diferente.

Durante su crecimiento, los niños siempre están aprendiendo cosas nuevas. Las siguientes son algunas de las cosas que usted podrá ir observando conforme crece su hijo. El crecimiento en los niños es individual y su hijo puede alcanzar estos indicadores importantes un poco antes o después que otros niños de la misma edad. Guíese por la siguiente lista y si tiene:

- Al final del séptimo mes, muchos niños son capaces de:
 - volver la cabeza cuando se menciona su nombre
 - responder con una sonrisa a quien le sonríe
 - reaccionar a los sonidos con sonidos
 - distráer de los juegos en compañía (como jugar a "las escondidas")
- Al final del primer año (12 meses), muchos niños son capaces de:
 - hacer gestos sencillos (como decir "adiós" con la mano)
 - emitir sonidos como "má" y "pá"
 - imitar acciones en sus juegos (aplaudir cuando alguien más aplaude)
 - reaccionar cuando se le dice "no"
- Al año y medio (18 meses), muchos niños son capaces de:
 - imitar cosas sencillas que hacen los grandes ("hablar" en un teléfono de juguete)
 - señalar objetos que le interesan
 - mirar un objeto cuando usted se lo señala y le dice "¡mira!"
 - utilizar varias palabras de manera espontánea
- Al final del segundo año (24 meses), muchos niños son capaces de:
 - decir oraciones de 2 a 4 palabras
 - seguir instrucciones sencillas
 - interesarse más en otros niños
 - señalar un objeto o imagen si se le nombra
- Al final del tercer año (36 meses), muchos niños son capaces de:
 - mostrar afecto a sus compañeros de juego
 - decir oraciones de 4 a 5 palabras
 - imitar a adultos y compañeros de juego (correr si otros niños corren)
 - jugar a imitar a los grandes con muñecos, animales y personas ("dar de comer" al oso de peluche)

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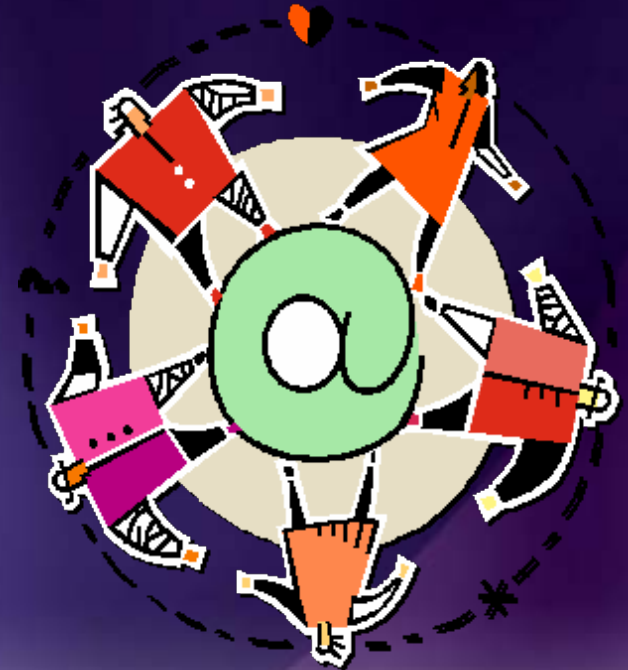
Partner Contributions

- **You are CDC's local voice**
- **Campaign training sessions across the country**
- **Through local outreach, you are making a difference in this campaign!**

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How can you promote the campaign?

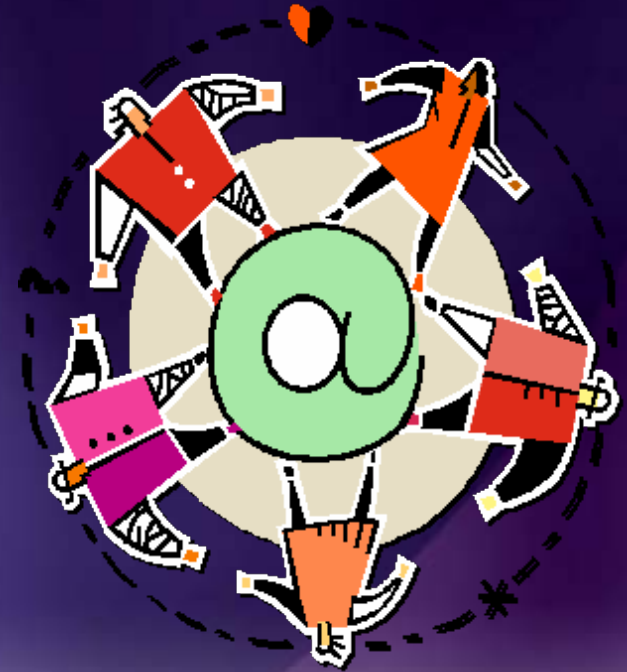
- **Distribute Health Care Professional Kits to local pediatricians and family practitioners**
- **Work with local TV or radio stations to air public service announcements**
- **Encourage parents of young children to visit the campaign website and call the toll-free number for materials**



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How can you promote the campaign?

- **Teach other campaign champions in your area how to get the message out**
- **Become a campaign champion in your community**



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Partner Resources

- **Campaign website, www.cdc.gov/actearly**
 - Fact sheets
 - TV, radio, and print public service announcements (PSAs)
- **Kits for health care professionals and parents**
 - Informational cards
 - Fact sheets
 - Growth chart

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National Campaign Partners

- American Academy of Pediatrics (AAP)
- Autism and Developmental Disabilities Monitoring Network (ADDM)
- Autism Society of America (ASA)
- Autism Speaks
- Centers of Excellence for Autism and Developmental Disabilities Research and Epidemiology (CADDRE)
- Cure Autism Now (CAN)
- First Signs
- National Alliance for Autism Research (NAAR)
- Organization for Autism Research (OAR)

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Contacting the Campaign

www.cdc.gov/actearly

1-800-CDC-INFO

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