



# REACH OUT AND READ WISCONSIN

## APPLICATION PROCESS OVERVIEW

Thank you for your interest in becoming a Reach Out and Read program.  
Below you will find useful information about the application process.

### I. GENERAL INFORMATION

- **The online application is initiated through the Reach Out and Read National Center [website](#).** Once basic identifying information has been provided, your **clinic will be issued a site ID and a case-sensitive password.**
- A **letter of support** must be submitted. This letter states administrative or clinic leadership commitment to the Reach Out and Read program and is signed by a senior clinic staff member. (NOTE: *Please send a copy of this letter to the Reach Out and Read Wisconsin affiliate office*).
- **Reach Out and Read National Center's application review committee reviews the status of all applications on the 2nd Monday of each month.**
  - **Please email the Reach Out and Read Wisconsin affiliate office prior to your application submission.** We like to review your application prior to your submission. We sometimes catch glitches that would otherwise delay your application process.
- **Reach Out and Read Wisconsin staff notifies clinics when they move through the various stages of the application process.** Please do not hesitate to contact us with any questions.
- **Reach Out and Read Wisconsin collects a W9 from all clinics and federal Letters of Determination from non-profit clinics (or clinics whose fiscal agent or book provider is a non-profit) to forward on to our National Center.** You will be reminded during your training phase to send this documentation to the Reach Out and Read Wisconsin if you have not already done so.
  - No clinics will be approved to launch a program until this documentation has been submitted.

### CLINIC ROLES

- **Medical consultant:** Each Reach Out and Read program must have a medical consultant who oversees the clinical components of the program. A doctor, advanced nurse practitioner or physician assistant can serve in this capacity.
  - Please refer to "Medical Consultant Roles and Responsibilities" document, found under "Starting a Program" on our Reach Out and Read Wisconsin [webpage](#).
  - The medical consultant must complete the provider training.
- **Site coordinator:** Most Reach Out and Read programs have a site coordinator who manages the day-to-day aspects of the program and submits the twice-yearly progress reports.
  - Please refer to "Site Coordinators Roles and Responsibilities" document, found under "Starting a Program" on our Reach Out and Read Wisconsin [webpage](#).
    - **Site coordinator webinar** is archived on the National Center website [here](#).
    - **Site management manual** (accessed [here](#), under program management).

## INITIAL PROGRAM FUNDING AND ONGOING BOOK SUPPORT

- **Start up funding**
  - **Clinics are responsible for 100 percent of estimated book needs for the first year.**  
Clinics use various methods to raise funds for books, including:
    - Inclusion of book expenditures within the clinic's budget
    - Contributions from local service groups, such as Lions and Rotary clubs, etc.
    - Local hospital or hospital foundation support
    - Clinics hold book fairs, Girl Scout cookie drives, or dress-down days
    - Clinics may be "adopted" by a local business
    - Local Wal-Mart store or local foundation grants
  - If you do not yet have funding, you can still follow through with submission of your application.
    - Your application will be "Approved-Waitlisted."
    - An "Approved-Waitlisted" status alerts our office to the seriousness of your application. Occasionally Reach Out and Read Wisconsin can directly fund or has knowledge of funding opportunities we could share with you.
- **Ongoing funding**
  - Reach Out and Read Wisconsin works to provide book support for clinics in their second year. Pending our fundraising status:
    - Eligible clinics receive 25 percent of their book needs
    - Eligible clinics with a 100 percent training rate receive a 5 percent bump in book support
  - To be eligible for book support a clinic must:
    - Be in need of book support funds
    - Serve a substantial low-income population, about 30 percent
    - Maintain at least a 75 percent training rate
    - Be current with progress report submission
  - Reach Out and Read National Center often is able to provide book support to clinics.
    - These books are distributed according to the above criteria by Reach Out and Read Wisconsin.

