



CHANGE IDEA: Use an early literacy strategy to promote development and early relational health.

STEP 1: GET READY (TASKS)

- A. Determine leadership roles for implementation. This example uses Reach Out and Read (ROR) and would include an ROR Medical Champion and Site Coordinator.
- B. Complete the [application to start an ROR site](#).
- C. Use the [Site Coordinator Manual](#), which includes a Start-Up Checklist for New Programs, to design processes and protocols that work for your practice.
- D. Establish a training plan and timeline for providers to complete the online CME course. See the Start-Up Checklist for detailed instructions.
- E. Obtain an initial supply of books and establish a tracking system (e.g., written tally sheet, inventory process, electronic medical record documentation).
- F. Develop a data collection plan for biannual progress reporting and assign reporting roles.

STEP 2: PLAN AND PRACTICE

Conduct a one-month pilot during well-child visits for children ages 6 months to 5 years.

SAMPLE PROCESS:

- A. During the visit, the provider gives the child a new, developmentally appropriate book.
- B. The provider models how to read with the child and explains the importance of daily book-sharing for brain development and connection.
- C. Staff document book distribution in the child's chart for tracking and evaluation.
- D. Invite caregivers to share reactions or interest in additional literacy support.

STEP 3: REVIEW AND REFINE

Gather feedback from providers and families. Track the number of books distributed and staff confidence in delivering the literacy message. Reflect on how the experience influenced parent-child interaction during the visit.

STEP 4: EXPAND

If successful, expand the ROR model to additional providers or age groups. Explore partnerships with local libraries or literacy nonprofits to increase book access. Continue to review implementation data, family engagement, and provider feedback to assess integration into existing workflows and identify needed supports.

STEP 5: SUSTAIN

Integrate ROR into routine well-child visit protocols. Allocate ongoing funding for books, include literacy messaging in staff onboarding, and highlight outcomes to leadership and funders.