

## The first five years of life really count.

They're incredible years of learning that shape kids' futures. Yet every year, more than a million young children with unidentified delays and disabilities enter school with learning and health issues that put them far behind their peers and have a lasting, negative effect on their ability to meet their full potential.

But when kids get the right treatment early in life, they're ready to learn alongside their peers and build lifelong skills. Known as early intervention services, these therapies work to strengthen kids physical, social, emotional and intellectual abilities well before kindergarten.

That's why Easter Seals created Make the First Five Count®, to engage parents around the importance of early identification and early intervention – because children only receive these services when parents follow their instincts and take action early if something doesn't feel quite right.



## MAKE THE FIRST FIVE COUNT®

Go to [MaketheFirstFiveCount.org](http://MaketheFirstFiveCount.org) to make sure your child is reaching his or her developmental milestones:

1. Take a simple, trusted online screening to monitor your child's development or identify any potential delays. Learn what every parent needs to know about child development and where to go for help.
2. Sign Easter Seals' petition to protect and grow funding for the Part C early intervention program of the Individuals with Disabilities Education Act – an essential way for all families to facilitate their child's development.
3. Share the message about the importance of early intervention with five family members or friends; and tell those five to pass it along to five more.
4. Speak out over Facebook and Twitter. Make sure all moms and dads are in the know.
5. Learn from other families experiences, read stories that count – Kyle, Ivy Joy, Conner, brothers Scott and Thomas, and sisters Chelsy and Rebeka are just a few.

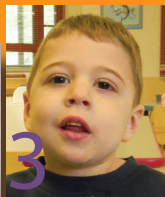
### Early Intervention Counts for Kids



Kyle



Ivy Joy



Conner



Scott & Thomas



Chelsy & Rebeka

Courtesy of CVS Caremark, Easter Seals is offering the Ages & Stages Questionnaires® at [MaketheFirstFiveCount.org](http://MaketheFirstFiveCount.org), giving all parents free access to this valuable screening tool from Brookes Publishing.

Easter Seals is partnered with the National Baptist Convention, USA, Inc., H.O.P.E. Health and Wellness Initiative in an effort to provide health outreach and prevention education to the members of National Baptist Convention churches throughout the country.

