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CLERK OF THE BOARD
ORANGE COUNTY
BOARD OF SUPERVISORS

DATE: October 27, 2008
TO: Children and Families Commission of Orange County
FROM: Michael M. Ruane, Executive Director *Michael M. Ruane*

SUBJECT: Reach Out and Read Early Literacy Program Expansion

SUMMARY:

The Children and Families Commission of Orange County supports the local implementation of the national Reach Out and Read early literacy program in pediatric offices and clinics throughout the county. The Commission's Early Literacy Program currently provides the administration and program support at 44 Reach Out and Read sites. This report includes an update on the program and a recommendation to add up to 15 new pediatric sites with a priority to expand to high need communities.

Early Literacy Research Results

Research confirms that children who live in print-rich environments and who are read to during the first years of life are more likely to learn to read on schedule. Of all parents with children age three years and younger, 16 percent do not read at all with their children, and 23 percent do so only once or twice a week, according to a national survey of parents with young children. Percentages dip even lower among low-income families whose children face the highest risk of literacy problems. Families living in poverty often lack the money to buy new books, as well as access to libraries. Reading difficulty contributes to school failure, which perpetuates the cycles of poverty and dependency. Parents who may not have been read to as children themselves may not be aware of the tremendous value of reading to their own children.

National Reach Out and Read Early Literacy Program

Reach Out and Read is a national, non-profit organization that promotes early literacy intervention during pediatric check-ups, so that children grow up with books and a love of reading. The Reach Out and Read program trains doctors and nurses to advise parents about the importance of reading aloud and to "prescribe" developmentally appropriate books to children at pediatric check-ups from six months to five years of age. A special focus is placed on children growing up in poverty. By building on the unique relationship between parents and medical providers, Reach Out and Read helps families and communities cultivate early literacy skills so that children enter school prepared to succeed at reading and learning. The program places special emphasis on children in poverty and those who face the highest risk of literacy problems.

Orange County's Reach Out and Read Program

The Children and Families Commission's Early Literacy Program currently supports the implementation of the Reach Out and Read program at pediatrician offices and clinic sites in Orange County. The level of support varies at each site based on the pediatrician's preference and need. Support services can include trained staff to read books to children and model reading aloud techniques to parents in the waiting room during their well-child pediatric visits, bulk book purchases at reduced costs, gently-used books, book storage, labeling and distribution of books, and facilitating Reach Out and Read training for new program participants.

The program expanded from six to 38 new Orange County sites. In 2007, 127 pediatricians and nurses received Reach Out and Read training, and nearly 50,000 children were read to and received a book as part of their pediatric well-child visit. The partnership with the Orange County chapter of the American Academy of Pediatrics (AAP) continues to promote the Reach Out and Read program to recruit members to implement the program at private pediatric offices. The AAP emphasized identifying medical practices in Orange County serving more than 30 percent low-income children and are successfully recruiting these medical practices to become new Reach Out and Read sites. Pediatricians throughout the county continue to contact the AAP regarding interest in the program.

Reach Out and Read Expansion Proposal

The local chapter of the American Academy of Pediatrics confirmed that Orange County pediatricians are interested in incorporating Reach Out and Read in their practices and linking the program with the expansion of developmental screenings that was approved by the Commission at the September 2008 meeting. The goal is to expand the Reach Out and Read program to 10 to 15 new pediatric offices through 2010 with a priority to those in the identified target communities serving Santa Ana, Anaheim and Garden Grove.

The annual average of well-child visits is estimated at 1,950 per site, and the average cost for a children's book is \$1.75. The estimated annual cost to implement the full staffing model for the Reach Out and Read program including books, training and administration is \$12,000 per site. By utilizing a mix of staffing and volunteer models at the expanded sites it is anticipated that up to 15 additional sites could be funded with \$125,000 instead of the approximately 10 under the full staffing model. The fiscal agent for the Commission's Early Literacy Program is Public Health Foundation Enterprises, Inc. The Commission approved a two-year agreement with PHFE, Inc. for \$1,975,000 for the Early Literacy Program through June 30, 2010. Amending the agreement with PHFE, Inc. to add \$125,000 for a total contract amount of \$2,100,000 to expand the Reach Out and Read program is recommended.

