Site Coordinator Manual

(Updated April 2017)
Reach Out and Read Colorado Overview & Resources

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Reach Out and Read Colorado Website: http://reachoutandreadco.org/

Stay informed with the most up-to-date resources, tools and announcements via our website. The site coordinator section is a great tool at https://reachoutandreadco.org/coordinator-resources/.

The Coordinator: Our bi-monthly e-newsletter that highlights clinics and provides programmatic updates. Site Coordinators are encouraged to share Reach Out and Read Colorado news with their medical providers and other coworkers.

Social Media:
Facebook - www.facebook.com/reachoutandreadcolorado | @ReachOutandReadColorado
Twitter - https://twitter.com/ReachOutReadCO | @reachoutreadco
LinkedIn - https://www.linkedin.com/company/reach-out-and-read-colorado
Instagram - instagram.com/reachoutandreadco | @reachoutandreadco

Your Regional Program Coordinator's Contact Information:
Annie Immele (Front Range): annie@reachoutandreachco.org
Carol Wells-Federman (Northwest Colorado): carol@reachoutandreachco.org
Mary Vozar (Southwest Colorado): mary@reachoutandreadco.org
Kathy Anderson (Eastern Plains): kathy@reachoutandreadco.org
Judy Duarte (Southern Colorado): judy@reachoutandreadco.org

If you have trouble accessing the resource links or have any questions regarding Reach Out and Read Colorado policies and processes, please contact your Regional Coordinator.
Reach Out and Read Colorado Mission, Brand & Key Messages

Mission
Reach Out and Read Colorado gives young children a foundation for success by incorporating books into pediatric care and encouraging families to read aloud together.

Visual Identity
Reach Out and Read Colorado’s visual identity is rooted in Colorado’s unique culture and diverse landscape to create a compelling local story. The brand is simple, dynamic and informative while visually representing Reach Out and Read Colorado’s position as an industry leader and trailblazer.

Key Messages

OUR STORY
Every day, more than [CURRENT NUMBER] families leave health check-ups across Colorado with a prescription to read aloud and the tools to achieve success.

Prescribing mountains of books and encouraging families to read, so that Colorado children grow up healthy, happy and prepared to succeed.

Prescribing mountains of books so that every Colorado child can reach out and read. Reach Out and Read Colorado encourages all parents to make reading with their children part of their daily routine.

PROGRAM DYNAMICS
Reach Out and Read Colorado’s model is made up of three components: 1) a brand new, developmentally- and language-appropriate book, 2) anticipatory guidance discussed by a health care provider and 3) a literacy-rich clinic environment.
Reach Out and Read Colorado’s work begins in the clinic waiting room, reinforcing provider messages about the importance of early literacy and benefits of reading aloud.

Our program implementation is as unique and diverse as this great state. Together, with more than [CURRENT NUMBER] clinics, from the mountains to the plains, we are creating change and possibility for Colorado families.

WHY BOOKS?
A book is a powerful tool.

The single most important activity for building knowledge for their eventual success in reading is reading aloud to children.
When children are read to by people they love, children learn to love books! Reading aloud with your child is a special time. It helps children learn new words and deepens the parent-child bond.

WHY NOW?
A child’s brain undergoes an amazing period of development from birth to three—producing 700 new neural connections every second.

90% of a child’s brain develops before age five. Children who are read to during infancy & preschool years have better language skills when they start school & are more interested in reading.

The more words children hear spoken to them by parents and caregivers from birth, the more words they learn.

1/3 of children start kindergarten lacking the basic language skills they will need in order to learn to read.

WHY HEALTH CARE PROVIDERS?
Health care providers have early access to families and are a trusted source of health information.
96% of children under five see their doctor at least once a year.
Making books a part of preventative visits allows pediatric providers to observe fine motor skills, language, literacy & parent-child interaction.

LOCAL
Find a health care provider near you.
Find a Reach Out and Read Colorado partner clinic that prescribes books near you!

CALL OUT
For more information on reading aloud with your child, visit www.reachoutadrnreadco.org.

For logo usage, brand colors and brand fonts see the Reach Out and Read Colorado Brand Book at https://reachoutandreadco.org/brand

Site Coordinator Role Description

Time Commitment: 1-2 hours per week

Summary of the Position: The Reach Out and Read Site Coordinator is responsible for the operational aspects of running the Reach Out and Read program. Site Coordinators serve as primary contact between the clinic and Reach Out and Read Colorado.

