



The David and Lucile Packard Foundation
Children's Healthy Development

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SPITFIRE 
SPARK CHANGE

AUDIENCES THAT MATTER

- **Policymakers**



AUDIENCES THAT MATTER

- **Policymakers**
- **Parents**



AUDIENCES THAT MATTER

- **Policymakers**
- **Parents**
- **Providers**





OUR CURRENT MESSAGES

The Need

Starting at birth, **children reach milestones in how they play, learn, speak, act, move and interact with others.**

Although most children reach these milestones at around the same time, others **exhibit developmental, social or emotional delays that indicate potential developmental disabilities.**



OUR CURRENT MESSAGES

What We're Doing

We are **setting children up for better futures** by promoting the use of effective, standardized developmental screening tools, referrals and services.

The **right screenings at the right times recognize milestones** and identify whether a child may need further assessment and evaluation for possible delays. **With this information, parents can help their children** get the support they need to thrive.



OUR CURRENT MESSAGES

How We're Doing It

We are **advocating for policies** that give parents **access** to developmental screenings, referrals and services that set their children on the path to success. By **creating collaboration across sectors**—including the medical, mental health, early care and education and family support communities—we are also **strengthening community-based programs** and services that improve the lives of kids.



OUR CURRENT MESSAGES

Vision

If all children in our state **get the developmental screenings** they need and have access to the **right resources and services** to help with identified developmental, social or emotional delays, we will **put them on a path to personal success** and give them a greater ability to learn, socialize and thrive.

A close-up photograph of a baby's face, looking upwards with a curious expression. The baby has dark hair and is wearing a pink garment. The background is a soft, out-of-focus light color.

OPPORTUNITIES

**Focus on First 1,000
Days**

**Bipartisan support to help
children with special needs**

**Strong messengers you can
empower to communicate**

A close-up photograph of a baby's face, looking slightly upwards and to the left. The baby has dark eyes and is wearing a pink and white striped garment. The text is overlaid on the image in white, bold, sans-serif font.

CHALLENGES

Difficult terminology

**Discomfort with identifying
and talking about delays**

**Different approaches
nationally**

Lack of urgency

QUESTIONS

Which audiences have you prioritized?

Has previous messaging worked with audiences?

What communication opportunities do you want to leverage?

What challenges have you encountered (e.g., audiences, messaging)?

**WHO CAN WE
LEARN FROM?**

SECOND-HAND SMOKING

**FRAME: Our Children
Count on Us**



SECOND-HAND SMOKING

A photograph of a man and a young girl sitting at a table in a kitchen. The man, on the right, is wearing glasses and a blue sweater over a white shirt, and is smoking a cigarette. The girl, on the left, is wearing a light blue long-sleeved shirt and has her hair in two buns. She is looking towards the man with a serious expression. The table has a bowl of cereal, a glass of orange juice, and a white mug. In the background, there is a microwave, a coffee maker, and a refrigerator.

OTHER LESSONS

Activate trusted messengers

Make parents feel like heroes

**Help policymakers understand
cost of not acting**

EARLY CHILDHOOD EDUCATION

A group of young children, mostly of East Asian descent, are running happily down a brightly lit school hallway. They are wearing backpacks and colorful clothing. The children in the foreground are smiling broadly, with their arms raised in excitement. The hallway has a polished floor and colorful wall decorations.

**FRAME:
A Strong Start Can
Guarantee Success**

EARLY CHILDHOOD EDUCATION

A group of young children, mostly of East Asian descent, are running happily in a school hallway. They are wearing colorful clothing and backpacks. The children in the foreground are smiling broadly and have their arms raised. The hallway is brightly lit and has colorful wall decorations.

OTHER LESSONS

Tell stories of success

Focus on outcomes rather than process

Discuss contributions to community

DOS

- ✓ Focus on why, not just what
- ✓ Be forward-looking with language like “next steps”
- ✓ Provide stories and examples
- ✓ Highlight link to school success



DON'TS

- ✗ Lead with the process
- ✗ Use negative frame or messaging
- ✗ Focus on “special needs”
- ✗ Ignore the importance of stories



QUESTIONS

What can we adopt from the second-hand smoke and early education campaigns?

Is there a frame that feels right for you?

Should we use “developmental differences”?

Are there additional terms we should avoid or questions we should prepare for?

RESOURCES



EPSDT

Early & Periodic Screening, Diagnostic & Treatment



COMMUNICATIONS TOOLKIT



VOICES FOR
OHIO'S CHILDREN



Developmental Screenings:

Giving all children in Pennsylvania a path to success

WHAT ARE DEVELOPMENTAL SCREENINGS?

They are an effective way to detect developmental delays such as **autism, attention deficit hyperactivity disorder and intellectual disabilities** in the first few years of life so a child can receive support services and be better ready to enter school ready to learn.

Early intervention can reduce an at-risk child's later participation in special education by

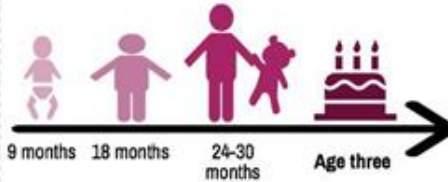
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WHO NEEDS DEVELOPMENTAL SCREENINGS?



1 in 10 children may have a developmental delay

Pediatricians recommend all children be screened routinely between **birth and age three**



WHERE ARE SCREENINGS CONDUCTED?



Doctor's office



Preschool/Child care



Social services



Home

Developmental screenings can take place in many settings including:

WHAT OUTCOMES CAN WE EXPECT?

Some developmental delays can be corrected if detected early enough

Increasing the use of standardized screening tools can make sure all of our children are on a path to success in school and in life

HELP YOUR CHILD REACH SUCCESS FROM THEIR FIRST STEPS

Did you know a child's ability to crawl is directly related to their ability to hold a pencil in school?

From birth, children reach milestones in how they play, learn, speak, act, move and interact with others. These milestones are linked to their ability to reach their full potential.

Most kids reach milestones at around the same time, but others may have developmental, social or emotional differences. If identified early, kids can get the services and support to take these big steps and reach their full potential in school and life.

CountyCare can help you track your child's milestones.

We've developed a resource for parents like you who want to celebrate milestones. We provide you with screenings at every important moment in your child's early life. When differences exist, we also give you resources to help you know what to look for so your child can be ready to for kindergarten.

We also give you tools to talk to your pediatrician and fun, simple activity ideas you can use with your child to help them continue to learn and grow.

You and your pediatrician can track child's progress through simple screenings at 9, 18, 24 or 30 months and age three!

- Participating in a screening will give you time to talk about your child's development.
- If your child has a developmental difference, your doctor will identify the issue early and connect you with appropriate services and support like Early Intervention.

HOW DO I GET STARTED?

Make an appointment with your child's doctor and talk with them about a Developmental Screening doctor at their next appointment.

Contact CountyCare (phone number) and we'll help you schedule an appointment with your child's doctor.

CELEBRATING EACH NEXT STEP



INFANTS AND TODDLERS GROW UP FAST. YOU PLAY A VITAL ROLE IN CELEBRATING YOUR CHILD'S DEVELOPMENT. WE CAN GIVE YOU RESOURCES TO PREPARE FOR NEXT STEPS AND ADDRESS DEVELOPMENTAL DIFFERENCES.



OTHER

- **Stories**
- **Video**
- **Image Bank**

3 months



CELEBRATING
MILESTONES

QUESTIONS

Are there resources that already exist that you can tweak for your purposes?

What resources can help you move and engage your audiences?

THANK YOU!



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