

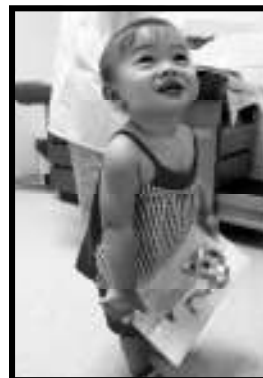


Reach Out and Read Colorado

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Reach Out and Read Book Basics

How Much Will Books Cost?	Page 2
Who Provides Our Annual Book Budget?	Page 3
How Do We Get Our Annual Book Budget?	Page 4
How Do We Get Books On Our Shelves?	Page 5
Are We Invoiced For Our Books?	Page 6
How Do I Make My Annual Book Budget Last?	Page 7
Can We Make Deposits Into Our Scholastic Account?	Page 8
What Do I Need To Record?	Page 9
Book Tracking Ideas	Page 10-23
- Patient Stickers	Page 10
- Color Coded Tags	Page 12
- Color Coded Cards & Patient Stickers	Page 14
- Color Stickers	Page 16
- Manual Counting	Page 18
- Book Binder	Page 20
- Electronic Medical Records Method	Page 22
How Do I Contact ROR Colorado?	Back Cover

Created by Melissa Elgersma, Program Coordinator
Reach Out and Read Colorado
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Tracking models adapted from *Reach Out and Read of Greater New York Book Tracking Manual* by Lucia Smith created March 2007

Annual Book Budget –OR– How Much Will Books Cost?

Each clinic has what is called an **Annual Book Budget**. The ABB formula is:

$$ABB = \# \text{ of well-child checkups per year} \times \$2.75$$

- Well-child checkups– if your books distributed doesn't match your well-child checkups, the National Center will use the number of books to calculate instead. ROR Colorado will always use the number of WCCs.
- \$2.75 is the average price per book from the Scholastic catalog.
- Note: Not every book in the Scholastic catalog is \$2.75. For example, if you chose a \$4.00 book for your 5 year old visit you'll need to order \$1.50 book for another age group to stay in budget. See Managing Your Book Budget.

Example:

Your clinic sees 150 children from 6 months– 5 years old annually. To calculate your ABB:

$$150 \times \$2.75 = \$412.50$$

- Your ABB is calculated after your initial application and after each twice yearly progress report (generally in Jan. and August).

What Does This Model Look Like?

Anticipatory guidance:

The screenshot displays a medical software interface for a 18-month-old child. The main window is titled "18 MONTH PLAN" and contains several sections of checkboxes for anticipatory guidance. The "ANTICIPATORY GUIDANCE (cost)" section is circled in red and includes items such as "Child care", "Consistent limit setting/discipline", "Dental care", "Early intervention referral", "Encourage opportunities for physical activity", "Face to face contact", "Indications of toilet-training readiness", "Literacy guidance", "Night fears/wakening", "Parallel (not interactive) play", "Reading simple stories", "Representational play/feeding games and encouragement", "Self-comforting behavior", "Self-feeding (with needs with family)", "Shower attention", "Skin care", and "Sleep patterns (w/structured bedtime routine)". Other sections include "ANTICIPATORY GUIDANCE (cost)", "SAFETY", and "DIET". The interface also shows a "Place Order" button at the bottom.

Questions:

Contact: Dr. Carolyn Shepherd
 Email: cshepherd@clinica.org
 Phone: 303-665-3036

Tracking Ideas: Electronic Medical Records Method

Who uses this model:

Clinica Family Health Centers– Pecos, Thornton, Lafayette

How It Works At This Site: These clinics use Next Gen EMR. The vital signs for adult and pediatric office visits screen looks like this:



Well Child Visit with alert for children ages 6 months to 5 years:



Sustainability Awards –OR– Who Provides Our ABB?

Funding of the ABB comes from 3 sources:

Reach Out and Read Colorado

ROR CO is the statewide coalition of ROR sites.

- Using your application or progress report data, ROR CO determines the percentage of low-income patients your clinic sees. This is done using insurance status data.