Works in conjunction with: Reach Out and Read Colorado Staff

Duties and Responsibilities:
- Keeps Reach Out and Read Colorado informed by serving as main contact between clinic and Reach Out and Read Colorado staff
- Orders, sorts, tracks and stocks books
- Develops and maintains book inventory system
- Posts Reach Out and Read Colorado material throughout clinic
- Completes Reach Out and Read progress reports every six months
- Participates in annual site visit with Reach Out and Read Colorado staff
- Solicits and maintains collection of gently used books
- Assists site’s Reach Out and Read Medical Champion in serving as program cheerleader
- Notifies Reach Out and Read Colorado of staff changes (site coordinator or medical champion)
- Identifies new staff for position
- Trains new staff to Reach Out and Read Site Coordinator position with assistance from Reach Out and Read Colorado Regional Coordinator
- Raises funds for books when necessary
- Ensures that at minimum 75 per cent of medical providers are trained via the online training at myROR.org

Skills and Qualifications:
- Familiarity with the clinic, the staff, and the patient population
- Organized with good time management
- Ability to PDSA (Plan, Do, Study, Act) new ideas
- Interest in children’s books a plus!

Training:
- Review Reach Out and Read Colorado Site Coordinator Manual
- Attend Reach Out and Read Colorado’s statewide meetings
- Technical training from Reach Out and Read Colorado Program Coordinator and Regional Coordinator as needed

Benefits:
- Bring the love, joy, and fun of books to children
- Develop positive relationships with children and families around books
- Can gain experience in fundraising, book drives, and program management
Program Finances & Fundraising

Your Annual Book Commitment is calculated using the following formula:

\[
\text{Annual # well-child exams for target age range} \times 2.60 = \text{Annual Book Commitment}
\]

* Target age-range: 6 months to 5 years old

Reach Out and Read Colorado will fund sites over 30 per cent low-income patients at 65 per cent. Sites with less than 30 per cent are funded on a case-by-case basis depending on the clinic level of low-income patients as determined by insurance. For new clinics, Reach Out and Read Colorado funds at 90 per cent for the first year and 65 per cent thereafter.

Fundraising:

Reach Out and Read program sites must refrain from approaching any large or statewide funders to support their Reach Out and Read Programs (foundation, individual, corporate or other). This is to ensure that Reach Out and Read Colorado and program sites are not duplicating funding requests.

Reach Out and Read Colorado recommends fundraising at a local level. Site coordinators should maintain open communication with Reach Out and Read Colorado regarding funding sought to avoid conflicts.

Local funding source ideas:
- Local businesses
- Service organizations (Kiwanis, Lion’s, Elks, etc.)
- Friends and family of your clinic

Reach Out and Read Colorado is available to help identify local funding sources. Please contact Reach Out and Reach Colorado for more information.

Book Ordering & Tracking

Your clinic’s funding will be placed in a pre-paid account at either Scholastic or All About Books following progress report periods (March 1 and September 1). Reach Out and Read Colorado will send a communications requesting your clinic chooses their preferred book vendor. If your clinic has patients who speak various languages (in addition to English and Spanish), please contact your Regional Coordinator for additional book vendor options.

Learn more about how to order books:

All About Books Resource Guide
Scholastic Resource Guide

There are several reasons why you must track the specific amount of books that are given out every month. First, every six months you are required to submit and Progress Report that indicates the amount of books you distributed over that period. This information enables Reach Out and Read to determine the appropriate amount of funding your program deserves. Another reason that you need to track our books is so that you, as coordinator have an idea about how many books to order for each age-group.

Having an easy to use and efficient book tracking system will make the process simple. Accurate book tracking and progress reports mean your clinic gets its maximum potential book dollars. Different Reach Out and Read sites use different methods of tracking their books inventory.
**Book Tracking Method Option 1**
Assign each age group its own color. Then place color-coordinated slips of paper into each book, indicating if the book is for a Spanish-speaking patient. At each well-child-check the medical assistant will retrieve the appropriate book for the patient and remove the slip of paper from it. The MA then places the slip of paper in the bin located next to the books on the same shelf. It is the responsibility of the site coordinator to collect the slips of paper from the bin at the end of every week and then count how many books were distributed that week for each age group and language. Here are some examples:

a. If there were eight green slips of paper with patient stickers on them, then eight 6-month-olds (English-speaking) received books that week.

b. If there are 4 yellow slips of paper that says “Spanish” on them or have an “S” on them that means that four 2-year-old (Spanish-speaking) patients received books that week.

