



Every child read to -- every day.



Mission Statement



Reach Out and Read gives young children a foundation for success by incorporating books into pediatric care and encouraging families to read aloud together.



At routine health check ups from infancy through 5 years...

Reach Out and Read-trained doctors and nurse practitioners:

- **talk with parents** about how important it is to read aloud and engage with their young children
- **show them** how to look at books and talk about the stories with their infants, toddlers, and preschoolers



- **encourage them** to cuddle up and read together at home and build routines around books
- and then **give a new book** to the child to take home and keep

The book is given at the beginning of the visit and used as a **developmental surveillance tool**.

Why work with the pediatric health system?

Medical providers have **early access** to families and are a **trusted source** of information.



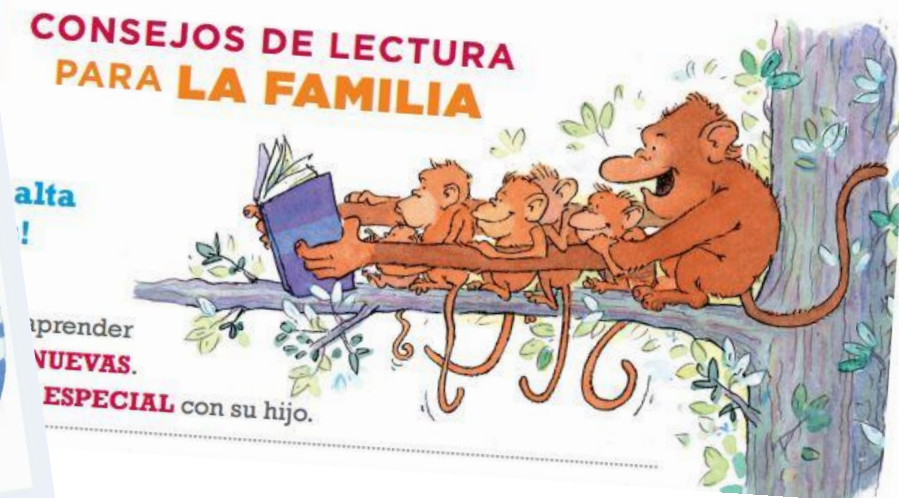
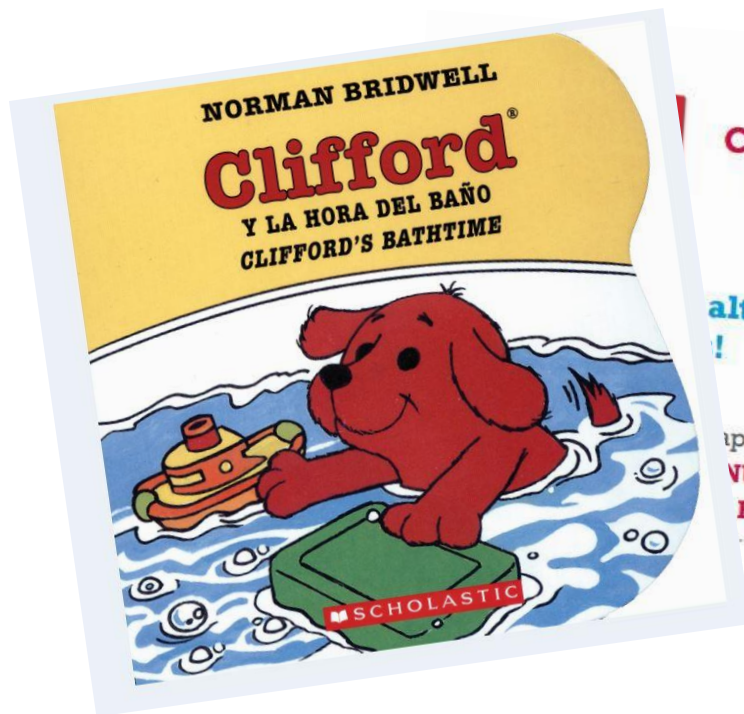
91% of children under age **5** see their doctor at least once a year.

