



Site Coordinator Manual



UPDATED SEPT. 2025



Reach Out and Read Site Coordinator Manual

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This manual provides an overview of Reach Out and Read and covers all topics relevant to the successful implementation of the program at your site. Reach Out and Read also offers an online [Site Coordinator Training](#) for On-/ Off-Site Coordinators, Clinic Managers, Site Support roles or anyone who oversees Reach Out and Read program administration.

Use this page to record important information about your program such as your Site ID number, Affiliate Contact person, clinic processes, and book ordering/ funding details.

Clinic Name: _____

Site ID: _____

Reach Out and Read Affiliate or National Contact

Name: _____

Email: _____

Reach Out and Read Site Coordinator

Name: _____

Reach Out and Read Medical Champion

Name: _____

Reach Out and Read Workflow

Use this space to detail the processes your clinic utilizes to integrate Reach Out and Read. Capturing these details will help you and other staff understand how Reach Out and Read works at your site.

When is a book selected, who selects it, and how does it get to the family?

How does the site keep track of the books incorporated into well-child visits?

When are books restocked and who is responsible?

Person Responsible for Ordering Books:

Name: _____

Reach Out and Read Book Funding:

How does your site pay for or obtain books?

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Introduction

Welcome to Reach Out and Read!

Thank you for joining the Reach Out and Read network! In deep partnership with a network of clinicians, Reach Out and Read leverages the near-universal reach of the pediatric well-child visit, using children's books and shared reading to support parents and caregivers in fostering healthy relationships with their children, from birth through 5 years old.

Reach Out and Read thrives on the passion and service of the more than 36,000 primary care providers and staff who make our model a standard part of pediatric care. We are thrilled that you have decided to incorporate Reach Out and Read into your practice, and we look forward to working with you to help parents/caregivers give their young children the best start in life. Thank you for all you do to serve the children and families in your community!

The Reach Out and Read Model

Reach Out and Read works directly with primary care providers to share the lifelong benefits that result from parents reading aloud with their children every day. Nurturing, language-rich interactions like shared reading give young children a foundation for success – building early language and literacy skills; teaching curiosity, patience, and empathy; and creating deep bonds between parents and their children.

During each well-child visit from infancy through 5 years, clinicians deliver each child a new, developmentally appropriate book at the beginning of the visit for the family to keep. The clinician educates parents about positive parent-child interactions and encourages them to read aloud with their children beginning at birth. They also use the book to model shared reading so parents know how to engage their child at different ages, and to assess developmental milestones during the visit.

Why Reach Out and Read Works

The medical home has unprecedented access to young children and their caregivers – more than 90% of children ages 5 and under visit their medical home each year, and partnering with those primary care settings provides Reach Out and Read unparalleled access to families and children starting at birth.

Reach Out and Read's effectiveness is consistently supported by independent, peer-reviewed research.

The delivery of Reach Out and Read:

- » Effectively encourages families to read aloud regularly with their young children and supports early language development
- » Helps to address the Social Drivers of Health that affect the young child's healthy development and well-being
- » Aids with developmental surveillance and facilitates the flow of the well-child visit
- » Assists clinicians and staff to build relationships with children and families

Studies show that our model has a significant effect on parental behavior and attitudes toward reading aloud, and that children who participate in our program demonstrate higher language scores. Our impact has been documented in ethnically and economically diverse families throughout the nation.

The Reach Out and Read Network

As a participating Reach Out and Read location, you are part of a national network of more than 6,500 sites across all 50 states and beyond that make the promotion of shared reading part of the standard of care for children and families.

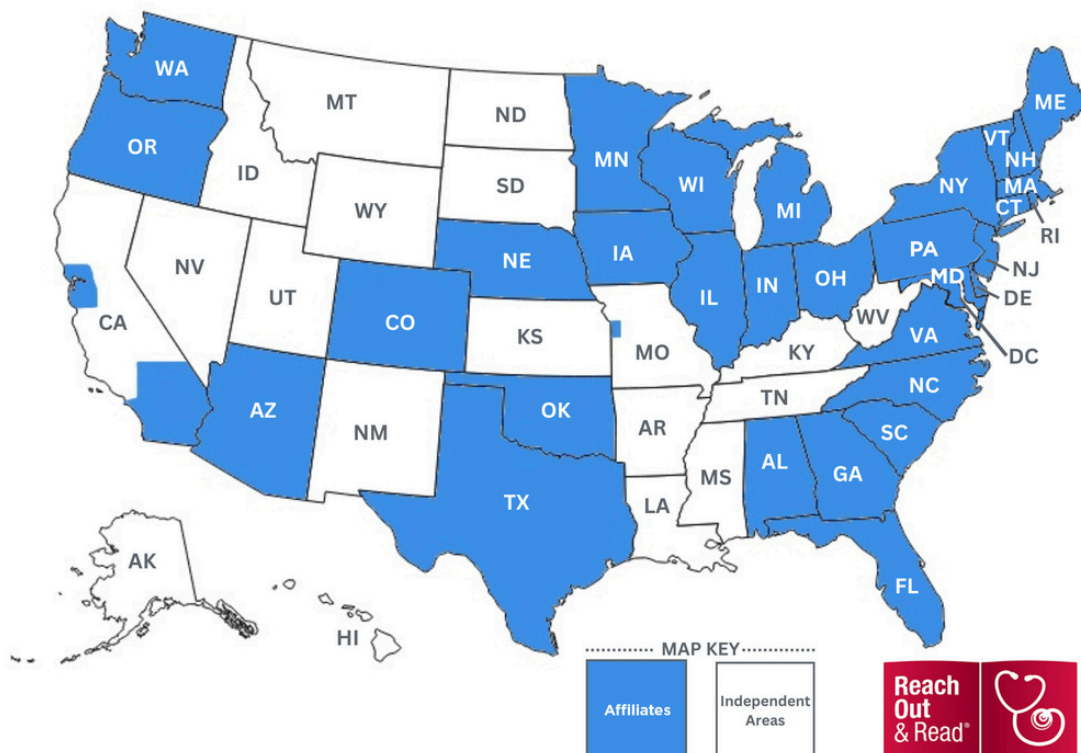
Reach Out and Read Affiliates are local offices that support participating sites in their geographic area to ensure the effective implementation and quality of the Reach Out and Read model.

- Affiliates provide regular communication with sites, technical assistance, and conduct site quality support visits.
- In some places, Affiliates may fundraise and/or provide books directly to participating sites if funding is available.
- Affiliates also oversee expansion efforts, and collaborate with local literacy, education, and healthcare efforts within their geographies to bring partnership opportunities to sites.

[Contact your local Reach Out and Read Affiliate here.](#)

Reach Out and Read does not have Affiliate offices in all states – in locations without an Affiliate, those participating sites are considered independent. An independent site receives technical assistance from Reach Out and Read National, but independent sites fully fund their own Reach Out and Read programs. If your site is not supported by an Affiliate, you can [contact Reach Out and Read National for assistance.](#)

REACH OUT AND READ AFFILIATE OFFICES



Ten Important Things to Know About Participating in Reach Out and Read

- 1. Reach Out and Read is a simple, evidence-based intervention that works to strengthen all families with young children through guidance from medical clinicians about nurturing relationships through shared reading.** At a Reach Out and Read site, clinicians have been trained about the importance of reading aloud and are advocates for family bonding. Clinicians enter the exam room with a developmentally appropriate book in hand and introduce it to the child at the start of the visit, taking the opportunity to observe the child's interaction with the book, provide anticipatory guidance, discuss with families the importance of shared reading, and model appropriate reading techniques.
- 2. Reach Out and Read works best when ALL providers are trained and the model is implemented clinic wide.** At the most effective Reach Out and Read sites, messages about reading are reinforced throughout the clinic. All staff engage in responsive interactions with the child, encourage excitement about the book, and support the importance of shared reading. To ensure clinicians understand how to integrate the model, Reach Out and Read requires that at least 75% of participating clinicians complete the Core training, and that any new clinicians complete training shortly after joining a site. Benchmarks for training may vary by Affiliate, and we suggest you contact your local Reach Out and Read [Affiliate](#) for more information.
- 3. Reach Out and Read is much more than a book giveaway program.** Part of what makes Reach Out and Read so effective is the conversation and guidance from clinicians provided in tandem with the book. During well-child visits, clinicians encourage families, give recommendations on how to build reading into their daily lives, and demonstrate age-appropriate reading techniques, so families feel equipped to share books with their child. Books should not be given like stickers or lollipops; fully integrating the book into the well-child visit is key to helping families build bonds through books and achieve the outcomes demonstrated in our evidence.
- 4. The Reach Out and Read intervention is designed for children 0-5 years old.** Although the Reach Out and Read model historically started at the six-month well-child visit, our understanding of our role in promoting family bonding demonstrates that our work and its impact start earlier. We are currently adapting our model to incorporate Reach Out and Read into all well-child visits from birth, an initiative called Building Connections Begins at Birth. This change is happening strategically in phases across our national network; not all sites will be incorporating Reach Out and Read in well-child visits from birth through five months yet. [Contact your local Reach Out and Read Affiliate](#) to understand whether your site should implement Reach Out and Read starting at birth or the six-month well-child visit.
- 5. Literacy-rich environments are a key part of the Reach Out and Read model.** Reach Out and Read begins when a family enters the clinic, even before the well-child visit. Sites can display posters or murals throughout the clinic; create book nooks with gently used books; offer bulletin boards with information about local libraries, early education programs, and other community resources; and utilize volunteer readers in waiting rooms to promote family engagement and book sharing. While we are aware that sites are sometimes limited in their ability to create a literacy-rich environment, we encourage all sites to share materials and information about local resources for families to connect further in their communities.
- 6. Most Reach Out and Read sites receive support from a local Affiliate office.** Reach Out and Read Affiliates can help provide implementation, coaching, and funding support. Affiliate staff communicate with sites throughout the year and meet with sites to review and bolster program quality and deepen engagement. Independent sites are located in areas without a local Affiliate office and receive support from Reach Out and Read National. Typically, National does not conduct site visits or provide funding, but can answer logistical questions, share best practices, and provide additional resources.

