

Best Practices Manual



**REACH OUT AND READ OF GREATER NEW YORK
November 2009**

(Revised)

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Introduction

Reach Out and Read's mission is to make literacy promotion a standard part of pediatric primary care so that children grow up with books and a love of reading. The Program trains doctors and nurses to advise parents about the importance of reading aloud and to give free books to children at pediatric check-ups from six months to five years of age, with a special focus on children growing up in poverty. By building on the unique relationship between families and medical providers, Reach Out and Read helps families and communities encourage early literacy skills so children enter school prepared for success in reading.

Pediatricians and early childhood specialists founded Reach Out and Read (ROR) in 1989 at Boston City Hospital, now a part of Boston Medical Center. Reach Out and Read of Greater New York (ROR GNY) was later launched as a separate affiliate in New York City in 1997 (incorporated in 1999), and over the years has grown to serve more than 277,000 children living in poverty. Today ROR GNY represents 176 ROR Program Sites in the five boroughs of New York City, as well as in Long Island, Westchester, Ulster, Sullivan, Dutchess, Putnam, Rockland, and Orange Counties. More than 5,400 physicians and nurses region-wide have received training in the ROR model of early childhood literacy.

One of our primary responsibilities is to provide quality and consistent support to all ROR GNY Program Sites. This is done through ongoing Program Site monitoring (Site visits), trainings to disseminate information about the ROR model of literacy, meetings to convene Program Sites to discuss the nuts and bolts of running a successful ROR Program, consistent and helpful collaboration with partner agencies, fundraising and legislative advocacy support, and direct problem solving/troubleshooting when ROR GNY Program Sites need assistance in administering their Program.

To assist you with providing quality Program Site support, we have developed a best practices manual for the first years of a ROR Program Site's life, including answers to the basic, most frequently asked questions about running a Program. The following manual covers a variety of common problems and answers them with simple, proven solutions. We hope you find the information contained within this manual helpful.

**The Staff of Reach Out and Read
of Greater New York**

November 2009

The Role of a Reach Out and Read Site Coordinator

A Reach Out and Read Program is only as successful as its ROR Program Site coordinator. As a Program Site coordinator, we hope that this section will aid you as you coordinate services for the many families in need at your Program Site. The responsibilities outlined in this section are considered some of the major components of a Site coordinator's position. All of the areas noted below are done in collaboration with the ROR GNY office who will support you with many of these activities.

- **Become a ROR Champion**
Ensure smooth operations of ROR Program on-Site and work with the physician champion/medical provider to cover all bases of operation, such as book ordering and organization, waiting room set-up, training, fundraising, ensuring an adequate book supply year round, etc. We understand in some cases that the medical provider and the Program Coordinator are one and the same person.
- **Communications & Record Keeping**
Maintain regular contact with ROR GNY and the ROR National Center, as appropriate. Assure that semi-annual ROR reports are completed on-time by the appropriate staff person. Also make sure all contact information is current especially on the ROR website – myror.org.
- **Book Inventory**
Assure that books are in adequate supply and organized with appropriate titles and age-distribution for the ROR Program. Please refer to the section on *Book Ordering* for more specifics.
- **Volunteer Coordination**
Recruit, train and support volunteers.
- **Establishment and Maintenance of a Literacy-Rich Waiting Area**
Keep up-to-date on best practices, maintain decorations, books, and furniture in good condition.
- **On-Going Quality Improvement**
Solicit feedback from providers and Program Site staff regarding changes in the population served and how the Program is working. Identify and help implement appropriate improvements in service delivery.
- **Fundraising and Media Events**
Organize and implement fundraising events for the ROR Program Site. Where possible, build relationships with local media outlets and organize on-Site media events.
- **Identification and Cultivation of Community Partners**
Build relationships with local agencies, community organizations and businesses as Potential partners and donors. Ensure that providers and Program Site staff know how to access referral information and are comfortable making referrals to community partners.
- **Training**
Identify training or re-training needs for the Program Site staff. Work with appropriate ROR GNY staff or ROR National Center staff to schedule training.
- **Advocacy within Clinic or Hospital**
Advocate for the ROR Program in discussions with individual clinic, office or hospital leadership. Educate Program Site staff on ROR practices, accomplishments and activities locally, regionally and nationally. Recognize staff for their support and on-going participation.

