

REQUEST FOR INFORMATION

TURNING CHILD DEVELOPMENT INTO MILESTONE MOMENTS:

CENTERS FOR DISEASE CONTROL AND PREVENTION'S "LEARN THE SIGNS. ACT EARLY."
CAMPAIGN SEEKING AUTHORS AND ILLUSTRATORS TO DEVELOP A CHILDREN'S BOOK
TO INCREASE AWARENESS OF CHILDHOOD DEVELOPMENTAL MILESTONES

SUBMISSION DEADLINE: November 25, 2008

Submission of:

Name of Individual Author, Illustrator, or Author/Illustrator team: _____

Address: _____

Telephone: _____ Fax: _____ E-mail: _____

Contact Person and Title: _____

Submit to:
Porter Novelli
Attn.: Kristina Heuman
3500 Lenox Rd.
Suite 1400
Atlanta, GA 30326
Phone: (404) 995-4522
E-mail: kristina.heuman@porternovelli.com

PROJECT OVERVIEW

The Centers for Disease Control and Prevention's (CDC) "Learn the Signs. Act Early." campaign, through a contract with Porter Novelli, aims to produce a children's book that, while engaging young children, also serves to promote developmental milestones to parents. Porter Novelli is seeking authors and illustrators to develop content, storyline, and illustrations for this product.

CDC's "Learn the Signs. Act Early." campaign was launched in 2004 to educate parents of children ages 4 and younger about the milestones that mark a child's development. Research for the campaign revealed that many parents are very aware of physical development (e.g., height, weight, first words, first step) but are not aware of the milestones that mark social, emotional, and cognitive development. Some of these, such as pointing, babbling, and excitement when seeing other children, are also important indicators of a child's development. As part of this campaign, this book will educate parents about the importance of the less familiar social, emotional, and cognitive milestones and encourage them to monitor their child's development.

To date, informational materials on developmental milestones have been developed for parents. As the campaign moves forward, CDC looks to expand its offering of materials beyond providing information to new a product that engages parents in a key developmental activity: reading with their child. The campaign, through its contract with Porter Novelli, seeks to collaborate with an author/illustrator to produce a book that would interest a young child, while serving to educate the parent about child development at the same time.

The book should complement the campaign's existing creative approach of "It's time to change how we view a child's growth" and have text and visuals that tell a story that encourages the joy and fascination of watching a child develop. Additional supporting statements to keep in mind include:

- Healthy development is more than physical growth: children go through many different kinds of milestones, just as important as height and weight, that you can learn and experience every day.
- Those small moments that you enjoy with your child every day (such as when she smiles at you for the first time, or plays peek-a-boo, or plays alongside a friend's child) are actually meaningful milestones of her development.
- Every parent should learn the signs of child development so they can see the progress their own child makes – and take early action to make a difference if their child hits a delay along the way.
- Health care professionals, early educators, and allied health professionals can play a crucial role in helping you track your child's development – but as the parent, you can help your child realize her full potential all along the way.

**To view existing campaign materials, please visit www.cdc.gov/actearly.*

Desired Reader Response

After reading this book with a child, parents will say, “I can do it! I can see signs of my child’s developmental health just by doing what I love doing: watching him/her play, speak, and act. These moments I spend with my child are important signs of growth.”

Additional Requirements

- All content and illustrations are subject to CDC approval
- Payment for services will be received incrementally based on the delivery of materials (i.e., approach/content outline, first draft, and final draft)
- CDC retains all rights and exclusivity for content and illustrations, which become public domain due to government funding; thus, royalties will not be paid to the author/illustrator

SUBMISSION CRITERIA

Authors and illustrators interested in collaborating with Porter Novelli and CDC in the development of this book are encouraged to submit a brief proposal that highlights their interest, proposed approach, experience, and personality.

Submissions must include:

- **Summary of overall approach** to the book including how the approach addresses specific book needs noted in the Project Overview;
- **Description of relevant experience** in children’s literature and/or child development including at least two samples of other writings that reveal writing style, creativity, and other experiences related to creating books for young children and parents to love;
- **Proposed timeline** for concept development, initial text and illustration development, and necessary revisions (*the campaign would like to launch the book in April, which would require final files to be delivered in February); and
- **Line item budget** needed to accomplish creation of the book, including concept development, drafting, and revising materials. (Printing need not be considered in this budget.)

The submission should be no longer than 5 pages (not including budget).

Deadline

Submissions must be received by **Tuesday, November 25, 2008**. Please send electronic submissions to Kristina Heuman at kristina.heuman@porternovelli.com. Hard copies may be sent to Kristina Heuman at 3500 Lenox Rd., Suite 1400, Atlanta, GA 30326.

Project awards will be made by **December 17, 2008**.