- 7. All Reach Out and Read sites are required to complete a Progress Report twice a year to maintain their “Active” status.** Progress Reports are a valuable tool that we use to evaluate our impact and assess whether a site is actively participating. Sites who miss three consecutive Progress Reports will be inactivated from Reach Out and Read. See the [Progress Report](#) section for more details.
- 8. Reach Out and Read sites are responsible for raising their own book funds unless otherwise indicated by their local Affiliate.** Unfortunately, Reach Out and Read does not have the capacity to provide full book funding to sites. When applying to Reach Out and Read, sites are required to have at least one year’s worth of funding available. Sites will need to partner with Reach Out and Read and their local Affiliate to ensure the availability of ongoing sustainable book funding. For information on ordering books, click [here](#).
- 9. The Reach Out and Read internal website, myROR.org, is a critical tool that will help in the implementation of Reach Out and Read at a site.** As a Reach Out and Read site, you will use myROR.org to train your providers, submit Progress Reports, and order books. Please make sure that your Site Coordinator and Medical Champion understand how to access and navigate the site, and that all clinicians and other clinic staff who are involved with Reach Out and Read are added as contacts so that they have accounts on myROR.org. For information on how to use myROR.org, click [here](#).
- 10. Reach Out and Read partners with our approved vendors, Scholastic and All About Books, to provide high-quality, low-cost books for Reach Out and Read sites.** Through our partnership, Scholastic and All About Books offer participating sites access to thousands of high-quality, developmentally appropriate, culturally responsive books in many languages. To read more about our approved vendors and the services they provide, click [here](#).



Elements of High-Quality Reach Out and Read Implementation

All newly Active sites should review the list below, and revisit at least annually with all staff, to maintain the benchmarks of high-quality and consistent Reach Out and Read implementation.

For Reach Out and Read to have the positive impact on children and families that we see in the national research findings, the program needs to be implemented in a high-quality way. The list below outlines the key elements that influence the success of Reach Out and Read at your site. Sites should review this list at least once a year with all staff, and your local [Affiliate](#) where applicable, to help maintain a high-quality program. Include your clinic manager, IT department, or billing department in these conversations to make sure there is a clear process for obtaining data to complete [Progress Reports](#). Share this list with your Site Coordinator, Medical Champion, and Clinic Manager so the program can continue successfully if there are any staffing changes or turnover in key roles.

Growth and Improvement

- ☐ Site identifies Reach Out and Read goals, successes, and areas for improvement

Staff and Clinician Training

- ☐ At least 75% of clinicians have completed the online course, Core Training: ROR 101 (1.5 CME credits)
- ☐ The site implements the Reach Out and Read model with fidelity during appropriate well-child visits, giving the book early in the visit along with age-appropriate guidance about incorporating reading into daily routines
- ☐ A Medical Champion has been identified and advocates for Reach Out and Read in the clinic to help keep providers engaged
- ☐ A plan is in place for new clinicians to complete the Core Training within 3 months of joining the site

Delivery of Reach Out and Read

- ☐ Clinicians report consistently incorporating books and anticipatory guidance into eligible Reach Out and Read well-child visits as outlined in the model
- ☐ Site integrates Reach Out and Read into clinic flow in effective ways and adapts to staff feedback

Books

- ☐ Books are incorporated into 85%+ of Reach Out and Read well-child visits
- ☐ Site uses an efficient, effective system to track books integrated into well-child visits
- ☐ High-quality, age and language appropriate and culturally responsive books are consistently available
- ☐ Site takes relevant factors into consideration when ordering or choosing books for Reach Out and Read well-child visits

Literacy and Resource Rich Environment

- ☐ Site reinforces the messages about shared reading that happens in the exam room by providing resources from community partners and information about additional family support and education opportunities

Logistics and Program Administration

- ☐ Progress Reports are consistently submitted on time
- ☐ Data collected for Progress Reports are accurate

Funding

- ☐ Funding is currently in place to support book integration at all Reach Out and Read well-child visits
- ☐ The [Affiliate](#) and site work together to create a long-term, sustainable funding plan

Reach Out and Read Site Coordinator Role and Responsibilities

The Site Coordinator is central to the effective implementation and management of Reach Out and Read at your site. The list below outlines the typical responsibilities of a Site Coordinator. If you are newly stepping into this role, see the “Dealing with Staff Turnover” section of this manual.

The Reach Out and Read Site Coordinator is central to the effective and efficient implementation of the program. In collaboration with the Reach Out and Read Medical Champion and your site’s leadership, the Site Coordinator determines the best ways to manage the program and integrate it into your site’s systems and procedures. In some sites, the Site Coordinator supervises staff carrying out these tasks; in others, it’s a one-person job. The size of the program, number of clinicians, and support staff structure are factors that will determine the responsibilities of the Site Coordinator at your site.

Responsibilities

- » Establish efficient systems for:
 - Ensuring that medical clinicians have books in hand as they enter the exam room
 - Ordering, storing, stocking, and tracking the books distributed
 - Compiling data for/submitting twice yearly Progress Reports (due March 1 and September 1)
 - Keeping data up to date on www.myROR.org
- » Engage clinicians and staff at all levels by:
 - Orienting new staff to the program
 - Ensuring medical clinicians complete the CME-accredited Reach Out and Read Core Training (in collaboration with the site’s Medical Champion)
 - Maintaining support for and awareness of the program across all site staff and clinicians
 - Sharing program information and needs with your site’s administration/leadership
- » Establish a book funding plan in collaboration with site leadership, the Medical Champion, and Reach Out and Read Affiliate staff (where applicable) to ensure long-term book funding needs are met.
- » Create a literacy-rich environment, which might include:
 - Creating a reading corner in your sites waiting area
 - Maintaining a collection of gently used children’s books in the waiting room
 - Hanging literacy-themed posters in waiting areas and/or exam rooms
 - Providing information from your local library or other community resources for families
- » Serve as the primary contact/liaison between Reach Out and Read and your site by:
 - Responding to communication from Reach Out and Read staff
 - Hosting Reach Out and Read staff for site visits at the site, as requested
 - Reviewing information and resources about Reach Out and Read and early literacy and sharing them with site staff and clinicians, as appropriate



Timeline of Site Coordinator Duties

Now that you are familiar with the Site Coordinator roles and responsibilities, see the chart below for an example of what a year in the life of a Reach Out and Read Site Coordinator might look like. Please keep in mind that your local Affiliate may have additional dates, deadlines, and regularly scheduled communications for your site.

YEARLY	<ul style="list-style-type: none"> ◦ Meet with Reach Out and Read Affiliate staff for site visit. Sites without local Affiliate support conduct self-assessment of program quality with administrative clinician teams. ◦ Review your sites' annual book budget on the Funding/Order Books page in myROR and determine whether adequate funding is available to purchase the books needed.
BI-ANNUALLY	<ul style="list-style-type: none"> ◦ Submit Progress Reports by March 1st and September 1st
MONTHLY	<ul style="list-style-type: none"> ◦ Add any new clinicians to myROR site contact list ◦ Check myROR to ensure that all new providers have completed their Core Training: ROR 101 ◦ Update any community literacy events, classes or resources you keep in the waiting room or patient rooms ◦ Check book count to ensure that there are enough books for the next 2-3 months ◦ Order more books if necessary
WEEKLY	<ul style="list-style-type: none"> ◦ Keep books organized and easily accessible ◦ Restock books for daily use if needed and make note of any ages/categories running low
DAILY	<ul style="list-style-type: none"> ◦ Keep an up-to-date tracking system for books that are given at well-child visits
ONGOING	<ul style="list-style-type: none"> ◦ Maintain communication with your Reach Out and Read Affiliate or with the National office



Reach Out and Read Medical Champion Role and Responsibilities

The Medical Champion is the lead voice of your Reach Out and Read program, working with the Site Coordinator to determine program implementation and ensure Reach Out and Read is a standard of care for all young patients at your site.

The Reach Out and Read Medical Champion plays a key role in integrating the program into the medical practice. The Medical Champion is the clinician (MD, NP, DO, or PA) who is most passionate about Reach Out and Read, and is instrumental in garnering support for the program from their peers and administrative leadership. The Medical Champion collaborates with the Site Coordinator to determine how best to incorporate the program into site systems and procedures and ensures that Reach Out and Read is implemented with quality throughout the practice. As the voice of Reach Out and Read, the Medical Champion encourages colleagues to follow the model with fidelity so that Reach Out and Read becomes a standard of care for all young patients.

Responsibilities

- » Ensure a high-quality Reach Out and Read program by:
 - ° Orienting new clinicians to Reach Out and Read as they join the practice
 - ° Encouraging completion of the required CME-accredited Reach Out and Read online training by all medical clinicians who conduct well-child visits
 - ° Reinforcing the practice of integrating the book early in the visit alongside anticipatory guidance to parents about how they can support their child's language and literacy development and use books to strengthen relationships
 - ° Reminding clinicians and staff that using the book as part of developmental surveillance can support the conversations clinicians are already having with families in well-child visits
- » Collaborate with the Site Coordinator to ensure that efficient systems are in place to:
 - ° Ensure that medical clinicians have language- and age-appropriate, culturally-responsive, high quality books in hand as they enter the exam room
 - ° Order, store, stock, and track the books distributed
 - ° Compile data for and submit twice yearly Progress Reports (due March 1 and September 1)
 - ° Keep data up to date on www.myROR.org
 - ° Maintain a literacy- and resource-rich environment in the site
- » Establish a book funding plan in collaboration with site leadership, the Site Coordinator, and Reach Out and Read Affiliate staff (where applicable) to ensure long-term book funding needs are met.
- » Advocate for and raise awareness about the Reach Out and Read program at your site.
It is recommended to both:
 - ° Facilitate an annual staff meeting centered on Reach Out and Read
 - ° Advocate on an ongoing basis with medical colleagues, staff, site administration and leadership, community partners, and funders, as applicable
- » Participate as a member of the Reach Out and Read network by:
 - ° Responding to communication from Reach Out and Read staff
 - ° Hosting Reach Out and Read staff for site visits at the practice, as requested
 - ° Reviewing information and resources about Reach Out and Read, early literacy, and early relational health and sharing them with site staff and providers, as appropriate

Dealing with Staff Turnover

The Site Coordinator and Medical Champion are key roles at every Reach Out and Read site. While you may not be planning to leave your role anytime soon, it's important to have the information and resources available for someone to take over as the Site Coordinator or Medical Champion in your absence or departure from the site.

