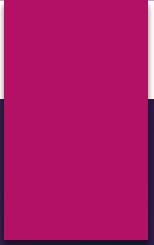


Prescribing Literacy – Strengthening Early Childhood Development through Clinic and Community Partnerships

ANDI MERFELD – GREATER WATERTOWN COMMUNITY
HEALTH FOUNDATION

ALEX ROGERS – REACH OUT AND READ WISCONSIN



Please get a sticker as you walk in

Based on your role/organization

- ▶ Pink = Clinic/medical
- ▶ Yellow = Community Organization
 - ▶ Blue = Library
- ▶ Purple = Foundations/Corporate Giving
 - ▶ Green = other

Engagement
Opportunity:

CLINIC AND LIBRARY BINGO



Please grab a bingo card and as you hear or see keywords mark them off on your sheet



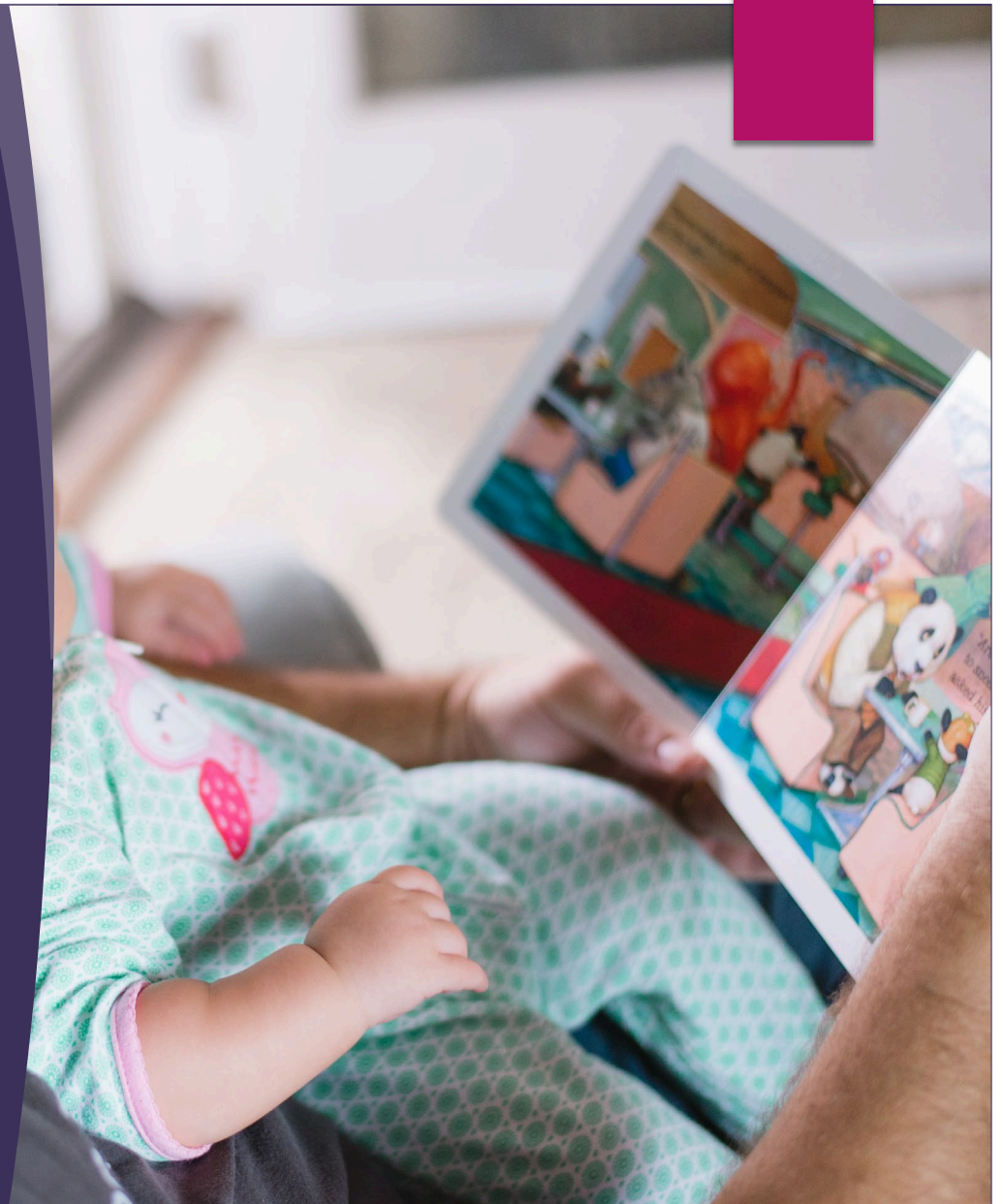
If you get Bingo, please shout out or raise your hand



