

Online Works Best but Faxing is Still Available



While our online system is the best way to report and order - we do understand that some sites will not be able to use it. For example, we know some sites don't have Internet access. The fax system will continue to be available but there are some important changes you should be aware of.

New forms have been included in this mailing for all sites. Whether you currently use the online system or are ready to make the switch (we hope you are) -- we wanted you to have the paper forms as back up or for ongoing use if you're one of the sites who will continue to use the fax service.

IMPORTANT!

We have a
new fax number.
761-3033

**Throw away all forms
you currently have**
and start using these new
forms right away.

raisingreaders.org/getforms

FAQs

Q. Where does the funding come from?

A. RR is generously funded by the Libra Foundation.

Q. What is the Libra Foundation?

A. The Libra Foundation is a private philanthropy established by Elizabeth B. Noyce. Since its creation in 1989, the Foundation has made significant contributions to worthy causes throughout Maine.

Q. Will the funding continue?

A. The Libra Foundation has committed to ongoing funding for the program.

Q. Who administers the program?

A. RR is a collaboration of MaineHealth and EMHS, nonprofit integrated healthcare systems serving the people of Maine.

Q. Why give books at doctors' offices?

A. Parents trust their doctors. Primary healthcare providers are the only consistent professional source of advice for parents of young children. In Maine, 85-90% of Maine children receive well child care so it's an effective way to reach nearly all kids under age five.

Q. Do other states do this?

A. No. RR is the largest book distribution program of its kind. No other state reaches virtually all children who receive well child care.

Q. Why not give books to kids when they are older? Isn't that where the problem is?

A. RR is an early intervention program. Experiences with books and language during the first years of a child's life are crucial. Children who live in a print rich environment and are read to regularly are more likely to become successful readers when they enter school.

Q. I feel badly when it's a sick visit, or a sibling comes along for the WCV and I can't give them a RR book. Any suggestions?

A. Ask families in your practice to donate gently used books, then every child can leave your office with a book!

Q. Help! I need a new booklist and log, or an order form.

A. Go to www.raisingreaders.org/getforms

Site Update Special Edition

Raising Readers

December 2007

Volume, 7 Issue 12

10 Minutes of Your Time

We're asking for 10 minutes of your time today to share some important information with you. Think of this newsletter as a refresher course in how Raising Readers works. You may rediscover some things about the program and you'll learn about some changes that will make things work even more smoothly for participating sites and our staff.

Everything You Need to Know in 4 Pages

We suspected and you confirmed in the QI Survey, that our program manual no longer worked well. Given the fast-paced environment in healthcare, we thought a simple, brief overview would be more helpful as a reference tool than revising the program manual. Hence, the creation of this newsletter. Everything you need to know about Raising Readers in four short pages (plus a handy At-a-Glance reference sheet).

Keeping Things Running Smoothly

Thanks to the financial support of the Libra Foundation and with your help, Raising Readers has given **one million** books to Maine children in the last seven years. More than **165,000** books are given out each year by **375** participating sites. On average, we process **2,300** reports and **2,500** orders each year.

Our goal is to keep things running smoothly and to make it as easy as possible for you to participate in the program. We continue to develop tools such as our online reporting and ordering system to maximize our resources to serve you better.

Questions? We're Only a Phone Call or an E-mail Away

Western & Southern Maine: Anne Quirion, Program Coordinator
800-397-3263 x 3 anne@raisingreaders.org

Northern & Eastern Maine: Kate Bartley, Program Coordinator
800-397-3263 x 2 kate@raisingreaders.org

Maine currently has the second highest reported rate of daily reading to young children in the nation.* Raising Readers has given out one million books and encouraged Maine parents to read to their children. Books + encouragement = Maine families reading together. Raising Readers works! Thanks for being part of it.

(*source: Reading Across the Nation, Reach Out and Read, 2007)

Raising Readers 101

Top 5 Reasons to Report & Order Online

The Raising Readers Ratio (1:1:1)

The premise behind Raising Readers is simple. At each well child visit from two months through five years a child receives a book. **1 well child visit = 1 book given = 1 book to be ordered.** In addition to giving books to Maine children, healthcare providers talk with parents about the importance of reading to their children every day.

We ask sites to do **two** things: 1) accurately report how many books have been given out, and 2) tell us how many books need to be ordered. We no longer require that sites report the actual number of well child visits. See the enclosed **At-a-Glance** reference sheet for specific details on reporting and ordering.

Raising Readers has a budget just like any organization and must manage its resources carefully. The reports of books given are critical to staying within budget, managing inventory and reporting to Libra how their funding was used. As always, we ask that you keep your book inventory close to your actual usage and report to us regularly (monthly or quarterly). We'll be touching base with sites more frequently this year when we see gaps in reporting dates and quantities. Thanks for helping us maintain accurate program information.

You Should Know...

It takes 3 - 5 business days to receive orders.

As you know, our commitment is to turn orders around in 3 - 5 business days. In the past, we've often been able to get orders to you even more quickly than that. However, program growth means it is much more likely to take the full 3 - 5 business days to receive your orders. Don't get caught short -- plan on 3 - 5 days for book delivery!

It helps to bundle orders when you can.

It's more cost effective to send one shipment of 10 books than to send two or three shipments of two or three books. When smaller sites look ahead and order for several months at a time it saves time and shipping costs. Between orders, continue to send reports of books given but hold off on re-ordering until you need a number of books - a minimum of 10 books per order is helpful.

First In, First Out (FIFO) is a great way to manage inventory.

Each book is used for one year then is replaced with a new title. FIFO is a handy rule of thumb for managing inventory. Use up older titles before moving onto the new title in an age group. Keeping your inventory close to actual usage is a good way to move on to new titles as soon as possible.

Online reporting and ordering saves everyone time and effort.

See next page for full details on why the online system makes sense.

- 1. It's easy to access.** The system is part of our website (www.raisingreaders.org) and requires no special software or training. All you need is basic Internet access, a user name and a password. You don't even need e-mail!
- 2. It's easy to use.** The online system looks just like the fax forms but it's even better! You don't have to wonder if the fax got through or remember to try sending it again later if you get a busy signal. You can access it any time and you'll get an immediate confirmation that your report and order was received.
- 3. It moves orders through the system as quickly as possible.** Orders that are entered online move directly through the system without waiting for any action by our staff. It also minimizes the possibility of data entry mistakes due to re-keying. The online system streamlines the process and frees up resources throughout the program.
- 4. Update us instantly.** Notify us of an address or site coordinator change at the same time you report and order. Our system is immediately updated with your most current contact information.
- 5. You can review your report and order history.** Wondering when you ordered or reported last? Use the online system to check your last report dates. Interested in a report of how many books you've given out in the past year? Check your online history. You can also check the status of your order (pending or approved).

Almost 50% of site coordinators use online reporting and ordering. If you're not one of them, give us a call. We'll set up your user name and password and show you how to use the system -- on the phone, or in person. We can also send you step-by-step instructions.

"I'd recommend the online system to any site coordinator."

Jennifer Osgood, CMA
EMMC Husson Family Medicine