Book Ordering

Book ordering can be the most daunting and the most fun part of running a Reach Out and Read (ROR) Program. When you become a new ROR Site you will receive the most recent Reach Out and Read Scholastic Book Catalog. This catalog is filled with hundreds of titles from a variety of publishers that are priced at a significant discount, usually 60% off the list price. These discounts are negotiated by the ROR National Center (National Center). At times you may be able to find certain titles at deeper discounts from other sources. You are permitted to buy books from any publisher or venue that you wish, but books from the Scholastic catalog can only be purchased using your Scholastic Pre-Paid Account Number. This account works like an ATM card in that funds are automatically withdrawn when you use the account number to purchase books. Any private funds you raise can be reserved just for ROR books and deposited into your pre-paid account.

You may opt to order books two different ways. Your options are:

- 1) **Scholastic Pre-Paid Account:** This is a Site's book fund account set up in partnership with Scholastic to allow for the receipt of private funds and ease in ordering of books for the ROR Program. There is no time limit within which private funds must be spent. For questions about Pre-Paid Account balances, contact Kim Nourse at Scholastic at 1.877.266.5736 or Fax 1. 800.914.9150.

Pros:

- There is no invoice to pay as funds have already been submitted to Scholastic.

Cons:

- You cannot use these funds to pay for an order from another bookseller/publisher or take advantage of any non-Scholastic specials that are offered by ROR National Center with these funds.

- 2) **ROR Core Pack from All About Books:** The ROR Core Pack was developed in conjunction with All About Books (AAB) and is priced at \$2.22 per book. The books come packaged by age group for easy identification. All titles are reviewed by ROR National Center for quality, and titles change over time to ensure that that book selection stays fresh to both medical staff and patients. Core Packs are available in 4 selections:

- Small Core Packs: (includes 45 books total, 9 books per ROR age group)
 - Small Core Packs English: all English (\$100)
 - Small Core Packs Bilingual: all Spanish bilingual (\$100)
- Large Core Packs (includes 225 books total, 45 books per ROR age group)
 - Large Core Pack English: all English (\$500)
 - Large Core Pack Bilingual: all Spanish bilingual (\$500)

This is a good option for a busy coordinator who would like a mix of bilingual and English language books. For questions about your ROR Core Pack order, contact Alma Smith (ext 14) or Holli Dutton (ext 10) at All About Books at 1.866.732.3667.

Pros:

- ROR Core Packs are \$2.22 per book and titles change over time to provide more variety, but are always packaged by age group.

Cons:

- You do not choose your titles as books are selected by AAB in partnership with the ROR National Center.
- Only funds raised by you or provided by ROR GNY (not placed in a Scholastic prepaid account) may be used to purchase books under this option.

If you would like to discuss the options further to determine which offer is best for your clinic contact ROR GNY office at 646.237.0103.

There are four key things to think about when ordering books:

- **Storage Space:** When you begin your Program it may not be possible to tell how many boxes of books your order consists of, or how quickly you will distribute the books.
 - If space is limited it is probably best to order a small amount of books and note how your storage space gets filled and how quickly books are distributed.
 - Some Programs place one large order, while others place small orders every few months.
 - You may also choose to have books shipped periodically throughout the year.
- **Book Selection:** Book ordering is not usually a democracy, but it's not a dictatorship either.
 - We suggest that you, solely, create the list of books you plan to order
 - We do suggest you solicit feedback, however, about the books chosen. Make sure that your medical providers like the books you are purchasing, or they will not distribute them. If you notice that a certain title remains on the shelf, ask people why and take that into account during your next order.
- **Variety in Book Titles:** For your initial order, pick a variety of titles
 - Over time you may see that certain titles are favorites, but for your first order you should pick many different titles and see how patients react.
 - You can order as many or as few of each title as you wish.
 - Many books in the Scholastic catalogue are Spanish-language or bilingual books. It is a smart idea to purchase bilingual books for your patients. In almost all existing ROR Sites families prefer bilingual books over Spanish language, even if the parents do not speak or read English themselves.
- **Ordering:** You can place your Scholastic order via fax, email, or online
 - Look in your Reach Out and Read Scholastic catalogue for a copy of the order form for fax/email. Be sure to make a copy of the form for future orders.
 - You can order books online through the ROR store. Go to www.myror.org and select "ROR-Scholastic Online store and catalogs" from the Books Tab.