STRATEGIC PLAN & FISCAL SUMMARY:

The program has been specifically reviewed in relation to the Strategic Plan and is consistent with the Ready to Learn outcome goal. Funding for this item will be included in the mid-year budget adjustments for the FY 2008-2009 and FY 2009-2010 budget within the Early Literacy budget category.

PRIOR COMMISSION ACTIONS:

1. September 3, 2008 – Authorized agreement with the Orange County Foundation for Medical Care to support health care professionals to develop a pattern and practice for early identification of developmental concerns in children consistent with the American Academy of Pediatrics policy statement.
2. July 2, 2008 – Authorized amendment to agreement with Public Health Foundation Enterprises, Inc. to extending the term of the Early Literacy Program through June 30, 2010.
3. April 2, 2008 – Authorized agreement with Public Health Foundation Enterprises, Inc. for fiscal management of the Early Literacy Program.

RECOMMENDED ACTION:

Adopt resolution authorizing an increase of \$125,000 in Agreement PS-56 with Public Health Foundation Enterprises, Inc. for the period of July 1, 2008 through June 30, 2010 and a new maximum obligation of \$2,100,000 to expand the Reach Out and Read program to 10 to 15 new pediatric sites.

ATTACHMENTS:

1. Resolution to amend Agreement PS-56 with Public Health Foundation Enterprises, Inc. to expand the Reach Out and Read program.
2. Reach Out and Read Locations Map

Contact: Kelly Pijl

CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY

RESOLUTION NO. ___-08-C&FC

November 5, 2008

A RESOLUTION OF THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY DIRECTING THE EXECUTIVE DIRECTOR TO PREPARE AND NEGOTIATE A FIRST AMENDMENT TO AGREEMENT PS-56 WITH PUBLIC HEALTH FOUNDATION ENTERPRISES, INC., TO EXPAND THE REACH OUT AND READ PROGRAM IN ORANGE COUNTY; AND, AUTHORIZING APPROVAL AND EXECUTION OF SUCH AMENDMENT TO AGREEMENT ON BEHALF OF THE COMMISSION

WHEREAS, in order to facilitate the creation and implementation of an integrated, comprehensive, and collaborative system of information and services to enhance optimal early childhood development, the legislature adopted legislation set forth in the California Children and Families Act of 1998, Health and Safety Code Section 130100, *et seq.* (as amended, the "Act") implementing the Children and Families First Initiative passed by the California electorate in November, 1998 and establishing the California Children and Families Commission and County Children and Families Commissions, including this Children and Families Commission of Orange County ("Commission"); and

WHEREAS, Commission adopted its Strategic Plan to define how funds authorized under the Act and allocated to the Commission should best be used to meet the critical needs of Orange County's children prenatal to five years of age as codified in the Act; and

WHEREAS, On April 2, 2008 COMMISSION authorized its Executive Director or designee to enter into Agreement # PS-56 with Public Health Enterprises Foundation, Inc., referred to as "Professional" in Agreement PS-56, in the amount of \$950,000 to provide Fiscal and Administrative services in support of the Early Literacy Program for the period July 1, 2008 through June 3, 2009; on July 2, 2008 COMMISSION authorized an additional \$1,000,000 for additional services in Agreement # PS-56 with Professional for a total Maximum Payment Obligation of \$1,950,000 and extended the term of the Agreement by 12 months through June 30, 2010; and on September 3, 2008, COMMISSION authorized an additional \$25,000 for additional services in Agreement # PS-56 with Professional for a total Maximum Payment Obligation of \$1,975,000.