If you are leaving your site with advance notice:

- ☐ **Notify your Reach Out and Read Affiliate, Program Manager or National** at info@reachoutandread.org for assistance with the change in staffing.
- ☐ **Inform your replacement directly or leave a detailed memo** containing program information listed below. Add your replacement as a contact on myROR, designate them as the new Primary Contact (if applicable), and provide instructions for [logging in to myROR for the first time](#).

If you are the new Site Coordinator or Medical Champion, follow these steps to help ensure the continued success of your program:

- ☐ **Communicate with your local Affiliate, Program Manager, or Reach Out and Read National** to inform them of this change. If you're unsure who to contact, email info@reachoutandread.org to be connected with your site's point of contact.
 - ° Connect with your clinic leadership to understand the details of Reach Out and Read as it pertains to your clinic or health system.
- ☐ **Login or gain access to myROR.org**. This is the online portal where you will manage all things for your Reach Out and Read program. To access myROR, you will need to be added as a site contact by your Site Coordinator, Medical Champion, or Clinic Manager. If these people can't be reached, contact your local Affiliate or Reach Out and Read National for assistance.
 - ° If you will be the new Primary Contact for your site, be sure to designate that on your contact card in myROR. See the [How to Edit Contacts](#) section of this manual for instructions.
 - ° If you already have an account on myROR, use the "[Forgot password](#)" link and follow the prompts to create a password and login.
- ☐ **Review the Elements of a High-Quality Reach Out and Read Program checklist**. This will give you an overview of program details, requirements, and quality standards to strive for.
- ☐ **Complete the Site Coordinator Training course on myROR**. This course takes about 30 minutes to complete and is intended for On- and Off-Site Coordinators, Medical Champions, and Clinic Managers. Login to myROR.org and click "Training" in the top menu bar to access this course.
- ☐ **Identify the funding source for your Reach Out and Read program**. Funding can look different across sites, so it's important to know your funding source and book ordering process. For a general overview, see Module 3 in the Site Coordinator Training course or the [Funding](#) section in this manual.
- ☐ **Check myROR to see if a Progress Report is available for you to complete**. When a progress report is available to complete, you will see a blue "Start Report" button on your Site Summary page. For more details about reporting requirements, see the [Progress Reports](#) section in this manual.

Using myROR.org

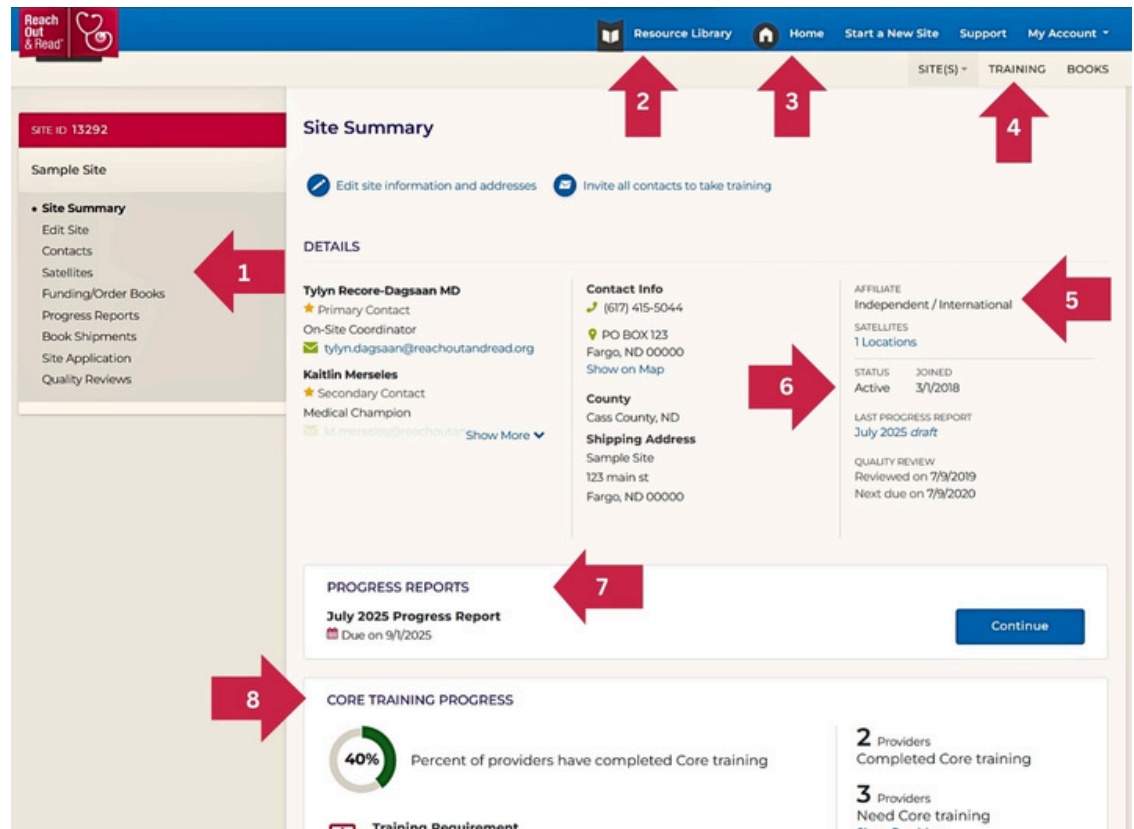
You will use myROR.org to manage all information related to your Reach Out and Read program like submitting Progress Reports, updating your site's contact list, ordering books, completing trainings, and accessing the Resource Library. It's important that the Site Coordinator and Medical Champion understand how to use and navigate the site.

How to login to myROR.org

If you already have an account on myROR and it's your first time logging in, go to myROR.org and click the "Forgot password" button and follow the prompts to set your password. Once logged in, you can refer to the image here and accompanying key for information on how to navigate the website.

For more detailed instructions on how to login to myROR click [here](#).

Site Summary Page Key



The screenshot shows the myROR.org interface. At the top is a navigation bar with links: Resource Library, Home, Start a New Site, Support, and My Account. Below this is a sidebar menu with options: Sample Site, Site Summary (selected), Edit Site, Contacts, Satellites, Funding/Order Books, Progress Reports, Book Shipments, Site Application, and Quality Reviews. The main content area is titled 'Site Summary' and includes sections for Site ID (13292), Site Information (Edit site information and addresses), and a list of contacts (Tylyn Recore-Dagsaan MD, Kaitlin Merseles). It also shows contact info, affiliate details, status, last progress report, and core training progress (40% completed). Red arrows with numbers 1 through 8 point to specific elements: 1 points to the Site Summary menu item, 2 points to the Resource Library link, 3 points to the Home link, 4 points to the TRAINING tab, 5 points to the Affiliates section, 6 points to the Status section, 7 points to the Progress Reports section, and 8 points to the Core Training Progress section.

- 1. Site Navigation Menu:** This menu allows you to edit your site information, update the Contacts list, order books, access Progress Reports, and more.
- 2. Resource Library:** Access a wealth of flyers, posters, how-to guides, and other materials to further support Reach Out and Read at your site.
- 3. Home:** Edit your own profile information, view your training history and completion certificates, and see the sites where you are listed as a contact (if you oversee multiple ROR sites, go here to access them).
- 4. Training Tab:** This tab is where you access your training courses such as Core Training: ROR 101 and the Site Coordinator Training. Go here to start and resume trainings at any time.
- 5. Affiliate:** If your site is part of a Reach Out and Read Affiliate, the Affiliate name will be listed here. If not, it will say "Independent / International".
- 6. Status:** Site status will change based on where you are in the application process or your Progress Report completion history.
- 7. Progress Reports:** When a progress report is available to complete, you will see a blue "Start Report" button here.
- 8. Core Training Progress:** Shows the percentage of clinicians who have completed the Core Training: ROR 101 and allows you to send training invitations to clinicians and other site contacts.

More detailed instructions for each section in the key here:

1. Site Navigation Menu

From your Site Summary page, you'll see the navigation menu on the left-hand side of the page below your Site ID number and Site Name. This menu contains the following sections:

Site ID: Your Site ID is a unique number used to identify your Reach Out and Read site. Keep this number on hand to help your Affiliate, Reach Out and Read National, or book vendors verify your site and provide assistance.

Edit Site: Update your organization's name, EMR system, physical location, shipping address, and indicate your interest in being contacted about potential volunteers or book donations.

Contacts: View your site's list of contacts, add and remove contacts, and edit existing contacts. You can also see your site's Core Training Progress here. For more details, see [Managing Your Site Contacts List](#).

Satellites: If you have satellite locations, you can view and access them here. This page also has a link to start a satellite application. For more details, see [Satellite Sites](#).

Funding/Order Books: You'll find an estimate of your annual book budget, prepaid account numbers and balances of our partner book vendors, and links to access their online stores. This page is only available to contacts with the following Roles at your site: On- or Off-Site Coordinator, Medical Champion, and Clinic Manager.

Progress Reports: View your site's history of Progress Report completion, access previously completed reports, and when a report is available to complete you can access it here.

Site Application: Access or download a PDF of your site's original application. This can be useful if you want to see how the program was originally funded or the annual number of well-child visits seen at the time of application.

2. Resource Library

The Resource Library is a catalog of resources that aims to support sites in managing and enhancing their Reach Out and Read programs. You can use the search bar to look for specific resources or utilize the Tags on the left-hand side to find groupings of resources based on topic or category.

A few Tags in the Resource Library that may be helpful for Site Coordinators are:

- ° [Site Coordinator](#): This tag contains documents and tutorials that support Site Coordinators in implementing Reach Out and Read such as book tracking resources, myROR video tutorials, and program quality checklists.