By embedding our model in the **existing healthcare system**, our model is **cost-effective** and **scalable**



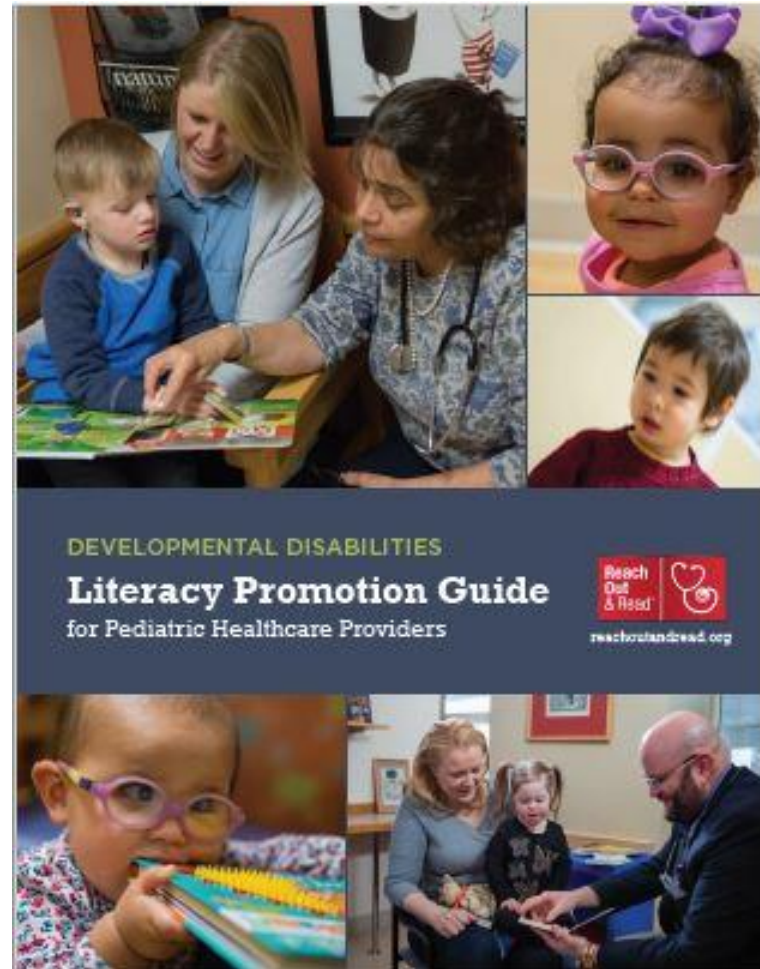
We provide books in 25 different languages

- Including Arabic, Chinese, Russian and Spanish.
- Many of our materials are also produced in other languages



We adapt our model for children with disabilities

Updating our training to incorporate best practice and to include disabilities, such as autism, that are now more widely recognized and understood.



OUR NATIONAL IMPACT



We serve **4.8 million** children each year.



Over **34 thousand** medical providers participate in our program.



