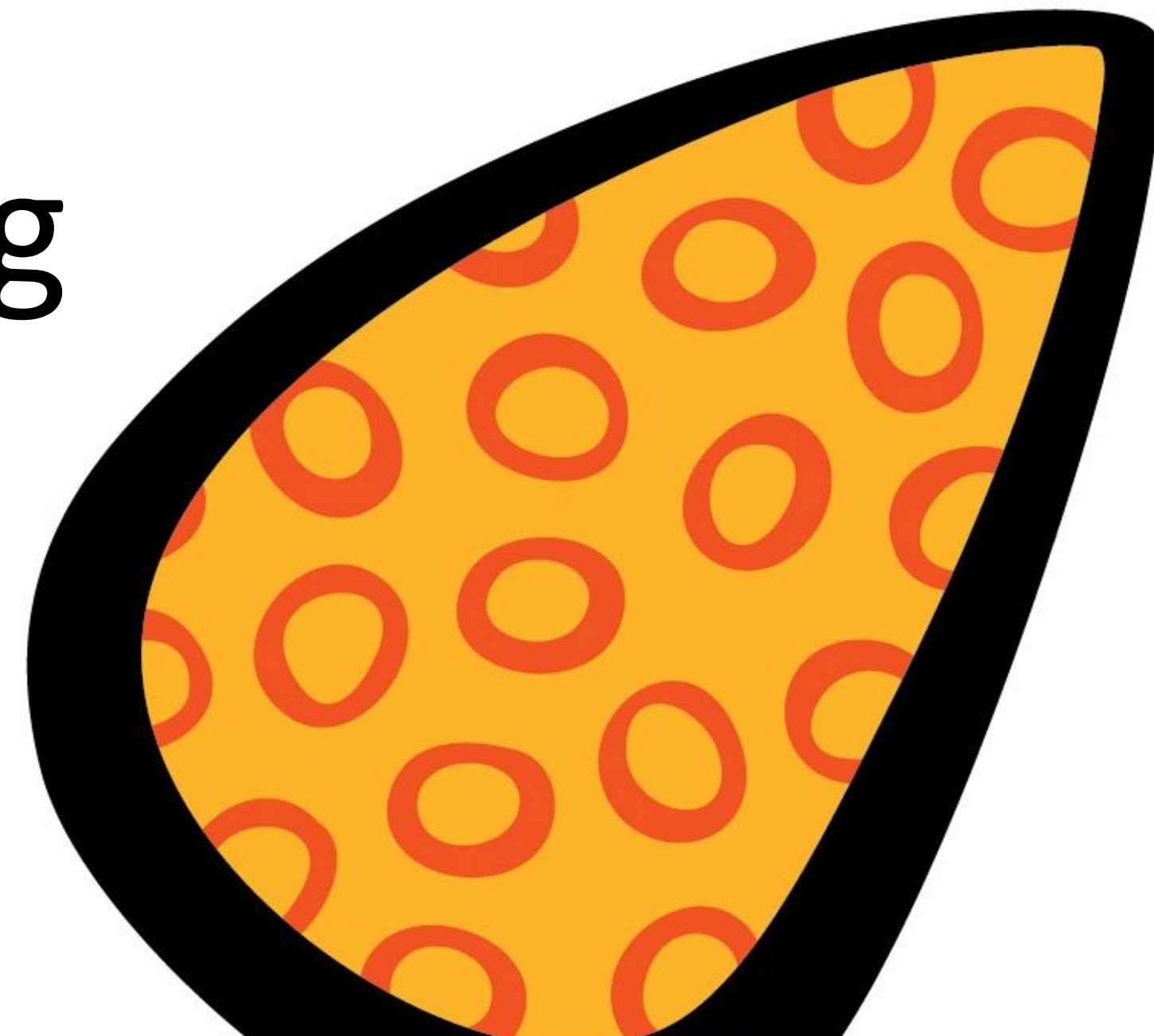