- ° [myROR](#): This tag contains all of the myROR video tutorials and how-to documents on training, Progress Reports, updating site contact lists, and more.

- ° [Books](#): You'll find book ordering, tracking, and selection resources here.
- ° [Poster](#): Contains multiple posters to promote reading that you can print and display in your clinic waiting room and/or exam rooms.

3. Home

Your home page will have your name, Contact ID number, and contact information near the top with an option to edit your profile if needed. Below this, you will see a Training section that contains a list of training courses available for you to complete and courses you have already completed. If you have completed a course, there will be a blue "Print Certificate" button that will allow you to view the certificate and print or save it to your computer.

The last section of this page is Site Roles where you can see the site(s) you are listed at as a contact. If you are a contact at multiple sites, you'll see them listed here along with your Role at each site. Clicking on a site's name will take you to its Site Summary page.

4. Training Tab

From this page you can access trainings that are available for you to complete, view your training history, review completed trainings, and access your certificate of completion.

Depending on your medical credentials, site role, and sometimes geography, there may be multiple trainings available for you to complete. For example, the **Core Training: ROR 101** course is required for participating clinicians but is available to all site contacts to complete whereas the **Site Coordinator Training** is only available to contacts listed as On- or Off-Site Coordinator, Medical Champion, or Clinic Manager. You can find more information in the [myROR Trainings and Access](#) document on the Resource Library.

5. Affiliate

If your site is supported by a Reach Out and Read Affiliate, the Affiliate name will be listed here. If you're not part of an Affiliate, it will say "Independent / International" and you can contact Reach Out and Read [National](#) for support. See the [Reach Out and Read Network](#) section in this manual for additional information

6. Site Status

Your site status will change throughout the application process and after becoming Active based on Progress Report completion history. During the application process, you may see your site go through the following site statuses:

In Progress:	A site that has started an application but has not yet submitted the application.
Complete - Awaiting Approval:	This indicates that your application has been submitted and your local Affiliate and/or Reach Out and Read National are in the process of reviewing your application.
Approved - Needs Training:	This status indicates that a site's application has been approved and the clinicians may now take the Core Training: ROR 101 course. We require at least 75% of clinicians at a site to complete the training to become Active but your local Affiliate may have additional training requirements. Contact your Affiliate for additional information.
Approved - Waitlisted:	This status indicates that a site meets the criteria to become a Reach Out and Read site but has been put on a waitlist for one or more reasons. Sites are commonly waitlisted if funding is not available, or the local Affiliate is not yet poised to support new sites. Contact your local Affiliate or Reach Out and Read National if you have questions about why your site is waitlisted.



6. Site Status Continued

After a site meets the clinician training requirements, they will become Active in myROR. All actively participating sites are required to complete twice-yearly Progress Reports. If your site misses multiple consecutive reports, the site status will be updated to reflect this accordingly.

Active:	Reach Out and Read sites that are in good standing and submit all progress reports on time.
Active Non-Reporting:	The status of Reach Out and Read sites that do not submit two consecutive Progress Reports.
Slated for Deactivation:	A site that has not submitted three consecutive Progress Reports. Reach Out and Read National conducts regular audits of Slated for Deactivation sites after each Progress Report and moves them to Inactive status when appropriate.
Frozen:	Frozen is an elected status to indicate that a site has temporarily paused their program due to extreme hardship. Unlike the statuses above, this status is not triggered based on Progress Report submission. Contact your local Affiliate or Reach Out and Read National if you have questions about this status.
Inactive:	A site that a site is no longer participating in Reach Out and Read. Sites are automatically inactivated after missing their fourth consecutive Progress Report. Sites may also request inactivation if they are closing, no longer have funding, or wish to discontinue for another reason. If an inactive site wishes to rejoin Reach Out and Read, they must submit a new application.

7. Core Training Progress

This section contains a training progress wheel to show the percentage of clinicians who have completed the Core Training: ROR 101. You will also see the number of clinicians who have completed and still need to complete the Core Training. There is a blue button for you to send training invitations to clinicians and other site contacts.

Please note: If your training progress wheel shows 0% but the clinicians at your site have completed the Core Training, they are likely missing medical credentials on their account. Contacts with credentials of MD, DO, NP, and PA are marked as “required to train” in myROR. These are the only contacts whose training completion counts toward the site’s overall training percentage. See the [How to Edit Contacts](#) section for instructions on adding credentials.

8. Progress Reports

Reach Out and Read requires every participating site to submit a Progress Report twice a year. Each report covers a six-month period and asks sites to provide data about the number of well-child visits, number of books distributed, patient demographics, and additional context about Reach Out and Read. Only contacts with the following roles in myROR have access to complete the Progress Report: On-/Off-Site Coordinator, Medical Champion, and Clinic Manager. When a report is available, you will see a blue “Start Report” button on your Site Summary page and on the Progress Reports tab in the left-hand menu. If you don’t see this button, the report is either not available yet, not visible to you due to your site Role, or you are not yet required to complete a report. See the [Progress Reports](#) section for additional details.

Managing Your Site Contacts List

As the Site Coordinator, you will need to maintain your site's contact list by adding and removing contacts when there are changes in staffing. Additionally, as new clinicians join you will need to add and invite them to take the Core Training: ROR 101 course to ensure they are trained to implement Reach Out and Read at your site.

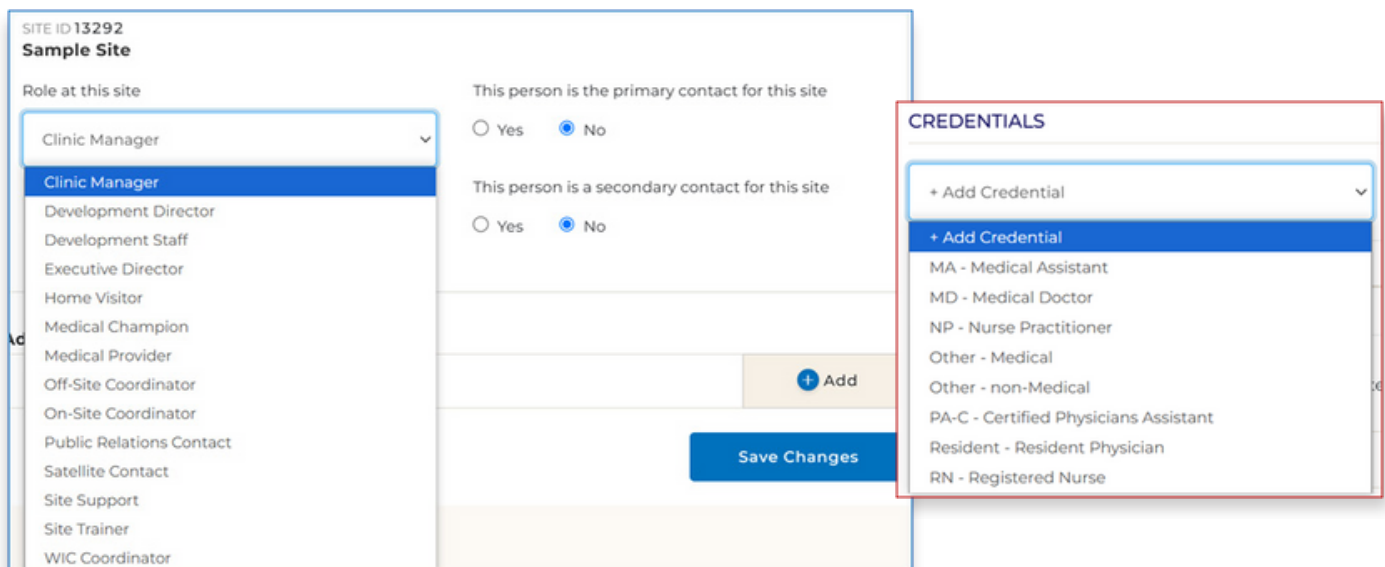
Contact Roles and Credentials

Each contact at your site will have a site role. The following roles should be assigned to the staff who oversee the administrative aspects for your program:

- ° On- and Off-Site Coordinator
- ° Medical Champion
- ° Clinic Manager

Contacts in these roles have the highest level of permissions, meaning they can complete Progress Reports, access the Funding/Order Books page, and edit your site's contact list. If a contact doesn't need this level of access, select another option from the list that best describes their role.

Credentials are essential for all participating clinicians at your site. When adding a clinician to your contact list, you must select their medical credentials from the dropdown menu. Without credentials, myROR won't correctly indicate they are required to take the Core Training: ROR 101 course, and their training status won't count towards your site's overall training completion.



The screenshot displays the 'Sample Site' form in the myROR system. On the left, a dropdown menu for 'Role at this site' is open, showing a list of roles including 'Clinic Manager' (which is highlighted), 'Development Director', 'Development Staff', 'Executive Director', 'Home Visitor', 'Medical Champion', 'Medical Provider', 'Off-Site Coordinator', 'On-Site Coordinator', 'Public Relations Contact', 'Satellite Contact', 'Site Support', 'Site Trainer', and 'WIC Coordinator'. To the right of the role dropdown are two radio button options: 'This person is the primary contact for this site' (set to 'No') and 'This person is a secondary contact for this site' (set to 'No'). Below these options is an 'Add' button with a plus icon. At the bottom right of the form is a blue 'Save Changes' button. A separate 'CREDENTIALS' dropdown menu is shown to the right, listing various medical credentials: '+ Add Credential', 'MA - Medical Assistant', 'MD - Medical Doctor', 'NP - Nurse Practitioner', 'Other - Medical', 'Other - non-Medical', 'PA-C - Certified Physicians Assistant', 'Resident - Resident Physician', and 'RN - Registered Nurse'.

Primary vs. Secondary Contacts

All sites must designate one person as the primary contact. There can only be one Primary Contact per site and this person will receive all email correspondence regarding their program including status updates and Progress Report reminders. Your local Affiliate will also send additional messages throughout the year.

Secondary contacts are optional but can be used to designate backup points of contact in case the Primary Contact is unavailable. There can be multiple Secondary Contacts for a site. These people aren't automatically included on email correspondence from National or your local Affiliate, so they should communicate with the Primary Contact for site updates.

