

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

***Centers for Disease Control and
Prevention (CDC)
“Learn the Signs. Act Early.” Campaign***

PSA Distribution Kit



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



Learn the Signs. Act Early.

About This Kit

The media is a powerful influence on the world around us. By using the media to gain the attention of parents about childhood development – the milestones and the warning signs of a potential delay – you can encourage parents to act early and seek treatment if they suspect their child has a developmental delay.

Why did Tickle-me-Elmo and Razor scooters sell out during recent holiday seasons? Why do people clamor to see the latest movies or make reservations at the newest restaurant? Why do packages carry recycling labels? All this, to one extent or another, can be traced back to the influence of the media. We know you want children to reach their full potential – so we want to help you transmit your enthusiasm to the media.

We are excited to announce that the “Learn the Signs. Act Early.” campaign TV, radio and print public service announcements (PSAs) are ready for distribution! As a valuable partner, we would like for your organization to be recognized as the authority on this campaign in your respective areas, and as such, we hope you use these PSAs as an outreach tool to your community. Our hope is that these PSAs will allow you to establish your organization as the local expert and contact about child development and developmental delays.

In this kit, you will find:

- A step-by-step guide on how to distribute the PSAs, from whom to call at your local media outlets (TV station, radio station, newspaper, magazine) to detailed information on how to get the PSAs to your contact once they have expressed interest. The entire process is easy and effective!
- Key campaign messages to help you communicate the campaign to the media and your local community.
- Guidelines for tagging, so you can use the PSAs to promote your organization as a local resource and expert.
- A form for distribution—the final step in PSA placement is a simple form submission to us to “fill your order” to the interested media outlet.

For some helpful hints on encouraging your local media outlet to use the PSAs or to gain more news coverage for your organization, please refer to the media guide located on the “Learn the Signs. Act Early.” campaign Extranet designed specifically for partners.

If you have additional questions regarding this process, or need access to the Extranet, please send an email to the campaign email address, actearly@porternovelli.com.

Key Campaign Messages

Most parents don't know developmental milestones. They don't know when a child should be making eye contact, when a child should recognize and interact with objects, when a child should begin imitating words or actions. They simply don't have the basic information that would allow them to recognize the signs of an emerging developmental disorder – that would then empower them to seek help. The following bullets are the core messages of the “Learn the Signs. Act Early.” campaign.

About CDC's “Learn the Signs. Act Early.” Campaign

- CDC's “Learn the Signs. Act Early.” campaign aims to help parents of young children identify possible developmental delays and to encourage them to discuss concerns with their child's health care professional.
- This campaign targets parents, child health care professionals, and childcare providers in an effort to identify and get help for developmental delays in children early on.
- To learn more about the campaign and developmental milestones, visit the “Learn the Signs. Act Early.” Web site at www.cdc.gov/actearly or call 1-800-CDC-INFO.

Core Campaign Messages

- **Message One:** A child's growth is not just physical; the milestones that mark a child's development also include social, cognitive, language, and motor skills. CDC's “Learn the Signs. Act Early.” campaign shows the familiar milestones of physical growth, such as height and first tooth, and explains that there are other important signs to watch for, like using pronouns and engaging in pretend play.
- **Message Two:** Every parent needs to know the developmental milestones – not just because something might be wrong with a child, but because knowing how a child learns, speaks, acts, and plays is simply a basic aspect of knowing a child's developmental health.
- **Message Three:** Many developmental delays are not recognized early, postponing when children get the help they need. In the United States, 17 percent of children have a developmental or behavioral disability such as autism, mental retardation, or Attention-Deficit/Hyperactivity Disorder (ADHD). In addition, many children have delays in language or other areas, which can be hard for them when they start school. However, less than half of these children are identified as having a problem before starting school. During this time, the child could have received treatment for these disabilities.
- **Message Four:** Child health care providers need to be proactive in conducting developmental screenings and referring children with potential delays for more tests or treatment. A “wait-and-see” approach to diagnosing developmental delays can lead to missed opportunities for providing needed care.
- **Message Five:** If parents have concerns about their child's development, they should consult their child's doctor. If the doctor recommends a “wait-and-see” approach and parents are still concerned, they should seek a second opinion from a developmental

pediatrician or other qualified professional, and they can contact their local early intervention agency or public school.

