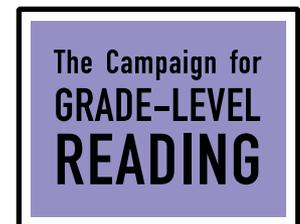


Reach Out and Read at 30 Years: The Next Chapter

CGLR Partner Webinars

December 3, 2019





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Chief Executive Officer
Reach Out and Read



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Adjunct Assistant Professor of Pediatrics,
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Pediatrics and Internal Medicine, Park Nicollet Health Services



Model

- Early Literacy Guidance
 - Trusted messenger
- Developmentally appropriate book
- Meet Families where they are at

Impact

- Increased parent engagement
- Improved vocabulary scores
- Decreased speech delay
- Buffers Toxic Stress
- Cost-Effective and Scalable



Reach Out and Read's 30th Anniversary



We have a lot to celebrate – our model

Population Level

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

POTENTIAL UNIVERSAL PRIMARY PREVENTION

Early Brain Development

Promotes positive, language-rich
parent/caregiver child interactions
through reading together

Evidence-Based

Parents are 2.5 X more likely to read with their
children and enjoy reading with their children.

Preschool children's language development is
improved by 3-6 months



High Demand

Our growth is organic - clinicians report that it's
the best part of the well-child visit

Scalable

Clinically practical, leveraging the existing healthcare system
and supported through an affiliate infrastructure



We have a lot to celebrate – our Network and Reach



Over **34 thousand** medical providers implement our model.



We work with **6,400** medical clinics nationwide.



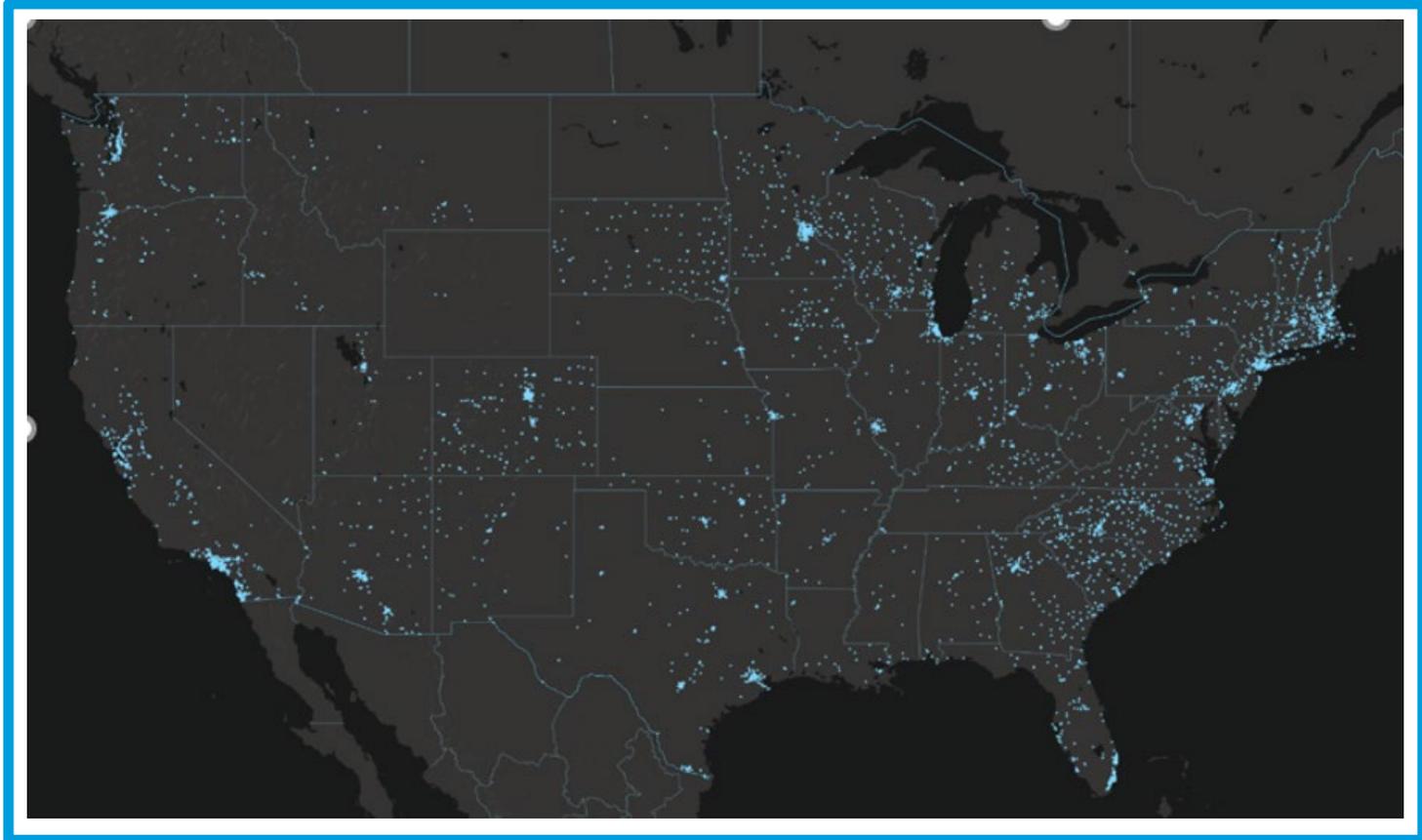
We serve **4.8 million** children each year.