How to Add New Contacts

1. Login to myROR. From your Site Summary page, click “Contacts” in the left-hand menu.
2. Click “+ Add Contact” near the top of the page. First, myROR will ask for the name or email of the person you want to add.
 - ° *Tip: Enter a name (instead of email) to see if someone has an existing account in myROR because it's likely their work email address changed if they joined a new site.*
3. Next, you will either add an existing contact or create a new account for the person you are adding.
 - ° **If they have an existing account in myROR** their account will appear, and you can click “Add this Contact”. Next, update their email and contact info, select their Site Role and designate if they are the Primary Contact or a Secondary Contact for the site. Update their medical credentials if needed.
 - ° **If they don't have an existing account in myROR**, you will be prompted to add a new contact and will need to provide a name, email address, and phone number. If this person is a clinician, you must select the appropriate medical credentials from the “Credentials” dropdown menu. Lastly, select their Site Role and designate if they are the Primary Contact or a Secondary Contact.
4. When you're finished adding or creating a new contact, be sure to click “Add Contact” at the bottom of the window to save your changes.

How to Remove Contacts

1. Login to myROR. From your Site Summary page, click “Contacts” in the left-hand menu.
2. Scroll down to see your site's contact list. Locate the person you want to remove from your site or type their name into the search bar.
3. Click the three dots on the right that correspond with their name. Then, click “Remove Site Contact”. Another window will open to ask you to confirm that you want to remove the contact from your site. Click the red “Remove Contact” button to remove them.

° *Note: Don't worry about accidentally deleting a contact – when you remove a contact, their account and training history is still saved in myROR and you can always add a contact back to your site if needed.*

How to Edit Contacts

1. Login to myROR. From your Site Summary page, click “Contacts” in the left-hand menu.
2. Scroll down to see your site's contact list. If there is a pencil icon next to someone's name, you can edit their contact info.
3. Click the pencil icon to open their contact card. You can edit their contact information and credentials on the first tab or click the “Roles & Sites” tab near the top to change their role, add or remove them from a site, and update their Primary/ Secondary Contact designation.
4. Be sure to scroll down and click the blue “Update Contact” or “Save Changes” button to apply your changes.



Inviting Contacts to Train

As new clinicians join your site, you will need to add and invite them to take the Core Training: ROR 101 course to ensure they are trained to implement Reach Out and Read with fidelity. Additionally, you may invite contacts who help manage your program to take the Site Coordinator training course. There are several options outlined below for inviting contacts to train.

Available Training Courses

Core Training: ROR 101

- » Required for participating Reach Out and Read clinicians. It takes about 90 minutes to complete and is accredited for 1.5 CME and/or 1.5 MOC-2 credits for successful completion.
- » Topics include integration of Reach Out and Read into visits at all ages, book selection, and why Reach Out and Read works.

Site Coordinator Training

- » Recommended for On- and Off-Site Coordinators, Clinic Managers, or anyone who oversees Reach Out and Read program administration. This course is only available to contacts listed as On- and Off- Site Coordinators, Medical Champions, or Clinic Managers.
- » This course takes about 30 minutes to complete and provides an overview of Reach Out and Read, including recommendations for program management and administration, high-quality implementation, and books.

Not sure which training you or your site contacts should complete? Review this [myROR Trainings and Access guide](#) or contact your local [Affiliate](#) or Reach Out and Read [National](#) for assistance.

Inviting Contacts to Train

All trainings can be found on myROR in the “Training” tab and there are three methods for inviting contacts to access this training page. The first method is to **share these simple instructions with your site contacts**:

1. Login to [myROR.org](#) with your email and password. First time users can click the “Forgot password?” link and follow the prompts to create their own password.
2. Once signed in, click on the “Training” tab in the top right menu bar.
3. Select the appropriate training course and start or resume your training here at any time.

The next option to invite your contacts to train is to **send email invitations directly through myROR**. From your Site Summary page or Contact page, click “Invite all contacts to take training” near the top. Then, select the group of contacts you wish to invite and click “Email Training Invitations”. On the next screen, check the box to add a custom message to write in which course they should take. When you’re ready, click the blue “Send invitations to site contacts” button. The invitations will come from noreply@reachoutandread.org so tell people to check their Spam/Junk folders if it’s not in their inbox.

The third option to invite contacts to train is to **download an Excel file containing each contact’s name, email, and unique training link** which you can send to contacts from your regular email system. From your Site Summary page or Contact page, click “Invite all contacts to take training” near the top and then click “Download Training Links”. Then, you can send emails to your contacts including their unique link from the spreadsheet and instructions for which course to complete. Please note that links are specific to each contact and can’t be shared with others.

For step by step instructions for each of these methods, please see the [myROR Trainings and Access guide](#) or watch this video tutorial: [myROR Video Tutorial: Adding, Training, and Removing Contacts](#).

Progress Reports

All participating sites are required to submit Progress Reports twice a year to provide data about well-child visit numbers, books distributed, patient demographics, and other program context. See the graphic below for the annual Progress Report schedule.

Reach Out and Read requires every participating site to submit a Progress Report twice a year. Each report covers a six-month period and asks sites to provide data about the number of well-child visits, number of books distributed, patient demographics, and additional context about Reach Out and Read.

We utilize Progress Report data sites submit to understand impact across the national network, to measure program quality and provide better support to our clinic sites, and to report back to funders and submit new grant requests. Sites that do not complete reports risk losing their affiliation with Reach Out and Read and will be deemed “Inactive” after missing three consecutive reports.

Work with your clinic manager, IT department, and/or Medical Champion to identify how to request data, who to contact, and lead time needed; this will help inform the processes you use to track well-child visits and books and facilitate Progress Report completion. See the [Progress Report Navigation and Tips](#) document for a condensed overview of accessing and completing the report.

The Progress Report annual timeline is as follows:



All Primary Contacts will receive an email from Reach Out and Read National when Progress Reports are open to complete. If applicable, you may also receive email reminders from your Affiliate. Reminders will be sent until the due date or until the report is submitted.

New sites will complete their first Progress Report after they have been Active for an entire reporting period. This may mean that new sites do not have to submit a Progress Report for their first few months with Reach Out and Read. For example, if a site becomes Active on October 1st, 2025 (partway through the July – December reporting period) their first report will become available in July 2026.

Accessing the Progress Report

1. To complete the Progress Report, login to myROR.org (use the “forgot password” link to reset or create your password if needed).
2. On your Site Summary page, click the “Start Report” button partway down the page. Alternatively, click on “Progress Reports” in the left-hand menu, then click “Start Report” near the top of that page.
 - ° Progress is saved as you go, so you may start and resume as needed.



Progress Reports

These twice-yearly Reach Out and Read report forms provide the National Center with important data about children and families served in each clinic and help determine programs' eligibility for sustainability funding. You can also view the original site application

July 2022 Progress Report
Due on 9/1/2022

Start Report

Displaying all 12 progress reports

Report	Progress
July 2022 Progress Report	Not Started

3. Once in the Progress Report, you will see a menu along the left side of the screen that will allow you to navigate the sections and monitor your completion of questions in the report.
4. Navigate through the report by clicking the section headers in the menu on the left or clicking the “Save & Continue” button at the bottom right of each screen.

SITE ID:
July 2022 Progress Report

- ☐ Introduction
- ☒ Site Summary & Contacts
- ☒ Site Shipping Address
- ☒ Visits & Books
- ☐ Population Served
- ☐ Fundraising
- ☐ Literacy Referrals
- ☐ Volunteers
- ☒ Comments
- ☒ Sustainability Support
- ☒ Program Compliance Agreement
- ☐ Review & Submit

- ☐ The open grey circle indicates that this section has not yet been started.
- ☒ The blue segmented circle indicates that this section is in progress, but has not been completed.
- ☒ The green circle with a check mark indicates that this section is complete.
- ☒ The red circle with an exclamation point indicates that this section needs attention and not all required questions have been completed.

After the Introduction, review the Site Summary & Contacts section and update your site's contact list. Keeping your contact list up to date helps ensure all clinicians are trained to implement Reach Out and Read with fidelity and that important communications reach the correct contacts. Then, review your Site Shipping Address and make any necessary corrections.

The Visits & Books section will ask questions about the number of well-child visits conducted for children in the ROR age range and books distributed at these visits over the six-month reporting period. Question 1 refers to children ages 6 months – 5 years, and Question 2 refers to data about children birth – 5 months separately. As Reach Out and Read works to expand our model back to birth, we ask that you provide these two age-ranges independently. If your EMR/EHR does not allow for separation of these age ranges, please estimate to the best of your ability. Additional questions in this section include your implementation of Reach Out and Read Beginning at Birth, expected visit numbers, and any gaps between books and visits.

Tips for calculating the number of Well-Child Visits conducted at your site:

- Talk to your clinic manager, billing department, or IT department to inquire about running and filtering existing reports or creating new reports from your Electronic Medical Record/ Health Record system.
- If you are unable to generate an EMR/EHR report that provides the exact number of Reach Out and Read well-child visits (6 months - 5 years), you may be able to use patient age at the time of visit to calculate an estimation based on the overall age distribution of your patient population.



Site Quality Review

All sites should review the list below at least annually with all staff to help ensure high-quality and consistent implementation of Reach Out and Read across the country.

