

June 17, 2025

Dear Members of the SD Council of Developmental Disabilities:

State agencies and private partners have supported the development and print of South Dakota specific materials to support the healthy development of all children 0-5 and aid in the identification of developmental delays and disabilities so children receive early intervention services as soon as possible.

Books for 1, 2 and 3 year old children support parents in understanding typical developmental milestones in a fun and engaging way while supporting parent/child interaction and early language and literacy skills. These books, along with many other materials, are available in English and Spanish. All customized for our state with referral information to support parents to “Act Early” when developmental concerns arise and seek developmental screenings.

The SD Act Early materials are ordered across systems statewide to ensure a consistent and coordinated message on the importance of supporting healthy child development with readily available materials. Birth to Three, Early Childhood, Head Start, Child Care, medical providers and many more order these valuable resources. The order link is posted in many of the SD Act Early materials: [www.surveymonkey.com/r/ActEarlySD](http://www.surveymonkey.com/r/ActEarlySD)

The supply of SD Act Early materials is adequate to meet demand, with the exception of Baby’s Busy Day board books in English. The supply of Baby’s Busy Day books has been depleted with 600 currently on backorder. 3,069 Baby’s Busy Day English were distributed in 2023; 2,261 were distributed in 2024; 444 were distributed in 2025 before the supply was exhausted. SDCDD has been a generous supporter of the SD Act Early materials with print sponsorships in 2024, 2023, and 2022.

Thanks to funding from the Early Childhood Comprehensive Systems (ECCS) grant we will be able to print 1,540 Baby’s Busy Day books. A sponsorship from SD Council on Developmental Disabilities will allow additional board books to be printed to meet the demand. The Council logo can be added to the books in recognition of the sponsorship.

A sponsorship of \$3,000 is requested to support print and distribution of additional Baby’s Busy Day board books for caregivers of young children.

Thank you for your consideration. Please let me know of questions.

Lisa Sanderson, CDC’s Act Early Ambassador to South Dakota, 2018-2026  
South Dakota Parent Connection

## **SD Act Early 2024 Outreach**

**Total SD Act Early materials distributed: 24,015 / 4,347 Spanish (18%)**

### **Partner materials distributed**

- SDPC brochures - 1,177 / 288 Spanish (24%)
- SDSL Baby's First Library Card – 976 / 75 Spanish (8%)
- SDTLL Bookmarks- 277

Monument Health Clinics (5) – 405 Monument AE materials Hot Springs, Spearfish, Rapid City (Flormann and 10th St locations), Buffalo 45 “0-5 packets” distributed to the clinics. Each packets contains 1 or 2 AE resources (MM booklet, developmental checklist, children's book) that have been printed/branded by MH.

*BBT Update (BBT listed in many SD AE materials)*

2023 – 285 Subscribers, 390 Children

2024 – 848 Subscribers, 995 Children

Total orders placed – 85

*AE materials distributed to 22 communities; several entities serve regional areas of state.*

*Packets delivered to 99 public libraries across SD, those communities not listed.*

Aberdeen Astoria Brookings Custer  
Doland Edgemont Gregory Hot Springs  
Huron Lake Preston Madison Mission  
Mitchell Pierre Pine Ridge Rapid City  
Redfield Sioux Falls Sturgis Tripp  
Vermillion Yankton

AE Presentations – 3

State Library Webinar , live and recorded

NASW-SD West River Conference, Rapid City

ECCS Bright Lights webinar, recorded

### *Booths*

CHWSD Conference, Sioux Falls

NASW-SD West River Conference, Rapid City

Community Fair, Hot Springs (*Fall River Health Services*)

Family Resource Fair, *Custer Schools EC Program*, Custer

SDPC Back to School Fair, Rapid City

SDPC Back to School Fair, Aberdeen

Celebrating Families Back to School Fair, Sioux Falls (*SDPC*)

Other

Head Start Home Visitor Institute, Pierre (*HSCO, Jodi*) SD Act Early 2024 Outreach

**50 Providers/Systems Using AE Materials**

Medical/Behavioral Health  
Access Health Mitchell Pediatrics  
Avera Medical Group, Gregory  
Fall River Health Services, Hot Springs  
Horizon Healthcare, Lake Preston  
Horizon Healthcare, Mission  
Delta Dental, Statewide  
Oyate Health Center, Rapid City  
Sanford Health, Brookings  
Sanford Health 26th St, Sioux Falls  
Therapists/Counselors  
Amy Marker, Rapid City  
Birth to Three  
Hub Area Birth to 3, Aberdeen  
RCAS Birth to Three, Rapid City  
Birth to 3, Center for Disabilities, Mitchell  
Birth to 3, Center for Disabilities, Sioux Falls  
Home Visiting  
Bright Start, Huron  
Bright Start, Rapid City  
Bright Start, Sioux Falls  
Families First, Sturgis  
Families First, Edgemont  
Libraries  
Doland Community Library  
Madison Library  
Redfield Carnegie Library  
Siouxland Libraries  
Sturgis Library  
Toy Lending Library of SD  
Tripp Library  
Education  
NE Educational Services Coop, Astoria  
Custer Schools EC Program  
RCAS Jefferson Elementary, Rapid City  
SFSD Early Childhood, Sioux Falls

