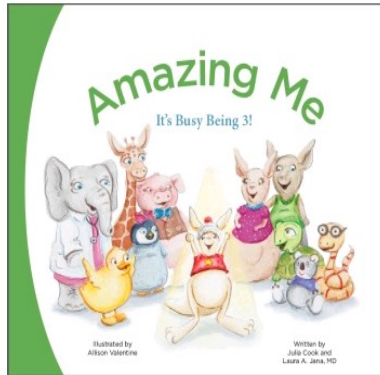


Consent (Question 1)



Amazing Me Reach Out and Read Clinic Survey

1. Thank you for your interest in this study and your willingness to participate. Your privacy is very important to us. Your responses to all questions will be kept secure. You will not be asked to provide any personal identifying information. Only people working on this study will have access to survey responses. Your participation is completely voluntary, but the information you provide will ensure that experiences like yours are represented. You may choose to exit the survey at any time.

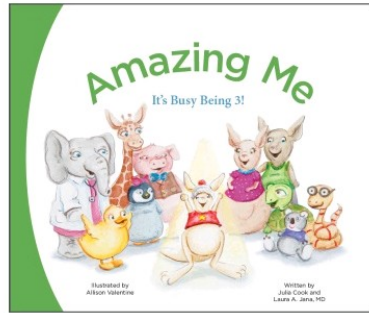
I have read and understand this information and agree to participate:

- Yes
 No

Next

The public reporting burden of this collection of information is estimated to average 5 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to - **CDC/ATSDR Reports Clearance Officer; 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333 ATTN: PRA (0920-0919)**

Question 2-3



Amazing Me Reach Out and Read Clinic Survey

2. What is the name of the clinic you represent?

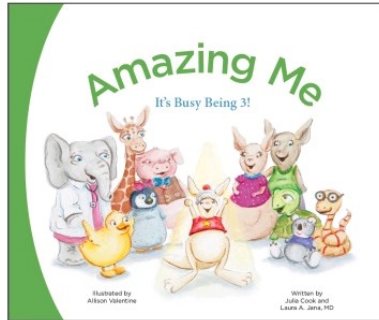
3. Please confirm that your clinic received the book, *Amazing Me. It's Busy Being 3!*, in the spring of 2012?

- Yes, we received 300 books (3 boxes of 100 each).
- Yes, our clinic did receive the books, but I'm not sure how many books we received.
- No, we did not receive the books.

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Question 4



Amazing Me Reach Out and Read Clinic Survey

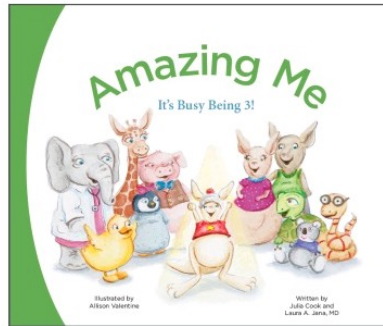
4. Today, about how many copies of *Amazing Me. It's Busy Being 3!* does your clinic have left? (Each unopened box contains 100 books)

- 0
- 1-50
- 51-100
- 101-150
- 151-200
- 201-250
- 251-300

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Question 5



Amazing Me Reach Out and Read Clinic Survey

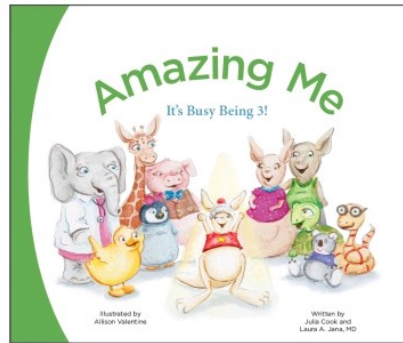
5. Does your clinic intend to distribute at least some of the remaining books over the next 6 months?

- Yes
- No

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Question 6



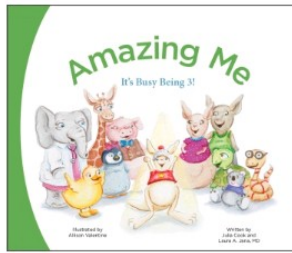
Amazing Me Reach Out and Read Clinic Survey

6. Please tell us some reasons that your clinic does not intend to distribute the remaining copies of *Amazing Me*?

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Questions 7-11



Amazing Me Reach Out and Read Clinic Survey

5. Approximately what percentage of the books you've distributed were given to parents of 3-year-olds, as opposed to older or younger children?

