



Great strides begin with small steps.

## KIT 2 Overview: Materials & First Steps

The ages 0-3 are part of the most important stage of a child's development. Those first 3 years form the foundation that shape a child's future health, happiness, development, and learning.

That's the motivating force behind **Steps**. It's a major initiative to educate and inspire teachers, parents, influencers, and collaborators on the critical importance of this time in a child's life.

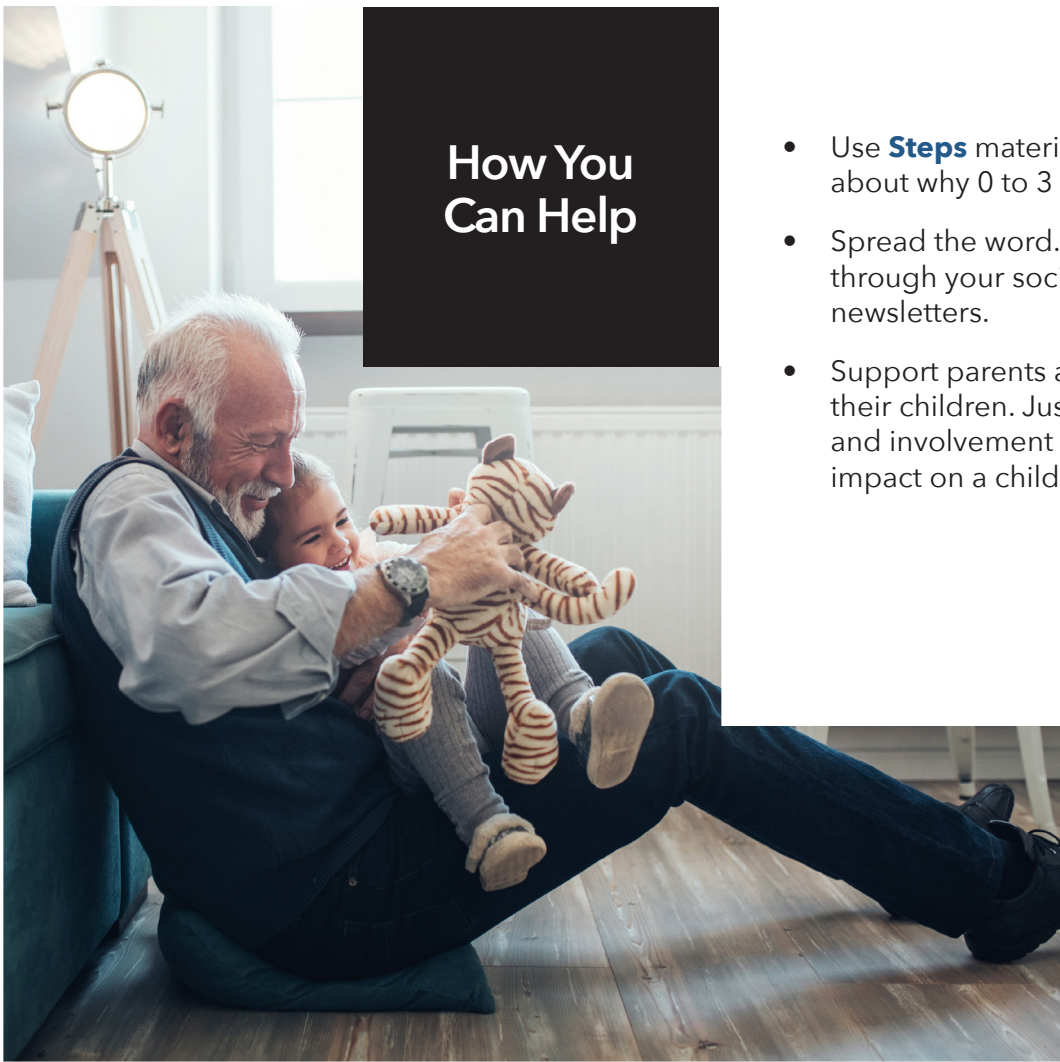
Your personal involvement in **Steps** is crucial and that's why we're asking for your help. You're in a unique position to talk to parents and promote learning and development during the 0 to 3 years. You can also help in monitoring child development and connecting parents to useful resources and services.

With your help, we can shape the way that parents engage with their children and improve outcomes for all of Michigan's children.



## How You Can Help

- Use **Steps** materials to help talk to parents about why 0 to 3 learning is so important.
- Spread the word. Share the materials through your social channels and newsletters.
- Support parents and caregivers in nurturing their children. Just simple daily interaction and involvement can have a profound impact on a child's life.



## Steps Materials



## Steps

- **Parent Brochure:** A high-level guide to talk to parents about how they can support early learning and where they can go to find helpful and credible resources.
- **Content Strategy:** A guide to delivering content through your social network. The strategy recommends frequency of posting, how to best use social channels, and provides a list of content that relates to learning and development during 0 to 3.
- **Content Calendar:** A suggested calendar to help share resources and related information to parents, caregivers, and other important audiences. Includes content ideas around 0 to 3 learning and developmental topics.
- **Original Content:** Blogs and infographics for sharing on social channels, in emails, on websites, posting in meeting rooms, or in waiting areas.
- **Branded Materials:** Steps Campaign Brand Standards, logos, and a library of pre-purchased images that can be used in developing and customizing parent presentation materials for diverse audiences. Includes logos for the CDC Milestone Tracker app that can be used in emails to parents or caregivers.
- **Assembled Content Resources:** Links to articles, guides, videos and infographics that can be referenced and shared with parents, caregivers, providers, and other important audiences to help support 0 to 3 learning.
- **Ages & Stages PDFs:** Can be given to parents, emailed, or used as a talking guide to help parents understand typical developmental milestones, what to look for, and where they can go if they suspect their child may need extra support. Encourage parents and caregivers to use these sheets and the free CDC Milestone Tracker app to monitor development and discuss with their pediatricians.

Along with the sheets, we have included logos and graphics for the CDC Milestone Tracker app that you can use to raise awareness about the tool. The app provides age appropriate tips and activities to support development, lists milestones by age and can help caregivers track health appointments.



Where to find  
**Steps** materials:

[www.michigan.gov/mikidsmatter](http://www.michigan.gov/mikidsmatter)

**Great strides begin with  
small steps...and you.**

Thank you for helping  
to improve the future  
for Michigan's Children.