We give out **7.4 million** books annually, each with age-appropriate anticipatory guidance.



We're All Over the Map



Potential of nearly **universal reach as primary prevention**

- every child, every family
- necessary but often not sufficient



Prioritize practices and clinics that serve many under-resourced families

70% of children are uninsured or on public insurance (Medicaid/CHIP)

44% White; 23% LatinX, 23% Black, 4% Asian

22% speak a primary language other than English at home

We have books in 22 languages!!



Developmental Disabilities

As part of our special initiatives program, we created a guide for families and medical providers of children with disabilities to help them make reading an enjoyable part of their routine.

[Resources for Parents](#)





American Indian/Alaska Native (AI/AN) Initiative

Established in 2007 in coordination with the American Academy of Pediatrics and Indian Health Service (IHS), the AI/AN Initiative focuses on providing Reach Out and Read to IHS/Tribal/Urban health clinics nationwide. As a group, AI/AN children have the lowest test scores, high school graduation rates, and college entry/graduation rates of any minority group in the United States, making early education and early literacy programs like Reach Out and Read critical.

[Learn more](#)

Leyendo Juntos (Reading Together)

Approximately 78 percent of Reach Out and Read programs nationwide serve families whose primary language is Spanish. Because these medical providers develop a trusted relationship with the families they serve early in a child's life, they are well-suited to emphasize the importance of language and reading to the Latino families they serve.

Leyendo Juntos was created to develop linguistically-appropriate training and materials for Reach Out and Read providers who serve Spanish-speaking families. Reach Out and Read has developed an online medical provider training and materials for Spanish-speaking providers, volunteers, and parents.





POLICY STATEMENT

Early Childhood Adversity, Toxic Stress, and the Role of
the Pediatrician: Translating Developmental Science
Into Lifelong Health



Ongoing Pediatric Health Care for the



POLICY STATEMENT

Literacy Promotion: An Essential Component
of Primary Care Pediatric Practice



Poverty and Child Health
in the United States

COUNCIL ON COMMUNITY PEDIATRICS

Providing Care for Children in
Immigrant Families

Julie M. Linton, MD, FAAP^{1,2} Andrea Green, MDCM, FAAP³ COUNCIL ON COMMUNITY PEDIATRICS

There are still challenges to achieving our goals

We recognize that helping families begin and sustain these essential patterns of positive and responsive interactions is complex and challenging



**Reach Out and Read
will maximize the potential of
pediatric primary care
to support the positive interactions
that foster healthy brain development
during the critical early years
of a child's life.**



Our strategy



Implementation



Policy Design & Advocacy



Training



Research



Convening



Line item funding

- Massachusetts – Dept Education
- Alabama – Dept Education
- Oregon – Dept Education
- Colorado – Dept Human Services
- Washington – Dept Human Services
- Georgia - Dept Human Services & Dept Health
- North Carolina - Dept Human Services & Dept Health
- Kentucky - Dept Health
- Minnesota – Dept Education

Competitive Grant funding

- South Carolina - Early Education fund
- Florida - Health promotion fund

Medicaid/CHIP Demonstration

- Oklahoma - underway
- New York - (!)

Tobacco Tax

- Arizona & California



Embedding community into pediatric primary care



Minnesota
Children's
Museum



**CHICAGO
PUBLIC
LIBRARY**



REACH OUT AND READ'S RESEARCH PRIORITIES

We have identified a number of promising topic areas related to our model that we hope to explore more thoroughly through larger or longer-term research studies.

Language ability/school readiness

Independent, peer-reviewed studies have consistently indicated that Reach Out and Read improves language ability in young children.

Pediatric care compliance

Participating families may be more likely to attend well-child checkups, resulting in more children receiving vaccinations on schedule.

