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INTEGRATING DOLLY PARTON IMAGINATION LIBRARY ENROLLMENT INTO THE CLINIC

Kathryn Oelsner, MD

Karla Garcia, MD

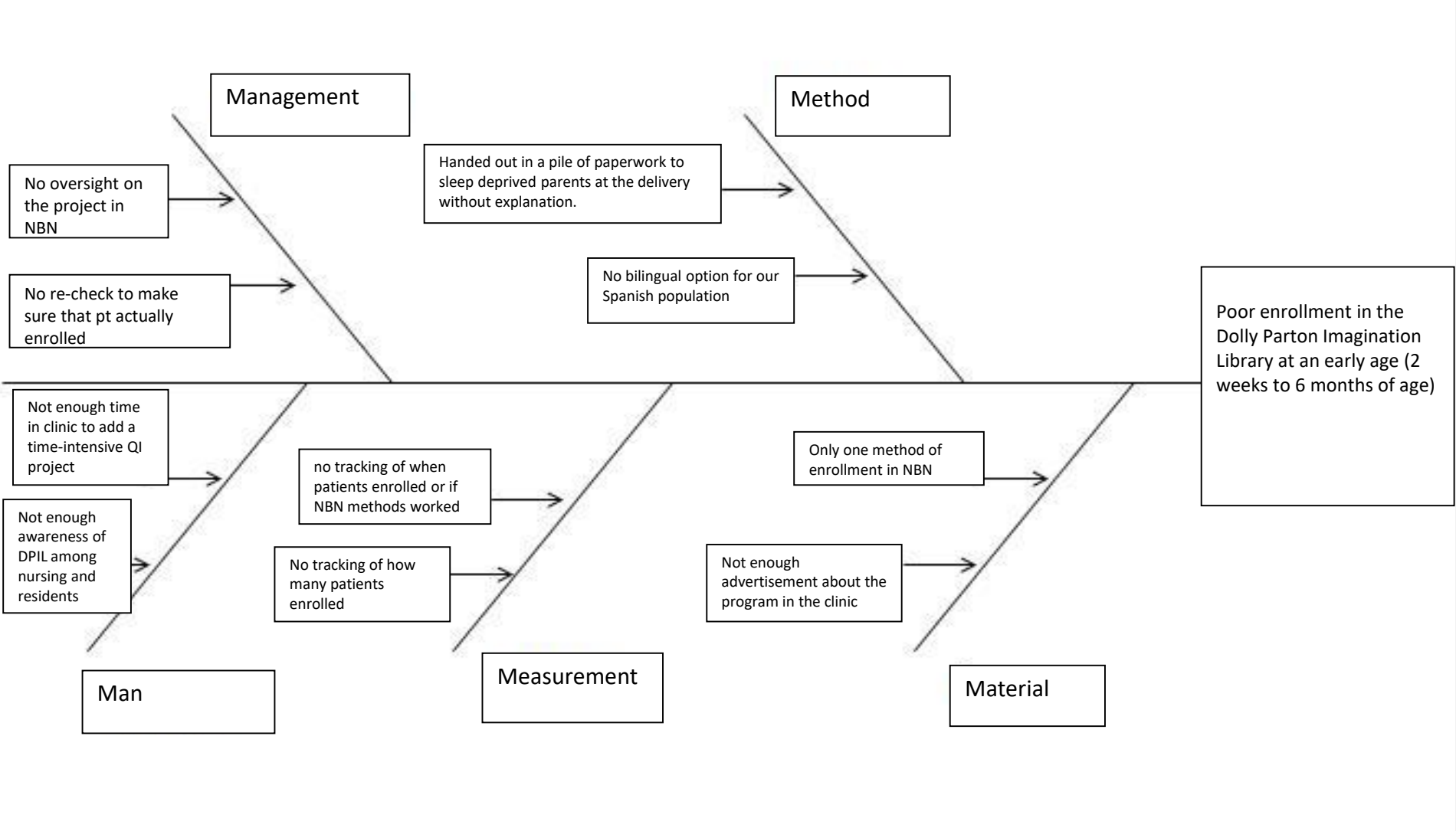
Vanessa Pigg, MD



PROBLEM

- Gen Peds Clinic: 75% of patients relying on Medicaid, including a large Hispanic and illiterate population
- Importance of Literacy:
 - Reach Out and Read program
 - **Dolly Parton Imagination Library (DPIL)**