If you have any questions about book ordering, contact the ROR of Greater New York (ROR GNY) office at 626.237.0103.

Book Storage and Inventory

There is no “correct” method for book storage and inventory. The most important thing to remember is that wherever you keep the books they must be in a secure location. Make it clear that the books are not free or for staff, and if possible, keep them in a locked cabinet.

A few things to keep in mind when planning how you will store your books:

- **If you have very little storage space**
 - There is no minimum number of books you must order
 - This applies to both the total number of books you order and the number of each individual title.
 - If you do not have storage space order only a month’s worth of books at a time.
- **If you have lots of storage space**
 - For neatness and inventory purposes, it is usually best to store the books in a locked cabinet.
 - Make sure you keep a count of your books/boxes. With an excess of space and or books it is easy to overlook missing books.
- **If you store books in one location**
 - Make sure the books are secure!
- **If you store books in multiple locations**
 - Make sure the books are secure and that everyone knows not to take them/give them away to all patients (just well-child visits).
 - Check on each location once per month to ensure that each is well stocked and books are being distributed properly.
- **Inventory**
 - Check that you received the proper number of books when they arrive.
 - If you find a discrepancy call the publisher you ordered from immediately.
 - If you cannot get through call the ROR GNY office.
 - After your first order it is also useful to note how many books you can place in your storage facility—that way you’ll know if you need to order more or less the next time.

Book Reporting and Tracking

Reporting on the number of books distributed is very important because you receive sustainability awards based on these reports. The ROR National Center contributes toward your book budget twice a year in the form of sustainability awards (after progress reports have been submitted in a timely manner). If you report properly they will continue to support a portion of your book budget as long as your Program remains Active.

Reporting

Some important things to remember about reporting:

- **Progress reports are due (via an online system) to the National Center twice a year**
 - Reports for January-June are due around **July/August**; Reports for July-January are due around **February/March**.
 - The National Center will send an email reminder about the report due date to the person listed as the Main Contact on the National Center website (myror.org).
 - Your first report will be due six months after you become an Active ROR Site. Progress reports are due twice a year for as long as you remain an Active ROR Site.
 - You must report on the activity in your Program whether or not you receive sustainability support from ROR.
- **Make sure the person listed as your Main Contact is able to check his/her e-mail regularly**, as this is often the only way you will be informed that reports are due. On the progress reports you will be asked how many well-child visits you have had in the last six months and how many books you have distributed.
- **Sustainability support is awarded based on your reports, so it is important to fill them out on time.**
 - If you do not submit two reports in a row your ROR Program will be considered **Active Non-Reporting**.
 - If the subsequent report is not submitted your Program will be deemed **Inactive** and you will have to re-apply to become a ROR Site.
 - It's ok if the number of well-child visits you've had and the number of books given away are not exactly the same.
 - They should be in the same range, but it's rare for them to be exactly the same so do not worry if they are different.
 - If you have any questions or concerns about reporting contact the ROR GNY office! There is no question too small and it's much better to have your questions answered than to not report—even if you have given away no books!

Book Tracking

There are a number of ways to track book distribution throughout the year to facilitate number reporting. Everyone should develop good organizational habits by labeling your book cabinet shelves by age group and language, if appropriate. Also create a list of the titles you ordered and the ages to which they correspond. This list should be centrally located so that it is accessible to the medical providers.

Best practice models for tracking books are:

- **Book Tags**
 - Create different colored tag inserts for each age group of books. For example, make a set of tags that says "6 Months" on yellow paper, a set that says "12 Months" on red paper. You can fit about five tags on a normal sized piece of paper. Slice the paper with a paper cutter so the

result resembles bookmarks. Decorate a box to hold the tags (a shoebox is a good size) and label it "Book Tags."

- When the books arrive place the tags in the appropriate books. Multiple titles within the same age group will receive the same colored tag. Place the books in age-order on shelves or in a cabinet. Place the Book Tags box on or next to the cabinet. Inform providers that they should remove the tag from the book and place it in the Book Tags box before they bring the book to the child.
- At the end of a set time period (2 weeks, 1 month, etc.) take the tags out of the box and count how many books of each age have been given away. Record this on the tracking sheet which should be centrally located. It is also a good idea to set-up your tracking sheet to include book titles to help you determine book usage at your Site. Make sure you do this often enough so that you never run completely out of books. The tags can be re-used.