Maternal depression

A pilot study suggested that Reach Out and Read intervention reduces maternal depression in young, single mothers.

Pediatrician well-being

Evidence suggests that pediatricians who participate in Reach Out and Read experience less stress and reduced occurrences of burnout.





Updated Training Videos

10 videos • 1,962 views • Last updated on Jan 16, 2019



ReachOutandRead

SUBSCRIBED



-  **Reach Out and Read Training Video | Limiting Screen Time**
ReachOutandRead 2:25
-  **Reach Out and Read Training Video | Four-Month Visit**
ReachOutandRead 2:11
-  **Reach Out and Read Training Video | Residency Training**
ReachOutandRead 4:08
-  **Reach Out and Read Training Video | Throughout the Clinic**
ReachOutandRead 2:38
-  **Reach Out and Read Training Video | English as a Second Language**
ReachOutandRead 2:14
-  **Reach Out and Read Training Video | Developmental Disability**
ReachOutandRead 2:31



Jen Hamilton @limeygrl · 11/6/19

A great turn out for the @reachoutandread forum in Boston! Looking at the intersection of early #literacy and health. Let's do this!! #NextChapterForum



Madeleine K. Thakur @mkjthakur

Early literacy is a great universal issue, and you can use data to motivate people (some FL numbers below...). "It may not be your kid, but it may be your neighbor's kid. This is about the future of our society." @munrorichardson @FIChamber #NextChapterForum



Mark Del Monte, JD @AAPDelMonte

#NextChapterForum power panel!

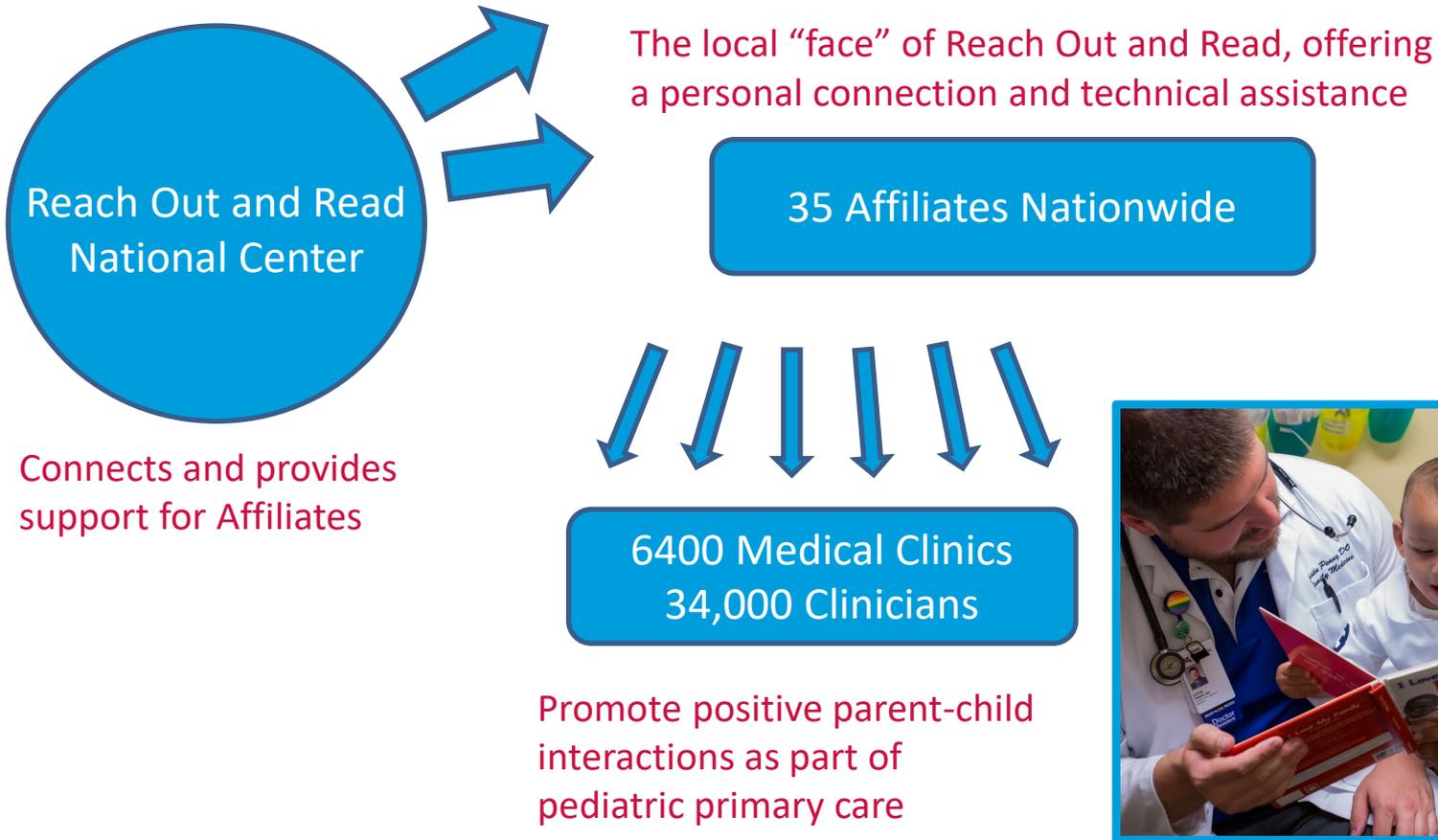
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The Reach Out and Read Network