Fishbone Analysis of Problem



AIM

Our goal was **to double enrollment in the Dolly Parton Imagination Library for children 2 weeks to 6 months of age** in our general pediatrics clinic through advertisement and advocacy in newborn and well child visits **by April 2021.**



PROCESS MEASURES

Percentage of patients surveyed of all the patients eligible for DPIL 2 weeks to 6 months of age

Number of surveys given
total # eligible patients with well child or newborn check 2 weeks to 6 mths

OUTCOME MEASURES

Number of patients enrolled in DPIL (total) and Number of Patients Enrolled in Our Clinic

Number of patients enrolled in DPIL

Number of patients enrolled in DPIL through our clinic



Percentage of patients enrolled in DPIL through our clinic of total number enrolled in DPIL

$\frac{\text{Number of patients enrolled in DPIL through our clinic}}{\text{total \# enrolled}}$

Percentage of patients enrolled in DPIL of all those surveyed

$\frac{\text{Number of patients enrolled in DPIL}}{\text{total \# surveyed}}$

BALANCING MEASURES

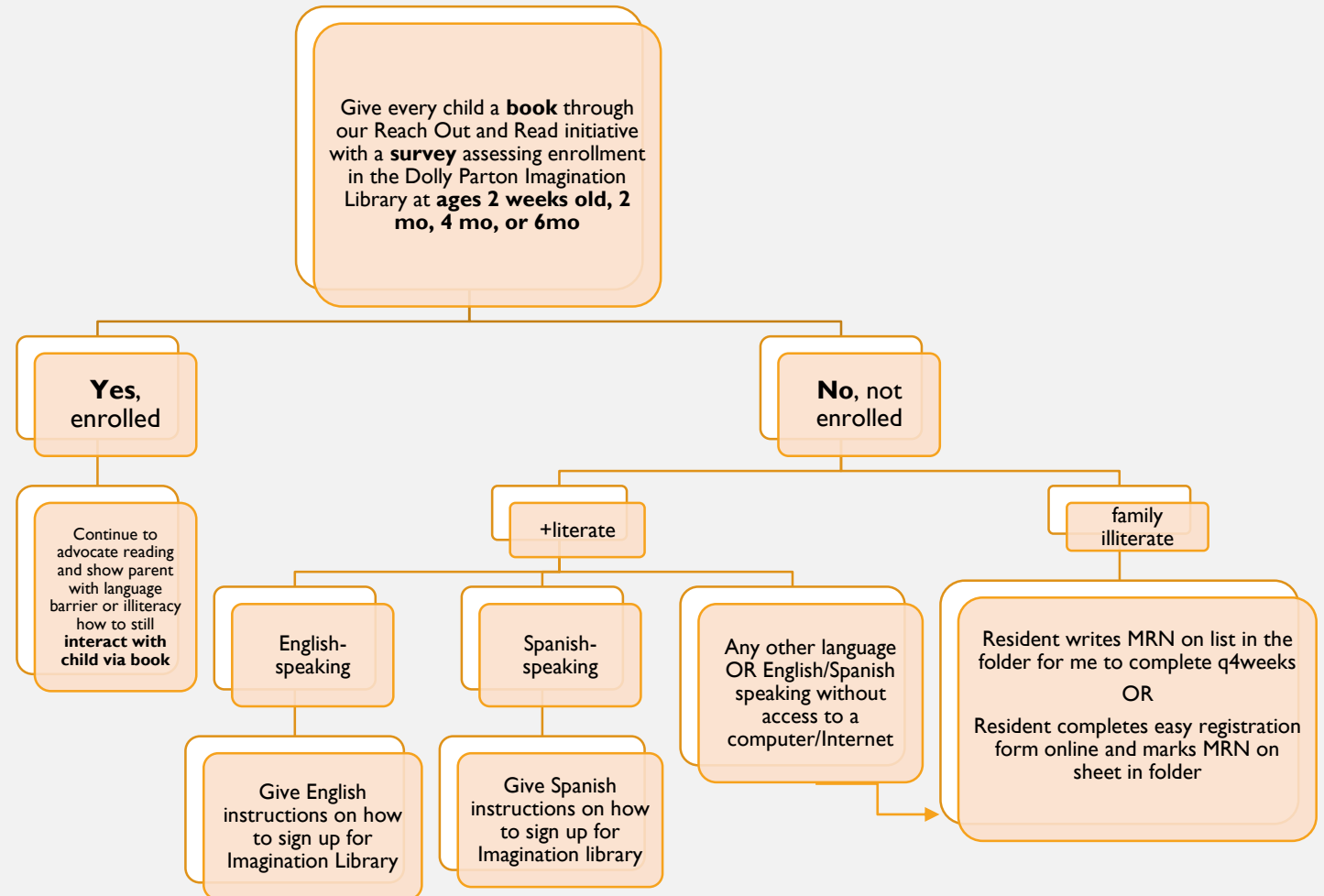
1. **time** spent in triage handing out the survey, paperwork, or explaining the program (**nursing**)
2. **time spent in visit with provider** explaining DPIL or helping illiterate family complete paperwork
3. **cost of printing** surveys, instructions, QR codes for clinic
4. **Cost of mailing** enrollment forms weekly