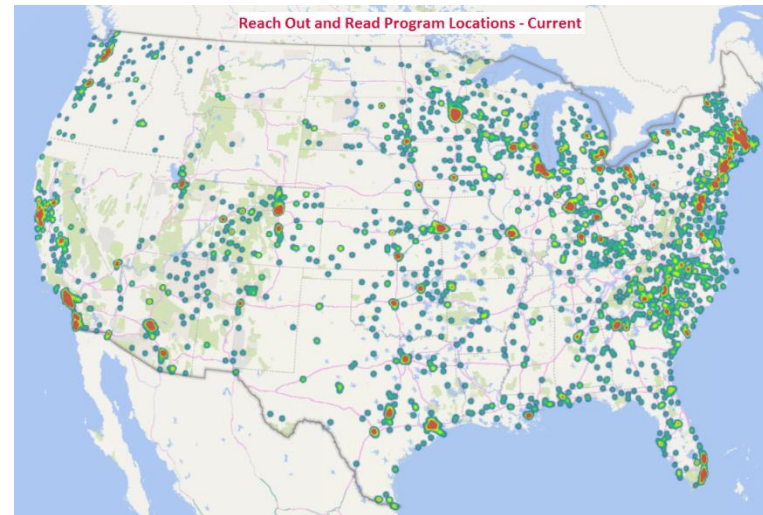
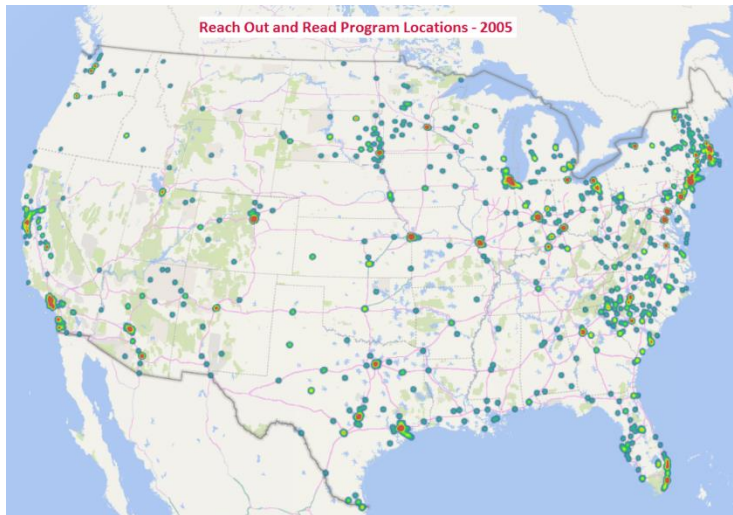
We give out **7 million** books annually.



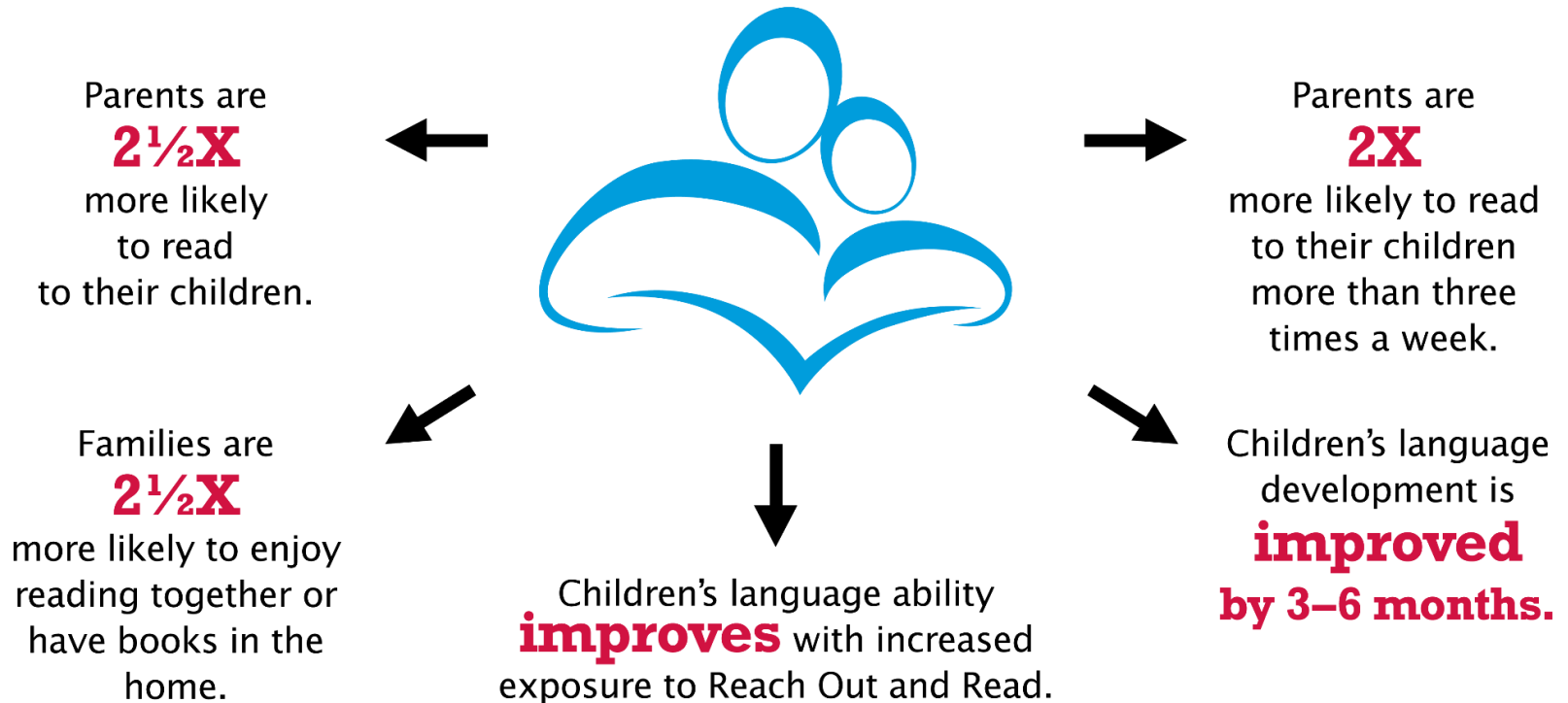
We have **6,400** program sites nationwide.