Cons:

- You must be sure that providers are remembering to take the tags out of the books. It is easy to forget and often a small sign reminding them helps. If they are giving out the books from their exam rooms make sure they do not throw out or lose the tags.

• **Colored Stickers**

- 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. Have the providers place a check mark or tally on the tracking sheet next to the appropriate age column each time they give away a book. Collect this book tracking form periodically (every two weeks, etc.). Make sure you do this often enough to ensure that providers do not run out of books.

Cons:

- You must ensure that providers mark down when they give out a book. If you are counting how many books are in a cabinet at the start and end of a period you must ensure that books are being given away and not just disappearing. You also must be willing to put in the time to record this often.

• **Manual Counting**

- 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.

Cons:

- 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 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.

• **Book Binder**

- 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. 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.

Cons:

- You must ensure the providers remember to sign when they take a book out or your numbers will be off. A benefit of this is that you can also keep track of which providers are giving out books often/rarely.

If you would like a more detailed account of book tracking methods, including sample forms, please contact the ROR GNY office (646.237.0103) and ask for the **Book Tracking Manual**.

Keeping Medical Providers and Staff Involved with ROR

When ROR Programs first begin, the doctors and staff are often very enthusiastic. You should capitalize on this by being organized from the start. Ideally no more than a month should pass between when the ROR training occurs and the Site's Program begins. ROR Site coordinators should work to ensure that there is adequate storage space available and know the tracking method to be used.

Despite initial interest, it is a common problem that over time some providers and staff participate in the Program less and less. They become busy, think it's too complicated, or simply forget.

A few ways to keep them involved:

- **Signage, Signage, Signage**
 - Make simple signs that say “Did You Remember to Give Out a Book?” or “Did You Receive a Book from Your Doctor Today?”
 - This will serve as a reminder to doctors and staff
 - This will also remind families that they should receive a book and prompt them to ask. The families themselves are your best advocates.
 - Hang the signs where you store the books, as well as in each exam room.
- **Increasing Staff Input**
 - If the staff does not feel they are part of the ROR process they may become disinterested in the Program.
 - Solicit suggestions for book titles each time you order.
 - Ask staff for suggestions on local organizations to solicit for funds.
 - Ask a few staff members if they'd be interested in reading to children in the waiting room during their lunch break once a week.
 - Though it may seem that people are too busy, they often want to participate in the Program and will be more willing to help administratively if they are actively involved.
- **Thank You Events**
 - If you have time, it is nice to hold a small thank you event every year for your staff and doctors.
 - Easy ideas are to have a breakfast or lunch—you can talk to your clinic's administration about providing a small amount of money for food.
 - If you cannot have an event, write notes or personally thank people for the efforts they are putting in to ensure every qualified child leaves with a book.
- **Re-Training**
 - When clinics experience staff turnover the new staff and/or doctors need assistance in administering the ROR Program Site for the first time.
 - If this is the case, contact the ROR GNY office and we will schedule a re-training.
 - The ROR GNY office can also send you information, signs, and videos if you'd like to conduct your own re-training.

Training New ROR Staff

As the on-Site coordinator for the Program, you should share any knowledge and information you have with anyone assisting you, and especially anyone replacing you. If you don't feel you have the time to train an assistant or new replacement, please call the ROR GNY office and we will speak with that person about ROR. If you are able to train new ROR staff, remember to tell them not just about the Program, but also about the logistics of how you run things.

Important details to share with your colleagues:

- Where the books are stored
- How you track books
- Your password on the ROR website (myror.org)
- What books you typically order and how many
- Information on your Pre-Paid Book Account
- Where keys are for any locked cabinets where books are stored
- Contact information for people throughout the clinic who are also involved in ROR
- Any important events or dates surrounding the ROR Program
 - Report due dates
 - Legislative visits scheduled
 - Fundraising work conducted
 - Annual ROR Meetings and Literacy conferences

Finally, if you bring on an assistant or a replacement for your role, please make sure you inform the ROR GNY office so that we have that person's information in our system. Also update your Site's information on the ROR website (www.myror.org/admin)—if you do not, you will continue to receive ROR emails, letters, and phone calls.