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Carolyn Merrifield

Regional Programs Director
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REACH OUT AND READ AND CGLR

Partnerships With Primary Care Providers To Further
Early Literacy

WHY REACH OUT AND READ?

- ROR leverages the unique access and influence of the medical provider and the consistent touchpoint of the well-child checkup
 - More than 90% of children visit the doctor annually
 - By utilizing the medical home, we meet families where they are
- Parents trust their child's medical provider for information and guidance on parenting
- Reach Out and Read is more than just a book giveaway program



Access to Families

- ROR helps CGLR communities deliver and reinforce messages to a wide audience

Layering of Services

- ROR sites serve as enrollment points for other services/programs

Development of Physician Advocates

- Local ROR champions help further the work inside healthcare organizations and bring a medical lens to CGLR efforts

Scalability

- Expansion of Reach Out and Read can be an effective strategy for reaching children and families in communities



Denver, CO

- ROR partners with the Denver Preschool Project to increase awareness of universal pre-K program and available tuition credits with special books and stickers for families

Newport, RI

- To address issues with school attendance, funders in Newport provided school-themed books for 4- and 5-YO visits at local ROR sites, along with a bookmark that listed the importance of school attendance and available local resources

Cincinnati, OH

- Cincinnati Children's Hospital enrolls children in Imagination Library at ROR visits, helping build home libraries

North Carolina

- Across the state, CGLR communities leverage ROR to share information about resources like Vroom, DPIL, Ready4K, children's museums and local library events to connect the dots for families

Get Georgia Reading

- ROR and GGR have partnered across the state to align messaging and fully integrate healthcare into GGR strategies in multiple communities
- ROR medical providers and staff serve on county- and state-level GGR steering committees, task forces, and participate in community summits and convenings

Ames and Story Counties, Iowa

- ROR medical leaders actively participates in CGLR by serving as champions at local, state, and national gatherings

Read Charlotte

- ROR is a foundational strategy in Read Charlotte's work throughout the community
- Read Charlotte identifies key neighborhoods and zip codes for targeted ROR expansion, and helps connect families to resources through the clinics
- Read Charlotte coordinates funding for high-quality program infrastructure needs, including ROR support staff, additional provider trainings, and backing the ROR model back to birth
- Read Charlotte collaborates on fundraising efforts with ROR, which has resulted in a 100% increase of ROR's footprint in the last four years
- Read Charlotte also helps connect ROR leadership with key stakeholders in the healthcare community to move forward with investment at a healthcare systems level for ongoing sustainability

Reach Out and Read has more than 6,400 participating locations, with 40 Affiliate offices across the U.S.

Contact your local Reach Out and Read Affiliate Office:

www.reachoutandread.org/about/affiliates/

Find a ROR site near you:

www.reachoutandread.org/find-a-site/

For more information, contact

info@reachoutandread.org



Questions & Discussion

Upcoming GLR Learning Tuesdays Webinars:

PARTNER WEBINARS

Cornerstone for Early School Success: Head Start From 2Gen to AI
Tuesday, Dec. 10, 3 p.m. ET/12 p.m. PT

PRODUCTIVE PARENT/TEACHER PARTNERSHIP WEBINARS

Making Hopes & Dreams the Center of the Parent/Teacher Relationship
Tuesday, Dec. 17, 3 p.m. ET/12 p.m. PT

PARTNER WEBINARS

Early Head Start: What Can We Learn to Make a Difference for Children and Families?
Tuesday, Jan. 7, 3 p.m. ET/12 p.m. PT

Please join us!

gradelevelreading.net [@readingby3rd](https://twitter.com/readingby3rd) [#GLReading](https://twitter.com/GLReading) [#LearningTuesdays](https://twitter.com/LearningTuesdays)

