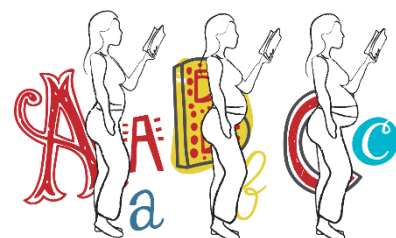




## New Parent Empowerment Initiative (NPEI): HOW IT WORKS

NPEI participation requires **minimal** time and effort and **zero follow-ups** on the part of the clinic and is primarily piloting the distribution of a new resource tool to a new population for Reach Out and Read Colorado. Reach Out and Read Colorado staff will provide ongoing project support and will serve as the primary point-of-contact for any questions about NPEI. There is **no cost** to clinics to participate. Reach Out and Read Colorado will provide all necessary materials required for implementation.



Our intention is to keep the NPEI roll out informal and flexible. It is our mission to work with each individual site to determine the best structure for distribution. We are requesting that each site choose a uniform timeframe/visit to distribute the NPEI Storybooks to expectant mothers. And, that you implement basic tracking measures, preferably the total number of NPEI Storybooks given out and the total number of distributors.

There is an informal training element. The training is short and sweet, it is a one-page document (front and back). Our expectation is that those who will be distributing NPEI Storybooks will review the training before participating. We are open to feedback (positive and/or negative) about all things NPEI.

### WHAT IS REQUIRED TO PARTICIPATE

- Schedule a time for Reach Out and Read Colorado to deliver NPEI materials to your site prior to starting the intervention.
- Determine who will be distributing the books at your site (e.g. family medicine provider, nurse, home visitor, case manager, care navigator, advocate, and others.)
- Choose a uniform timeframe/visit to distribute the books to expectant mothers.
- Anyone distributing the NPEI Storybook to patients is asked to review the NPEI Distributor Training before participating.
- Tracking is minimal, please record how many books have been distributed at your site and how many people are distributing the NPEI Storybook.
- Monitoring and evaluation will be ongoing throughout the duration of the project. Final analysis is planned to occur from December 2018 to February 2019. Findings from this project will be used to scale prenatal early literacy interventions across Colorado and will help inform and promote an early literacy dialogue nationwide.
- NPEI distributors may be asked to provide brief feedback on the project, the NPEI Storybook (tool), and the NPEI Distributor Training. This activity is optional.



### NPEI MATERIALS

- NPEI Storybook (available in English and Spanish) – provided by Reach Out and Read Colorado, distributed to expectant mothers at the beginning of a prenatal visit.
- NPEI Distributor Training (available in English) – provided by Reach Out and Read Colorado.

Thank you for your work in our community and for your dedication and commitment to supporting Colorado families. Empowering and engaging with expectant mothers is a unique opportunity to positively impact Colorado families and future generations!

Questions, comments or thoughts? Please contact Maureen Maycheco at [maureen@reachoutandreadco.org](mailto:maureen@reachoutandreadco.org) or 303-623-3800.