Volunteer Recruitment and Activities

Volunteers are an important part of the ROR model. ROR GNY does not directly provide volunteers. We can connect you to organizations that provide volunteers and help you provide activities to support them.

Ideas for where you can find volunteers:

- Colleges and universities
- High schools
- The Department for the Aging's Foster Grandparent Agency
- The Mayor's Office (Volunteer Center)
- Civic organizations, such as

Even if you do not have a busy waiting room, volunteers can help you run your Program more smoothly. We know you cannot predict when there will be children to read with, so we suggest you have alternate activities for volunteers so they do not get bored. Ideas for volunteer activities include:

- Assist with book tracking and storage
- Help plan fundraising events
- Decorate the waiting room
- Work to bring in community partners, such as the library's Book Mobile or local authors, celebrities or legislators as volunteer readers.

Make sure you support your volunteers! Be sure to thank them for their time and be organized so that they feel they are making a real contribution.

Ideas for how to support your volunteers:

- Be available to volunteers for questions and make sure they know your schedule.
- Let the volunteers know that their ideas and work matter—train them in the ROR model and give them information to hand out to families.
- Have a sign in sheet
- Create a feedback form where volunteers can give comments and ideas for waiting room activities.
- Buy a few large read-aloud books (available in the ROR catalog) for the waiting room.
- Put a number of used and donated books in a ROR bag that the volunteers can take to and from the waiting room.
- Honor your volunteers.

For more information on where to find volunteers and potential volunteer activities, please visit the Volunteer Recruitment page on the ROR GNY website at: <http://www.reachoutandreadnyc.org>.

Basic Fundraising Ideas

Fundraising for your Site can seem daunting, but it can also be fun. We know it is extremely difficult for many Programs to raise funds, which is why the ROR GNY office can help you with ideas, event implementation, and solicitations. We also do a large amount of fundraising each year to help supplement your work. The ROR Program itself is not expensive: It costs only \$40 to supply a child with a library of books for a full five years (6 months through 5 years of age). If you can translate the message of how inexpensive it is to change a child's life through books you will be very successful in your fundraising efforts. Try to personalize your requests and think about your audience when writing a grant proposal or solicitation.

Ideas for ways to fundraise:

- Solicit local businesses
- Solicit local branches of larger businesses
 - Banks
 - Target
- Apply for area-specific grants
 - Many funders target certain boroughs or populations
- Hold a book fair (see *Connecting With Partner Agencies* for more information)
- Ask your hospital or clinic to host a pancake breakfast or bake sale with proceeds going specifically to the ROR Program
- Solicit your hospital's Auxiliary Board
- Ask friends and family
 - ROR is a very inexpensive Program—hosting an informal gathering and collecting \$50 from 10 people can go very far.

Solicitations are not the only way to raise funds for your Program. Increased publicity and awareness about your ROR Program often result in funds. Consider having a “friendraising” event. These are events that do not raise money, but get people more involved in the ROR Program so they will be more open about contributing in the future. Clinics often hold such events around a theme, such as the Program’s anniversary in honor of a holiday. If you receive a large quantity of new donated books you can have an event focused around giving away that book to every child. Often, hospitals that house ROR Programs will support such events and help with media and funds for supplies.

Local legislators are interested in reading at ROR clinics and can bring media attention and possibly government funds. Such events can often garner a story in your hospital’s newsletter. If you have a contact at a legislator’s office or are interested in pursuing a legislative Site visit, please contact the ROR GNY office.

For more fundraising ideas visit the Fundraising Tool Box page on the ROR GNY website at <http://www.reachoutandreadnyc.org/doctors/fundraising.htm>.

Available Program Site funds information is always accessible on the ROR National website (myror.org) and can be accessed using your individual ID and password.

Connecting with Partner Agencies

One of the benefits of being part of the Greater New York coalition of ROR Program Sites is that your ROR Site, no matter its size, has access to a variety of NYC-area organizations that work to promote family literacy and early childhood development. While you may have your own local contacts, ROR GNY regularly works with a number of Programs that are always open to collaboration with our Program Sites.