Winner will receive package of 3 books that were part of the Prescription for Reading Program

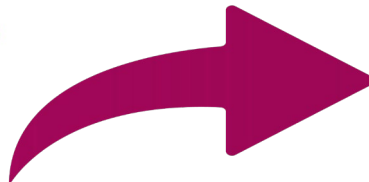
Objectives

- ▶ 1. Participants will examine how pediatric healthcare settings can serve as access points for early literacy promotion and community engagement.
- ▶ 2. Participants will explore strategies for building partnerships between clinics and community organizations, such as libraries, to support holistic child development.
- ▶ 3. Participants will understand the implementation of the Library Initiative as a model for integrating healthcare and literacy resources, including shared messaging and collaborative events.
- ▶ 4. Participants will identify key steps and best practices for aligning clinic workflows with community-based programs to ensure consistent, culturally responsive support for families.
- ▶ 5. Participants will discuss the role of local leadership and logistical support in sustaining high-fidelity, community-centered literacy interventions.





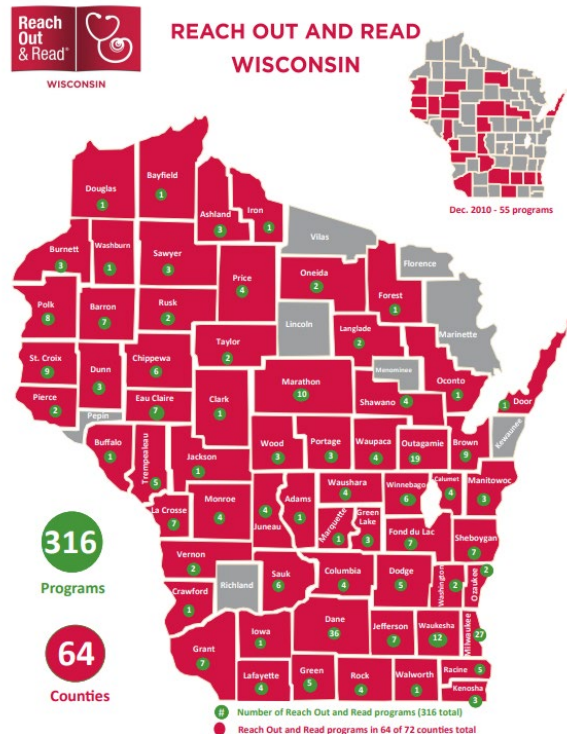
About TalkReadPlay



- Network of community partners
- Communicates the importance of early brain development and parent-child interaction



Reach Out and Read



Working to create a world where every child has the relationships and resources to learn and thrive

Purpose & Alignment

To better support families and connect them to local resources



How Our Partnership Works



talkreadplay
with your child every day

**Reach
Out
& Read®**



WISCONSIN



Participating Libraries and Clinics

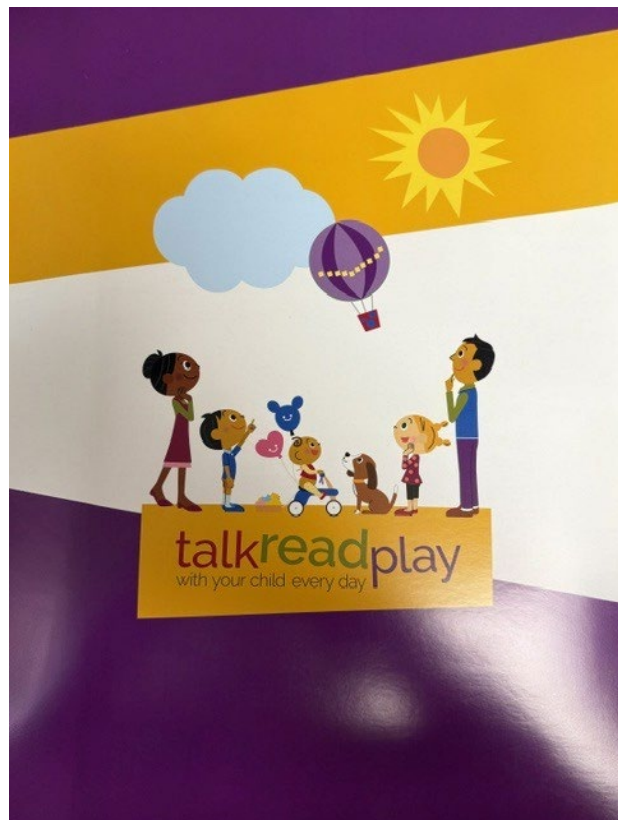
Public Libraries (7)	ROR Clinics (6)
Watertown Public Library	Prohealth Watertown Regional Medical Clinic (WRMC)
Johnson Creek Public Library	WRMC Johnson Creek
Juneau Public Library	WRMC Juneau
LD Fargo Public Library	WRMC Lake Mills
Karl Junginger Memorial Library, Waterloo	WRMC Waterloo
Jefferson Public Library	
Hustisford Community Library	