FACE Program, Pine Ridge  
USD Dept. of Physical Therapy  
USD LEND Program  
Augustana  
Childcare  
Little Owls Daycare/Preschool, Rapid City  
Child & Family Resources (ECE), Brookings  
Prevention  
Bethany ReNew Program, Rapid City  
Sioux Falls CASA  
Southeast CASA, Yankton  
CHS Shelter for Family Safety, Sioux Falls  
VOA - Mommy's Closet, Rapid City SD  
Act Early 2024 Outreach  
3

Baby's Busy Day - Board Book

June 2025 Printing - SD Council of Developmental Disabilities Sponsorship Request

*State Programs*

DOH WIC, Sioux Falls

DOL Labor, Sioux Falls

DOL TANF, Yankton

DSS CCS, CC Assistance Packets, Pierre

*Other*

United Way BH, Baby's First Book Bag, RC

East River Legal Services, Sioux Falls

Sioux Falls Thrive, Mobile Market

**Other information that Lisa shared for Consideration:**

Over 40,000 customized SD Act Early materials were distributed statewide in 2023 through 81 systems/providers in 37 communities.

We recently concluded a 2024 Survey of awareness and use of the SD AE materials and impacts. We are pleased to report that 64% of respondents were aware/very aware of the materials (an increase from 47% in 2022), 81% of systems report distributing materials to caregivers/families (an increase from 66% in 2022), 53% report increased staff and caregiver/family knowledge of community supports when developmental concerns arise, 43% report increased referrals to screening resources (an increase from 29% in 2022) and 36% report increased developmental screenings (an increase from 24% in 2022).

76 respondents in 2024 with varied response numbers to individual questions.

○ Select 2024 vs 2022 respondent results below....

■ Birth to Three is again cited as leading referral source for SD AE materials

■ 64% of respondents were aware/very aware of the SD AE materials, an increase from 47% in 2022

■ 81% of systems report distributing materials to caregivers/families, an increase from 66% in 2022

● 73% report using MM booklets versus 52% in 2022

● 71% report using developmental checklists vs 54% in 2022

● 46% report using Tip Sheets (How to Get Help for your Child, How to Talk with Parents about Concerns, Professional Primers) vs. 33% in 2022

● 34% report using materials in Spanish vs 17% in 2022

■ 96% of respondents indicated their program was engaged in recognizing developmental milestones vs 72% in 2022

## Baby's Busy Day - Board Book

### June 2025 Printing - SD Council of Developmental Disabilities Sponsorship Request

- 65% report increased staff knowledge of developmental milestones vs 56% in 2022
- 42% report increased staff monitoring of developmental milestones vs 31% in 2022
- 47% report increased caregiver/family monitoring of developmental milestones
- 55% report increased staff collaboration around supporting a child's development vs 48% in 2022
- 51% report increased caregiver/family and staff collaboration around supporting a child's development
- 53% report both increased staff and caregiver/family knowledge of community supports when developmental concerns arise
- 43% report increased referrals to screening resources, an increase from 29% in 2022
- 36% report increased developmental screenings, an increase from 24% in 2022

Comment: We had a mom that was trying to receive help from the local school. Due to the child being younger they could not assist her. She stopped in our library and we shared the SD AE information we received at Library Institute. She is now meeting with other agencies at the library, the speech gal meets with her every Wednesday. ■

Respondents indicate 89% serve low-income populations, 78% serve rural/frontier (increase from 66% in 2022), 78% serve those with disabilities (an increase from 64% in 2022), 78% serve American Indian populations (an increase from 61% in 2022), 65% serve Black/African American populations (an increase from 55% in 2022), 48% serve homeless populations (an increase from 36% in 2022).

### **If we chose to fund the request of \$3,000 the total project impact from other donations would be:**

With the additional funds from DDCouncil (\$2250), SDAFP (\$750), DSS Child Protection (\$2000) and the funding from ECCS grant, we can increase our print volume to **3,520 from 1,540**. All books will have the DDC logo as well as DSS, SDAFP, ECCS (that includes the ECCS logo, USD Health Sciences logo, and Center for Prevention of Child Maltreatment logo) on the back of each book. DDC will also be recognized in a funding statement on the inside back cover as well as our other sponsors.