Volunteerism

Foster Grandparent Program

Lynna Carnegie, Program Director
212.442.3117, lcarnegie@aqing.nyc.gov

The Foster Grandparent Program is a volunteer Program that offers seniors age 60 and older a paid non-taxable stipend to serve as mentors, tutors and caregivers for children and youth with special needs. Foster Grandparents serve 20 hours per week in community-based organizations such as elementary schools, hospitals, day care Programs, after-school Programs and Head Start Programs. ROR GNY has placed numerous Foster Grandparents at Sites throughout the boroughs. While they require an on-Site supervisor,

Foster Grandparents have proven to be very active and independent, often taking on new initiatives. They also often speak multiple languages.

High Schools and Colleges

There are numerous colleges and universities in the NY Metropolitan area with active volunteer Programs. Students are often very useful volunteers because they can be available during the day. If there is a college or university in your area you can call the main switchboard and ask to speak with someone in the Volunteer or Community Service Office. If you'd like a listing of the contact information of colleges and universities in the NY Metro area, please go to the ROR GNY website under the Volunteer tab at <http://www.reachoutandreadnyc.org>.

Libraries

The public libraries are a wonderful resource for all ROR GNY Program Sites. Besides being a great resource for free books for your patients, the libraries also create and distribute free materials in a variety of languages. Services the public libraries have provided for ROR Programs in the past include:

- on-Site library card sign-up,
- bookmarks in multiple languages,
- clinic visits from the Bookmobile,
- volunteer readers
- adult literacy classes.

Please contact your local library for more information on the services and materials available for your ROR Program.

New York Public Library

Leslie Ederer, Early Childhood Literacy Specialist
lederer@nypl.org
212. 340-0977

Brooklyn Public Library

Rachel Payne, Coordinator of Preschool Services
718.230.2233, r.payne@brooklynpublib.org

Carrie Banks, Supervising Librarian

The Child's Place for Children with Special Needs
718 253 4948, c.banks@brooklynpublib.org

Queens Public Library

Carol Katz, Assistant Coordinator of Children's Services
718.990.0716, Carol.katz@queenslibrary.org

Westchester Library System

Susan Sterling, Program Coordinator for Youth Services
Judith Rovenger, Youth Services Consultant
Marcy Garland, Assistant
914.231.3235, rovenger@wlsmail.org

Nassau County Library System

Renee McGrath, Youth Services Manager
516.292.8920, rmcgrath@nassaulibrary.org

<http://www.nassaulibrary.org/>

Suffolk Cooperative Library System

Barbara Moon, Youth Services Coordinator

631.286.1600, <http://scls.suffolk.lib.ny.us/>

To access information about the library partnerships, you can also visit the ROR GNY website at:
<http://www.reachoutandreadnyc.org/doctors/doctors.htm>.

Book Fairs

Book fairs are a very easy way to fundraise for your ROR Program. It is a turnkey operation, meaning the a representative from Imagine Nation Books/Books Are Fun will contact your hospital administration, will set up the book fair, process all charges, and clear the book fair. They will then deposit a portion of the proceeds into your Scholastic pre-paid account. You can also have a check made out to you for your Program, but it is a smaller percentage (10%, though this may change so check beforehand). Book fairs are held inside of your hospital or health center, so this is only an option if there is open space in your building. It is also possible to hold book fairs at an off-Site location. For example, if your clinic is part of a larger hospital system you can have the book fair at the main hospital and have funds go to you, or you if you have friends/family who work in major corporations books fairs can be held in the lobby of their buildings and the funds can benefit your ROR Program.

Imagine Nation Books/Book Are Fun

Tim Bajek

Representative

timbajek@yahoo.com

908.507.7493 cell

908.223.7366 home office

Barnes & Noble

Book Donations

Throughout the year ROR GNY receives large book donations. When this occurs, we alert ROR Programs and set up a time when they can pick up donated books. As a Program Site you may also wish to solicit your own donated books. Many Programs receive donations from local schools, religious groups, and families. Both the Books for Kids Foundation and First Book donate new books to early childhood literacy Programs. To be eligible for donated books through these Programs you must go onto their websites and register. Their information is below.