Sites that are supported by an Affiliate should anticipate regular check-ins to discuss the program quality elements below. Although sites without Affiliate support may not have regular check-ins, we encourage those sites to review the list below at least annually in a full staff meeting to help strive for high-quality implementation of Reach Out and Read. **These efforts are intended to enhance the quality of the program by identifying areas for improvement and creating plans of action for the site and Affiliate – they are not meant to penalize sites and will not affect your status as a participating Reach Out and Read site.**

Elements of High-Quality Reach Out and Read Implementation

Growth and Improvement

- ☐ Site identifies Reach Out and Read goals, successes, and areas for improvement

Staff and Clinician Training

- ☐ At least 75% of clinicians have completed the online course, Core Training: ROR 101 (1.5 CME credits)
- ☐ The site implements the Reach Out and Read model with fidelity during appropriate well-child visits, giving the book early in the visit along with age-appropriate guidance about incorporating reading into daily routines
- ☐ A Medical Champion has been identified and advocates for Reach Out and Read in the clinic to help keep providers engaged
- ☐ A plan is in place for new clinicians to complete the Core Training within 3 months of joining the site

Delivery of Reach Out and Read

- ☐ Clinicians report consistently incorporating books and anticipatory guidance into eligible Reach Out and Read well-child visits as outlined in the model
- ☐ Site integrates Reach Out and Read into clinic flow in effective ways and adapts to staff feedback

Books

- ☐ Books are incorporated into 85%+ of Reach Out and Read well-child visits
- ☐ Site uses an efficient, effective system to track books integrated into well-child visits
- ☐ High-quality, age and language appropriate and culturally responsive books are consistently available
- ☐ Site takes relevant factors into consideration when ordering or choosing books for Reach Out and Read well-child visits

Literacy and Resource Rich Environment

- ☐ Site reinforces the messages about shared reading that happens in the exam room by providing resources from community partners and information about additional family support and education opportunities

Logistics and Program Administration

- ☐ Progress Reports are consistently submitted on time
- ☐ Data collected for Progress Reports are accurate

Funding

- ☐ Funding is currently in place to support book integration at all Reach Out and Read well-child visits
- ☐ The Affiliate and site work together to create a long-term, sustainable funding plan

Satellite Sites

Satellite sites are meant to be true “sister clinics” to the main location, meaning the same clinicians often rotate between locations and their data can’t be separated out from that of the Primary site.

Reach Out and Read Satellite sites are sister clinics to the Primary site location and are indicated by a decimal point at the end of the site ID (i.e. 3170.2). Typically, these sites share clinicians and other staff across multiple locations and often have data systems directly integrated into that of the Primary site. Satellite sites report up to their Primary site location and look to them for all administration of the program. Therefore, Satellite sites don’t have the same access and permissions as the Primary site.

As with Primary sites, all Satellites are required to:

- Maintain the 75% provider core training completion
- Have a dedicated Medical Champion and Site Coordinator to oversee Reach Out and Read at that location
- Keep track of the number of well-child visits and books integrated into visits for Progress Reports

Ordering Books for Satellite Sites

The Primary site must order books on behalf of Satellites using their existing Scholastic and All About Books account numbers. Satellite sites don’t have their own account numbers and do not receive welcome packs of books from our partner book vendors. Only the On- and Off-Site Coordinators, Medical Champions, and Clinic Managers at the Primary site can access the Funding/Order Books page to place orders for Satellite sites.

Progress Reports

When submitting Progress Reports, Primary sites submit information on behalf of themselves and all associated Satellites. Therefore, Satellite sites are required to provide the Primary site with all necessary data (number of well-child visits, books integrated into visits, and patient demographics) for submission.

Adding a New Satellite

Satellites are not meant to be used as a way to list all locations that are part of an overarching health system. Contact your local [Affiliate](#) or Reach Out and Read [National](#) to determine whether adding a Satellite is the best option given your clinic structure. If you want to add a Satellite to your Primary site and the clinic matches the description above, you can follow these steps:

1. Login to myROR and navigate to your Site Summary page. In the left-hand menu, click “Satellites.”
2. Click the “Add New Satellite” button near the top of that page to start the application.



Raising Funds for Your Reach Out and Read Program

Sites are responsible for raising their own funds unless otherwise indicated by their local Affiliate. If you have questions about how your program is funded, contact your local Affiliate or Reach Out and Read National before ordering books.

Now that your site is part of Reach Out and Read, it's important to ensure that you have a sustainability plan in place for purchasing the books needed for all well-child visits in the Reach Out and Read age range. Site Coordinators, Medical Champions, and Clinic Managers are the key contacts that will be involved in raising or managing book funds.

In some places, local Reach Out and Read Affiliate offices may purchase books or provide funding for sites to purchase through our partner book vendors. In areas without Affiliate support, sites purchase books with their own funding. Participating Reach Out and Read sites are responsible for raising their own book funds unless otherwise indicated by their local Affiliate office.

The average cost of a book through Reach Out and Read's partner book vendors is \$3.50. This means your site's estimated Annual Book Budget (ABB) is the number of Reach Out and Read well-child visits/year x \$3.50 (avg. cost of book). For example, if you see 200 well-child visits per year in the Reach Out and Read age range, the book funding needed for one year of the program is $200 \times \$3.50 = \700 .

Please note that books are not the only cost of implementing Reach Out and Read. Incorporating early literacy materials and information on community resources to create a literacy-rich environment in your clinic is encouraged as part of the Reach Out and Read model. If your clinic does not already have these pieces in place, you will need to raise additional funds for this.

Your site will likely need to contribute to at least some of your program's Annual Book Budget. You may achieve your annual book commitment in a variety of ways – by working with a development team within your institution or health system, by working with your local Reach Out and Read Affiliate, or by conducting your own fundraising.

To ensure that Reach Out and Read Affiliates, National, and other sites are not duplicating funding requests, please communicate with your Affiliate Program Manager/Contact or National, before approaching large or statewide funders to support your site.

Accepting Donations

As a Reach Out and Read site, you will need to be sure that you can legally accept donations. Most individuals and charitable corporations or foundations will want you to have official tax-exempt status to receive their donations. The technical term for this legal position is 501(c)(3) status. Your organization may already have this status, but if you don't, you may need to consider working with a fiscal sponsor. If you have any questions about this process, please email development@reachoutandread.org.

The Reach Out and Read National Development Team is always able to provide support for fundraising from individuals, foundations, and more. Please do not hesitate to contact us at (617) 455-0613 or development@reachoutandread.org.

Fundraising Strategies

Your Reach Out and Read site can raise funds or obtain new books in a variety of ways. Below you will find an abbreviated list of fundraising strategies, but you can find more ideas and details in the [Fundraising Opportunities for Your Reach Out and Read Program](#) resource on myROR. **Always be sure to coordinate with your local Affiliate to discuss fundraising strategies and book donation ideas.**

Health System Funding

For clinics under the umbrella of a larger health system entity, there may be an opportunity to partner with the development or marketing offices to explore fundraising possibilities within the health system, or to consider including Reach Out and Read into your site's operational budget, like other necessary supplies. Every health system is different and has varying capacity to support Reach Out and Read, so work with your clinic manager or health system administrative contact to explore these options. If your site is supported by an Affiliate, you should also discuss this approach with your Affiliate Program Manager/Contact as a first step to collaborate on a successful and thorough ask.

Book Donation Requests

- » **Physical Book Drives:** Sites can obtain books for their Reach Out and Read program by hosting a book drive event. These events can be virtual or hosted in partnership with local schools, libraries, service organizations or professional affiliations. Book drives can also be held in conjunction with local or national literacy events, like *Read Across America Day* or *Week of the Young Child*. See Reach Out and Read's [gently used or new book drive toolkits on myROR](#) for more details on hosting your own book drive.
 - Keep in mind that only new books may be used for your Reach Out and Read program while gently used books can be used in waiting areas or your literacy-rich environment.
- » **Virtual Book Drives:** Sites can start an online fundraiser to buy new books through a virtual book drive. Sites decide if they want the funds raised to go into their Scholastic or All About Books prepaid account and Reach Out and Read National will disburse the funds monthly. See Reach Out and Read's [virtual book drive toolkit on myROR](#) for more details on starting your own campaign.
- » **Donation Requests:** Book sellers and literacy organizations may consider book donation requests from nonprofits. [Half Priced Books](#) & [The Lisa Libraries](#) are two examples, and they have donation request instructions on their website.
- » **Bookseller Partnerships:** Companies like Barnes & Noble create charitable partnerships in which customers are asked at checkout if they would like to purchase a book to be donated to a Reach Out and Read site. You may reach out to your closest Barnes & Noble to propose a partnership or contact other local bookstores that may be able to support your site in a similar way.

Funding Requests

- » **Local Businesses:** Small businesses that are interested in supporting community initiatives may be willing to support your Reach Out and Read program. This support could include hosting a book drive or sponsoring your site to cover the cost of your Annual Book Budget.
- » **Civic Groups:** Reach Out and Read sites have had partnerships with chapters of civic groups like Rotary Club, Lions, and Kiwanis. Some of these chapters "adopt" certain local charities, providing them with donations, holding events to benefit them, and recruiting volunteers.
- » **Community Foundations:** Your local community foundation can be a great source of support for your program as they usually offer a variety of grantmaking programs and may have donors who are specifically interested in funding literacy programs.
- » **Individuals:** Reach Out and Read sites with smaller book budgets often have success soliciting personal donations from community members, local philanthropists, friends and family, and encouraging clinicians and staff to contribute, when appropriate.

Making a Funding Request

Whether you decide to send a donation request, apply for grants, or contact local businesses for support, you will need to craft a pitch for why they should donate to your Reach Out and Read program. Before crafting a pitch, you should determine your “need” or what you plan to request.

Calculating Your Site’s Funding/Book Needs

The average cost of a book through Reach Out and Read’s partner book vendors is \$3.50. To calculate your site’s funding needs for one year, multiply the number of well-child visits you see in the Reach Out and Read age range by \$3.50. For example, if you see 200 well-child visits per year, the book funding needed for one year of the program is $200 \times \$3.50 = \700 . This is your annual budget for books, but it does not include any funds for creating a literacy-rich environment (which is encouraged as part of the Reach Out and Read model). Consider including this additional expense in your total funding request if you need to purchase furniture, cover print costs, etc.

If you plan to request a donation of books, you will need to determine how many books you need. Your annual book need will be equal to the number of well-child visits you see in the Reach Out and Read age range, so if you see 200 well-child visits in a year, you will need 200 books.

How to find your Annual Book Budget on myROR:

1. Login to myROR.org and navigate to your Site Summary page.
2. In the left-hand menu, go to Funding/ Order Books.
3. At the top of that page you will find your Annual Book Budget. As a reminder, this is an estimate of how much it will take to fund your program for 1 year and *not* money available for you to spend.