Over the past decade, we have expanded our reach to more clinical sites at more locations across the USA.

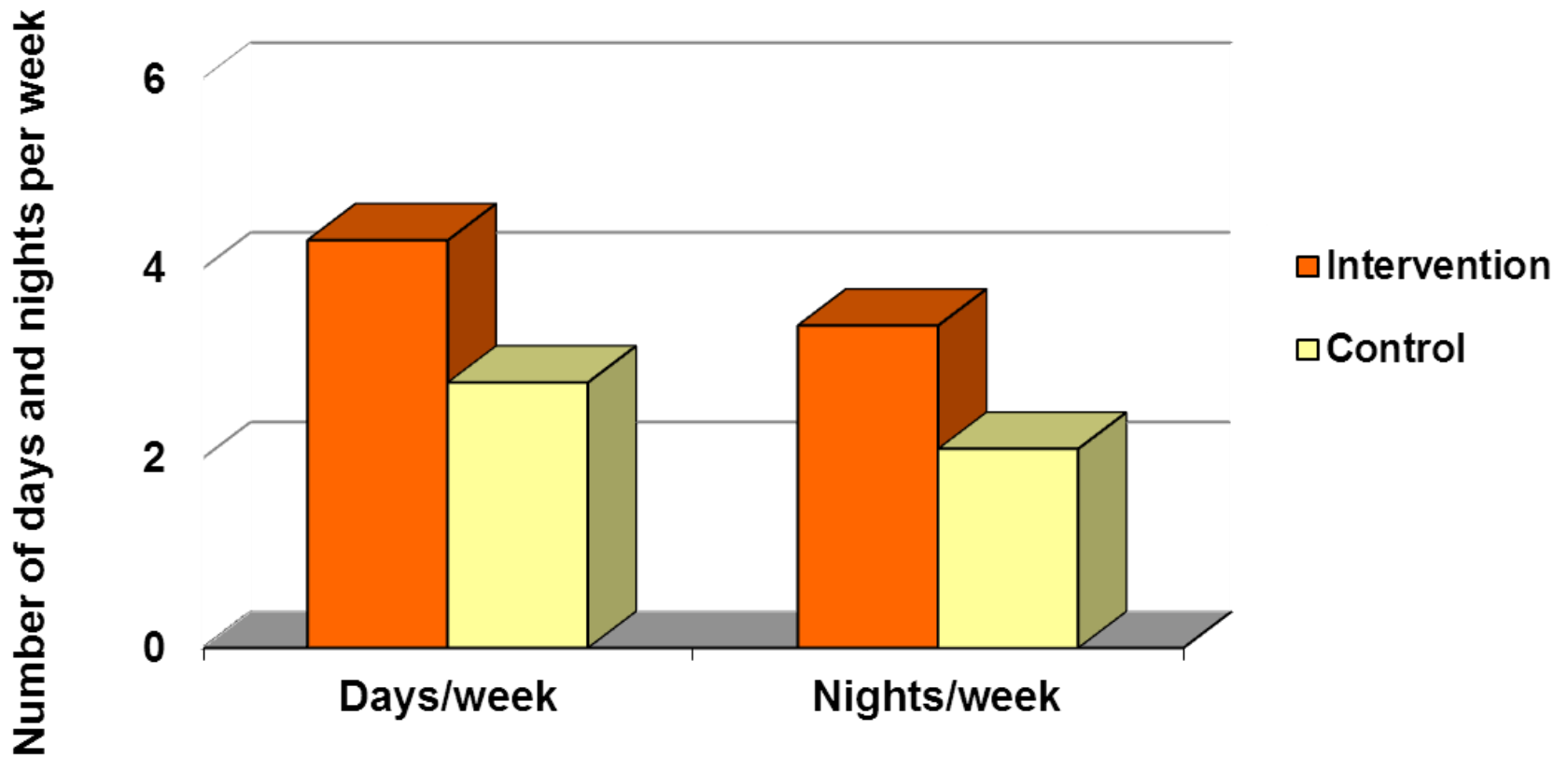


**Extensive peer-reviewed research shows
that in families served by Reach Out and Read:**



