



NYC Project LAUNCH Local Brief
Strong families and communities
Promoting social and emotional health
Healthy, happy and successful children
 Linking Actions for Unmet Needs in Children's Health:
September 30, 2010 – September 29, 2015



Health Promotion and Public Awareness

NYC Project LAUNCH supported early childhood wellbeing through several strategies to promote health and increase public awareness about early childhood mental health, parental mental health, developmental milestones, developmental screening and the prevention of toxic stress and adverse childhood experiences. NYC Project LAUNCH designed and produced numerous child development, mental health and screening health education materials for parents and providers covering a range of ages and languages with almost one million copies in circulation through the NYC 311 telephone system as well as on the New York City Department of Health and Mental Hygiene (DOHMH) website. Materials for parents and caregivers included information on how to promote social and emotional development through healthy relationships, how to assess growth through developmental milestones and the importance of developmental screening.

Materials were made available as PDFs online, individual and bulk print copies through 311 and were sent in direct mailings free of charge to programs in all boroughs and more than 150 zip codes. Materials were sent to after-school programs; child welfare (preventive programs, foster and adoptive); community-based organizations and multiservice centers; community health centers (pediatrics, women's health, family medicine); early care and education (Head Start, child care and pre-kindergarten); elementary schools; school-based health centers; counseling centers; faith-based organizations; family resource centers; home visiting programs (Nurse Family Partnership and Newborn Home Visiting); hospitals; mental health and substance use treatment clinics; public housing; community centers; public libraries; women, infant and children programs; private pediatric practices; city government offices; health insurance providers; block associations; and other organizations. Descriptions of materials and use are outlined below.

Additionally, NYC Project LAUNCH developed a DOHMH City Health Information (CHI) bulletin with guidance on early childhood developmental screening, maternal depression, and social-emotional development in pediatrics circulated to more than 27,000 health care providers.

Three Age-Specific Social-Emotional Pamphlet Series: [Building Healthy Foundations for a Lifetime of Success](#)

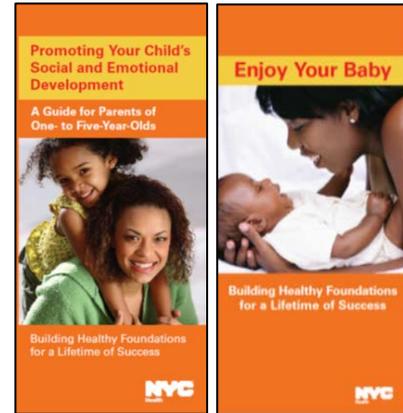
Exhibit A shows two examples of pamphlets from the Building Healthy Foundations for a Lifetime of Success series. A total of 770,500 of these pamphlets were printed in 10 languages

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including English, Spanish, Chinese, Russian, Haitian Creole, Korean, French, Arabic, Bengali and Urdu from 2012 to 2015. More information can be found at the following websites:

- [Social-emotional webpage and pamphlet series](#)
- [Enjoy Your Baby](#)
- [Promoting Your Child's Social and Emotional Development: A Guide for Parents of One- to Five-Year-Olds](#)
- [Promoting Your Child's Social and Emotional Development: A Guide for Parents of Five- to Ten-Year-Olds](#)

Exhibit A: New York City Social-Emotional Pamphlets



Ten Age-Specific Developmental Milestones Checklists: Your Child's Growth is More Than Physical

Exhibit B shows one example of a developmental milestone checklist adapted from the CDC (CDC, 2015c), available for ages: 2, 4, 6, 9 and 18 months and 1, 2, 3, 4 and 5 years. A total of 155,000 were printed in English and Spanish between 2014 and 2015, and PDFs in eight additional languages were also made available online: Chinese, Russian, Haitian Creole, Korean, French, Arabic, Bengali and Urdu. NYC Project LAUNCH provided text for the translated pamphlets to CDC so the materials can be adapted for other communities in these languages. More information can be found at the following websites:

- [Child Development webpage](#)
- [Age-Specific Developmental Milestone Checklists](#)

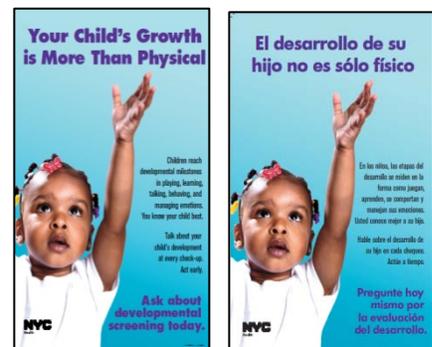
Exhibit B: NYC Developmental Milestone Checklists



Developmental Screening Posters: Your Child's Growth is More Than Physical series

Exhibit 3 shows two examples of posters from the Building Healthy Foundations for a Lifetime of Success series. Posters were designed to raise awareness of early childhood development, including normalizing developmental screening

Exhibit 3: NYC Developmental Screening Posters



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and the importance of acting early when there may be a developmental concern. Providers were encouraged to post them in their offices or clinic waiting rooms. NYC Project LAUNCH printed 3,750 posters in English and Spanish in 2015, available at 311 and online. More information can be found at the following web link:

- [Developmental Screening Posters](#)

Promotional Items: Developmental Screening Matters

To encourage developmental screening and spread the message of its importance, NYC Project LAUNCH created 25,000 promotional items in 2014. These items included pens, water bottles, tote bags, business card holders (Exhibit 4) and stress balls for use at community and provider events and in partner programs.

Exhibit 4: NYC Promotional Item



City Health Information: Identifying Developmental Risks and Delays in Young Children

Through NYC Project LAUNCH, the Health Department released a City Health Information (CHI) publication to 27,000 health care providers in October 2015 on conducting routine early childhood developmental screenings in pediatric primary care (New York City Department of Health and Mental Hygiene, 2015). The publication highlights social-emotional development, maternal depression and adverse childhood experiences in pediatric settings (Exhibit 5). The CHI can be found at the following web link:

Exhibit 5: NYC City Health Information bulletin



- [City Health Information: Identifying Developmental Risks and Delays in Young Children](#)

This Brief was authored by Jessica Auerbach, MPH, Senior Project Manager for Young Child Wellness, Lily Tom, DSW, Assistant Commissioner, Bureau of Children, Youth and Families at the New York City Department of Health and Mental Hygiene and Yumiko Aratani, PhD, Director, Health and Mental Health, Mercedes Ekono, MPH, Data Analyst, Sheila Smith, PhD, Director, Early Childhood, National Center for Children in Poverty at Columbia University Mailman School of Public Health and developed under grant number 1H79SM060274 from the Substance Abuse and Mental Health Services Administration (SAMHSA), U.S. Department of Health and Human Services (HHS). The views, policies and opinions expressed are those of the authors and do not necessarily reflect those of SAMHSA or HHS.