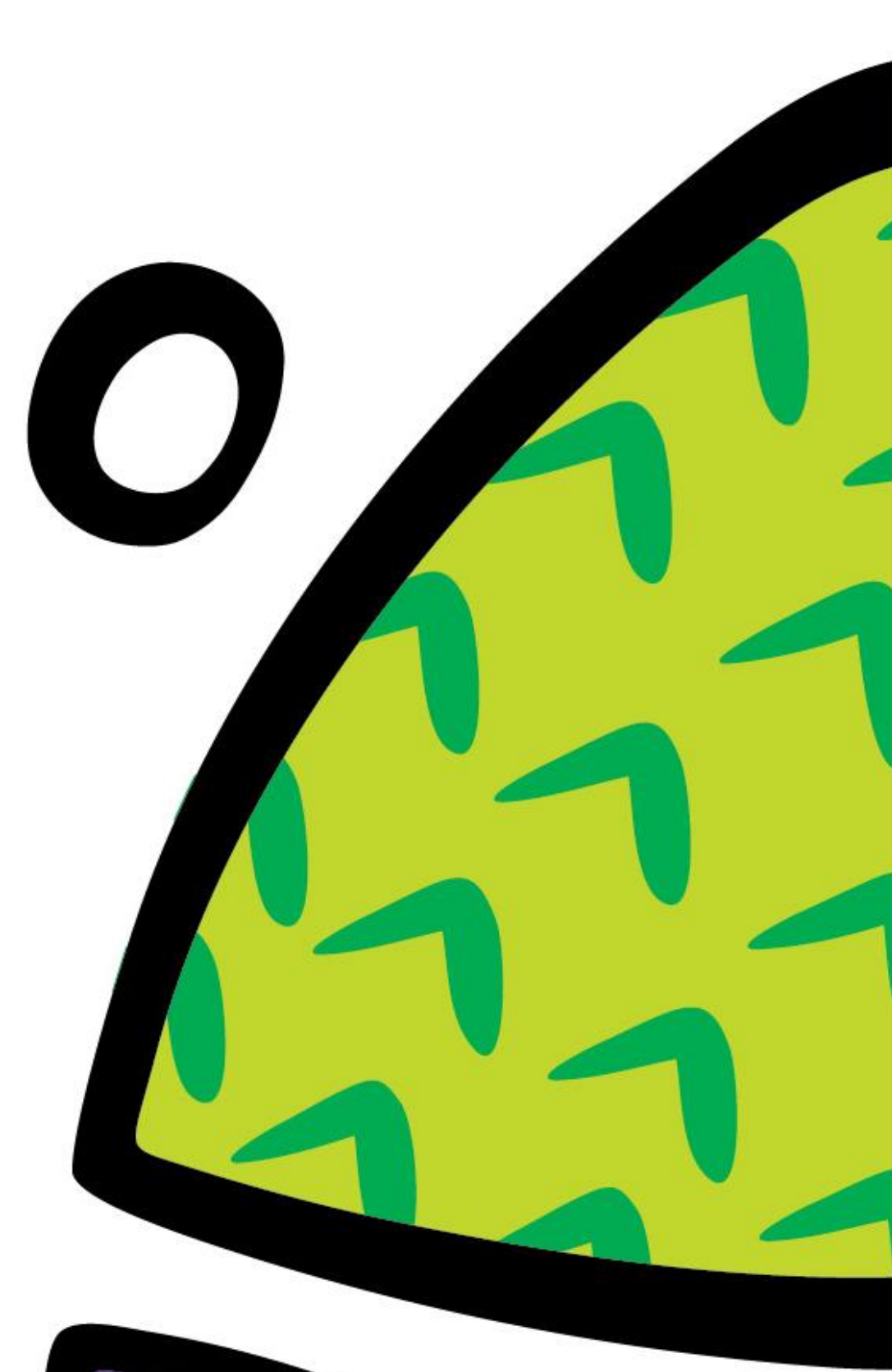