- 0-25%
- 26-50%
- 51-75%
- 76-100%

6. About how long did it take your clinic to distribute the *Amazing Me* books you received?

- Less than 1 month
- 1-2 months
- 3-5 months
- 6+ months

7. Who was the person in your clinic who typically distributed *Amazing Me* books to parents?

- Doctor, Physician Assistant, or Nurse Practitioner
- Nurse or Nurse Assistant
- Front Desk Staff
- Other, please describe the title of the person who typically gave *Amazing Me* books to parents:

8. Typically, at what point during the visit did parents receive the book?

- At check in
- While in the waiting room before the visit
- In the exam room
- At check out
- Other, please describe when or where you distributed *Amazing Me* books to parents:

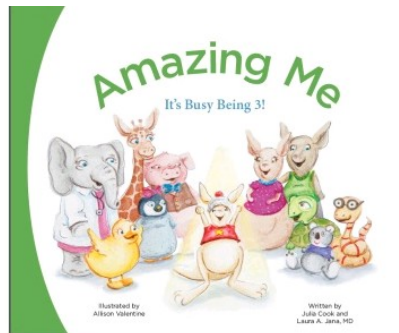
9. How often did doctors/nurses at your clinic review or discuss the book with parents?

- All of the time
- More than half of the time
- Less than half of the time
- Not at all

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Question 12



Amazing Me Reach Out and Read Clinic Survey

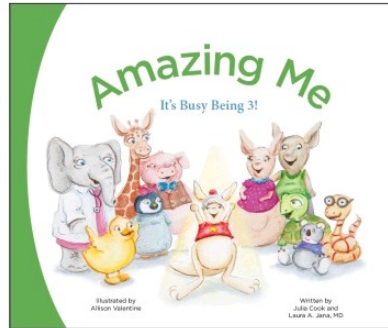
10. Overall, how difficult was it to distribute a copy of *Amazing Me* to every parent of a 3-year-old seen in your clinic?

- Very difficult
- Somewhat difficult
- Not too difficult
- Not at all difficult

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Question 13



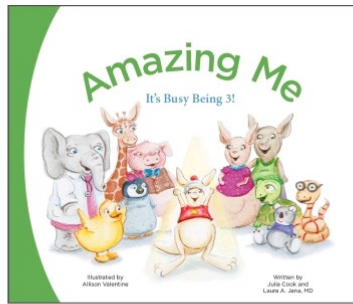
Amazing Me Reach Out and Read Clinic Survey

11. What are some reasons it was difficult to distribute a copy of *Amazing Me* to every parent of a 3-year-old seen in your clinic?

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Question 14



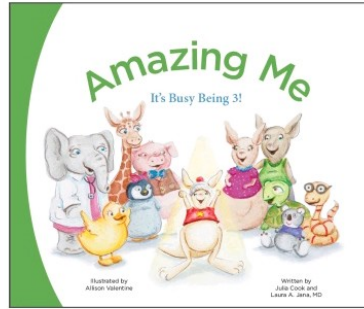
Amazing Me Reach Out and Read Clinic Survey

11. Please describe particular strategies that your clinic found helpful in distributing the *Amazing Me* book to every parent of a 3-year-old seen in your clinic?

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Question 15



Amazing Me Reach Out and Read Clinic Survey

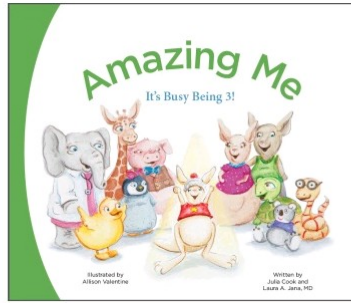
12. Compared to how you typically distribute other Reach Out and Read books, was there anything different about how your clinic distributed *Amazing Me*?

- Yes
- No

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Question 16



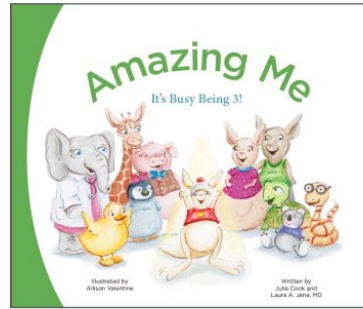
Amazing Me Reach Out and Read Clinic Survey

13. Please describe some differences in how your clinic distributed the *Amazing Me* book, compared to how you typically distribute other Reach Out and Read books. Why?