PDSA CYCLE I

Plan: Design succinct, but effective workflow to enroll patients into the Dolly Parton Imagination Library

Do (as seen in algorithm):

- emailed an **overview to the residents and the nursing staff** to explain the process
- included **reminders to all staff during our morning clinic huddle and in our weekly Ambulatory lecture.**



Example of Mini Survey:



- Are you currently signed up for the Dolly Parton Imagination Library free book service?
 - Yes
 - No
- If **Yes**, did you sign up because of our clinic or another resource?
 - UT-Pediatrics Clinic
 - Somewhere else
- If **No**, would you be interested in learning how to easily sign up?
 - Yes
 - No

Goals:

- Cost effective (8 fit on one sheet, black and white)
- Reader Friendly
- Not Time Consuming

**Collecting more demographic data was outside of the scope and goal of this project



Study:

- 1. Inability to enroll patients online in the room** due to either time constraints or patients not having an email address (required on online registration)
- 2. Not having an organized location for collection** in a busy clinic
- 3. Not having enough brochures**

- **Act:**

1. Reached out the DPIL leadership **to obtain more brochures** with English and Spanish enrollment forms.
 1. enrolled by the time they left our clinic
 2. Eliminated the email address dilemma
 3. majority of our families could fill out the basic demographic information on the paper form, with various levels of assistance → did not need to collect MRNs to complete this at a later time.
2. We identified a **specific location** to collect the DPIL surveys and the forms once completed.

Leadership Butler, INC
And VISION 2020
Presents
**Dolly Parton's
Imagination Library**



What is it?

Dolly Parton's Imagination Library is a 60 volume set of books beginning with the children's classic *The Little Engine That Could*. Each month a new, carefully selected book will be mailed in your child's name directly to your home. Best of all it is a FREE GIFT! There is no cost or obligation to your family.

Who Is Eligible?

Children birth to five that live in the City of El Dorado, KS with the 67042 zip code.

What Are My Responsibilities?

1. Reside in the City of El Dorado KS with the 67042 Zip Code.
2. Submit an official registration form, completely filled out by parent or guardian (form must be approved and on file with VISION 2020)
3. Notify VISION 2020 any time your address changes. Books are mailed to the address listed on the official registration form. *If the child's address changes, you must contact the person at the address on this form in order to continue receiving books.*
4. Read with your child.

When Will I Receive Books?

Eight to ten weeks after your registration form has been received and entered in the database, books will begin arriving at your home and will continue until your child turns five or moves out of the City of El Dorado Kansas 67042 Zip Code area.