Books for Kids Foundation

www.booksforkidsfoundation.org, 212.252.9168

*Applications found online and sent to info@booksforkidsfoundation.org

First Book

www.firstbook.org/register, 202.393.1222 or 1.866.READ.NOW

*Register online to become eligible for the First Book National Book Bank

Adult Literacy

The Literacy Assistance Center (LAC)

www.lacnyc.org, 212.803.3300

Literacy Partners, Inc.
www.literacypartners.org, (212) 725-9200

Though ROR Programs are in pediatric clinics the topic of adult literacy often arises. The LAC provides free professional development, technical assistance, and support for adult literacy education Programs. They offer services for classroom instructors, volunteers, and other staff members from agencies that offer adult basic education, English as a Second Language, GED preparation, workforce development, family literacy, and after school Programs. The LAC welcomes the adult literacy community to its computer-learning center and the city's largest resource library for literacy teachers. If you are interested in adult literacy materials or in attending an adult-literacy training, please contact the LAC and tell them you are a Reach Out and Read Program.

311
The City of New York provides information and referral regarding adult literacy assistance via the 311 system. If your client population is in need of adult literacy assistance, you can call 311 for further information.

Program Evaluation

Outside and self-evaluations are important to the ongoing effectiveness of ROR Programs. Often ROR GNY staff visit Programs annually to make sure things are running smoothly. This is especially true in the early years of a Program Site's life. The visit usually takes about 30 minutes and allows ROR GNY staff to see how your Site is operating, as well as give the ROR Coordinator, staff, and doctors a chance to ask questions and troubleshoot. ROR GNY submits an evaluation on the ROR National website following each visit. Once it is posted you can access it using your individual Site ID and Password.

Since ROR GNY staff can only visit each Site annually, the on-Site coordinator can do a self-evaluation of the Program each year, as well. If you find any problems or issues you can call the ROR GNY office for suggestions on how to solve them.

Ways to self evaluate:

- **Site Observation Tools** are the same evaluations ROR GNY completes but you can view it online and fill it out for yourself as well.
 - It may also be useful to view the Site Observation Scale to inform you of the areas ROR GNY evaluates at your Site
 - Site Observation Scales can be found at www.myror.org/admin under "Tools"
- **Parent Surveys** are a useful way to get feedback from families. They can keep parents and caregivers involved with the Program which is key to your ROR Site's success.
 - You can make your own parent survey or download one at www.myror.org/admin under "Tools." The survey is available in both English and Spanish.
- **Medical Provider Surveys** are also a good way to keep doctors and staff involved and to ensure they are properly following the ROR model.
 - Medical Provider Surveys can be found at www.myror.org/admin

Staying Connected to ROR

There are over 176 ROR Programs operating inside hospitals and pediatric health clinics throughout the five boroughs of New York City, Long Island, Westchester, Sullivan, Dutchess, Ulster, Putnam, Orange, and Rockland Counties. While it's understandable to be overwhelmed or confused as you start your ROR Program there are many resources available to you, including direct help from the ROR GNY office and other ROR Programs who have had similar issues to your own. Rather than delay your Program's start or put a hold on ordering books while you resolve issues, it is best to reach out to the ROR network and stay connected to the ROR GNY office.

Ways to stay connected:

- **Attend the ROR GNY Annual Meeting and Literacy Conference**
 - ROR GNY holds these meetings each year and every ROR Program Site is invited. Only the Program's on-Site coordinator is invited, but each Site can RSVP for additional staff involved in the Program.
 - These meetings focus on topics of general interest to all ROR Programs.
 - They are a great way to meet other coordinators, network, and discover tested solutions to common roadblocks.
- **Attend Regional Meetings**
 - These are smaller breakfast gatherings that cover topics specific to individual boroughs, such as fundraising opportunities or where to find volunteers.
 - These meetings can be especially useful because you can discuss specific issues and hear from others working within the same area.
- **Attend the ROR National Center Annual Conference**
 - Each year the ROR National Center holds a two-day conference that brings together all ROR Programs nationwide.
 - The National Conference is a mix of forums on ROR troubleshooting and research, as well as presentations given by doctors, authors, and ROR National Center staff.
 - You will have to fund your own way to the National Conference (location changes each year) but many hospitals or health centers sponsor Site coordinator attendance.
- **Attend the Annual ROR GNY Benefit**
 - Each year ROR GNY hosts a fund raising event that brings together all ROR GNY Program Sites, funders and supporters of early literacy.
 - All proceeds from this event are used to support Program Sites throughout the New York City region.

