



Developmental Milestone Stickers: Frequently Asked Questions

What are developmental milestone stickers?

Developmental milestone stickers contain developmentally-appropriate early reading tips and are placed on the back of the books that the clinic prescribes. Stickers offer guidance to parents and extend the message of Reach Out and Read Colorado beyond the exam room and into the home. This reinforces the anticipatory guidance messages that parents receive from providers. Stickers are available in both English and Spanish in a variety of age related categories. Choose the template(s) that best fit your clinic.

Who is expected to participate?

Clinics can choose on their own if they want to sticker books. It is no longer a program requirement.

What if our clinic doesn't have time to put the labels on books?

While many programs find value in providing developmental information via books and are able to sticker books given out during well-child visits, we understand that some clinics do not have the time or resources to sticker books. This is why we are leaving the decision to sticker books up to each individual program.

Where do the stickers come from?

Clinics must purchase labels on their own using their own funds. Reach Out and Read Colorado will no longer mail blank labels, nor will Reach Out and Read Colorado reimburse clinics for labels. Information on purchasing labels can be found at www.reachoutandreadco.org/coordinator-resources under Developmental Milestones Stickers.

Where can a clinic find the template to print new stickers?

Labels are available in PDF format on the Reach Out and Read Colorado website. Visit www.reachoutandreadco.org/coordinator-resources and scroll down to Developmental Milestones Stickers.

Does it matter if I print the stickers in color or black & white?

No. The stickers were designed to look great if printed in color ink or black & white ink. The decision is up to each individual site.

What is the cost of the program to the clinic?

The cost is minimal and will depend on the size of your clinic. Information on purchasing labels, including prices, can be found at www.reachoutandreadco.org/coordinator-resources under Developmental Milestones Stickers.

Why can't you just send me stickers?

Reach Out and Read Colorado hands out more than 200,000 books annually. Some clinics serve 6,000 kids a year, some serve 600 and some serve 60. There are clinics that serve a higher population of Spanish-speaking patients, while others serve mostly English-speaking patients. You know better than anyone how many stickers you need, in what language, and for which age ranges. By printing only the stickers you need, and only if you choose to sticker books, we cut down on waste and unnecessary printing costs.

I still have questions, or I have ideas to improve upon this process. Who can I contact?

Please contact your Regional Coordinator with any additional questions, concerns, or ideas.



Developmental Milestone Stickers: Purchasing and Printing Labels

Where can I purchase the appropriate size labels to print developmental milestone stickers?

- www.onlinelabels.com
 - o Product code OL125WX – Standard White Matte – 4”x2” shipping labels
 - o Pricing is based on the number of labels you order. For example:
 - 10 Sheets/100 Labels are \$5.50 (approximately 5.5 cents per label)
 - 100 Sheets/1,000 Labels are \$10.45 (approximately 1 cent per label)
 - 1000 Sheets/10,000 Labels are \$88.95 (approximately 0.88 cents per label)
 - o Shipping is additional.
 - o Specific printing instructions for these labels can be found by visiting www.onlinelabels.com/Instructions/OL125WX. Printing is compatible with both laser and inkjet printers.
- Various office supply vendors (Staples, Office Depot, etc.)
 - o For laser printers:
 - Avery 5163 (100 sheets/1000 labels)
 - Avery 5263 (25 sheets/250 labels)
 - Avery 5963 (250 sheets/2,500 labels)
 - o For inkjet printers:
 - Avery 8163 (25 sheets/250 labels)
 - Avery 8463 (100 sheets/1,000 labels)
 - o Prices will vary.

Where can I find the template to print new stickers?

Labels are available in PDF format on the Reach Out and Read Colorado website. Visit www.reachoutandreadco.org/coordinator-resources and scroll down to Developmental Milestones Stickers. You can choose whether to print stickers in English or Spanish and select which age group you would like to use (infant, child, 0-5 years or all ages).

Does it matter if I print the stickers in color or black & white?

No. The stickers were designed to look great if printed in color ink or black & white ink. The decision is up to each individual site.

General tips for printing labels:

- Before you print onto label sheets, first print onto a blank piece of paper. Place the sheet in front of the label, and then hold the sheets up to a light to make sure the positioning is correct.
- Before and after printing, handle label sheets by the edges of the sheet, being careful not to get oil from your fingers on the printable surface. Oil may cause smudging or smearing.
- Allow labels to dry completely before stacking, handling or peeling the printed label sheet.
- If you are experiencing alignment issues with printing, verify the page scaling is set to none and un-check the “auto rotate and center” option in print settings. It may also be labeled as “resize page to fit printer margins.”