Dolly Parton's Imagination Library Official Registration Form (one form per child)
OR REGISTER ONLINE AT: www.imaginationlibrary.com

Child's FULL Name _____

Child's Date of Birth ____/____/____ Gender: M F Phone: _____

Parent/Guardian's Name: _____

Child's Home Address: _____

Mailing Address (if different) _____

City _____ State _____ Zip Code _____

E-mail Address: _____

Signature of Parent or Guardian: _____

*This field is required if you wish to register your child.

FOR OFFICIAL USE ONLY: Date Received: _____ Group Code: _____



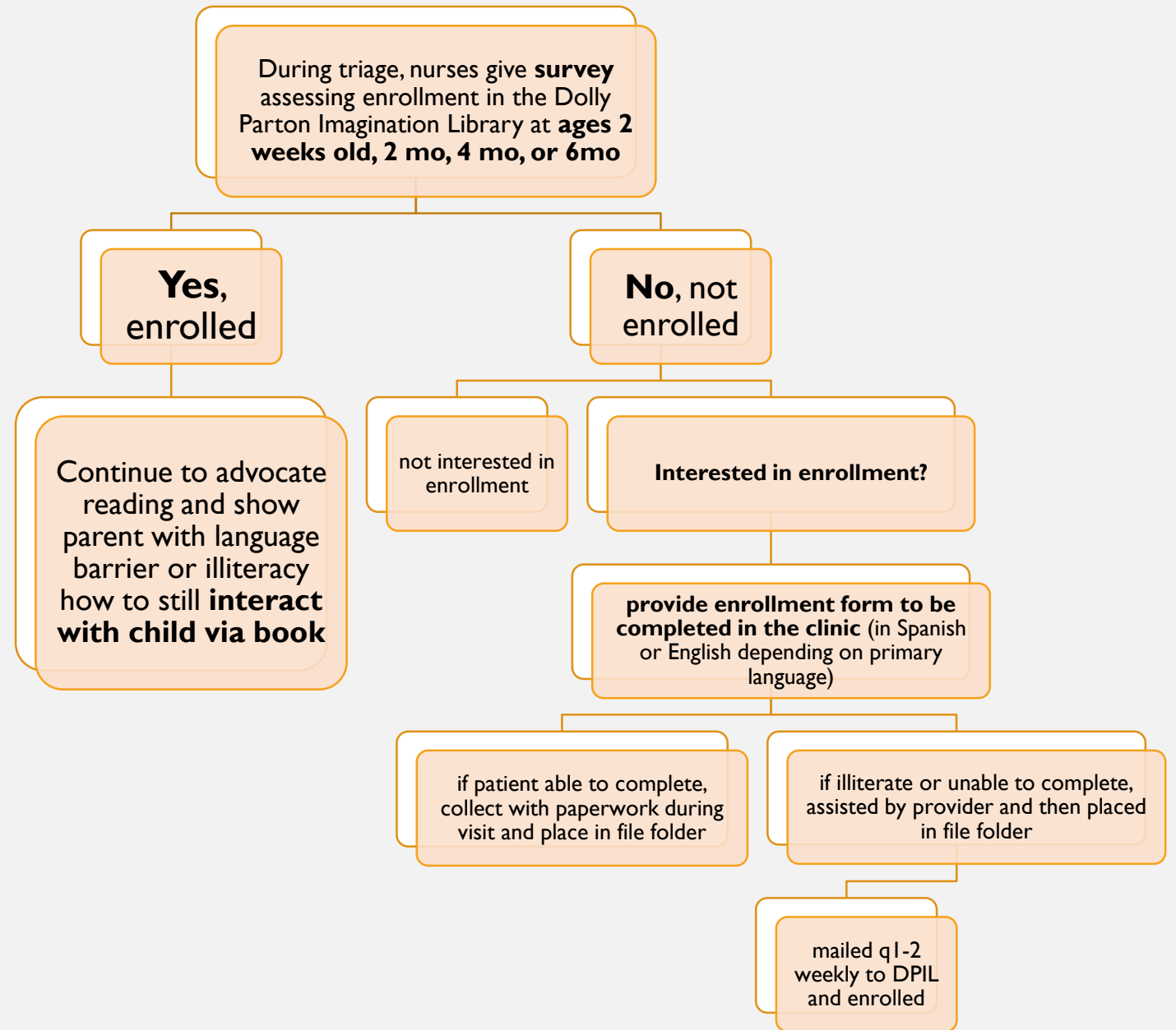
Register your child today!