Background Messages

- **Message One:** A developmental delay is when a child does not reach their developmental milestones at the expected times. If your child is not developing properly, there are things you can do that may help reduce any language, social, behavior, and learning problems. With help, your child could reach his or her full potential. Most of the time, a developmental problem is not something your child will “grow out of.”
- **Message Two:** Developmental screening is how doctors identify children who should receive more tests for potential problems. It does not involve a blood test; instead it usually consists of questions to you about how your child plays, learns, speaks, behaves, and moves. Doctors may also talk to or play with your child in order to observe these things. These questions and observations can allow for earlier detection of delays and improve health and well being for these children.
- **Message Three:** Every child is different and develops at his or her own pace. Parents should learn the milestones, but recognize that their child may develop some skills earlier and others later than other children of the same age. Parents should consult the child’s doctor if their child shows a significant delay in one area or delays in more than one area, like social, movement, language, or cognitive skills.

About the Issue – Developmental Delays

- CDC has designed this campaign because many developmental delays are not recognized early, delaying when children get the help they need.
- While signs of autism or other delays can be recognized as early as 18 months of age, less than half of the children with a developmental delay receive treatment before starting school.
- In the United States, 17 percent of children have a developmental or behavioral disability such as autism, mental retardation, or Attention-Deficit/Hyperactivity Disorder (ADHD).
- Many parents pay attention to their child’s growth in height and weight. Milestones like social, language, and motor skills are also important to watch to measure a child’s development.
- It’s important to know about developmental milestones because knowing how a child learns, speaks, acts, and plays can help identify delays early.

Step-by-Step PSA Placement Guide

- **Step 1:**
CALL Call your local television, radio station or print outlet (newspaper, magazine or newsletter) and ask for the public service director (or person in charge of public service advertisements). In smaller towns, this person may be a community affairs director. Do NOT ask for a reporter or the newsroom.

- **Step 2:**
INFORM & INVITE Here's an example of what you might say:
"Hello. My name is Kelley Moore with [name of organization] and we are conducting outreach on behalf of CDC's 'Learn the Signs. Act Early.' campaign. This campaign aims to help parents of young children identify possible developmental delays and to encourage them to discuss concerns with their child's health care professional. We have a PSA that I would like to share with you for consideration in your public service rotation. I believe that you care about the young children in our community and want to make sure this information gets to all of the parents in our community who [watch/listen to/read] your [station/newspaper/magazine/newsletter.]"

- **Step 3:**
PROVIDE INFO & PREVIEW PSAs Offer to email a preview of the TV, radio or print PSA for their review. Links to the PSAs can be found at www.cdc.gov/actearly. Click on "Materials for Partners" under the Resources section on the left-hand side of the page. From there, you can copy the Web address of that page and send it to your contact with a note about what you want them to review.

There are multiple versions of the TV and radio PSAs:

- For the TV PSA, there is a straight 30-second version and 30-second version that your organization can "tag." This means you can add information to the last frame of the PSA. You will need to work with the station producers to do this. (See Guidelines for Tagging for information on what you can add to this special section.)
- For the radio PSA, there is a straight 60-second version and a 60-second version that your organization can "tag." This means you can work with the station to record audio for the last 10 seconds of the PSA. (See Guidelines for Tagging for information on what you can add to this special section.) Additionally, the radio PSA is also available in Spanish for any Hispanic outreach that your organization may undertake.

For the print PSA, we have posted two representative sizes of the PSA on the Web site. The full-page ad measures 8.5" x 11" and 1/3-page ad measures 5.25" x 5.25". You can send these to your contact and let them know that we can resize the ad to meet their publication's specifications.

- **Step 4:**
FOLLOW UP
After sending the link, follow up with your contact a few days later to see if they are interested in using the PSA. If they say “yes,” work with them to determine which version of the PSA to send them. If you’re talking with them about the TV or radio PSA, ask your contact if the station’s producers will help put a tag on the end of the PSA.

- **Step 5:**
FILL OUT & SEND IN FORM
Once you’ve received a “yes” and determined the specifics of the PSA to send (TV/radio – straight or taggable version; print – what size), use the distribution form included in this kit to tell us what to send and to whom. After we send the PSA and confirm delivery, we will let you know so that you can follow up.