Literacy Promotion in Primary Care Pediatrics: Frequency of Reading Aloud *Pediatrics*

High, et al, 1999

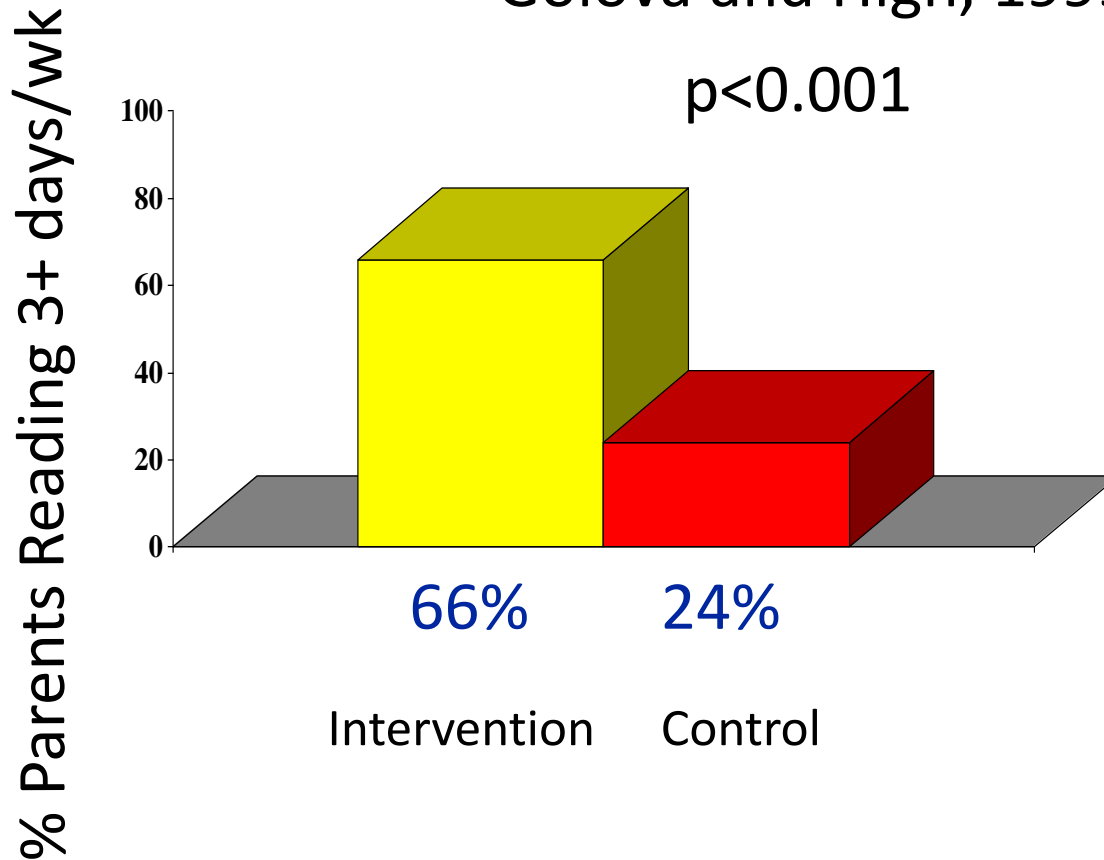


Literacy Promotion for Latinx Families in a Primary Care Setting: A Randomized, Controlled Trial