- ROR CO awards up to 65% of your clinic's ABB. Criteria:

- If 50% or more of your patients are low-income, your clinic is eligible for 65% of your ABB from ROR CO

- If less than 50% of your patients are low-income, your clinic will be awarded a % of your ABB equal to your percentage of low-income patients.

Reach Out and Read National Center

Reach Out and Read's national office

- Using progress report or application data, ROR National Center will award up to 25% of your clinic's books distributed in books rather than funds.

Your Clinic

- Each clinic is expected to raise 10% or more of their ABB. (Percentage could be higher if percentage of low-income is lower than 50%.)

Tracking Ideas: Book Binder

Who Uses This Model:

This idea comes directly from the Reach Out and Read of Greater New York Book Tracking Manual by Lucia Smith:

How It Works:

While waiting for the books to arrive label your book cabinet shelves by age and post a list of the titles you ordered, both by age and title. Also, create a book binder. Make a single sheet for each title (not age group) on which you record the book title and its age group. Leave room to record a date and the initial number of books you received. Below this information create a grid for providers to date and sign their names when they take a particular title.

When the books arrive place them on the appropriate shelves. On each sheet in the binder record the date and the initial number of that title received. Leave this binder in/on the book cabinet. Providers should sign and date the binder each time they take a title. Check the binder periodically (every 2 weeks, etc.) to ensure that providers are recording when they take books and that there are enough books left. Restock the cabinet as needed, but make sure you adjust the initial number of books listed.

A reward for this is that you can also keep track of which providers are giving out books often/rarely.

Questions:

Contact: Melissa Elgersma, ROR CO

Email: melissa@reachoutandreadco.org

Phone: 303-623-3800

Ordering Books -OR- *How Do Books Get On Our Shelves?*

Each clinic's ROR Site Coordinator is responsible for ordering their clinic's books. The SC is also responsible for making sure the clinic has books in the right age ranges and languages.

- Books can be ordered on line at the Scholastic ROR store: <http://rorstore.scholastic.com>
- You can also place orders by email using an Excel spreadsheet you can request from Scholastic at 1-800-724-2222
- Books can either be ordered individually or in collections of multiple books
- Scholastic arranges ROR books by age range.
- Books are available in 13 languages including Spanish and Spanish/English Bilingual
- For ideas on what to order, see www.reachoutandreadco.org, click For Site Coordinators and scroll down to book lists.
- Other clinics can also be a great resource for excellent titles kids love. Contact ROR CO for other Site Coordinators in your community.

Scholastic Accounts –OR– Are We Invoiced For Our Books?

- When each clinic is approved as a ROR site, a Scholastic Prepaid Account is created for them.
- When you place a book order with Scholastic, the funds are automatically deducted from your account.
- Each time you place an order, you will receive a STATEMENT from Scholastic. This is not an invoice. You will never be asked to make a payment directly to Scholastic for ROR books unless prior arrangements have been made.
- You can view your Scholastic Prepaid Account balance anytime by visiting www.myROR.org or by calling 1-800-724-2222 Monday—Friday from 6am to 5pm
- Currently, you cannot view past orders on Scholastic's Online ROR Store. You'll want to print the orders before you submit them to have a record and keep the invoices that come with the orders.
- Should you have any questions about orders, statements, etc. please contact Scholastic directly at 1-800-724-2222 Monday—Friday from 6am to 5pm

What Does This Model Look Like?

Date:

Date:

	# in cabinet (A)		# left in cabinet (B)	# books given away (A-B=C)
6 months		6 months		
12 months		12 months		
18 months		18 months		
24 months		24 months		
2.5 years		2.5 years		
3 years		3 years		
3.5 years		3.5 years		
4 years		4 years		
4.5 years		4.5 years		
5 years		5 years		

Please check off when you give out a book of a certain age group

6 months	
12 months	
18 months	
24 months	
2.5 years	
3 years	
3.5 years	
4 years	
4.5 years	
5 years	

Tracking Ideas: Manual Counting

Who Uses This Model:

Many smaller sites throughout Colorado

How It Works:

While you are waiting for the books to arrive label your book cabinet shelves by age group. Also create a list of the titles you ordered and the ages to which they correspond. This list can be ordered by age group or book title. Create a sheet on which you can record the initial number of books for each age group as well as the number left after a set amount of time (2 weeks, etc.).