- **Step 5:**
FOLLOW UP & THANK YOU
Follow up with your contact in a week or so to make sure that everything is taken care of. Here’s an example of what you might say:
“I received notification that you received the PSA and I’m really looking forward to seeing [or hearing] it. Thanks so much for getting this important message to parents in our community.”

PSA Marketing Suggestions

Working with your local TV station, radio station, or print outlet to place the PSA is a wonderful opportunity to help gain visibility for the “Learn the Signs. Act Early.” campaign as well as to raise awareness of your organization. Below are a few tips to help you market the PSA and to take the opportunity to develop a long-lasting relationship with the media organization.

- **Dovetail with any upcoming coverage on early childhood development.** When you see national news coverage on early childhood development or developmental delays such as autism, contact your local station and talk to someone in the newsroom about creating a local story to accompany the national story. Also suggest that the station run the TV PSA and tag it with your organization’s information.
- **Get personal.** Have a family and/or child with autism hand-deliver a letter about the PSA, along with information about your organization to the PSA director (fact sheets and contact information about organization, information on “Learn the Signs. Act Early.” campaign). The personal connection from a family touched by autism may help sway the PSA director.
- **Stay in touch.** Once you’ve developed a relationship with the PSA director, be sure to send future event information for the station’s community calendar. Follow up on their interest every two weeks. If you are planning special events during April’s Autism Awareness Month, be sure to invite the station to participate in addition to promoting the event.
- **Make connections.** Once that relationship with the PSA director is in place, ask them to set up a meeting with the station’s health or parenting reporter so you can introduce yourself. Revisit the reporter when you see national news about autism and developmental delays, so the station can develop a local story.
- **Inform your membership and rally support.** Let your membership know if a local station is playing the PSA. Encourage people to send thank you cards or comment letters to the station. The station will respond positively if it knows the audience is watching/listening.

Guidelines for Tagging the PSA

Both the TV and radio PSAs have a version for your organization to add information, called a “tag.” This allows the opportunity to raise awareness of your organization and to establish your organization as “the” local resource for child development and developmental disabilities.

On the taggable version of the TV PSA, there is a screen at the end of the PSA that allows you to add visual information. At the end of the taggable radio PSAs, there is a 10-second window to record information. The TV or radio station you are working with should easily be able to help you customize these versions.

Below are recommended guidelines for tagging the PSAs. If you have any questions about the guidelines, please do not hesitate to send via email to actearly@porternovelli.com.

TV PSA

The TV PSA is a great opportunity to tie your organization into the “Learn the Signs. Act Early.” campaign by adding information at the end of the 30-second spot. There are a number of limitations on what can and cannot be used as part of the tag, due to the nature of the television medium. The guidelines below are from the Department of Health and Human Services (HHS) and CDC and are related to licensing and endorsement issues when using television as a communications vehicle.

Information you **can** add as a tag:

- Organization name
- Organization phone number

Information you **cannot** add as a tag:

- Organization Web site
- Organization logos
- Organization event listings

Radio PSA

The radio PSAs provide greater flexibility for your organization to tag. Use the radio PSAs to provide greater detail to parents in your area such as a Web address or event information (such as a local walk or fundraiser).

Information you **can** add as a tag:

- Organization name
- Organization phone number
- Organization Web site
- Organization event listings

PSA Distribution Form

Great news! You've received interest from a TV or radio station to play the PSAs. Now all you have to do is tell us what station you've worked with, and we'll take care of the rest.

About You

Name:
Organization:
Email:
Phone number:

About The Media Outlet

Name/call letters:
Address:
City, state:
Contact person:

What The Media Outlet Is Interested In

TV:

- ☐ 30-second version
- ☐ taggable 30-second version

Print:

- ☐ Dimensions: _____
- ☐ File type (PDF, camera ready, JPG):

Radio:

- ☐ 60-second version
- ☐ taggable 60-second version
- ☐ 60-second version (Spanish)
- ☐ taggable 60-second version (Spanish)

If you are tagging the radio PSA, please find out what type of audio file the station needs:

- ☐ CD
- ☐ AIF
- ☐ WAV

Return via **email** (actearly@porternovelli.com), **fax** (404-995-4501) or
mail (Anna Okula, 3500 Lenox Road, Suite 1400, Atlanta, GA 30326)