Materials

- ▶ TalkReadPlay Family Folders**
- ▶ Prescription for Reading
- ▶ Book sticker
- ▶ Handout for libraries
- ▶ Envelopes for libraries to collect Prescriptions

** was already created by TRP





PRESCRIPTION FOR READING

RECETA DE LECTURA



Child's Name _____

Nombre del niño

Date _____

Fecha

Instructions

Instrucciones

- ☐ **Sign up for a library card and get a free book!**
Regístrese para obtener una tarjeta de biblioteca y reciba un libro gratis!
- ☐ **Read as much as you can every day**
Lea tanto como pueda todos los días
- ☐ **Look for ways to talk, read and play together every day**
Busque maneras de hablar, leer y jugar juntos todos los días



Refills At the public libraries in these communities: Hustisford, Jefferson, Johnson Creek, Juneau, Lake Mills, Waterloo, and Watertown / / Reposición en las librerías públicas de las siguientes comunidades: Hustisford, Jefferson, Johnson Creek, Juneau, Lake Mills, Waterloo y Watertown

www.talkreadplaywi.com | www.reachoutandread.org

Prescription



PRESCRIPTION FOR READING
RECETA DE LECTURA



This book belongs to:

Este libro pertenece a:



reachoutandread.org/wisconsin

talkreadplay
with your child every day

talkreadplaywi.com

Book Sticker



WISCONSIN



talkreadplay
with your child every day

PRESCRIPTION FOR READING

Presented by Reach Out and Read Wisconsin and TalkReadPlay

PRESCRIPTION FOR READING OVERVIEW:

- Medical providers give all 4 year old and 5 year olds a Prescription for Reading at their well-child visit
- Families will bring the Prescription for Reading to their local library in exchange for a library card and one new book
- Each library will receive two titles to let children choose from:
 1. Papa, Please Get Me the Moon / Papá por favor, bájame la luna
 2. Augustus and His Smile / Augusto y su sonrisa
- Please give only one book to each child/family
- If a family misplaces their Prescription for Reading or if the child already has a library card they can still receive a book
- Library staff should take the Prescription for Reading and place it in the envelope provided by Reach Out and Read Wisconsin to track how many books/library cards were given
 - The envelopes will be collected at the end of the calendar year



PARTICIPATING CLINICS:

- ProHealth Medical Group Watertown
- Watertown Regional Medical Center Doctors Court Clinic
- Watertown Regional Medical Center Johnson Creek Clinic
- Watertown Regional Medical Center Juneau Clinic
- Watertown Regional Medical Center Lake Mills Clinic
- Watertown Regional Medical Center Waterloo Clinic

PARTICIPATING LIBRARIES:

- Hutisford Community Library
- Jefferson Public Library
- Johnson Creek Public Library
- Juneau Public Library
- Karl Junginger Memorial Library (Waterloo)
- LD Fargo Public Library (Lake Mills)
- Watertown Public Library

R PRESCRIPTION FOR READING
RECETA DE LECTURA



Child's Name _____
Nombre del niño

Date _____
Fecha

Instructions
Instrucciones

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Regístrese para obtener una tarjeta de biblioteca y reciba un libro gratis!
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www.talkreadplaywi.com | www.reachoutandread.org

QUESTIONS?

