



## 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 designated 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).*