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Question 17



Amazing Me Reach Out and Read Clinic Survey

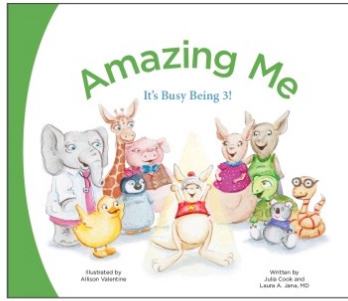
14. Compared to how you typically talk about other Reach Out and Read books with parents, was there anything different about how your clinic discussed *Amazing Me*?

- Yes
- No

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Question 18



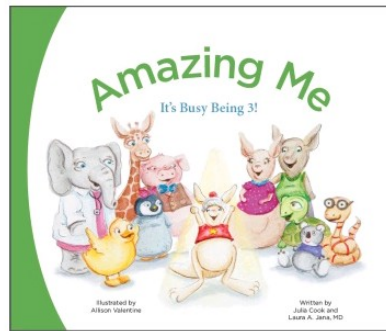
Amazing Me Reach Out and Read Clinic Survey

15. Please describe some differences in how your clinic discussed the *Amazing Me* book with parents, compared to how you typically discuss other Reach Out and Read books. Why?

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Question 19



Amazing Me Reach Out and Read Clinic Survey

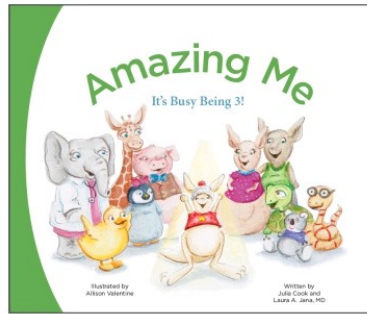
16. How would you describe doctors'/nurses' responses to *Amazing Me*, compared to other Reach Out and Read books?

- More favorable
- Less favorable
- About the same
- Not sure

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Question 20



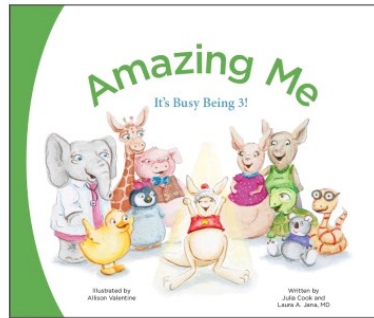
Amazing Me Reach Out and Read Clinic Survey

17. Please list some reasons doctors/nurses have responded more favorably to *Amazing Me*, compared to other books your clinic has distributed?

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Question 21



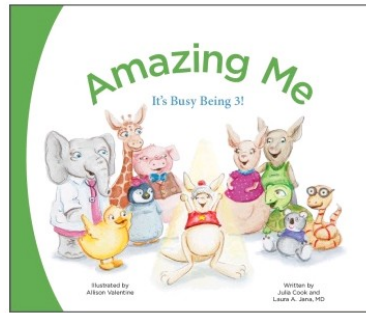
Amazing Me Reach Out and Read Clinic Survey

17. Please list some reasons doctors/nurses have responded less favorably to *Amazing Me*, compared to other books your clinic has distributed?

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Question 22



Amazing Me Reach Out and Read Clinic Survey

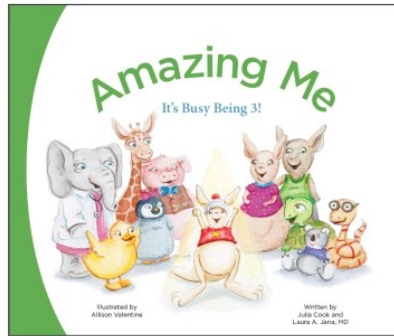
18. How would you describe overall feedback from parents about *Amazing Me*, compared to other books your clinic has distributed?

- More favorable
- Less favorable
- About the same
- Not sure

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Question 23



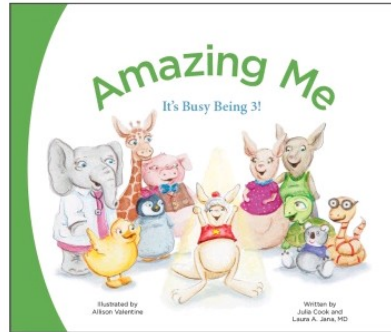
Amazing Me Reach Out and Read Clinic Survey

19. Please list some reasons parents have responded less favorably to *Amazing Me* compared to other books your clinic has distributed?