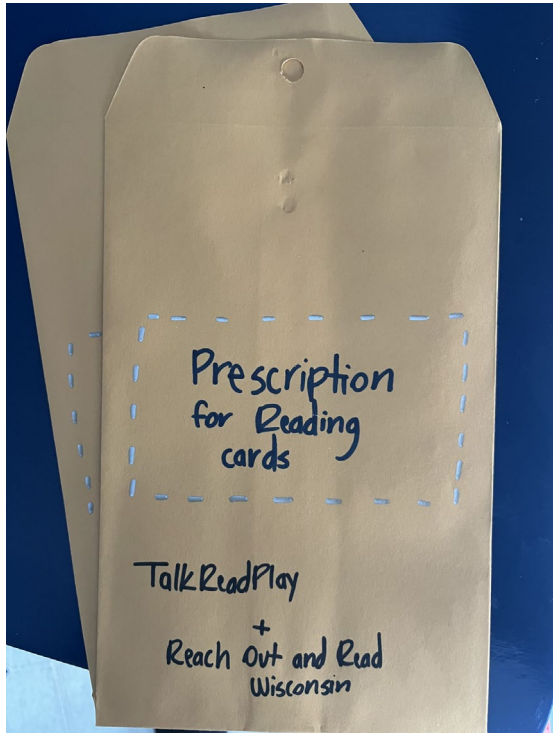
Please contact Andi Merfeld, TalkReadPlay,
amerfeld@watertownhealthfoundation.com or
Alex Rogers, Reach Out and Read Wisconsin,
alex.rogers@reachoutandread.org