WHEREAS, the Commission desires to enter into a First Amendment to Agreement PS-56 with Public Health Foundation Enterprises, Inc., for an additional amount not to exceed \$125,000 and a total maximum obligation not to exceed \$2,100,000 to provide services as described in the November 5, 2008 staff report for this Agenda Item.; and

WHEREAS, Professional desires to enter into the First Amendment to Agreement in furtherance of the purposes of the Act and the Strategic Plan on the terms and conditions set forth in the applicable First Amendment to Agreement; and

WHEREAS, Commission has reviewed the staff report for the November 5, 2008 Commission meeting relating to services to be provided and hereby finds and determines that the

proposed First Amendment to Agreement PS-56 is in furtherance of and consistent with the Commission's Strategic Plan; and

WHEREAS, Commission desires to authorize the Commission Chair and Commission Clerk to execute the First Amendment to Agreement PS-56 with Professional, for an additional amount not to exceed \$125,000 and a total maximum obligation not to exceed \$2,100,000 to provide services as described in the November 5, 2008 staff report for this Agenda Item; and

NOW, THEREFORE BE IT RESOLVED BY THE COMMISSIONERS OF THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY AS FOLLOWS:

Section 1 Commission finds and determines the foregoing Recitals are true and correct and are a substantive part of this Resolution.

Section 2 Commission authorizes the Executive Director, or designee, and Commission Counsel to prepare and negotiate the terms, conditions and final form of a First Amendment to Agreement PS-56 with the Professional, for an additional amount not to exceed \$125,000 and a total maximum obligation not to exceed \$2,100,000 to expand the Reach Out and Read program to Orange County pediatric offices and clinic sites as described in the November 5, 2008 staff report for this Agenda item and scope of services referenced therein; and

Section 3 The approval by the Executive Director or designee of the final First Amendment to Agreement PS-56 shall be conclusively evidenced by the execution of such First Amendment to Agreement PS-56 by the Commission Chair and delivery thereof to the Commission Clerk.

Section 4 Commission hereby approves the First Amendment to Agreement PS-56 with the Professional, for an additional amount not to exceed \$125,000 and a total maximum obligation not to exceed \$2,100,000 to expand the Reach Out and Read program to Orange County pediatric offices and clinic sites as described in the November 5, 2008 staff report for this Agenda Item.

Section 5 The Commission Chair and the Clerk of the Commission are hereby authorized to execute and attest, respectively, the First Amendment to Agreement PS-56 on behalf of the Commission.

Section 6 A copy of the final First Amendment to Agreement PS-56 when executed by the Commission Chair and attested by the Clerk of the Commission shall be appended hereto as a part of Exhibit A to this Resolution. Exhibit A is hereby fully incorporated as a part of this Resolution by this reference and made a part hereof. The final executed First Amendment to Agreement shall be placed on file in the office of the Clerk of the Commission.

Section 7 In addition to the authorization of Section 2 above, the Executive Director, or designee, is hereby authorized, on behalf of the Commission, (i) to sign all documents necessary and appropriate to carry out and implement the Amendment to Agreement(s), (ii) to cause the issuance of warrants, (iii) to administer the Commission's obligations, responsibilities, and duties to be performed under such agreement(s), and (iv) during the term thereof to provide waivers, administrative interpretations, and minor modifications of the provisions of such agreement(s) in the furtherance thereof.

Section 8 The Clerk of the Commission shall certify to the adoption of this Resolution.

The foregoing resolution was passed and adopted by the following vote of the Children and Families Commission of Orange County on November 5, 2008 to wit:

AYES Commissioners: _____

NOES: Commissioner(s): _____

EXCUSED: Commissioner(s): _____

ABSTAINED: Commissioner(s) _____

CHAIR

STATE OF CALIFORNIA)
)
COUNTY OF ORANGE)

I, DARLENE J. BLOOM, Clerk of the Commission of Orange County, California, hereby certify that a copy of this document has been delivered to the Chair of the Commission and that the above and foregoing Resolution was duly and regularly adopted by the Children and Families Commission of Orange County.

IN WITNESS WHEREOF, I have hereto set my hand and seal.