Imagination Library/ Reach Out  
and Read  
Prescription for Reading

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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

**433,568**

Books Distributed to Homes

**16,739**

Children Served

**Over 120,000**

Clinic Visits with Reading Advice

# THEORY



## Emerging Literacy | Prescription for Reading (Imagination Library, Reach Out And Read) System Level Key Driver Diagram (KDD)

Project Leaders: Greg Szumlas, MD and Tiana Henry

Revision Date: 07.11.19

### Global Aim

To decrease literacy disparities and improve Kindergarten readiness

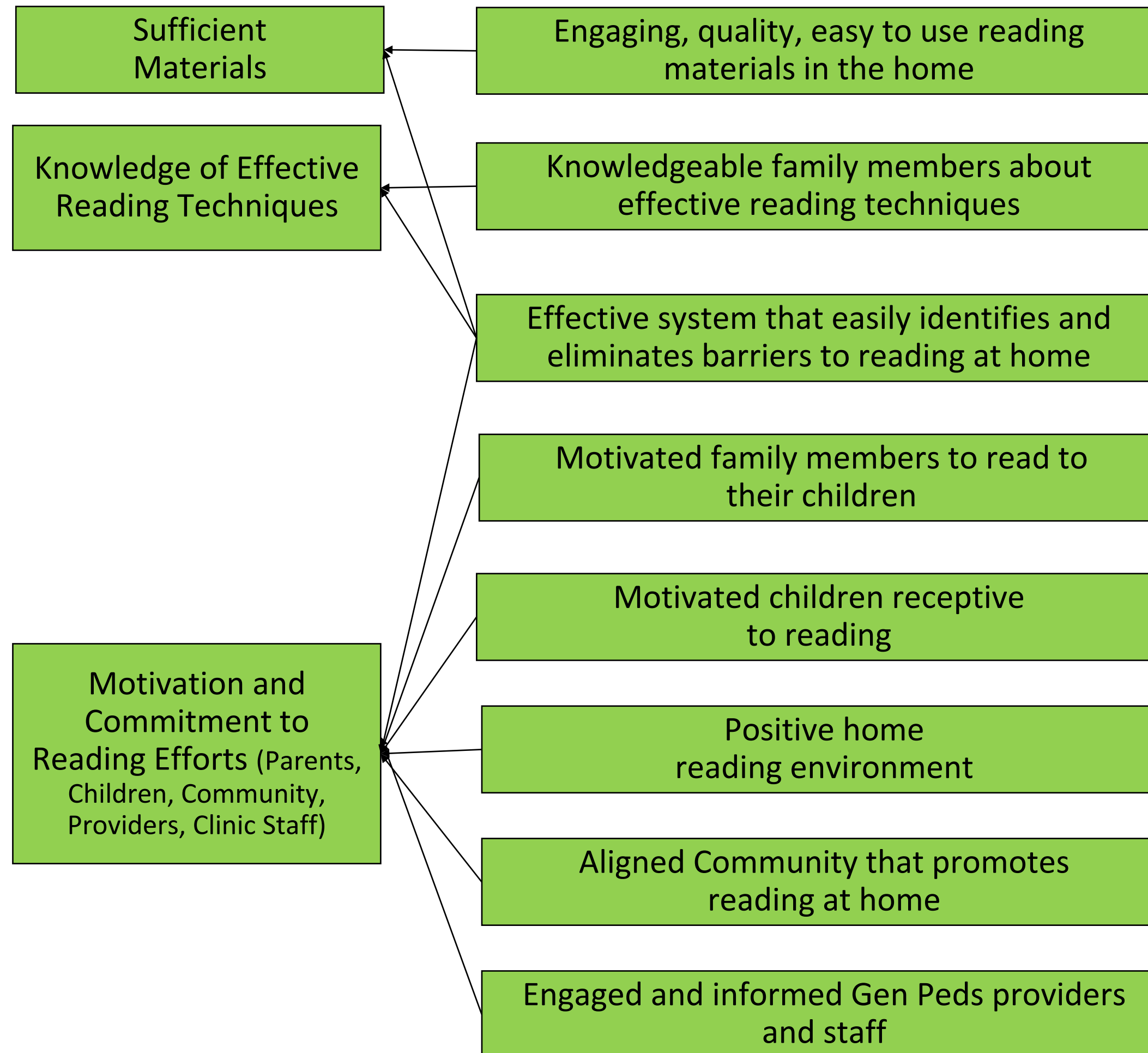
### 2020 SMART Aim

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

### Secondary Drivers



### 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**

#### Legend

- Potential intervention
- Active intervention
- Adopted/Abandoned intervention

All Children Thrive Cincinnati

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

# 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

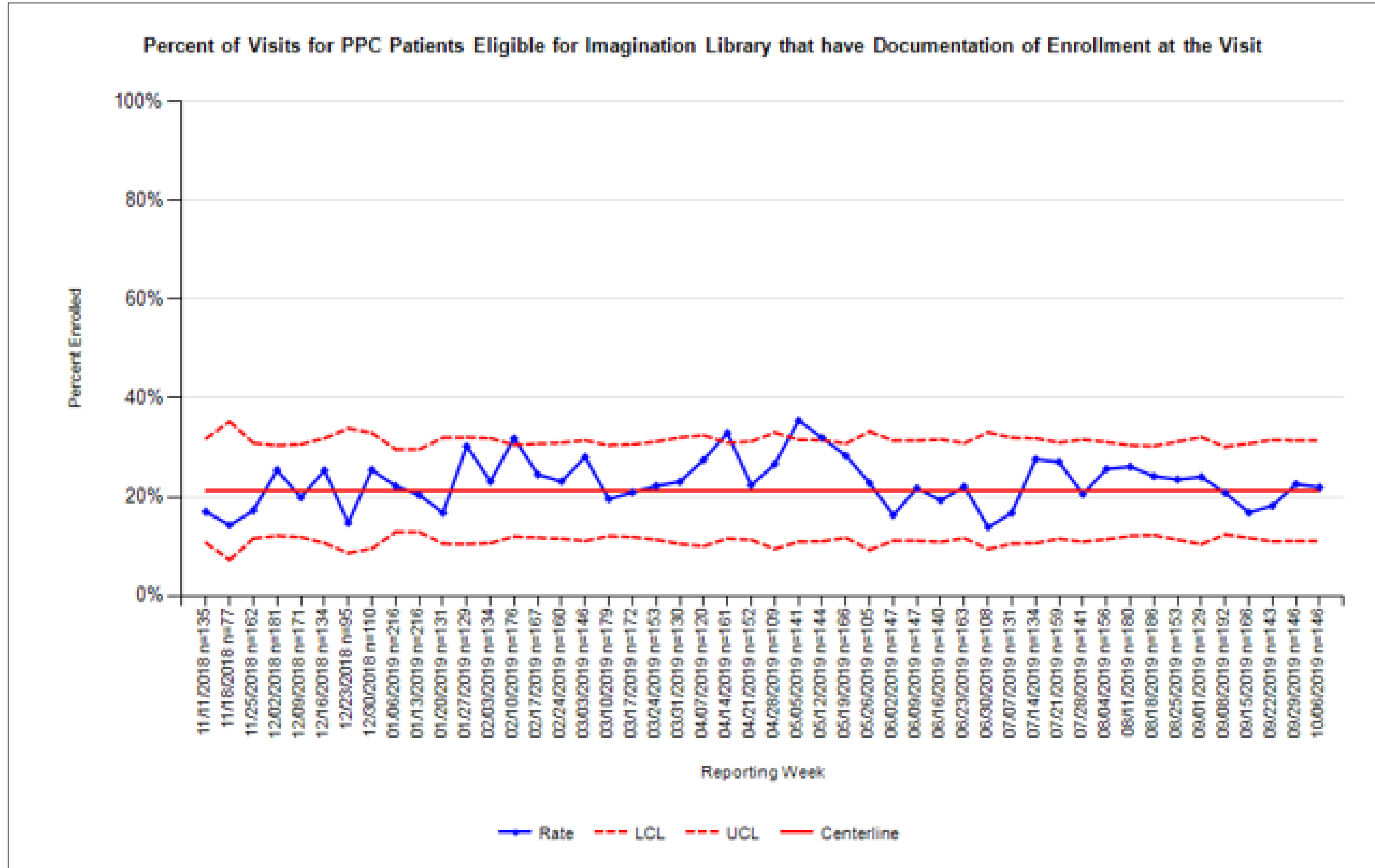
- Provider/Staff Education-Training program: how both programs work and value they bring to children and families

