

Introducing Our **BACK TO BIRTH** Program Enhancement

Reach Out and Read Colorado is excited to introduce a new program enhancement which will allow us to begin serving our communities' most vulnerable children from day one.

'Back To Birth' will add 3 additional books at the 1 or 2-week, 2-month, and 4-month well-child visits, effectively doubling the impact of Reach Out and Read in the first year of life.

We are proud to initially extend the Back To Birth enhancement to 20% of our clinics in Colorado, and if you are receiving this, your clinic is one of them. This means that your providers can now start *prescribing* books and guidance to families from birth!



A year's worth of books are currently on their way to you with preselected titles listed below:

Visit	Book	Shipping Info
1-week or 2-week visit	 <p>I Love You Like Sunshine by Mariana Gusman <i>English or Spanish</i></p>	Arrived mid-July from West Walker Publishing.
2-month visit	 <p>Ten Little Fingers by Annie Kubler <i>Bilingual</i></p>	Expected to arrive in late August in a single shipment from All About Books.
4-month visit	 <p>I Like Myself by Karen Beaumont <i>Bilingual</i></p>	

Here are some things to know:

- Tracking the books: Please add these 3 visits to however it is that you track your books so that you can accurately input the data in your progress reports. If you need help, your Reach Out and Read Colorado Regional Coordinator can assist you.
- Celebrate your Back To Birth launch: In partnership with two Reach Out and Read providers, we created a short, 6-minute training video. bit.ly/rorco-1week-video Please ensure all of your providers view this video or, better yet, consider celebrating by showing it at a staff meeting.
- Satellite Sites: If your primary site also has an additional satellite site(s), enough books have been included in the single shipment for ALL SITES to participate. We need your help getting the books to your satellite(s). If you need our guidance organizing this, let us know.

QUESTIONS? If you have questions, please contact your Regional Coordinator.

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Frequently Asked Questions

BACK TO BIRTH

AUGUST 2021 LAUNCH

Is Back To Birth a long term enhancement?

Yes, you are officially a Back To Birth clinic, meaning Reach Out and Read is now implemented from birth - 5 years going forward. Congrats!

What book is given at which well-child visit before 6 months?

- *I Love You Like Sunshine: 1-week or 2-week visit*
- *Ten Little Fingers: 2-month visit*
- *I Like Myself: 4-month visit*

How should I track the books?

Track these books as you normally do with all of your other Reach Out and Read books.

How will I report on these titles?

There is a progress report due by Sept 1, 2021 that will NOT include these books since it reflects data from January 2021 - June 2021. Start tracking the new Back To Birth books now and you'll submit data in the progress report due by March 1st, 2022 that reflects data from July 2021 - December 2021. If you are unable to implement a tracking system right away, please let us know as we have options to document the number of books families receive.

Do I need to use my current book funding for Back To Birth books?

No. Reach Out and Read Colorado is excited to supply you with your first year of books in addition to the regular book funding you receive.

How long should these books last?

These books should last you until around Fall 2022.

Starting in the fall of 2022, we will fund your account for books from birth - 5 years going forward. You will then order your own Back To Birth books.

Is there a video that I can show my providers about Back To Birth?

Yes, we created a short [6-minute intro video](#) that you can either email providers or better yet, use at a staff meeting to celebrate being one of the first clinics chosen to receive this enhancement. If possible, please provide the video to your team prior by Oct 1st. [bit.ly/rorco-1week-video]

What languages are there for the Back To Birth books?

I Love You Like Sunshine (1-week or 2-week visit): You will get books in English or Spanish. The ratio was determined by data provided on your progress report.

Ten Little Fingers and *I Like Myself* are bilingual- English and Spanish.

Do all clinics get Back To Birth?

Not yet. As funding allows, Reach Out and Read Colorado will roll out this enhancement across the state. You are among 20% of Reach Out and Read Colorado's clinics receiving this enhancement.



We would love to hear your Back To Birth success stories! Sharing impact stories with our donors and partners helps us secure additional funding, which in turn will allow us to introduce the program enhancement to more babies at other clinics throughout the state. **Please share your stories, testimonials and photos with your regional coordinator.**