APPLICATION PROCESS

1. **Learn more about the Reach Out and Read Colorado (RORCO) program and early literacy promotion impact.** 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.

2. **Designate your clinic’s medical champion and site coordinator.**
   - **Medical Champion (1-2 hours quarterly):** A health care provider (MD, DO, NP or PA) who is an enthusiastic champion of Reach Out and Read Colorado and supports early literacy promotion with staff members.
   - **Site Coordinator (1-2 hours per week):** Responsible for the operational aspects of running the Reach Out and Read Colorado program. For example, ordering and tracking books.

3. **Collect the following routine data via your electronic medical record.**
   - Number of annual well-child visits from 6 months through 5 years.
   - Number of health care providers that see patients from 6 months through 5 years.
   - Insurance breakdown (i.e., Medicaid, private, TriCare, no insurance, etc.)
   - Language breakdown (i.e., English, Spanish, Other, etc.)
   - Federal tax ID number

4. **Start the online application at** [http://www.myror.org/authentication/NewSite.aspx](http://www.myror.org/authentication/NewSite.aspx). Application includes the following mandatory information:
   - Clinic contact information
   - Medical champion contact information
   - myROR password setup
   - Accurate data retrieved via electronic medical record (see above)
   - Letter of support, a statement of commitment to the Reach Out and Read model signed by a clinic designed lead (i.e., medical champion, executive director, etc.). Once your application is complete, you will receive specific instructions for how to submit this letter.

**NOTE:**
- Your clinic will be issued a Site ID and password.
- You may repeatedly save your application and submit at a later date. Your application will be considered “in process.”
- You may need to submit a W-9 and will receive specific instructions, if applicable.

5. **All health care providers who see patients 6 months through 5 years must complete the Reach Out and Read provider training through an online CME training course** (1.25 credits). The Reach Out and Read Colorado programs team will guide you through this process.

Once the Reach Out and Read National Center has approved your application and a minimum 75% of your providers have been trained, the designated site coordinator will receive a notification from RORCO. You are officially ready to begin!
IMPLEMENTATION PROCESS

1. **RORCO will place book funds in a prepaid Scholastic or All About Books account for your clinic.**
   You will be notified of the amount and have the option to choose your preferred book vendor. Reach Out and Read Colorado funds clinics at 90% for the first year and 65% thereafter as long as 30% of the patient population is low-income. As a new clinic, you will receive up to 200 free books at both Scholastic and All About Books.

2. **Order developmentally, linguistically, and culturally appropriate books for each well-child visit.**
   The Reach Out and Read Colorado staff will guide you through this process. You can access resources on book ordering best practices to quality book recommendations at [https://reachoutandreadco.org/coordinator-resources/](https://reachoutandreadco.org/coordinator-resources/).

3. **Determine who will be responsible for selecting the books for each well child visit.**
   - Will the providers pick their own books? Will medical assistants or other staff choose books for the visits and give them to providers?
   - When will the book selection happen – as families check in or ahead of time?
   - How will the book get into the exam room?

4. **Choose an area for book storage that is easily accessible for the staff who will be using them.**

5. **Organize books by age and language.**

6. **Develop a tracking system for the books.**
   Book tracking is mandatory, as this data is required for the progress reports your clinic will need to complete twice a year. Some tracking system suggestions include:
   - a tally sheet;
   - a bookmark/card that is pulled from the book and placed in a bin or basket and;
   - an indicator on the electronic medical record to note that literacy was addressed in the visit and the Reach Out and Read Colorado book was given.

7. **Create a literacy rich environment.**
   Suggestions include:
   - A reading corner in your waiting room stocked with gently used books. Consider adding child-size furniture, a bookshelf, and literacy related posters and artwork.
   - Placing gently used books in your exam rooms for families to enjoy while waiting.
   - Displaying posters or other materials that promote reading in hallways and exam rooms throughout the clinic to further encourage reading.
   - Provide information from your local library or other community resources.

Ongoing program management:

- Complete a bi-yearly progress report due March 1 and September 1.
- Tracking and reordering of books.
- Ensuring that new providers complete the online training module.

*If you have questions about the Startup Process, please contact Kelsey Clark, Program Director, Reach Out and Read Colorado at kelsey@reachoutandreadco.org.*