



MAKE THE
**FIRST FIVE
COUNT**[®]



What **every parent** should know

Make sure your child is reaching his or her developmental milestones. It's easy, and starts with a new online screening tool.

Every year, more than a million young children enter school with unidentified disabilities that put them far behind their peers. That's why it's important for children at risk of developmental delays, autism, or other disabilities to get the treatment and therapy they need before the age of five.

These therapies work to strengthen a child's physical, social, emotional, and intellectual abilities well before kindergarten. As the leading provider of autism and early intervention services, Easter Seals therapists and families know what's possible when kids get the support they need—and what happens when they don't.



TAKE ACTION TODAY!

Go to MaketheFirstFiveCount.org to take the Ages & Stages Questionnaires[®]

Easter Seals, through generous support from the CVS Caremark Charitable Trust, is offering parents free access to this online screening tool from Brookes Publishing. It lets you easily and effectively monitor your child's development. Go online and complete the questionnaire to track your child's progress.

CVS Charitable
CAREMARK Trust

MaketheFirstFiveCount.org

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 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



Since 2006, the CVS Caremark All Kids Can® program has invested \$2.3 million to advance Easter Seals work in early intervention and autism services; work that impacts the lives of Kyle, Ivy Joy and so many others. This year, through the CVS Caremark Charitable Trust, Easter Seals is offering the *Ages & Stages Questionnaires*® at MaketheFirstFiveCount.org, giving all parents free access to this valuable screening tool from Brookes Publishing.

This spring, many companies are working with Easter Seals to make sure all children under the age of five have access to early identification and treatment.

Five simple ways to *Make the First Five Count* when you shop:

- This April, shop at any **Safeway**, Vons, Pavilions, Tom Thumb, Randalls, Dominick's, or Carrs store and make a donation at checkout to its People with Disabilities Campaign to support Easter Seals autism and early intervention services.
- Do your Easter shopping at easterseals.com/flowers and **ProFlowers** will donate \$10 to Easter Seals services for young kids.
- Join the **CENTURY 21**® recycling campaign at facebook.com/century21. For every old cell phone you donate, Easter Seals gets \$3.
- Donate to Easter Seals autism services at haircuttery.com and receive \$3 off your next salon service of \$25 or more. **Hair Cuttery** will match a portion of each donation (up to \$10,000) made online or in its salons during April.
- Shop at any **A.C. Moore Arts & Crafts** store and donate to Easter Seals autism services at checkout. Take part in a free "Make & Take" crafting event on April 21.



Turn the page to see how you can help *Make the First Five Count* for young children with disabilities. Join CVS Caremark and others for an **Easter Seals Walk With Me** event near you!

Thanks for Making the First Five Count – Kudos to Easter Seals Family of Corporate Partners



Walk with Me to Make the First Five Count



EASTER SEALS WALK WITH ME



Held in nearly 70 markets across the country, Easter Seals Walk With Me raises millions to support early identification and intervention services for young children with disabilities, autism and special needs.

CVS Caremark knows what's possible when kids get the support they need - that's why they *Make the First Five Count*. You can, too. Follow CVS Caremark and its All Kids Can® Program by "liking" [facebook.com/ CVS](https://www.facebook.com/ CVS) or join thousands of CVS Caremark associates for Walk With Me by registering for an event near you at WalkWithMe.org.

As Walk With Me's National Premier Sponsor, the company and its associates have raised more than \$8 million through Walk to help young children with disabilities. Other sponsors include CENTURY 21®, Amway and MassMutual Financial Group.

"We are very proud that so many of our CVS Caremark colleagues are supporting Easter Seals to ensure their services are available to children and families in every community."

*- Eileen Howard Boone,
CVS Caremark Senior Vice President,
Corporate Communications and
Community Relations*

It's never too early to take steps if something might not seem right with your baby or toddler.

Make the First Five Count and start your own team at WalkWithMe.org