



Medical Champion RORCO Role Description

DESCRIPTION OF ROLE

At Reach Out and Read Colorado, our goal is to transform the pediatric primary care setting by leveraging books and reading aloud as a catalyst for fostering positive parent-child interactions and healthy brain development in the critical first five years of life.

The medical champion plays a key role in the high-quality implementation of Reach Out and Read's evidence-based, clinical intervention. By setting the tone within their practice or health system, medical champions lead by example and coach clinical and non-clinical staff about the importance of partnering with parents to build strong parent-child relationships, families and communities.

SUMMARY OF THE POSITION:

The Medical Champion builds and maintains support for Reach Out and Read Colorado among clinic providers.

WORKS IN CONJUNCTION WITH:

Site Coordinator and Reach Out and Read Colorado Staff

DUTIES AND RESPONSIBILITIES:

- Present at a staff meeting annually to refresh all staff members about the importance of Reach Out and Read Colorado. You can find a slide deck presentation here: bit.ly/rorco-clinic-overview-slides
- Maintain provider interest and enthusiasm for the program at clinic
- Help site coordinators ensure all clinic providers complete the online Reach Out and Read training, if necessary
- Help site coordinator complete progress reports, if necessary
- Share anecdotes, stories and/or photos with Reach Out and Read Colorado
- Medical Champion must be an MD, DO, NP, PA or RN

TIME COMMITMENT:

Varies by clinic, but minimal (1-2 hours per quarter)