## 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

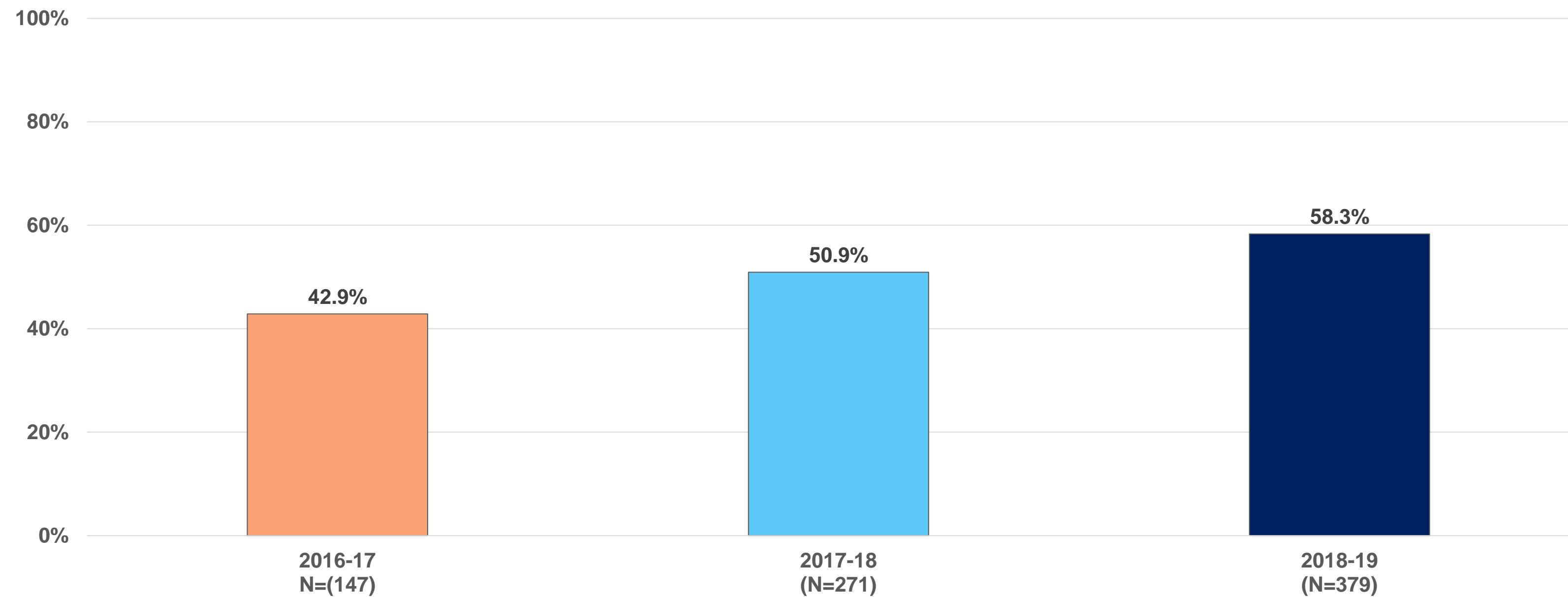


# MOST PROUD & WHY



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