Simply fill out the above form and mail to:
**Leadership Butler
C/O El Dorado Public Schools
Attn: Staci Rickard
124 West Central Avenue
El Dorado, KS 67042**

(316) 322-4000

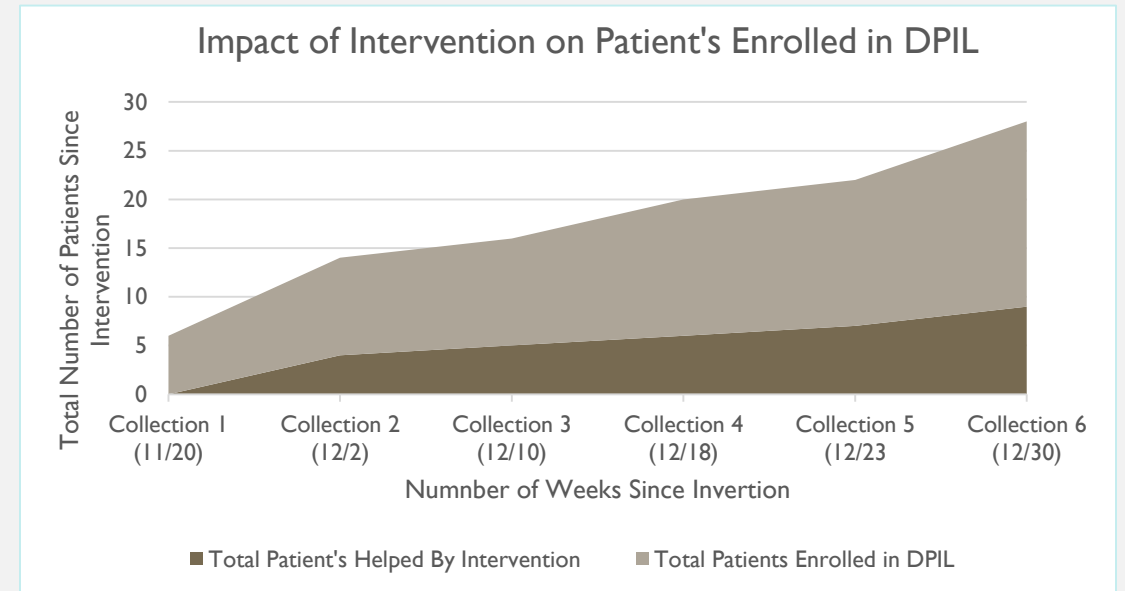
PDSA CYCLE 2

- **Plan:** Refine new work-flow into clinic with additional resources from DPIL and changes due to unanticipated barriers.
- **Do:** We implemented new changes to workflow as seen in **algorithm**



Study: We noted a **modest increase in enrollment** over time due to efforts in our clinic and we slowly were able to acclimate to the new addition in our triage and visit workflow.

Act: Through our newfound relationship with DPIL, we obtained a new option for enrollment. They were trialing a **QR code option** which could be utilized by smart phones to bring families directly to the website for easy enrollment.