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Question 24



Amazing Me Reach Out and Read Clinic Survey

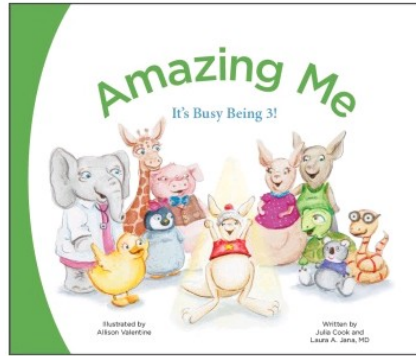
20. Would your clinic like to continue to distribute the *Amazing Me* books to parents?

- Yes
- No

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Question 25



Amazing Me Reach Out and Read Clinic Survey

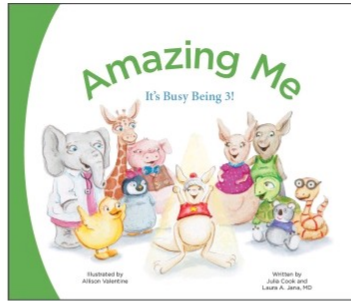
21. Would your clinic consider purchasing *Amazing Me* in order to have more copies to distribute to parents?

- Yes
- No

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Question 26



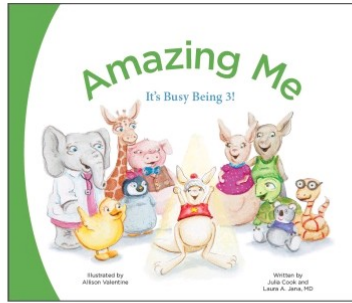
Amazing Me Reach Out and Read Clinic Survey

22. Based on your experience distributing the *Amazing Me* book, do you think it facilitated more discussion between parents and doctors/nurses about their children's development and various milestones?

- Yes
- No

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Question 27



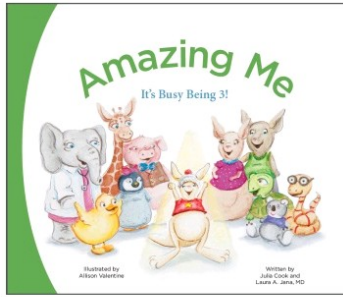
Amazing Me Reach Out and Read Clinic Survey

23. What are some reasons you think the *Amazing Me* book did not promote discussion among parents and doctors/nurses about their children's development and various milestones?

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Thank 1



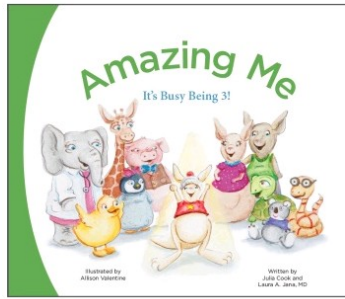
Amazing Me Reach Out and Read Clinic Survey

We will follow-up with you again in about 6 weeks to ask a few more questions about the books you have distributed and the ones you have remaining. Completing this survey has entered your clinic in a drawing for 50 popular board books. The drawing will be done at the close of the survey. If your clinic wins the drawing, you will be contacted via email.

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Thank 2



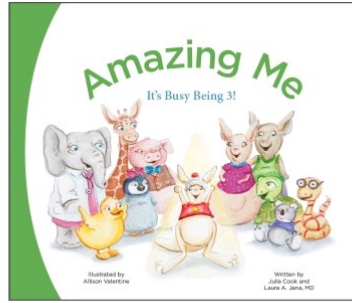
Amazing Me Reach Out and Read Clinic Survey

The time you've spent both distributing the books in your office and completing this survey has been very important to this research effort. Your responses will be very helpful to future efforts to distribute *Amazing Me--It's Busy Being 3!* Completing this survey has entered your clinic in a drawing for 50 popular board books. The drawing will be done at the close of the survey. If your clinic wins the drawing, you will be contacted via email.

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Thank 3



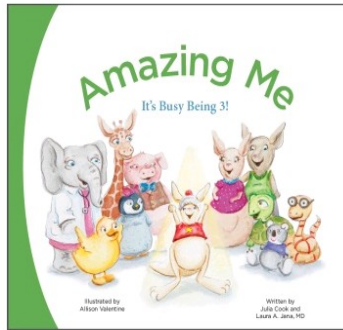
Amazing Me Reach Out and Read Clinic Survey

We are sorry to learn that your clinic did not receive the 300 free copies of *Amazing Me--It's Busy Being 3!* that it was intended. If you would still like to receive these books, please contact Katie Green at KKGGreen@cdc.gov and include the appropriate shipping address.

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Thank 4



Amazing Me Reach Out and Read Clinic Survey

Thank you for your time. Have a nice day.

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