Pediatrics

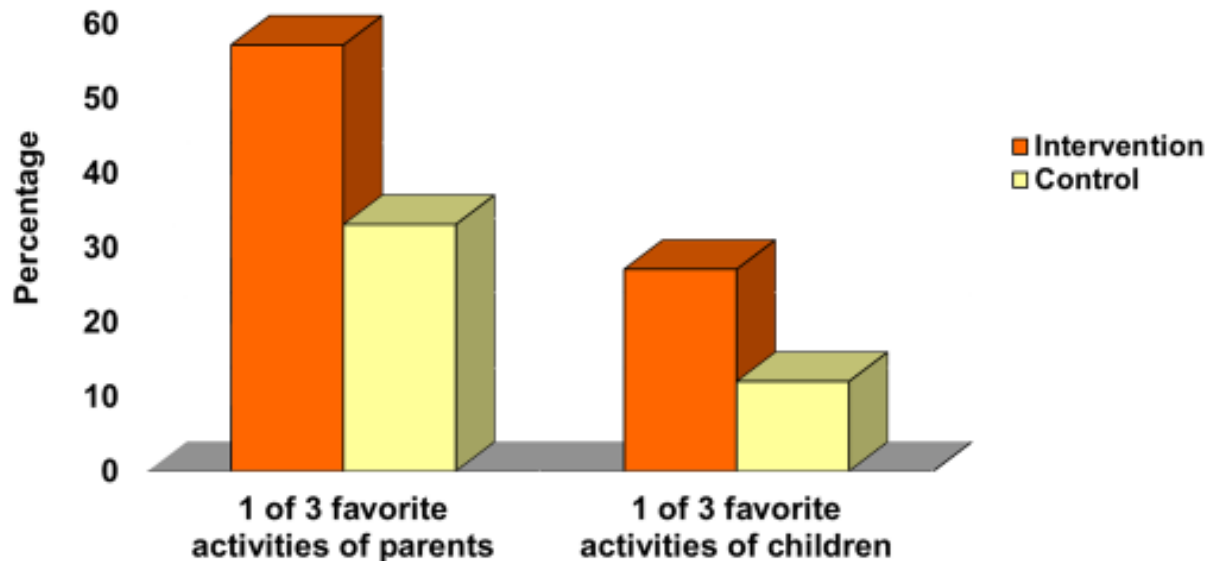
Golova and High, 1999

$p < 0.001$



Evaluation of a Clinic-Based Program to Promote Book Sharing and Bedtime Routines
Among Low-Income Urban Families with Young Children
Archives of Pediatrics and Adolescent Medicine

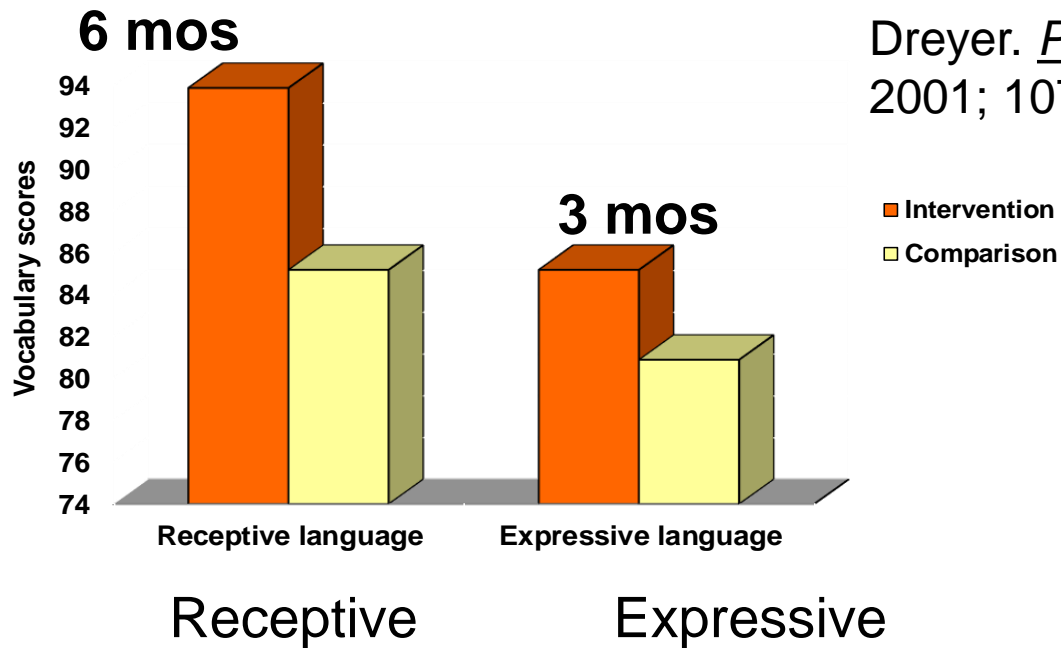
Attitudes Toward Reading (High et. al., 2000)



