

PARENT RESOURCES

An integral part of the mission of Pathways Awareness Foundation is to target and inform parents of children between the ages of birth to 15 months about the importance of early detection and early intervention. By familiarizing parents with the Pathways Awareness Foundations brochure, entitled "Is My Baby Okay?", the organization is able to introduce essential knowledge about the early signs of physical movement disorders. Please see examples below

CITY OF CHICAGO

Each year, there are approximately 54,000 births in the City of Chicago. The Chicago Public Health Department and the Office of Mayor Richard M. Daley send a congratulatory note, along with the birth certificate and other childcare information. The Pathways Awareness Foundation's brochure, "Is My Baby Okay?", is included in this mailing.

English Distributed: 36,000
 Spanish Distributed: 18,000
Total Brochures Distribution: 54,000
 Printing 54,000 @ .08/each = \$4,320
 Shipping: 10 months @ \$30/month = \$3,000
Total Cost: \$4,620

ILLINOIS DISTRIBUTION

Over the past year, Pathways has closely collaborated with the Office of the Governor of Illinois to produce an insert adapting the Pathways Awareness Foundation's Growth and Development Chart. The insert is placed within a Hallmark™ card, specifically produced for the Governor and his wife. This card is then sent to all new parents in the State of Illinois to congratulate them on the birth of their baby and to promote the concepts of well baby care, early detection and early intervention.

Insert Design: \$1,000
 Printing Cost: Donated by Hallmark
 Distribution Cost: Donated by Illinois Governor's Office
Total Cost to Pathways Awareness Foundation: \$1,000

NEWSPAPERS

Many parents have contacted well-known columnists inquiring as to what they can do to educate themselves regarding physical motor differences. Ann Landers approached the Pathways Awareness Foundation on three occasions to acquire information for the benefit of her readers. In three columns Ann Landers recommended PAF as a valuable resource for parents. These wonderful opportunities allowed the Pathways Awareness Foundation to provide information and written materials to over 20,000 parents and grandparents who called our 800-number.

No costs were incurred to the Pathways Awareness Foundation

NEWSLETTERS

Pathways Awareness Foundation has benefited greatly from our direct contact with families. We have received many requests and positive responses - through the power of words. Several parent foundations and organizations have solicited permission to use the Pathways Awareness Foundation's Growth and Development Chart to enhance their own materials.

No costs were incurred to the Pathways Awareness Foundation.

Pathways Awareness Foundation

www.pathwaysawareness.org
 800-955-2445 ~ 800-955-CHILD

Over 1.7 million copies of the Pathways Awareness Foundations brochure, available in English, Spanish, French and Portuguese, have already been distributed nationally and internationally. The Illinois Chapter of the American Academy of Pediatrics endorses the brochure, written by the Pathways Awareness Foundation Medical Roundtable team of experts.



ENGLISH SPANISH PORTUGUESE FRENCH

CENTERPIECE OF THE PATHWAYS AWARENESS FOUNDATION'S BROCHURE
 Illustrations comparing postural and movement milestones of typically developing infants juxtaposed with illustrations of postures associated with atypical development.

	IS YOUR BABY OKAY? Normal Development	Watch for these signs* Warning Signs
BY 6 MONTHS	 • Pushes up on arms • Holds head up	 • Difficulty lifting head • Stiff legs • Pushes back with head • Constantly fisted hand and stiff leg on one side • Difficult to change this position
BY 8 MONTHS	 • Sits with support • Holds head up • Straight back	 • Unable to lift head • Rounded back • Stiff arms • Arms held back • Stiff, crossed legs
BY 10 MONTHS	 • Sits without support • Arms free to reach and grasp	 • Poor head control • Poor ability to lift head and back • Will not take weight on legs • Rounded back • Poor use of arms • Difficult to get arms forward • Arches back, stiff legs
BY 12 MONTHS	 • Pulls to stand	 • Difficulty getting to stand • Stiff legs, pointed toes • Difficulty crawling • Uses only one side of body to move
BY 15 MONTHS	 • Independent standing or walking	 • Walks on toes on one side • Holds arms stiffly and bent • Excessive tip-toe walking • Sits with weight to one side • Uses predominately one hand • One leg may be stiff

* 90% of babies do these movements by the ages indicated. Remember to correct your child's age for prematurity.

NATIONAL DISTRIBUTION

In fulfilling the Child Find obligation of IDEA (Individuals with Disability Education Act), each state's birth to three headquarters office received a complimentary box of 1800 English and Spanish Brochures.

Brochures Cost: \$8,500
 Shipping Cost: \$1,000
PAF Total Cost \$ 9,500

PROFESSIONALS

Another part of The Pathways Awareness Foundation mission is to educate the medical community regarding early detection and early intervention of physical motor differences. Below are examples of how medical professionals have tailored their materials to include the Pathways Awareness Foundation's Growth and Development Chart.

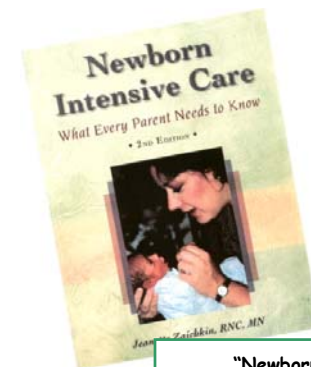
PEDIATRIC PROFESSIONAL RESOURCES

Within the last several years, the Pathways Awareness Foundation's Growth and Development Chart has been featured in pediatric journals, textbooks, resource books for parents, brochures and web-sites produced and distributed by medical organizations and clinics.

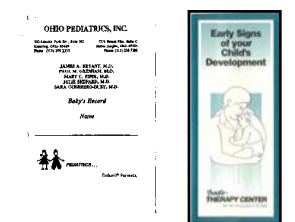
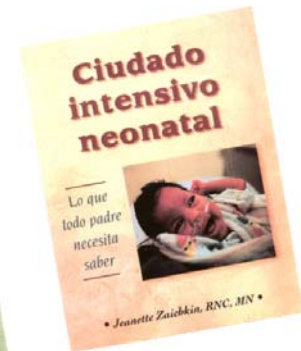
No costs were incurred to the Pathways Awareness Foundation



"Pediatric Basics"
 The Journal of Pediatric Nutrition and Development by Gerber



"Newborn Intensive Care - What Every Parent Needs to Know" Book for Parents in English and Spanish



Brochures incorporating the Pathways Awareness Foundations' Growth and Development Chart



Illinois Chapter of the American Academy of Pediatrics web-site



Pampers web-site