**Book Tracking Method Option 2**
Place a tracking sheet in the cabinet where books are stored. Every time a book is taken and put with the chart for the provider, the MA marks the sheet or places a sticker on the sheet to account for the book.

**Book Tracking Method Option 3**
If you use Electronic Medical Records, create a field on the EMR to aid with book tracking. For example, “Was a Reach Out and Read book handed out at this visit? Check Yes or No”. By adding a book tracking field to the EMR sites are able to easily tabulate the numbers they need for progress reports with the click of button.

**Storing and Shelving Books**
As soon as a book order arrives and you have counted the books to be sure that your order is complete, go ahead and prepare the books for the shelf. Shelves should be labeled for age and language so it is easy to grab a book for a well-child exam. Shelving books is a great activity for a volunteer.

*Books should be stored somewhere very convenient, such as a nursing station or a weigh station.* This will help make sure that the books get into the exam room at every well-child visit.

It is important to remember that your clinic only gets funding by submitting a progress report. Contact the Reach Out and Read Colorado office with any questions.

**Gently Used Books**

**What is Reach Out and Read Colorado’s gently used books program?**
Reach Out and Read Colorado’s model is made up of three components: 1) a brand new, developmentally- and language-appropriate book, 2) anticipatory guidance discussed by a health care provider and 3) a literacy-rich clinic environment. This third component begins in the waiting room, where we encourage all clinics to have a supply of gently used books available for children to take home.

**What should our clinic do with gently used books?**
Gently used books can be placed in your waiting room and/or exam rooms. Children and their families can read books while waiting for a visit and should be encouraged to take a book home with them. Books are available for all children, including siblings.

**Where can my clinic get gently used books?**
There are several ways to get gently used books for your clinic:

1. Connect with your Reach Out and Read Colorado Regional Coordinator to understand gently used book availability and options. Options may include:
   a. Visiting our headquarters in Denver to pick-up books.
b. Receiving books from your Regional Coordinator at your annual, scheduled site visit.

c. Receiving books through Reach Out and Read Colorado’s partnership with the Denver Post. Deliveries vary and are made approximately 2-3 times per year.

2. By partnering with schools, libraries, churches, community groups and other local organizations and encouraging them to host book drives and/or donate books in support of the clinic. Access the Reach Out and Read Colorado Gently Used Book Toolkit at reachoutandreadco.org/gently-used-book-toolkit.


What are the requirements for gently used books?
Gently used books should meet the following criteria:
- New or gently used (covers and pages intact, clean and unmarked pages)
- Age range includes infants through young adults
- No textbooks
- No used coloring or activity books
- No books with sensitive themes such as death, religion, divorce or abuse

If you receive books that do not meet these criteria, Reach Out and Read Colorado recommends donating them to a thrift store and/or recycling.

Our clinic received a donation of gently used books. What do we do next?
If your clinic receives a donation of gently used books, we want to know about it! There is a form on our website to record the donation. Reach Out and Read Colorado recommends completing the form available at reachoutandreadco.org/gently-used-book-toolkit within two weeks of the donation.

Reporting should only occur if the donation comes directly from a local organization or book drive. If the gently used books come from your Regional Coordinator or through the Denver Post, you do not need to report this donation.

Information to gather from the donor includes:
- Name (individual/organization)
- Address
- Email
- Approximate # books
- Date of donation

How do I calculate the # of books donated?
This can be an approximation. In general, a small box holds 30-40 books, and a larger box holds 50-60 books.

Will the donor receive a thank you/tax receipt?
Yes, Reach Out and Read Colorado will send a thank you letter/tax receipt to all donors. Donations must be recorded on the form available at reachoutandreadco.org/gently-used-book-toolkit in order for a thank you letter/tax receipt to be generated. Clinics are also welcome to send thank you letters to donors.