SITE ID 13292

Sample Site

Site Summary

Edit Site

Contacts

Satellites

• Funding/Order Books

Progress Reports

Book Shipments

Site Application

Quality Reviews

Funding / Order Books

ANNUAL BOOK BUDGET


Budget

\$0.00

ALL ABOUT BOOKS (AAB)

Account Number	Balance	Balance Date
123456789	\$0.00	9/25/2023

How to use your AAB account:



Crafting a Request

A basic fundraising or donation request usually contains your goal or mission statement, a description of what you need and why it matters, the impact of the donation, and a call to action. Consider your target audience and think of ways you can appeal to their goals or interests. See the site-level fundraising toolkit below for a fundraising request template that you can fill in with your site's information and data from myROR.

Site-Level Fundraising Toolkit

The full suite of [site-level fundraising resources](#) can be found in the Resource Library on myROR.org. It contains ideas for fundraising and book donation opportunities, materials you can pull information from to use in your own grant proposals or funding requests, and templates that can be edited to suit your fundraising needs. A few key resources in this toolkit include:

- **Fundraising Opportunities for Your Reach Out and Read Program:** This document contains ideas for obtaining new and used book donations, monetary donations, and grants.
- **Fundraising Request Template for Sites:** A letter template that can be edited with your site's information to send to potential funders.
- **Grant Proposal Content Library:** This document provides guidance and sample language that can be edited and used for answering standard grant proposal questions. The language is from previous proposals, so be sure to carefully edit it to ensure that it fits with the specific proposal you're writing.
- **Book Drive Toolkits:** Virtual, new, and gently used book drive toolkits to walk you through the steps of hosting your own book drive.



Books: Funding and Vendors

Reach Out and Read partners with book vendors to offer high-quality books at an average cost of \$3.50 per book. The vendors are not connected to one another, so keep that in mind when placing orders, using prepaid accounts, and contacting customer service.

Books are a critical component of Reach Out and Read, but the ways sites pay for books may look different across the network. In places supported by a Reach Out and Read [Affiliate](#), they may purchase books for your site or provide funding for you to order books from our partner book vendors, Scholastic and All About Books. In other geographies or in places without Affiliate support, sites purchase books with their own funding which may come from the clinic's operating budget, grants, local fundraising efforts, or support from the larger health system. Reach Out and Read sites are responsible for raising their own book funds unless otherwise indicated by their local Affiliate office.

Typically, the Site Coordinator or Medical Champion orders books but this may vary by site. Before placing a book order, be sure to talk with your clinic manager, Medical Champion, health system administrator, and local Reach Out and Read [Affiliate](#) or [National](#) to understand how your site will pay for books and whether there are any special ordering processes or instructions internal to your health system that need to be followed.

Annual Book Budget

The average cost of a book through Reach Out and Read's partner book vendors is \$3.50. This means your site's estimated Annual Book Budget (ABB) is the number of Reach Out and Read well-child visits/year x \$3.50 (avg. cost of book). For example, if you see 200 well-child visits per year in the Reach Out and Read age range, the book funding needed for one year of the program is $200 \times \$3.50 = \700 .

Please note that books are not the only cost of implementing Reach Out and Read. Incorporating early literacy materials and information on community resources to create a [literacy-rich environment](#) in your clinic is encouraged as part of the Reach Out and Read model. If your clinic does not already have these pieces in place, you will need to raise additional funds for this.

On your site's Funding/Order Books page on myROR, you will see an Annual Book Budget listed near the top of the page. This is not money your site has available to spend, rather, it is an estimate of how much it would cost to fund your Reach Out and Read program for one year.

If you have funds available to spend, you will see this listed under "Balance" within each book vendors' section of the Funding/ Order Books page.

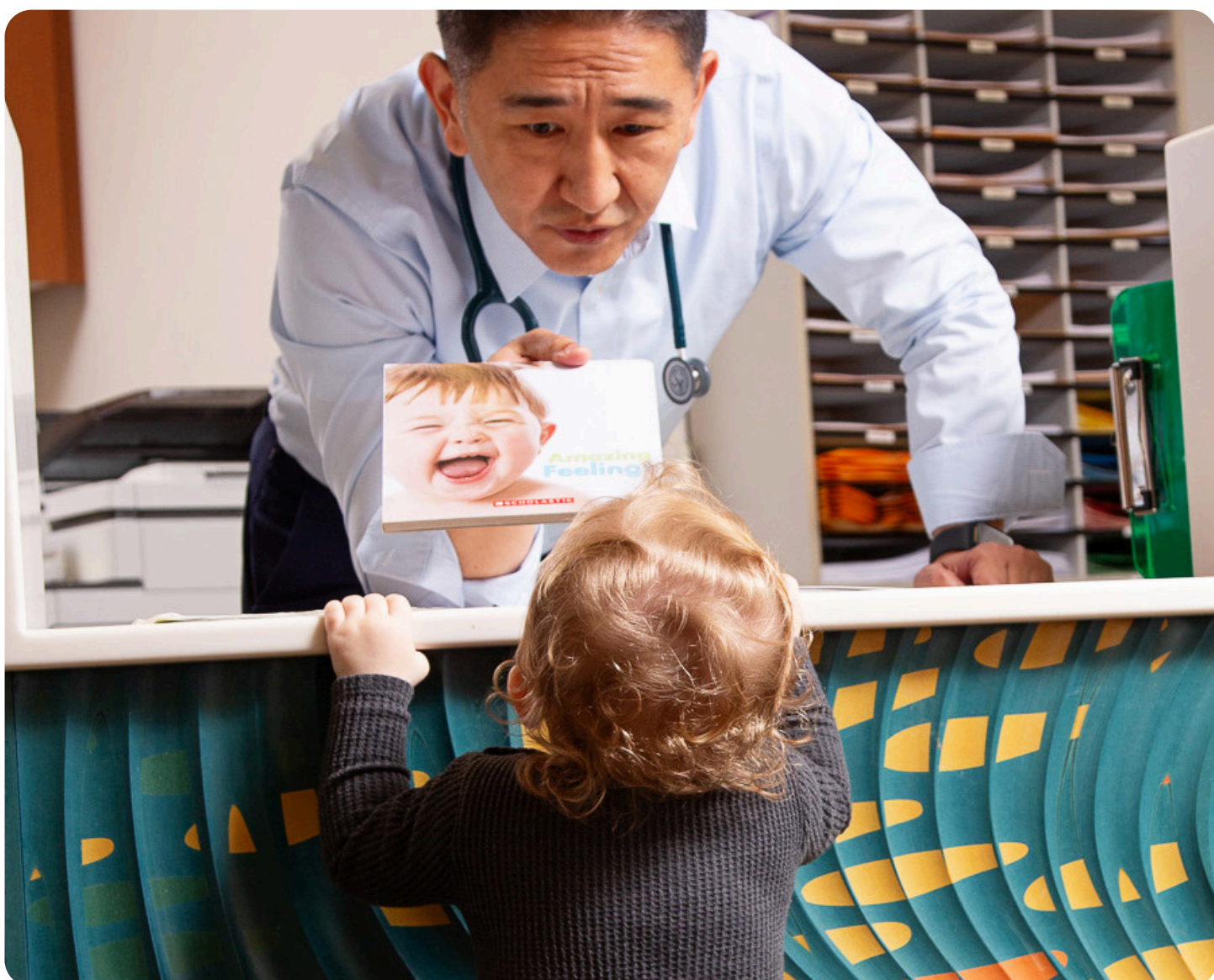
Partner Book Vendors and Prepaid Accounts

Reach Out and Read partners with two primary book vendors, All About Books and Scholastic, to offer high-quality, low-cost books and make purchasing simple through their curated catalogs and online stores. The average cost per book from our vendors is \$3.50. Upon becoming Active, your site will be issued prepaid accounts and account numbers for each vendor.

Prepaid accounts serve as bank accounts for book purchases – your site or local Reach Out and Read Affiliate office can deposit funding into an account for you to purchase books as you need them. To view your prepaid account balances, account numbers, and links to the vendors' online stores, go to your site's Funding/Order Books page on myROR.org. The Funding/Order Books page is only visible to contacts listed as On- or Off-Site Coordinator, Clinic Manager, or Medical Champion.

Important notes regarding prepaid accounts:

- All About Books and Scholastic are separate companies, therefore prepaid accounts are not linked to one another and are not interchangeable. Funds in an All About Books prepaid account cannot be used to purchase books from Scholastic, or vice versa.
- Prepaid balance information on myROR is only updated weekly, so we recommend you confirm your balance with the vendor before placing an order using prepaid funds.
- Reach Out and Read is a separate entity from All About Books and Scholastic and does not have access to your order history or billing information. Contact the vendor directly for questions regarding past orders and billing.



Books: Selection and Ordering

Once you understand how your books are funded, you can proceed with book ordering. Books play an important role in your Reach Out and Read program, and it's important to ensure that you choose the right books for the children and families you serve. While cost is an important factor to keep in mind, before placing an order consider the following elements to help you select the right books for the children and families you serve:

Quantity: View your original Site Application or most recent Progress Report in myROR to find the number of well-child visits your clinic sees in a year to help inform the number of books to order.

- » The quantity of books you order will also depend on the storage space available at your clinic. If space is limited, consider placing multiple smaller orders a year, or if you have plenty of storage you may be able to order books once or twice a year.

Languages: Your original Site Application or latest Progress Report will also contain the languages spoken by the families you serve to inform the type and number of bilingual books to order as needed.

Ages: Your clinic may see more well-child visits at some age ranges and fewer at others; determine the number of visits in each age range so you order the appropriate quantities of books for each.

- » Board books are generally recommended for children from birth through age two. Since there are more visits in this age range than ages 3-5, you'll want to keep plenty of board books on hand. Keep in mind board books take up more shelf space!
- » Picture books are generally recommended for children ages three through five. Keep in mind it's more important for a child to receive a book that is right for them developmentally than just for their age.

Clinician Feedback: Ask clinicians about the current book inventory to help determine the books they want more or less of, which books resonate most with families, and which are culturally responsive for your patient population.