**THANK YOU FOR
PARTICIPATING IN OUR PILOT
PROGRAM!**

Library Handout



Envelope



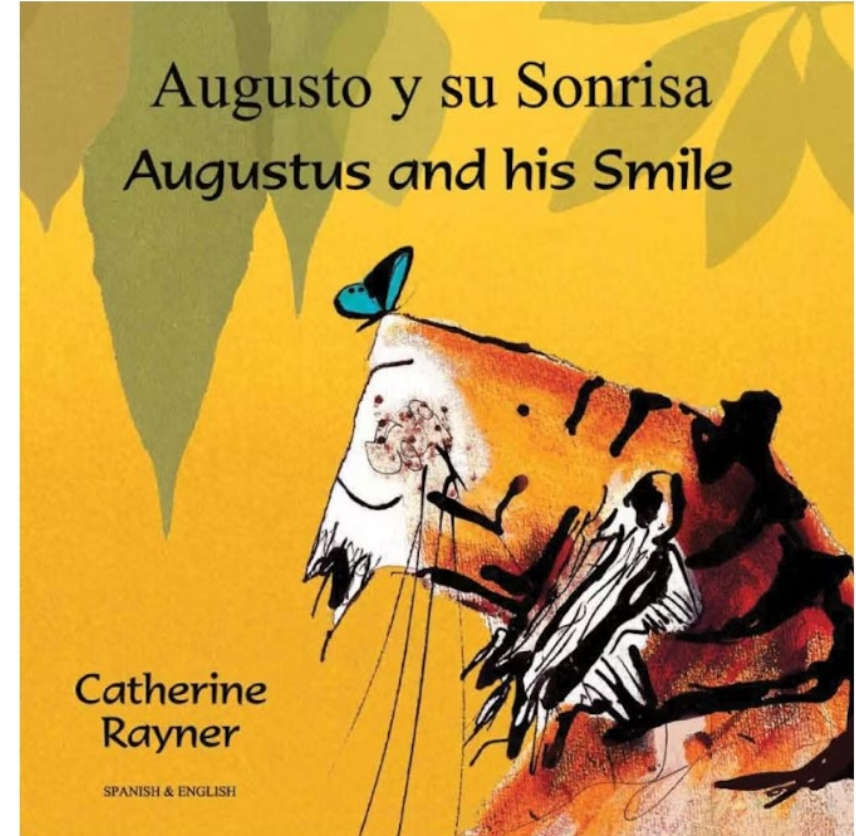
Back of Envelope



Books for Libraries

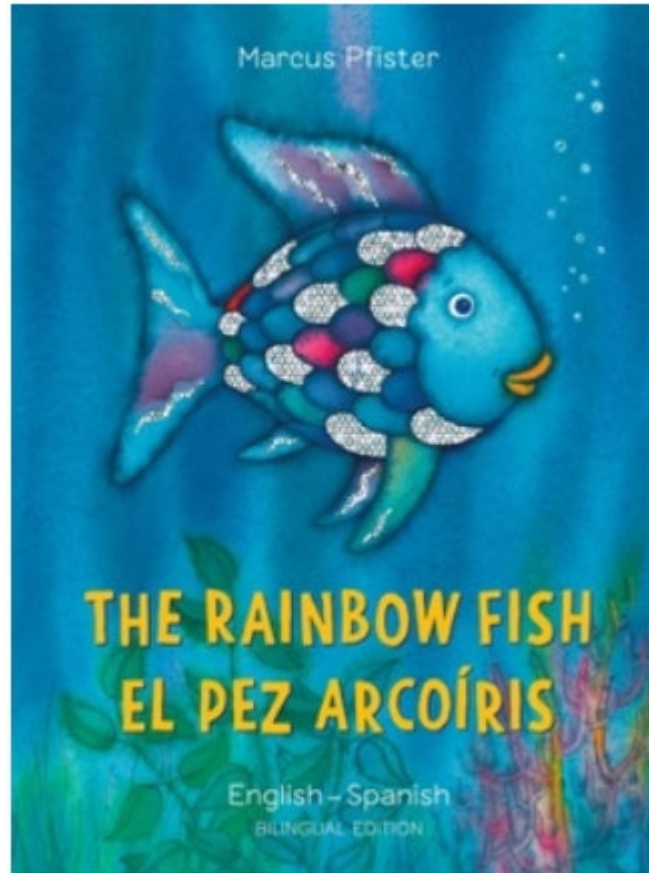


Papa, Please Get the Moon for Me / Papá, por favor, bágame la luna (Spanish-English Bilingual)



Augustus and His Smile / Augusto y su sonrisa (Spanish-English Bilingual)

Books for Libraries continued



**The Rainbow Fish/El Pez Arcoíris
English/Spanish: (Bilingual Edition)**



Implementation

- ▶ Materials distributed to clinics and libraries
- ▶ Monitored progress via email and surveys
- ▶ Adjusted based on feedback from clinics and libraries



Lessons Learned

- ▶ Leveraged existing library cohort for rollout
 - ▶ Library feedback shaped age focus (4-5 yr vs. entire 0-5 group)
- ▶ Launch call to announce partnership
 - ▶ No registrations
- ▶ Post-survey



Benefits

- ▶ Meeting families where they are “at”
- ▶ Trusted messenger deliver information
- ▶ Increased awareness for families
- ▶ Work is shared among many vs. just one person/organization
- ▶ Acting as connectors
- ▶ Library program attendance and circulation
- ▶ WE'RE STRONGER TOGETHER



Our ideas for what's next

- ▶ Expansion to other area clinics
- ▶ Opportunities for programming between providers and clinics



How this can be replicated?

- ▶ Need(s) in the community?
- ▶ Determine capacity
- ▶ Ways to fundraise
 - ▶ Grants
 - ▶ Private businesses
 - ▶ Your health system
 - ▶ Friends of the library



Breakout Groups

- ▶ 20 minutes
- ▶ Answer questions on your worksheet (next slide)
- ▶ Move to breakout groups
 - ▶ Try to have a variety of different sticker colors to represent diverse professional backgrounds
 - ▶ Elect spokesperson to talk notes and present!
 - ▶ Group spokesperson will get a new book



1. Could a partnership like ours work in your community?

- ▶ If no:
 - ▶ What are the barriers?
 - ▶ How could we help?
- ▶ If Yes:
 - ▶ What organizations in your community could work together to provide solutions or resources?
 - ▶ How could you or your organization assist in these efforts?

2. Based on what you heard in our presentation (or what you discuss in your small group) how could we improve our partnership?

3. Are there partnerships already in your community that focus on a different issue (transportation, food insecurity, vaccination rates)?

- ▶ Are they working well?
- ▶ What are their strengths and weaknesses?



- ▶ **In small groups:**
- ▶ Choose one person's answers to share out with the larger group
- ▶ If helpful for the spokesperson please take notes to share out to larger group



Breakout Groups share

Thank you

Andi Merfeld & Alex Rogers



amerfeld@watertownhealthfoundation.com



Alex.rogers@reachoutandread.org