Glossary of Terms

- **Active Non-Reporting Sites:** ROR Program Sites that miss two progress report submissions. These Sites are considered Active Non-Reporting.
- **Active Sites:** ROR Program Sites that remain in good standing and that submit their progress reports on time, twice per year.
- **Average Book Budget (ABB):** The calculation of annual dollars a Site needs to distribute books during well-child visits. The calculation is derived by multiplying the number of books distributed in a six-month period by the average book cost, that sum multiplied by two.
- **Coalition Office:** ROR Coalitions are offices and their staff that support the work of the ROR Program in states and or large geographic regions throughout the country. Currently there are 35 coalitions throughout the United States and abroad.
- **Core Packs:** Core packs are pre-selected age-appropriate book collections, developed in conjunction with All About Books, designed to minimize administrative time, ordering, and sorting. Core packs are available in either All- English language or Bilingual (English and Spanish language) packs.
- **Inactive Sites:** ROR Program Sites that miss more than two progress reports. These Sites are considered inactive and will have to re-apply to become a ROR Program Site.
- **Legislative Visits:** Coordinated and organized visits by the Site's area legislator. It is an opportunity to share the importance of ROR and impact on the legislator's community.
- **Medical Provider Champions:** This is the medical provider at a Site that volunteers to be the voice of ROR at a Site. This person believes in the Program, touts its benefits to senior management, staff and families and actively participates in ROR at the Site.
- **Medical Provider Surveys:** Located on www.myror.org under the Reports and Tools section the medical provider survey allows providers to give feedback about the ROR-related training they received and about how they give books and literacy guidance to children and their families.
- **Parent Surveys:** Are a useful way to receive feedback on the ROR Program at your Site from families. They can be downloaded at www.myror.org/admin under "Tools."
- **Pre-Paid Scholastic Account:** This is a Site's book fund account set up in partnership with Scholastic to allow for the receipt of private funds and ease in ordering of books for the ROR Program.
- **Program Coordinator:** This person is responsible for the administrative aspects of running the ROR Program (i.e., ordering books, stocking exam rooms, coordinating volunteer readers, tracking book distribution) and sometimes completing semi-annual progress reports.
- **RIF (Reading Is Fundamental):** RIF is the oldest and largest children's and family nonprofit literacy organization in the United States. RIF prepares and motivates children to read by delivering free books and literacy resources to children and families that need them most. The ROR GNY office is a recipient of funds from the RIF Program. These funds are then used to purchase books at a volume discount from book manufacturers for distribution to ROR-GNY Sites that qualify for participation in the RIF Program.
- **ROR of Greater New York (ROR GNY):** This is the Reach Out and Read coalition that covers the five boroughs of New York City and the surrounding suburbs of Westchester, Long Island, Sullivan, Putnam,

Dutchess, Orange, Ulster, and Rockland Counties. This coalition is involved in activities that include Program expansion, state advocacy, fundraising, training, and technical assistance.

- **ROR National Center:** The Reach Out and Read National Center is based in Boston, Massachusetts and is affiliated with the Boston University School of Medicine, the Boston Medical center Department of Pediatrics and the Boston Medical Center Department of Family Medicine. The National Center provides training and ongoing technical assistance, early literacy intervention resources and start-up and sustainability funding to ROR Programs and coalitions throughout the country.
- **Site ID:** Identification number allocated to each ROR Program Site.
- **Site Observation Tool:** List of questions asked during Site visits to evaluate a Site's compliance with the ROR model.
- **Site Visits:** Visits to ROR Sites to ensure compliance with the ROR model and offer opportunity for Site coordinator to discuss questions or concerns.
- **Start-Up Funds:** Support provided to new Sites from the ROR National Center or ROR GNY in the form of private cash donations or books.
- **Sustainability Funds:** Support from the ROR National Center in the form of cash donations or books. These funds are provided to Sites after they have been in operation for one year and are in good standing. This level of funding is approximately 25% of a Site's annual book budget.
- **Training/Re-Training:** Training for implementing the ROR Program consists of offering medical practitioners practical concrete strategies for talking to patients about books and for using books during the well-child visit. Sites with eight or more providers can arrange for on-Site training. Sites with fewer than eight participants can review training videos and one-hour online Continuing Medical Education (CME) course on pediatric literacy. Sites that need a refresher training session can contact the ROR-GNY office to arrange for a retraining