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



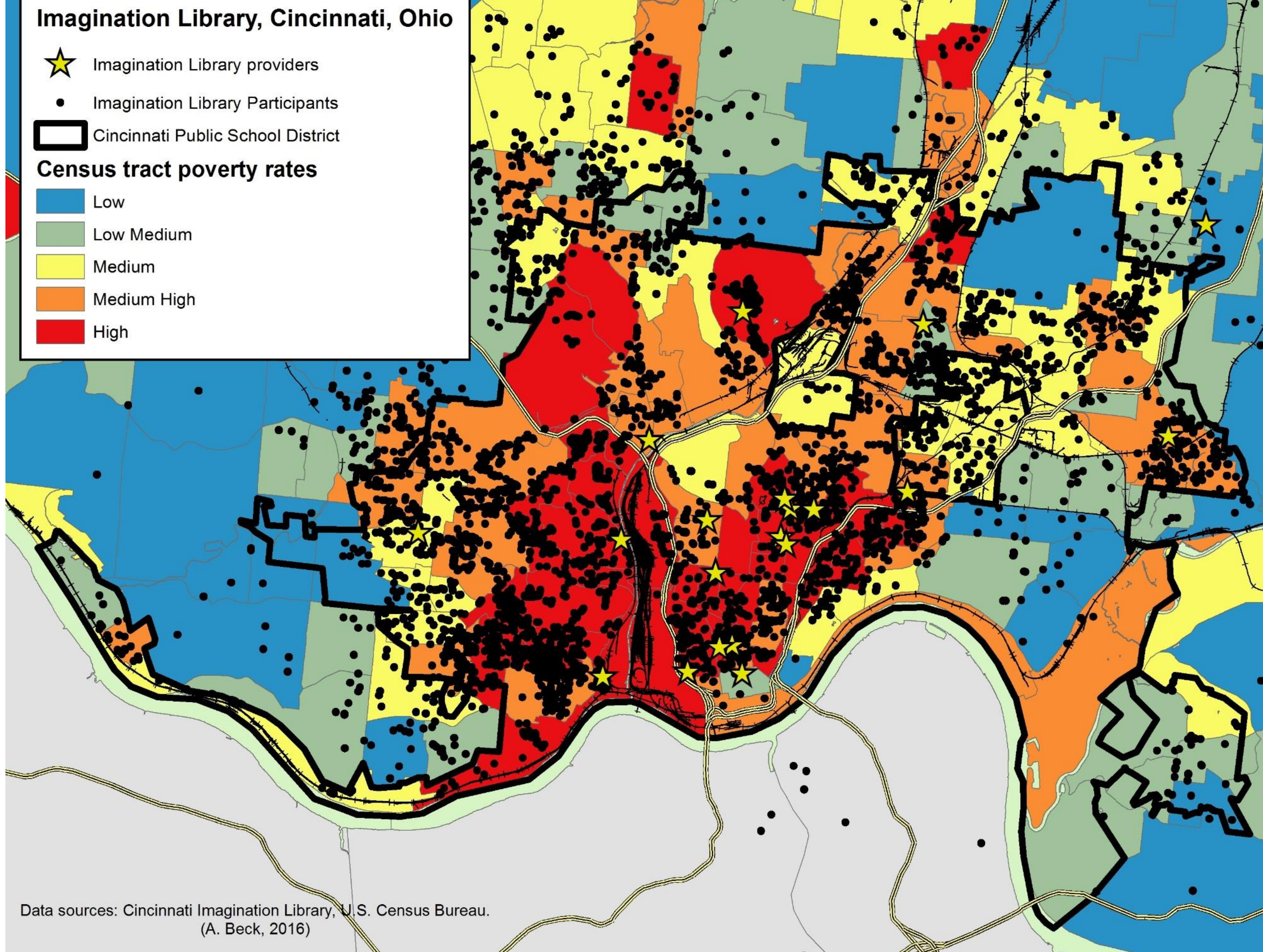
A difference of  
**15.4%**  
From Year 1 to  
Year 3

# 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)