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, Assure the Best for your Baby's Physical Development formerly titled, 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 Department of Public Health and the Office of Mayor Richard M. Daley sends a congratulatory note along with the booklet, Giving Your Baby a Strong Start to each new babies home. An adapted version of the Pathways Awareness Foundation's Growth and Development Chart is included in the booklet.

Design, Printing & Distribution Cost: Donated by City of Chicago No costs were incurred to the Pathways Awareness Foundation

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: \$700 1 Year of Insert Printing (200,000): \$4,300 Card Printing: Donated by Halmark Distribution Cost: Donated by Illinois Governor's Office Total Cost to Pathways Awareness Foundation: \$5,000



NEW SPAPERS

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

PARENT NEWSLETTERS

Pathways Awareness Foundation has benefitted 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







800-955-2445 (CHILD) www.pathwaysawareness.org

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.



infants juxtaposed with illustrations of postures associated with atypical development.



each state's birth to three headquarters office received a complimentary box of 1800 English and Spanish brochures,

Another part of the Pathways Awareness Foundations 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

PROFESSIONALS

PEDIATRIC PROFESSIONAL RESOURCES

Within the last several years, the Pathways Awareness Foundation's Growth and Development Chart has been featured and displayed in pediatric publications/resources Some include professional journals, newsletters, 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