



## Reach Out and Read Colorado: Getting Started at Your Clinic

### 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>. 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/>.

**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](mailto:kelsey@reachoutandreadco.org).*