



REACH OUT AND READ WISCONSIN

MEDICAL CONSULTANT, CLINIC COORDINATOR & CLINIC MANAGER ROLES AND RESPONSIBILITIES

MEDICAL CONSULTANT (MC)

The medical consultant plays a key role in the high-quality implementation of Reach Out and Read's evidence-based clinical intervention into the pediatric or family practice setting by becoming the medical voice and clinic advocate. Responsibilities include:

- **Advance ongoing fidelity to the Reach Out and Read model** by reinforcing the clinician practices upon which Reach Out and Read research outcomes are based. These include:
 - Beginning the well-child visit by handing the book to the child
 - Using the book as part of developmental surveillance
 - Fostering parental engagement by offering age-appropriate guidance about how best to support their child's language and literacy development through shared reading practices
 - This includes modeling when needed and checking in with parents at subsequent visits about their reading experiences with their child.
- **Promote completion of required online Reach Out and Read provider training** CME course by 100% of pediatric provider staff who see children under 5 and younger).
- **Orient new providers as they join the practice** and ensuring their timely completion of the required provider training.
- **Ensure providers are familiar with specialized Reach Out and Read materials**, such as the *Developmental Disabilities Literacy Guide* and/or resources from the *Leyendo Juntos*, Military and American Indian/Alaska Native initiatives, as appropriate.
- **Represent, explain, or promote the Reach Out and Read model** to the larger organization and/or community, when appropriate.
- **Include Reach Out and Read as a clinician team meeting agenda item** at least twice a year to review model implementation, address challenges, assess provider training/refresher needs.
- **For responsibilities shared with clinic coordinator and clinic manager, see below.**

CLINIC COORDINATOR (CC)

The Reach Out and Read clinic coordinator plays a key role in the smooth incorporation of Reach Out and Read into your clinic's workflow and is usually the clinic's direct liaison with Reach Out and Read Wisconsin staff. Responsibilities include:

- **Act as "primary contact" for clinic with National Center and Reach Out and Read Wisconsin.**
- **Keep myROR.org updated with current clinic staff.**
- **Notify your Reach Out and Read Wisconsin staff person of change in clinic staff acting as MC, CC, CM.**
- **Keep MC and CM updated:**
 - With relevant correspondence from Reach Out and Read Wisconsin and National Center
 - On the status of your program, i.e., systems efficient, enough books, etc.
- **Download/print appropriate** literacy promotion resource materials for providers and parent (from www.chawisconsin.org/early-literacy or www.myROR.org)
- **For responsibilities shared with clinic coordinator and clinic manager, see below.**

CLINIC MANAGER (CM)

The clinic manager provides overarching support for the implementation and ongoing success of the Reach Out and Read intervention. Responsibilities include:

- **Adding the Reach Out and Read provider training to the onboarding process for new clinicians.**
- **Ensuring clinic staff are responsive and available to Reach Out and Read Wisconsin staff**, such as when a site visit is requested.
- **Creating a transition plan** with medical consultant or clinic coordinator if either needs to end their role AND ensuring this is communicated with Reach Out and Read Wisconsin staff
- **Assisting clinic coordinator, if needed, in connecting with external community organizations** around creating a literacy-rich waiting room, raising necessary funds, developing community relationships that will enhance literacy promotion services for families.
- **For responsibilities shared with clinic coordinator and clinic manager, see below.**

SHARED TEAM RESPONSIBILITIES

MEDICAL CHAMPION, CLINIC COORDINATOR & CLINIC MANAGER

Reach Out and Read Wisconsin views Reach Out and Read MC, CC, CM as a team; the strongest Reach Out and Read programs are at clinics which foster a culture of literacy promotion throughout the clinic, including participation by all staff, as appropriate. Widening this engagement and ownership also assists clinics in successful transition of Reach Out and Read specific roles.

- **Participate in Reach Out and Read Wisconsin program launch conference call and site visits.**
 - When Reach Out and Read Wisconsin staff request a site visit, CC is responsibility for checking with MC and CM schedules and providing dates/times that the team is available for conference calls or site visits.
- **Develop a book funding plan** to ensure a sufficient and appropriate supply of books.
- **Establish efficient systems for:**
 - Ordering, stocking and tracking new books given at well-child checks
 - Compiling data for semi-annual progress reports
 - Keeping data current on myROR.org re: providers and other staff
 - Notifying your Reach Out and Read Wisconsin staff person of change in staff responsible for medical consultant or clinic coordinator roles
- **Create a clinic-wide culture of literacy promotion.**
- **Ensure timely and accurate submission of the semi-annual progress report** via myROR.org.
- **Include Reach Out and Read as a an item on clinicians, nursing and all staff meeting agendas at least** twice a year to review, assess and strengthen:
 - Work flow issues
 - Documentation
 - Book funding
 - Clinic culture of literacy promotion
 - Education, support and mentoring of parents through engagement with provider during checkup

Reach Out and Read Wisconsin is an initiative of Children's Health Alliance of Wisconsin and a partnership with American Family Children's Hospital and Children's Wisconsin.