Literacy-Rich Waiting Rooms
Literacy-rich waiting rooms can help set the stage for your volunteer readers. If your clinic doesn’t have the space or staff to have a volunteer reader, literacy-rich waiting rooms are a great alternative.

Creating an Environment for Literacy
Designing an area in the waiting room that is conducive to reading does not have to be difficult or expensive. Start by creating a physical boundary for the reading area. This could include a rug
(alphabet rugs are a nice addition to a waiting area), child- friendly tables and chairs, and a place for books. Educators recommend using front- facing book shelves to promote the child’s interest in the book. If a regular bookshelf is used, consider placing the books in plastic bins or baskets to make it easy for children to look through and make their selections. Remember: Many donors like to contribute tangible items such as book shelves and rugs and you may be able to create the environment for reading at your clinic for very little cost or no cost at all. (From Literacy-Rich Waiting Rooms presented at the Sixth Annual Reach Out and Read National Conference presented May 12-14, 2005. Panelist Joan Wabschall, RN, MS.)

Your literacy-rich waiting room can be elaborate or simple. Decorate with rugs, posters, small chairs, tables, etc. Or you can have a rocking chair and a few baskets of books.

Possible sources for rugs and bookshelves include school or library supply catalogs. Purchasing is an individual site choice and there are a variety of suppliers to choose from, including:

- Childcraft Education Corp. 1-800-631-5652 [www.childcrafteducation.com]
- DEMCO, Inc. 1-800-356-1200 [www.demco.com]
- Discount School Supply 1-800-627-2829 [www.discountschoolsupply.co]

There are many places to find furniture, rugs, poster frames, and other supplies for your literacy-rich waiting area. Local donors may include Kiwanis, Rotary, Scout Troops, Early Childhood Councils, local discount stores and more. Keep an eye out for school district, preschool or library furniture sales. And, of course, you can often find great deals online.

Decorate your walls with posters and flyers. Reach Out and Read posters can be ordered from Scholastic using your pre-paid account. Other literacy rich posters may be ordered online [http://www.posters4teachers.com, www.amazon.com, www.allposters.com]. Colorful reading tips and milestones may be downloaded from our website [www.reachoutandreadco.org].
Progress Reports

Progress reports are due March 1 and September 1 every year. The funding a clinic receives is directly related to the information provided in the Progress Report.

Below are sample items that appear on the Six-Month Progress Report. The progress report provides Reach Out and Read National and Reach Out and Read Colorado with vital information for fundraising and promoting the program. It determines how much funding each Reach Out and Read site should receive. Knowing that these items are significant, it is important that you keep them in mind throughout the year.

Annual Book Budget

- How many well-child visits (children 6 months to 5 years) were completed in the past 6 months? (This should not be an estimate.)
- How many books were distributed to children in this 6-month period?
- How many medical providers are now consistently giving books and literacy guidance at your program?

Fundraising

- What is the total amount of funds raised in this 6-month period by the clinic?
- Cash funds are auto entered into your myROR.org account
- Cash funds your site raised for Reach Out and Read books purchases
- Cash funds your site raised for non-book Reach Out and Read expenses and staffing (i.e.- waiting room materials)
- Estimated cash value of other in-kind donations to your program

Developmental Milestone Stickers

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](http://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](http://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.

### Volunteer Policy

Reach Out and Read Colorado receives requests for volunteer opportunities from individuals via our website on a monthly basis.

We would like to share potential volunteer information collected via the website with local clinics that are interested. If you would like to manage volunteers at your site, please email Annie Immele, Program Coordinator, at [annie@reachoutandreadco.org](mailto:annie@reachoutandreadco.org)

**Management of volunteer programs may include:**
- Interviewing potential volunteers
- Conducting background checks
- Providing volunteer role descriptions
- Training volunteers
- Managing volunteer schedules
- Ensuring that volunteers follow broader clinic policy
- Ongoing volunteer supervision
- Volunteer recognition

**Suggested volunteer roles may include:**
- Sorting and managing book inventory
- Supporting gently used books programmatic efforts
- Reading to children in waiting room

We encourage you to invite volunteers to support your work but, please note, Reach Out and Read Colorado does not provide any volunteer management or training for in-clinic volunteers.