



Date: May 4, 2021

DMS Information Memo 2021-01

To:

County Human Services Directors  
Public Health Directors for the  
Birth to 3 Programs

From: Deb Rathermel, Bureau of Children's Services Director  
Division of Medicaid Services

A handwritten signature in black ink, appearing to read 'Deb Rathermel'.

### State Level Campaign Supports Local Child Find Efforts for the Birth to 3 Program

The purpose of this informational memo is to announce the launch of the state [Birth to 3 Program "First 1,000 Days" State-Level Child Find campaign](#) and help local Birth to 3 Programs understand and apply these materials in their communities. The Wisconsin Department of Health Services (DHS) created the First 1,000 Days State-Level Child Find campaign to establish a state-level child find framework and support local Child Find child find efforts. By providing ready-to-use materials to promote the Birth to 3 Program across Wisconsin, DHS aims to create more equitable access to early intervention information for families and referral sources in all 72 counties.

#### BACKGROUND

DHS wants every parent or caregiver of a child with a delay or disability to be aware of the Birth to 3 Program. This standard became increasingly important during the coronavirus (COVID-19) pandemic, during which DHS saw a decrease in the number of families the Birth to 3 Program was reaching. The goal of the campaign is to:

- Help Wisconsin families understand the Birth to 3 Program.
- Encourage doctors, child care professionals, and others who work with children to talk with families about the Birth to 3 Program.
- Boost awareness of the early signs of delays or disabilities and encourage families to act early.
- Support local child find activities with standardized materials, including locally customizable resources.

#### COUNTY EXPECTATIONS

Counties already conduct local Child Find efforts; these statewide materials will support these efforts and are designed to make local activities consistent, easier, and less costly.

Counties should access materials on the [online media toolkit](#), which includes a brochure, postcard, social media content, website advertisements, tip sheets, and other resources. DHS has also updated and expanded family webpages, including the [Information for Families](#), [Eligibility](#), and [Child Development](#) pages.

Counties should use campaign materials to raise awareness about the Birth to 3 Program in their community and encourage early referrals from child find partners. Counties can:

- Create folders of materials and hand them to families who want to know more.
- Mail the postcards in an A9 envelope.

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- Share social media content to your Facebook, Instagram, and Twitter accounts.
- Add one of the website advertisements to county homepages to drive traffic to the DHS Birth to 3 webpage.
- Share the materials with physicians, child care professionals, and others who work with children.

We value our partnership with local Birth to 3 Programs and look forward to working together supporting heightened awareness and access to early interventions services so critical in the first 1,000 days.