

MEDICAL PROVIDER TRAINING

The Reach Out and Read program derives much of its impact from the trust that parents place in their pediatric primary care providers—the doctors or nurse-practitioners whose job it is to help their children grow up well in every sense. By having these providers offer age-appropriate advice about reading, and then reinforcing the importance of books in the home by giving the child an enticing new book, Reach Out and Read takes full advantage of the parent/provider relationship.

How can pediatric clinicians, amidst their many other concerns and responsibilities, learn to provide parents with literacy counseling? How can they work such advice into the often rushed well-child visit and make most effective use of the books they give out to children? We want Reach Out and Read to be much more than a book giveaway program, but how can we give doctors and nurses the training they need to make that happen?



Reach Out and Read provider training, an essential part of starting up your program, offers a basic grounding in developmental aspects of early literacy, and in techniques for incorporating books and literacy counseling into the pediatric health supervision visit. These techniques were all developed by practicing primary care providers, thoroughly familiar with the pressures and complexities of taking care of young children in busy clinics.

The Reach Out and Read National Center offers provider training in a variety of ways. The Training Coordinator at the ROR National Center advises each new site about which training modalities will work best as they begin their ROR program. The training options usually include a combination of the following:

- We can help arrange on-site provider training workshops delivered by ROR regional trainers—“face-to-face training.”
- We can arrange for you to take part in training at a site in your vicinity.
- We hold regular provider training workshops at national pediatric meetings.
- If your site is part of a ROR Coalition, regional training may be available.
- We offer an online one-credit CME course free to ROR providers.
- New ROR sites with one to four providers may use the ROR training video.