When the books arrive order them by age inside the book cabinet. Count the number of each age group and record this on your tracking sheet. After a set amount of time recount the books and record this. Make sure you do this often enough so that no one age group ever runs out.

This model involves more work on the part of the coordinator but ensures that the books are always properly recorded. If you ask the providers to mark down themselves when they take a book (thus not counting how many there are at the start and end of a period) then you must ensure they actually do this.

Questions:

Contact: Melissa Elgersma, ROR CO

Email: melissa@reachoutandreadco.org

Phone: 303-623-3800

Managing Your ABB –OR- *How Do I Make My ABB Last?*

One of the key jobs of a ROR Site Coordinator is to stretch the book budget to cover the designated period, generally 6 months.

Managing Your Clinic's ABB

Remembering that your clinic's ABB is based on an average cost of \$2.75 per book is the first important step to managing your clinic's funds. Consistently ordering \$4.00 books will quickly deplete your funds whereas ordering \$2.00 books will stretch your budget.

Stretching the book budget is particularly important for new sites who may have to stretch their dollars beyond 6 months..

A helpful step can be to sort the number of well-child check ups from the last 6 months by age. This will give you an idea of how many books you'll need to order for each age range and prevent you from having too many or too few books in each age group. For example, if your clinic sees 150 6 months olds and 300 5 year olds, you'll want to order proportionately. As your clinic continues providing ROR, you'll get more familiar with how many to order.

ROR CO has also created a spreadsheet called Bargain Books which lists all Scholastic books under \$2.75, \$2.50, \$2.25, and \$2.00.

Supplementing Your ABB –OR– Can We Make Deposits Into Our Scholastic Account?

Many clinics prefer to order popular books that cost a little more than the \$2.75 average price. In addition, many clinics receive donations from non-ROR sources.

- You can deposit outside funds into your Scholastic Account.
- Depositing funds into your Scholastic Account allows you to purchase books at the deep ROR discount.
- Non-ROR funds can be used for ROR books, books for siblings, and books for sick visits. In addition, public health departments have raised additional funds for WIC visits and home visits.
- Donations from non-ROR sources can also be used to improve your literacy rich waiting area.
- **NOTE:** Funds from ROR Colorado or ROR National Center can **only** be used for well-child checkups and immunization visits (in the case of health departments) for children 6 months-5 years old. ROR dollars cannot be used for WIC visits, home visits, sibling visits, or sick visits. ROR dollars cannot be used for waiting room supplies, staff, posters, etc.

What Does This Model Look Like?

Color Coded Book Tracking Sheet

Dates: -

Color	Age	# of books distributed
Red	6 months	
Blue	12 months	
Green	18 months	
Orange	24 months	
Yellow	2.5 years	
White	3 years	
Black	3.5 years	
Purple	4 years	
Pink	4.5 years	
Brown	5 years	

Tracking Ideas: Color Stickers

Who Uses This Model:

This idea comes directly from the Reach Out and Read of Greater New York Book Tracking Manual by Lucia Smith:

How It Works:

While you are waiting for the books to arrive purchase small, plain round stickers in ten colors. Then create a sheet that designates a different age group for each colored sticker. Hand this out to each provider and post one inside your book cabinet. Also create a tracking sheet on which doctors can place a check mark next to the appropriate age each time they give out a book.

When the books arrive put the correct colored sticker on each book. For example, all titles that are for 24 months could have a black sticker placed on the back. Hand out the books to the doctors. Have them place a check mark or tally on the tracking sheet each time they give away a book. Collect this book tracking form periodically (every two weeks, etc.). Make sure you do this often enough that providers do not run out of books.

Questions:

Contact: Melissa Elgersma, ROR CO
Email: melissa@reachoutandreadco.org
Phone: 303-623-3800

Tracking Books -OR- *What Do I Need to Record?*

Each clinic is expected to track the number of ROR books distributed from January through June and July through December. These numbers, along with WCCs and insurance data, will be entered into the biannual progress report.