## SATELLITE PROGRAMS

- **Reach Out and Read Wisconsin satellite programs are only approved** if your clinic has a satellite clinic that sees fewer than 400 well-child visits per year AND is staffed by the same clinicians as your main site.
  - **Satellites must be approved by Reach Out and Read Wisconsin before being added to your myROR.org webpage.**
    - Please call Reach Out and Wisconsin to discuss prior to adding the satellite, to make sure it qualifies
    - Reach Out and Read Wisconsin will schedule a conference call with the medical consultant, clinic coordinator and clinic manager of the satellite to assist in the launch of their programs

## II. PHASES OF APPLICATION PROCESS (AS LISTED ON MYROR.ORG)

### “APPLICATION IN PROCESS”

- All clinicians at your clinic (MDs, DOs, NPs, and PA-Cs) who see young children for preventive care are expected to participate. **Their names, credentials, specialty and email addresses must be listed in the contacts section on [www.myROR.org](http://www.myROR.org).**
  - **Please also enter the contact information for your clinic manager.**
- **Clinics must raise, or have secured or committed 100 percent of their estimated annual book budget prior to being able to train your providers.** Any money you have secured or committed must be entered onto your application in the box in question #11.
  - **Annual book budget (ABB)** equals the number of annual well-child visits in the 6 months to 5 year age range *multiplied* by \$2.75 (National Center’s figure for average book cost.)
- **Please keep Reach Out and Read Wisconsin informed on your application and fundraising status.** We may be aware of start-up funding support available for your area.

### “APPLICATION COMPLETE”: REACH OUT AND READ WISCONSIN PARENT LITERACY-ORIENTATION SURVEY

- **Reach Out and Read Wisconsin collects surveys from clinics in the application process and one year after their program launch.** We have data on the success of Reach Out and Read on a national level, but funders may want specific data about our work’s impact in Wisconsin.
  - We ask clinics in application to collect a relatively small sample (up to 30 surveys); we will use the data cumulatively. This provides us countywide and statewide data.
  - We will provide feedback to clinics on the information on their specific clinic’s surveys.

### “APPROVED – NEEDS TRAINING”

- **Once clinics return the parent literacy orientation surveys and you have been moved to “Approved – Needs Training” status on myROR.org,** Reach Out and Read Wisconsin staff will send you login information and instructions for all names listed in your contacts list on [www.myROR.org](http://www.myROR.org).
  - **All medical providers (MDs, DOs, NPs, PA-Cs) who see young children for preventive care** must be listed on the myROR.org contacts page.
  - **These providers must complete their Reach Out and Read online training,** ideally within two months.
  - **Reach Out and Read Wisconsin also requires that your clinic’s site coordinator complete the training.**
  - **Please also list your clinic manager on the myROR.org contacts page.** This staff person is not required to complete the training, though many choose to do so.
  - **You can track your clinic’s training progress** by logging into [www.myROR.org](http://www.myROR.org) using the clinic site ID # and clinic password (Not the individual user name/password that is used to access the training).
  - **Other staff can complete the core Reach Out and Read provider training,** to aid in their understanding of and participation in your clinic’s early literacy promotion efforts.

## “ACTIVE”

- **Your site will become “Active” at the next application review cycle when 75 percent or more of the medical providers AND the medical consultant AND the on-site clinic coordinator have completed the training.**
  - Any untrained providers are expected to complete the training within the first two months of your program launch.
- **Activation email:** You will receive email notification from the Wisconsin affiliate office within three weeks of your clinic’s status change on your myROR.org page. We will provide you with a program startup checklist template, program launch press release template, information about ordering and tracking books, and your Scholastic Inc., Interstate Books 4 School and All About Books account numbers.
- **Reach Out and Read program start up conference call:** Reach Out and Read Wisconsin staff will contact you to set up a conference call with the clinic manager, clinic medical consultant, and site coordinator to go over a “New Program Start-up Checklist” and to answer any other questions you may have about launching your program.
  - We will send you this checklist, customized with information from your clinic’s application and myROR.org startup page, prior to our conference call.
  - Scheduling conference calls for multiple schedules is sometimes a challenge. You may purchase books and launch your program prior to our call if you feel ready to do so.
  - **Your clinic will be assigned a “Join Date”** retroactive to the first day of the month of your activation. Join dates are visible on your myROR.org webpage. This date determines when your first progress report will be due. Information requested on progress reports is very similar to information provided on the application.
    - **The first progress report for clinics with join dates of February 2017 through June 2017** will be the January 2018 report. This January report is due by the 1<sup>st</sup> of March, 2018.
    - **The first progress report for clinics with join dates August 2017 through January 2018** will be the July 2018 progress report, due by the 1<sup>st</sup> of September, 2017.

**For additional questions, please go to our [website](#) or contact Karin Mahony at 608-442-4160 or [kmahony@chw.org](mailto:kmahony@chw.org)**