

The Problem

a d e c a . . . c e e . . . e e a , e a c a d f a , e a ,
 d , a a e c a e e d . . . a e . . . a c B a c ,
 A e c a l d a , a d A a . a N a . e e . . . , . . . e
 . . . d e . . . d e e c e , e e . . . a . . . e e c e , e
 . . . c e . . . c a e - a c . . . a d d . c . . . a . . . , e
 , e a , c a e . . . e . C . . . a e d . W . e e . a c e , , e e
 . . . e e e c e , , e a e f e a c - e a e d d e a , ,
 e e b , , b , e , b , , a d d e a e d . .
 e a a c a e .⁴ S . . . d e . . . e , a e e f c a e e e
 . . . e e e c e e . . . a . . . f c a e d e . , e a c e ,
 c . . . b . . . , e e e a a e f . . . e a c a d f a
 . . . c e .⁵

F a e e d . . . a a c a e f b , . . . f a a d a e c a
 e . . . c e a e d . . . f , . . . c a a d e a c . . . c a . . .
 e a d . . . , e a e f e e . . . a a , . . . e - e
 e c e , a d c e a e d c . . . l . . . a . . . c a c a e . . . e c a e
 c . . . e b e . . . d b , . R e e a c c . . . , a e a d
 . . . a . . . c e a e e a d . . . e d , e a , f , e f a
 a d a e .⁶ E e d . . . a c c e . . . c a e a f e e a c a a
 . . . a . . . e . . . a d d e . . . a e a , e a , d , a a e ,
 . . . c a , e a , c a c e . . . a d e a , e a , c a d . . . c
 a d e e . . . a e a a c e . . . b e e . . . - e , e a ,
 . . . c e f a e . . . a d , e c . d e . C e e e . . . e -
 , e a , a . . . a c . . . e a c c a e , S a S a f Y
 B a b , c b e . . . e d c a . e d a a . . . d e . . . e a e d c a e
 . . . a a e e a d c a d a . . . d e a e a a e e , a d
 , e a , e d c a . . . e e d , e e a . . . e a d a d e d c e
 , e . . . f e a a c c . . . c a . . . , e a e d e . . . a d
 . . . b , e , . . . e , e , e a , f a e . . . a d , e
 . . . e b . . .

Why It Matters

e . . . b , e ,
 . . . f a . . . a f - e
 b a b e .⁷

a . . . c a e d . . .
 . . . f . . . &
 . . . a
 . . . a d
 . . . a e

A e a e . . . e a
 e d c a c . . . f
 e e . . . f a . . . a e
 . . . a
 f - e . . . f a . . .⁸

acc . . . f
 . . . f , e d
 f a e b . . .
 c a e .¹⁰

T . . . e . . . a , . . .

Barriers to Progress

How Start Smart For Your Baby Solves for Barriers

EARLY IDENTIFICATION

Start Smart For Your Baby (SSFB) is a free, evidence-based, online program that helps parents identify their child's developmental milestones and provides resources to support their child's growth. The program is available in multiple languages and is accessible to parents of children aged 0-3 years. SSFB is a free, evidence-based, online program that helps parents identify their child's developmental milestones and provides resources to support their child's growth. The program is available in multiple languages and is accessible to parents of children aged 0-3 years.

HEALTH EDUCATION

SSFB provides health education resources to help parents understand their child's health and development. The program includes information on topics such as nutrition, safety, and social-emotional development. SSFB is a free, evidence-based, online program that helps parents identify their child's developmental milestones and provides resources to support their child's growth. The program is available in multiple languages and is accessible to parents of children aged 0-3 years.

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Impact of Start Smart for Your Baby

- 70% of parents use the program
- 80% of parents report improved child development
- 90% of parents report increased knowledge of child development
- 95% of parents report increased confidence in their parenting skills