Children's Expressive and Receptive Language Competencies

Mendelsohn, Mogilner, Dreyer. *Pediatrics*, 2001; 107: 130-134.

Adjusted Advance in language age (mos)





The Impact of Early Literacy Guidance on Language Skills of 3-Year-Olds

Theriot et al.

Clinical Pediatrics

Among children aged 33 months to 39 months attending a well-child clinic in Louisville, KY:

- Expressive and receptive language scores significantly associated with
 - the number of ROR-enhanced well-child visits they had attended
 - the number of books purchased for them by their parents

Supports a “dose effect” for the Reach Out and Read intervention—the more Reach Out and Read, the higher the score.



Study Finds that Reach Out and Read Enhances Clinic Morale, Increases Provider Satisfaction, and Improves Patient-Clinician Relationships

Heather Burton, MD and Dipesh Navsaria, MD

Wisconsin Medical Journal

A new study evaluated the effect of Reach Out and Read on clinic values and attitudes and found that implementation of Reach Out and Read enhanced clinic morale, increased provider satisfaction, and improved patient-clinician relationships.

Many clinicians also said that they use Reach Out and Read as a tool for developmental surveillance and to assess parent-child interactions; family dynamics; the home reading environment; and developmental, motor, and speech delays. One clinician said, "There's a lot of information verbally and nonverbally that you can get from just putting a book in front of a child."



The Value of Book Distribution in a Clinic-Based Literacy Intervention Program

Jones et al.

Clinical Pediatrics

- Parents participating in ROR more likely to rate their child's pediatrician as helpful than those not participating
- ROR Pediatricians more likely to rate parents as receptive than those in the non-ROR group
- Mothers in the ROR group two times more likely to report enjoyment in reading together with their child than those in the non-ROR group.



Attendance at Well-Child Visits After Reach Out and Read Needlman et al.

Clinical Pediatrics

Caretakers who are introduced to Reach Out and Read demonstrate a significant increase in compliance with Well-Child Visits (WCV), with the largest differences found among Latino families and children of less-educated families.



Encouraging Parent–Child Book Sharing: Potential Additive Benefits of Literacy Promotion in Health Care and the Community

Canfield et al.

Early Childhood Research Quarterly

Parents who received both a book and guidance through Reach Out and Read about the importance of reading were more likely to engage in literacy activities with their children through book sharing at home.



AMERICAN ACADEMY OF PEDIATRICS

Reach Out and Read is endorsed by the American Academy of Pediatrics. In 2014, the AAP issued a landmark policy statement promoting literacy as “*an essential component of pediatric primary care*” for all children.

The policy references Reach Out and Read as an effective intervention to engage parents and prepare children to achieve their potential in school and beyond.

Significantly, this statement realized a **long-term aim** of Reach Out and Read to integrate early literacy promotion as a routine practice in well-child checkups.



Reach
Out
& Read®

A photograph of a family of three reading a book together. A woman on the left, a young child in the center, and a man on the right are all smiling and looking at an open book. The woman is wearing a blue top, the child is wearing a white tank top, and the man is wearing a checkered shirt. The background is a blurred indoor setting.

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A Reach Out and Read Site Visit