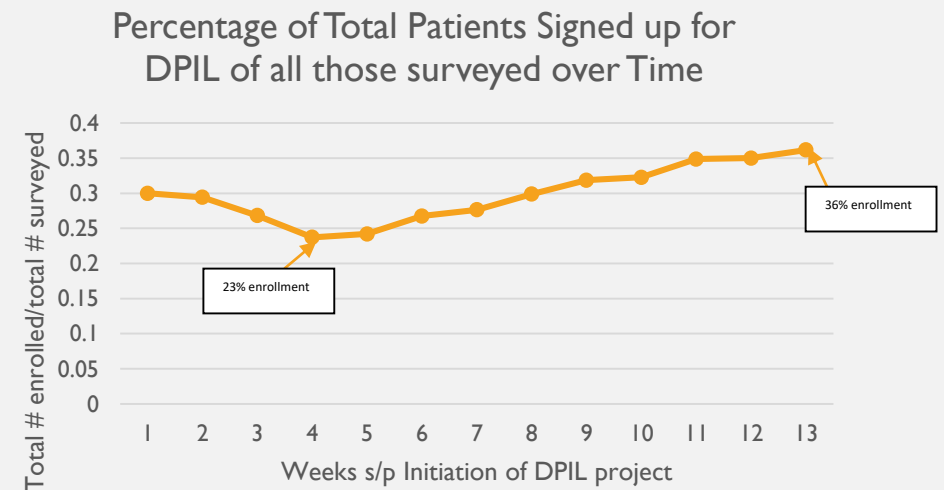


PDSA CYCLE 3

- **Plan:** Will plan to **add the option of a QR code** in the clinic while still implementing the same algorithm as before.
- **Do:** We printed out and laminated a **DPIL QR code** with clearly labeled instructions to be placed in every room. We maintained the same work-flow.



- **Study:** We continued to collect data through surveys as reflected below. Enrollment **dropped** at about **23% of patients enrolled in DPIL** of those surveyed but **increased to 36% by Week 13** of the project.
- **Act:** We wanted to reach a larger cohort than just our population of babies 2 weeks to 6 months old to further augment literacy in our toddler and preschool age population.





PDSA CYCLE 4 AND RESULTS

- **Plan:** We wanted to reach a larger cohort than just our population of babies 2 weeks to 6 months old. We decided to optimize advocacy for literacy by **asking all families in a well child visit up until 2 years of age** about their enrollment in DPIL.
- **Do:** We notified nursing staff to ask about enrollment in **DPIL up until the age of 2** at every well child visit. This provided up to 10 opportunities for our children to be asked about their enrollment in DPIL as well child visits are so frequent in these early years. We **maintained simplicity** by not adding lengthy questionnaires or expectations to the visit, but rather a simple and effective reminder in a **mini survey and QR code or provided brochure.**

STUDY: PROCESS MEASURES

Visits	WCC Count (by age group)
1 month WCC	45
2 month WCC	69
4 month WCC	63
6 month WCC	39
Newborn visit	125
Grand Total:	341

