

Reach Out and Read Critical Components of Success

- Solution to a problem identified from practice – supported by external literature
- Simple – made sense
- Communication – offer to help implement
 - Grand Rounds/lectures
 - Published articles
 - Pediatric news media
- Grassroot physician interest and support – early adopters and physician leaders
- Collaboration with related local community constituencies and supporters
- Published evidence of effectiveness
- Political support

*Overriding key – relationship (3,4,5,7)

	Sites	Duration	Communication	Ease of implementation	Early Adapters/ MD leaders	Evidence	\$ per year	Ability to attract investment for implementation
Reach Out and Read	4000	20 years	++++	+++	++++	++++	> \$10m	++++
Medical-Legal Partnership	200	17 years	++++	+	+ doctors ++ lawyers	+	> \$8m	+
Project HEALTH	6	15 years	0	+	+	0	\$500k	- → +
Healthy Steps	60	15 years	+	+	0	+++	> \$1m	0
Pain Free Pediatrics	0	10 years	+	++	0	+++	0	0
Secondary Care	8	2 years	0	+	+	0	\$60k	+
Learning Not Waiting	0	1 year	0	++	0	0	\$40k	+
Jump reps	0	0	0	+++	0	0	0	0

** special case study re. social entrepreneurship approach – after 12 years 4 multimillion dollar year proof period/business cost analysis

* Traditional – demonstration model/data first, foundation directed [ability to attract investments]