

**REPORT/RECOMMENDATION TO THE BOARD OF SUPERVISORS  
OF SAN BERNARDINO COUNTY  
AND RECORD OF ACTION**

July 27, 2021

**FROM**

**ANDREW GOLDFRACH, Interim Director, Department of Public Health**

**SUBJECT**

Service Agreement with American Academy of Pediatrics, District IX, Chapter 2 for the Reach Out and Read Program

**RECOMMENDATION(S)**

Approve Service **Agreement No. 21-571** with American Academy of Pediatrics, District IX, Chapter 2, for the provision of books in an amount of \$6,000 and participation in the Reach Out and Read Program, for the period of August 1, 2021 through June 30, 2022.

(Presenter: Andrew Goldfrach, Interim Director, 387-9462)

**COUNTY AND CHIEF EXECUTIVE OFFICER GOALS & OBJECTIVES**

**Promote the Countywide Vision.**

**Provide for the Safety, Health and Social Service Needs of County Residents.**

**Pursue County Goals and Objectives by Working with Other Agencies and Stakeholders.**

**FINANCIAL IMPACT**

This item does not impact Discretionary General Funding (Net County Cost). American Academy of Pediatrics, District IX, Chapter 2 (American Academy) will pay for books in the amount of \$6,000 directly to the vendor for the Department of Public Health's (DPH) participation in the program.

**BACKGROUND INFORMATION**

Since January 2016, Children and Families Commission for San Bernardino County (First 5) has collaborated with American Academy to build a Reach Out and Read Initiative, and is currently acting as the Affiliate for Reach Out and Read San Bernardino. Under the terms of the recommended service agreement, American Academy will purchase books for DPH to participate in the Reach Out and Read Program and distribute developmentally appropriate books to pediatric patients through age 5 at the Hesperia, Adelanto, Ontario, and San Bernardino Health Centers.

Reach Out and Read is an evidence-based program that promotes early literacy and school readiness in pediatric exam rooms nationwide. The program uses children's books as a tool for the assessment of the child's development at the well-child visits and advises parents of the importance of reading aloud. It builds on the unique relationship between parents and medical providers to develop critical early reading skills in children, beginning in infancy. DPH pediatricians support the goals of this evidence-based initiative and desires to participate in the Reach Out and Read Program to encourage parents to read early and often to their children.

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Studies have shown that parents who receive books and literacy counseling from their pediatricians are more likely to read to their young children.

On November 17, 2020 (Item No. 54), the Board of Supervisors approved a prior agreement for the Reach Out and Read Program, for the period of November 18, 2020 through June 30, 2021. Approval of the recommended agreement continues the opportunity for DPH to participate in the Reach Out and Read Program for the period of August 1, 2021 through June 30, 2022, which aligns with the Countywide Vision, and the Vision2Read Initiative by focusing on the importance of reading and connecting literacy resources.

**PROCUREMENT**

Not Applicable

**REVIEW BY OTHERS**

This item has been reviewed by Human Services Contracts (Becky Giroux, Contracts Manager, 388-0241) on June 28, 2021; County Counsel (Adam Ebright, Deputy County Counsel, 387-5455) on June 28, 2021; Finance (Paul Garcia, Administrative Analyst, 386-8392) on July 2, 2021; and County Finance and Administration (Tanya Bratton, Deputy Executive Officer, 388-0332) on July 2, 2021.

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Record of Action of the Board of Supervisors  
San Bernardino County

**APPROVED (CONSENT CALENDAR)**

Moved: Dawn Rowe    Seconded: Col. Paul Cook (Ret.)

Ayes: Col. Paul Cook (Ret.), Janice Rutherford, Dawn Rowe, Curt Hagman, Joe Baca, Jr.

Lynna Monell, CLERK OF THE BOARD

BY   
DATED: July 27, 2021



cc:    PH- Ordaz w/agree  
         Contractor- C/O PH w/agree  
         File- w/agree  
LA     07/28/2021