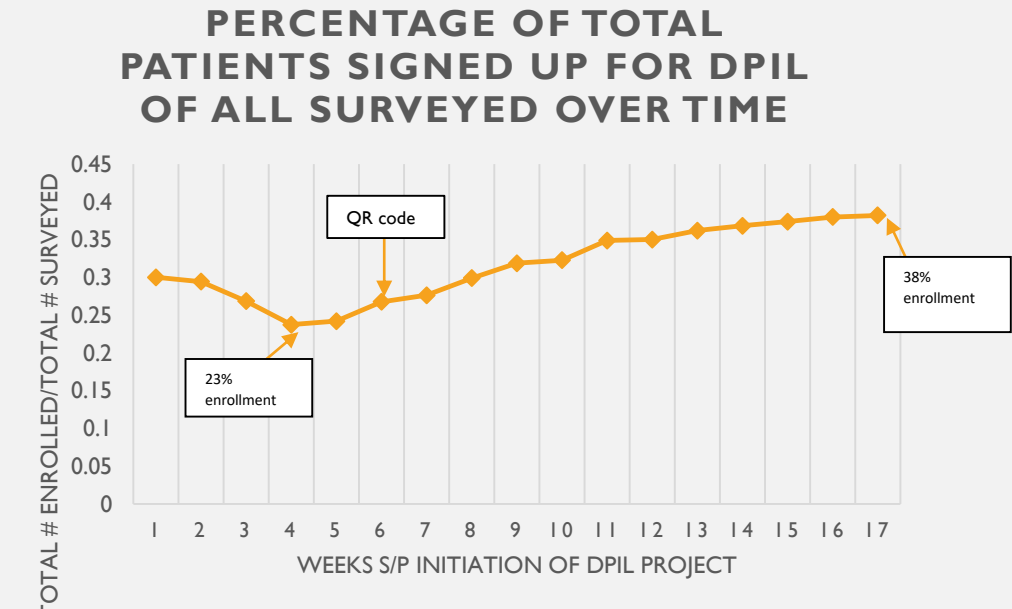
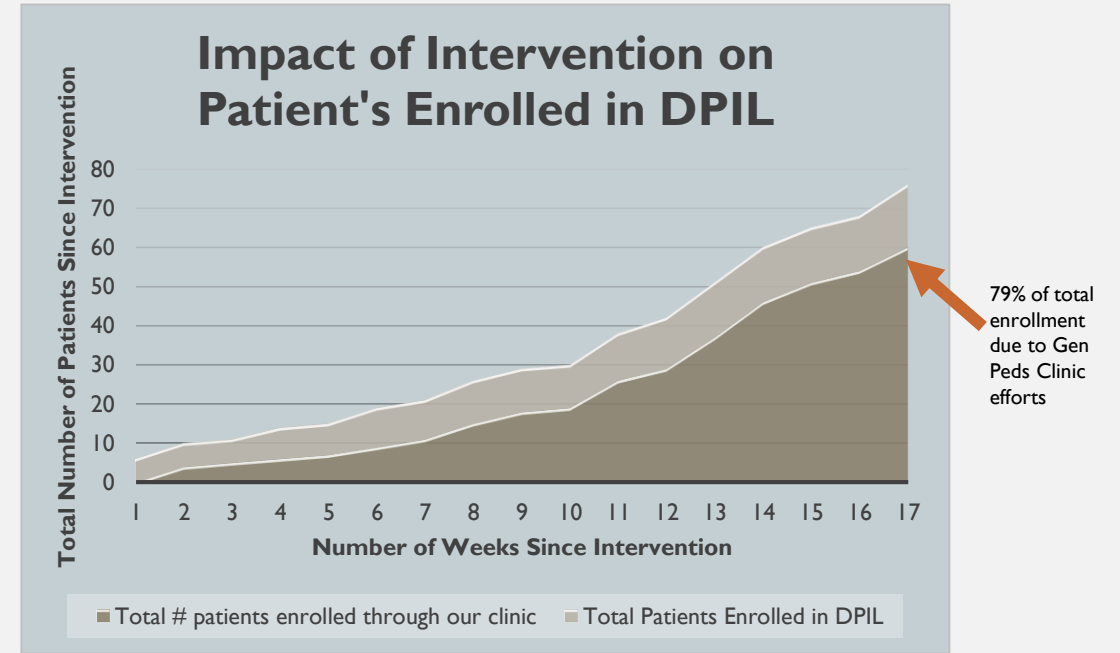
- We surveyed 199 parents of children in these age ranges, meaning **we surveyed 58%** of the parents who met criteria to be screened.

- **Study:**

- At least **60 children** were enrolled through our clinic. **76 children total** were enrolled.
- **79%** of those enrolled marked **that our clinic was the reason for enrollment**
- **increased total enrollment of all those surveyed to 38%** (almost double our enrollment from the initial nadir in enrollment)

- **Act:** We will continue to:

- remind families up until the age of 4 about this resource in the community
- advocate for early literacy through the Reach out and Read program as well as our newfound relationship with the Dolly Parton Imagination Library.
- leave a QR code option in the rooms as a reminder to residents, nurses, and families about the program.



BARRIERS/BOUNDARIES

Barriers:

- nurses forgetting to give surveys (and residents forgetting to follow up)
- not having enough time to fill out paperwork DPIL
- having to help illiterate families fill out the form
- families not wanting to provide either an address or not having an email address
- data being difficult to track as MANY confounding factors:
 - new babies being born weekly,
 - new children coming to clinic
 - some children not receiving surveys until later

Boundaries:

- **Simplicity:** should add no more than 30 seconds to the check in or resident routine unless the family has further questions.
- The data collection will reflect a trend. Limitations include:
 - not knowing the age on each survey which is out of the scope of this project.
 - Not knowing exactly who signed up of those who marked interest
- Do not incorporate EPIC in PDSA cycles.

FUTURE PLANS

- We will continue to **remind families up until the age of 4** about this resource in the community
- We will continue to **advocate for early literacy through the Reach out and Read program** as well as our newfound relationship with the Dolly Parton Imagination Library.
- We will continue to **leave a QR code** option in the rooms as a reminder to residents, nurses, and families about the program.





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