Variety: It's important to have a variety of titles to choose from for different ages and interests. Consider sharing the catalogs from our partner book vendors with clinicians for suggestions and favorites.

Frequency: As noted above, the frequency of ordering can depend on the number of well-child visits and storage space at your site. Books may take 2-4 weeks to be delivered from our partner book vendors, so keep this timeframe in mind when book supplies are running low.

Cost: Reach Out and Read uses an average cost per book of \$3.50 but titles can be more or less expensive than this estimate. While shopping, try to ensure the average cost per book falls into that guideline to make the most of your funding.

Reach Out and Read also provides additional resources, like the ones below, to help you select developmentally appropriate books for the children you serve. If you have questions about books, contact your [Affiliate](#), Program Staff, [National](#), or email books@reachoutandread.org.

[What Children Like in Books](#)
[AAP Book Selection Guidelines](#)

For additional information on book ordering, see Module 3: Books in the [Site Coordinator Training](#) on myROR.

Book Content Guidelines

Reach Out and Read is, first and foremost, about promoting shared reading of high-quality books by caregivers and young children. Some topics, while of social or personal value, are not appropriate for all populations and may distract from the central intent of the program.

Reach Out and Read books should reflect the widest possible representation of the children and families we serve, with stories that are relevant and engaging, accurately reflect and affirm a diverse range of identities, cultures, and histories, and contain illustrations that are colorful and recognizable to young children.

Accordingly, Reach Out and Read sites do not distribute books that have commercial/media tie-ins, contain stereotypes, or touch on subjects such as death, medical issues, religion, holidays, and divorce.

Ordering Books

Before placing a book order, be sure to determine how books are obtained or funded for your program (see the [Raising Funds for Your Reach Out and Read Program](#) section for more details). If you're unsure, contact your local [Affiliate](#) or Reach Out and Read [National](#) for support.

Follow these steps to place an online book order for your site:

1. Login to myROR.org (use the "Forgot password" link to create/ reset your password if needed).
2. From your Site Summary page, click on Funding/ Order Books in the left-hand menu.
 - a. If this option is greyed out, you may not be in the correct role to order books or your site is not yet Active. Contact your Site Coordinator, [Affiliate](#), or Reach Out and Read [National](#) for support.
3. This page contains links to the online stores for our partner book vendors, All About Books and Scholastic. Click the links or logos to visit the online store.
 - a. Within each vendors' section, you'll find instructions for accessing the online stores, depositing funds into prepaid accounts, checking prepaid account balances, and contacting customer service.

While reviewing the catalogs, keep in mind the criteria above to help select the appropriate books for the children and families you serve. Refer to each book vendors' website for information about shipping and returns. For the latest news and specials from our book vendors, check out the Books tab on myROR (found in the top right menu bar).



Ordering Books (continued)

When you have added books to your cart and are ready to checkout, you'll have a few options for payment:

- **Prepaid account balance:** If you have funds in your prepaid account, you can choose to pay for your order with those funds at checkout. If your order total is greater than the funds in your prepaid account, you will be sent an invoice for the remaining balance.
 - Please note that funds are not transferable between book vendors.
 - See the [Books: Funding and Vendors](#) section for more info on prepaid accounts.
- **Invoice:** You can opt to receive an invoice from the book vendor to pay for the order.
- **Credit Card:** Pay online with a credit card at checkout.

SITE ID 13292

Sample Site

- Site Summary
- Edit Site
- Contacts
- Satellites
- **Funding/Order Books**
 - Progress Reports
 - Book Shipments
 - Site Application
 - Quality Reviews

SITE(S) -
TRAINING
BOOKS


Funding / Order Books

ANNUAL BOOK BUDGET

Budget
\$0.00

ALL ABOUT BOOKS (AAB)


Account Number	Balance	Balance Date
123456789	\$0.00	9/25/2023



How to use your AAB account:

- Visit the [All About Books online store](#) to purchase books with your account funds
- For your most up to date prepaid account balance please call All About Books Customer Service at 1-866-732-3667, email service@allaboutbooks.org, or log on to the AAB website to check your online account once activated.
- To activate your online account with All About Books, please contact customer service at (866) 732-3667 or email service@allaboutbooks.org. An AAB team member will provide your account and login information.
- Use this [form](#) to deposit additional funds into your All About Books Account.

SCHOLASTIC



Account Number	Balance	Balance Date
123456789	\$0.00	9/25/2023

Access Code
abcde00000

Books: Storage, Tracking, and Clinic Flow

Book tracking is a crucial component of Reach Out and Read as every participating site will report the number of books they incorporate into well-child visits.

Storage and Organization

Once you have ordered books, you'll need a place to store and organize them. Choose an accessible and secure space to store your books such as central cupboards, file cabinets, closets, bookcases, storage cabinets, or even mobile carts. Since storage space is often scarce, some Site Coordinators may store the books in one location and pull out the books needed for the day's well visits, placing them in an area easily accessed by the clinicians or assistants so they make it to the exam room.

We recommend organizing the books by age and language to make book selection and tracking more efficient. Keeping an organized bookshelf or storage area will also provide a visual cue for when certain age ranges or languages need restocking.

Tracking

Book tracking is a crucial component of Reach Out and Read as every participating site will report the number of books they incorporate into well-child visits. Book distribution numbers are required on the twice-yearly Progress Reports which can help inform program funding, impact, and future growth. Additionally, tracking the number of books integrated into well-child visits can help you plan future book orders.

The most common book tracking methods include using book tally sheets, your Electronic Medical Records system, or a color-coded bookmark system. You can find additional information about each of these systems in this [Book Tracking Methods](#) document and in the *Books* module of the [Site Coordinator Training](#) on myROR.

Clinic Flow

It's essential to think about how books get from the storage area to the exam room, and into the hands of young children. Each site has its own unique workflow, so it's important for your team to develop a method to ensure that clinicians can begin the well-child visit with the book in hand. Consider the following questions and examples as you think about how books will become an integrated part of your site:

- **Where are books stored and are they easily accessible to the clinicians or staff who prepare for well-child visits (WCV)?** e.g. *There is a storage closet that the lead nurse pulls books from in the morning and places in a central location to prepare for the WCVs scheduled for the day; books are stocked in the cabinet in the exam room and the clinician selects a book when they first walk into the room.*
- **How does the site keep track of the books incorporated into well-child visits?** e.g. *When the MA selects a book, they mark a tally sheet in the book closet; the clinician checks the "Reach Out and Read book and guidance" check box on the EMR encounter form during the visit.*
- **When is the book integrated into the well-child visit?** e.g. *When the clinician walks in the room, they use the book as an ice breaker and talk about reading and development; the clinician gives the child the book early in the well-child visit conversation and talks about bedtime routines.*
- **When are books restocked and who is responsible?** e.g. *The Site Coordinator checks the inventory levels every Friday and brings up books from the basement overflow storage; when there are just 10 books left in an age group, the MA who picks books tells the Site Coordinator it is time to restock.*



Creating a Literacy-Rich Environment

The Reach Out and Read model begins when a family enters the clinic, even before the start of the well-child visit. When families are surrounded by a literacy-rich environment that fosters parent-child engagement through reading, it reinforces the anticipatory guidance and messages provided during the well-child visit. Since most families spend some time waiting, many spaces can actively promote the importance of reading by offering gently used books in the waiting room, decorating walls with Reach Out and Read posters, and collaborating with libraries, literacy coalitions, schools, and early childhood groups to offer local educational resources.

Although some sites may not be able to utilize gently used books in the waiting area, you can look for other opportunities to make donated or gently used books available when children aren't receiving Reach Out and Read books — keep a supply of used books near the front desk or nurses' station for staff to share with children, set up a small bookshelf near exam rooms for sick children or siblings to enjoy, or store a bin of used books in exam room cabinets. Gently used books do not need to be tracked like the new books for Reach Out and Read visits. Check out the Resource Library on myROR for additional [information about books and infection control](#).

Here are a few resources that can help you make your clinic literacy-rich:

[Milestones of Early Literacy Development \(English\)](#)

[Milestones of Early Literacy Development \(Spanish\)](#)

[Reading Tips flyer \(English and Spanish\)](#)

[Welcome to Reach Out and Read Poster](#)

[Books Build Better Brains – and Bonds! Posters](#)

[Literacy-Rich Environment Guidance Sheet](#)



Public Relations and Using the Reach Out and Read Name

Reach Out and Read National has created communications materials that may be adapted for use by all who have permission to use the Reach Out and Read name, including all clinics/practices implementing the Reach Out and Read program. The role of National's External Affairs Team is to develop and implement Reach Out and Read's communications strategy and to support the communication efforts of individual Reach Out and Read Affiliates and sites.

We invite you to visit the Resource Library on myROR.org where you can find resources like our [Press Release Template](#) that can be customized for your site and will help you communicate with your community and build awareness of the importance of Reach Out and Read! Also, please feel free to follow Reach Out and Read on social media and share our content or repost it directly from your own account.

It is important that, to the extent possible, we present Reach Out and Read as a clear, consistent and recognizable brand across the country. A consistent message lifts our brand and has a positive impact on the children and families we serve.

If you are interested in using the Reach Out and Read logo on your materials or have any questions about events, public relations, social media, branding or design, please email the External Affairs team at communications@reachoutandread.org.

Using Pictures

A great way to fundraise and build public relations is to use pictures of families enjoying Reach Out and Read. If you decide to take pictures of your site's families, you must obtain a signed photographic consent and release form from the parent/caregivers. You are welcome to use the [Reach Out and Read photo-graphic consent and release form](#) available in English and Spanish in the Resource Library on myROR. We recommend storing the signed photographic release forms in a secure location, preferably in digital storage.

Reach Out and Read National and its Affiliates always welcome photos of families enjoying Reach Out and Read, so please feel free to send us any pictures you have. If you decide to send pictures to National or to an Affiliate, please email the picture to your Affiliate contact, and to communications@reachoutandread.org if you are an independent site, along with the Reach Out and Read photographic consent and release forms for every child photographed.





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