- ROR CO and ROR National Center do not need details on how many books in each age group, language and title are given out. For the progress report, you're simply asked to tell us how many total books your providers have distributed.
- However, for your clinic, you may find it helpful for ordering to record age groups, language and titles. This will also help you determine how popular titles are.
- Tracking your books will also enable you to properly gauge your clinic's ROR Success Rate (WCCs vs. Books Distributed).
- When selecting a tracking system, keep in mind time constraints of providers and yourself. A tracking system that is very time intensive maybe very difficult to do well.
- There are many ways to track your ROR books. The following pages will provide examples of book tracking systems currently in use at other ROR clinics.

Tracking Ideas: Patient Stickers

Who Uses This Model:

All Denver Health Clinics

How It Works at These Sites

Medical Assistants currently affix patient stickers to sheets of 8 ½ by 11 sheets of paper on a clipboard in the book storage area. The paper is marked by columns of boxes the exact size of the sticker. Patient stickers are computer generated and include patient name, date of birth, medical record number, date of service, patient phone number, insurance status, financial numbers, and clinic location. Each sticker is about 1 x 2 ½ inches and there are 24 to a page. When each sheet is filled, it is stored in a notebook. The Site Coordinators do a monthly count of the sheets then total the monthly counts for progress reports.

Questions?:

Contact:

Susan Berson, ROR Coordinator at Denver Health

Email:

susan.berson@dhha.org

Phone:

303-436-8288

What Does This Model Look Like?

6 months-E

Smith, John
 DOB: 01/01/2007
 MR #: 100001
 Date of Service: 07/01/2007

2 years-S

Garcia, Miguel
 DOB: 01/01/2005
 MR # 100002
 Date of Service: 01/02/2007

Tracking Ideas: Color Coded Cards and Patient Stickers

Who Uses This Model:

Formerly Used by Brunner Family Medicine

How It Works At This Site:

When an order arrives the Site Coordinator sorts books by age. A colored 3x 4 card is marked with age and either an E (English) or a B (Bilingual) or an S (Spanish). An appropriate card is placed in each book. The books are placed on shelves grouped in appropriate age. The medical assistant for each provider picks up the appropriate book for each well child check and places it in the chart. The card is taken out of the book, the patient label is placed on the card and it is dropped into a box. The book is placed in the chart holder on the exam room door. The provider gives the book to the child. At the end of each month I gather the cards, sort them by age and language. The Site Coordinator places the numbers into the spreadsheet.

Questions:

Contact: Melissa Elgersma, ROR CO
Email: melissa@reachoutandreadco.org
Phone: 303-623-3800

What Does This Model Look Like?

Reach Out and Read Book

Tracking Ideas: Color Coded Tags

Who Uses This Model:

Children's Medical Center

How It Works At This Site:

Clinic keeps track of their books using colored paper inserts each age has been assigned a different colored insert that also indicates whether the book is in Spanish or English. When a well-child check is admitted to an exam room, medical assistants select the appropriate book from the shelf, remove the paper insert, and include the book with the patient's chart for the provider to give away.

When the inserts are removed, they are placed in a collection bin that is also located in the shelves. At the end of the week or month, the Site Coordinator empties the collection bins and tallies up the number of books distributed for that time period. The Site Coordinator keeps track of these numbers using an Excel worksheet.

Variations:

Can remove insurance information and put language instead or adapt to include language.

Questions?:

Contact: Sharron Palmer, Children's Medical Center

Email: cchfpalmer@qwest.net

Phone: (303) 830-7337 (ext. 14)

What Does This Model Look Like?

Age 6 months	Age 9 months	Age 12 months
Private	Private	Private
Medicaid	Medicaid	Medicaid
No Insurance	No Insurance	No Insurance
Age 15 months	Age 18 months	Age 2 Years
Private	Private	Private
Medicaid	Medicaid	Medicaid
No Insurance	No Insurance	No Insurance
Age 3 Years	Age 4 Years	Age 5 Years
Private	Private	Private
Medicaid	Medicaid	Medicaid
No Insurance	No Insurance	No Insurance