DARLENE J. BLOOM
Clerk of the Commission, Children and Families Commission of
Orange County, County of Orange, State of California

Resolution No: __-08-C&FC

Agenda Date: November 5, 2008

Item No. __



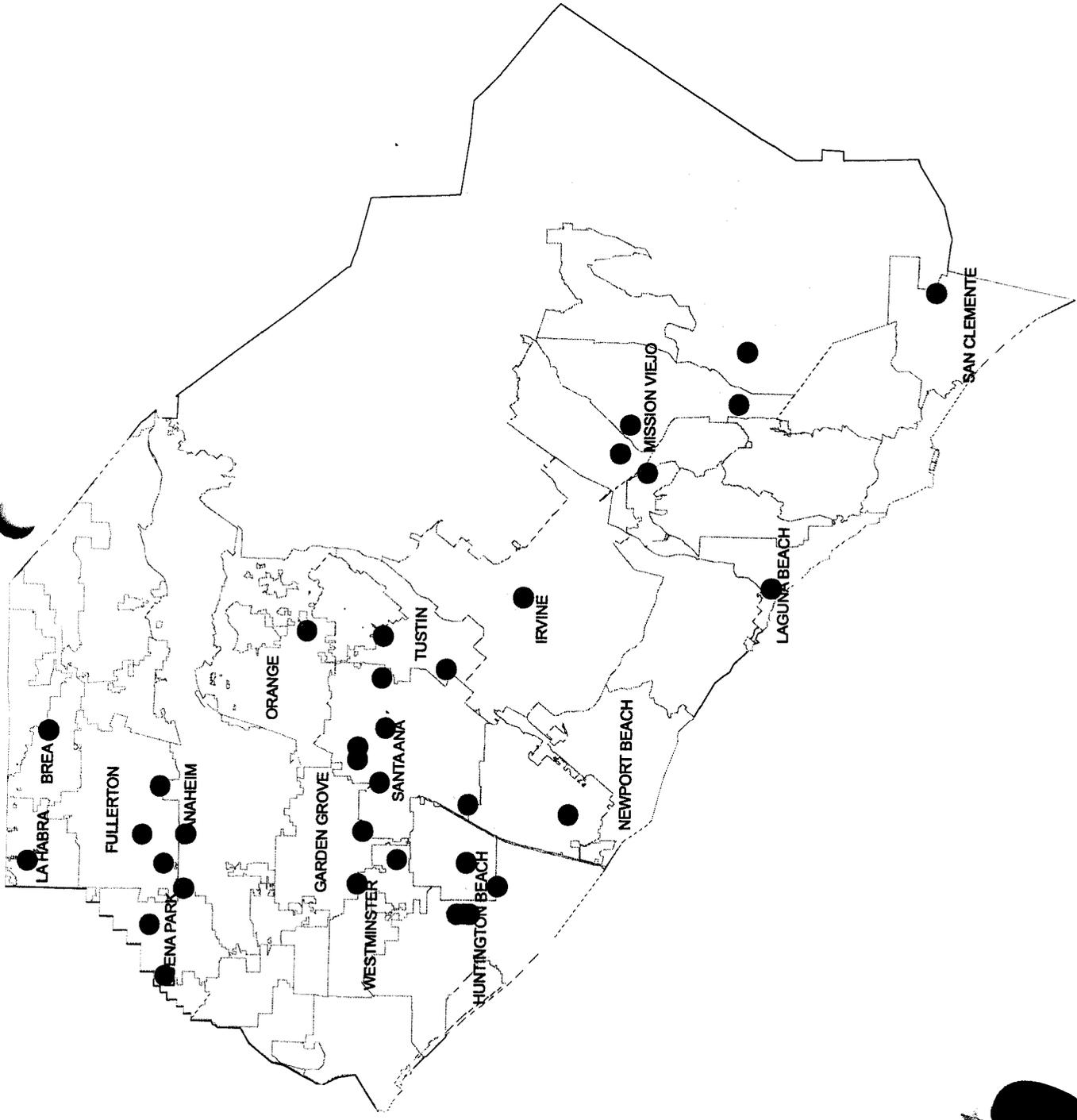
I certify that the foregoing is a true and correct copy of the Resolution adopted by the

DARLENE J. BLOOM, Clerk of the Commission

By: _____
Deputy

EXHIBIT A TO RESOLUTION OF COMMISSION

(Attach copy(ies) of final executed First Amendment to Agreement PS-56)



Legend

-  Cities
-  Clinics

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*Map not to scale



Reach Out and Read Clinics

November 2008



Children & Families
Commission of Orange County