Prescription for Reading

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BACKGROUND

Global Aim: To decrease literacy disparities and improve Kindergarten readiness

FY2020 SMART Aim: To increase the number of parents reporting reading "most days" to their children from 65% to 70% by 6/30/2020
Program Reach
July 2015 – October 2019

10,988
Active Imagination Library Enrollees

16,739
Children Served

433,568
Books Distributed to Homes

Over 120,000
Clinic Visits with Reading Advice
**Global Aim**

To decrease literacy disparities and improve Kindergarten readiness

**2020 SMART Aim**

To increase the number of parents reporting reading "most days" to their children from 65% to 70% by 6/30/2020

**Population**

Gen Peds Children age 0-5 years

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**Secondary Drivers**

- Engaging, quality, easy to use reading materials in the home
- Knowledgeable family members about effective reading techniques
- Effective system that easily identifies and eliminates barriers to reading at home
- Motivated family members to read to their children
- Motivated children receptive to reading
- Positive home reading environment
- Aligned Community that promotes reading at home
- Engaged and informed Gen Peds providers and staff

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**Areas of Focus**

**Improvement Project** (part of standardized work project in PPC)

**Imagination Library**
- Measure: Enrollment and/or address confirmation at every WCC 2 to 59 months
- Track number of books returned

**Testing/Innovation:**

**Reading House Screener**
- Support the testing and development of Reading House Screener

**Sustain Current Improvements/Onboard New Program Reading Interventions:**

**Reach Out And Read**
- Maintain 90% ordered/delivered books for current volume of WCC visits per clinic
- Measure: Track number of books ordered per month to # WCC per month

**Foundational Work:**

**Community Outreach and Promotion**

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**Legend**

- Potential intervention
- Active intervention
- Adopted/Abandoned intervention

**Note:** LOR # = Level of Reliability Number, e.g., LOR 1

**Revision Date:** 07.11.19
Current Program Initiatives/Focus

Reading Ambassadors in Clinic:

- Jennifer Westendorf, ASR
- LaShawn Lancaster, MA
- Olivia Ferguson, MA
- Helen Hingl, RN
- Julie Franks-Henry

• Redesigning IL Process to start at Registration

• Provider/Staff Education-Training program: how both programs work and value they bring to children and families

Partnership with Reading House Screener:

- Planning to launch the Reading House study at FPC in December, once we introduce procedures to providers and staff, recruit our first “champions” to test it out, and conduct training

- Interest from several groups affiliated with Imagination Library (Delaware, West Virginia, Kansas) about using it in their programs as a midpoint assessment
RESULTS

Percent of Visits for PPC Patients Eligible for Imagination Library that have Documentation of Enrollment at the Visit

- Percent Enrolled
- Reporting Week
- Rate, LCL, UCL, Centerline
MOST PROUD & WHY

ROR/DPIIL Program Participants: Percent On-Track in Literacy

A difference of 15.4% From Year 1 to Year 3

Percent of Reach Out & Read/Imagination Library Participants On-Track in Literacy*

<table>
<thead>
<tr>
<th>Year</th>
<th>N</th>
<th>Percent On-Track</th>
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<tbody>
<tr>
<td>2016-17</td>
<td>147</td>
<td>42.9%</td>
</tr>
<tr>
<td>2017-18</td>
<td>271</td>
<td>50.9%</td>
</tr>
<tr>
<td>2018-19</td>
<td>379</td>
<td>58.3%</td>
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Imagination Library, Cincinnati, Ohio

- Imagination Library providers
- Imagination Library Participants

Cincinnati Public School District

Census tract poverty rates

- Low
- Low Medium
- Medium
- Medium High
- High

Data sources: Cincinnati Imagination Library, U.S. Census Bureau.
(A. Beck, 2016)