



## ROR Application Process

Reach Out and Read is a pediatric-based early literacy program, targeting children six months to five years of age. The three main components of the program (anticipatory guidance, free developmentally-appropriate books for children, and volunteer readers) are designed to be implemented during well-child pediatric visits, and must be operated under the direction of a medical practitioner. The following steps outline the process for becoming part of the ROR program.

1. **Request application.** A contact from the intended program location requests a complete application packet from the ROR National Center, including guidelines:

Reach Out and Read National Center  
29 Mystic Avenue  
Somerville, MA 02145  
617-629-8042 x236  
[startup@reachoutandread.org](mailto:startup@reachoutandread.org)

2. **Identify roles.** Management of a ROR program will require that two roles be filled: Coordinator and Medical Director. These important participants should be selected from the clinic staff at the program site. Strong on-site physician buy-in to the program model must be secured before moving forward in the application process. (Refer to the Starting a Reach Out and Read Program packet for details).
3. **Submit application.** Completed applications must be postmarked by the appropriate quarterly deadline in order to be considered for funding in that award cycle. The deadlines are **January 1, April 1, July 1, and October 1** of each year. Please be sure to consult the Application Guidelines when completing your application.
4. **Receipt confirmed.** Postcards indicating the status of the application are sent soon after its receipt. The applicant will be notified at this point if any portion of the application is missing.

5. **Panel Review.** The ROR Panel Review Board reviews each application individually. A staff person from the ROR National Center may make contact with the applicant for clarification on particular issues of interest to the Panel.
6. **Decision letter sent.** Letters regarding the award decision are usually sent within 3-4 weeks of the application deadline. Start-up funds awarded from the National Center can be used for the purchase of new books only. These books must be distributed to children ages 6 months – 5 years of age, following the ROR model.
7. **Award agreement returned.** If the application is approved, the Grant Award Agreement must be completed and returned to the ROR National Center **within 10 days of receipt.** When the grant award agreement is received by the ROR National Center, the Medical Director signs it, and a copy is returned to the program. Book purchasing information, including an ROR Catalog and Publishers List, is mailed with the initial award agreement.
8. **Training.** Medical providers from each new ROR program must attend a ROR training session or make alternate training arrangements (e.g., video, online CME course) with ROR. Training can occur at any time during the start-up process, and will be arranged by the ROR National Center. Please contact the ROR National Programs Coordinator to discuss training for your providers at 617-629-8042 x232 or [training@reachoutandread.org](mailto:training@reachoutandread.org).