



where great stories begin™

# PRIMARY CARE PARTNERSHIPS PROMOTING CHILD DEVELOPMENT

## A STATEWIDE NETWORK OF MEDICAL PROVIDERS SUPPORTING FAMILIES WITH YOUNG CHILDREN

The healthcare system provides a population-wide platform to improve school readiness and increase equity. Through an evidence-based program and linkage to other resources, Reach Out and Read leverages the power of parents and the influence of children’s doctors to nurture children’s potential from birth.

- Delivers an Evidence-Based Program with 15 Studies Demonstrating Efficacy
- Supports Children and Families “Where They Are” Through a Trusted Messenger
- Leverages the Healthcare System to Create a Scalable Statewide Network
- Creates Opportunity, Serving Diverse Families in Culturally Relevant Ways
- Facilitates Family Connections to Other Child Development Resources



“Reading regularly with young children stimulates optimal patterns of brain development and strengthens parent-child relationships at a critical time in child development, which, in turn, builds language, literacy, and social-emotional skills that last a lifetime.”

- AMERICAN ACADEMY OF PEDIATRICS

## WHAT IS REACH OUT AND READ?

An evidence-based school readiness program where doctors give children new books and inspire families to read together, starting when children are babies. At each well-child checkup from ages 6 months through 5 years, Reach Out and Read doctors use a children’s book to help assess child development and parent-child interactions, while modeling for and teaching families how to promote literacy at home. Reach Out and Read is a national program with proven outcomes. When families participate, parents read aloud more often and children have improved language and literacy skills.

## IMPACT ACROSS WASHINGTON

### 2007

52 clinics  
 313 providers  
 28,405 children  
 56,292 books  
 56,810 checkups



### 2015

181 clinics  
 1,593 providers  
 102,001 children  
 163,488 books  
 204,002 checkups

## THE CHALLENGE

Multi-year intensive “startup” investments intended to leverage state systems-funding have ended. The challenge is to sustain ongoing support to medical clinics to assure implementation of high-quality programs that include a children’s book at each checkup, while leveraging a network of medical providers as key contributors to Washington’s Birth to 3 system.

## THE OPPORTUNITY

Reach Out and Read has a readily scalable platform in the healthcare system, and a successful track record of evidence-based program expansion with fidelity to the proven model. With investment, services for families can be sustained and expanded across Washington State so that diverse families can easily access support and resources to help children reach their full potential.

## DOCTORS & FAMILIES

Children who start kindergarten behind rarely catch up, and disparities in early childhood tend to persist throughout school and life.

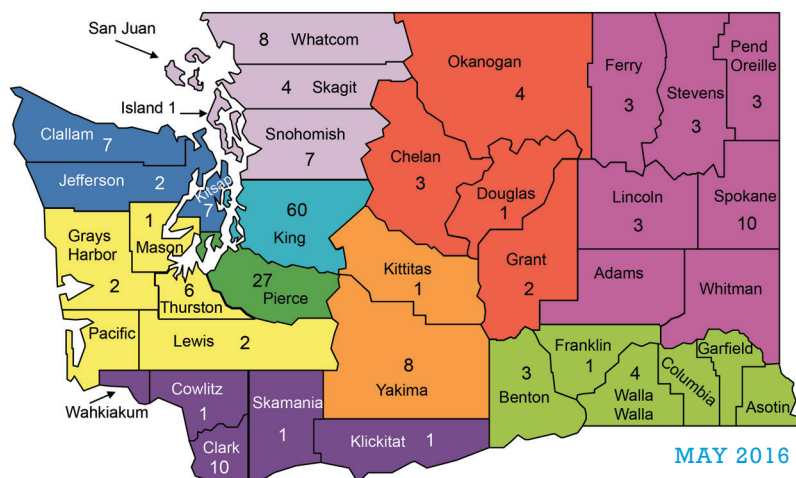
### WHY START WITH BABIES, PARENTS, AND DOCTORS?

**Babies:** Brain development is most rapid in the first 3 years of life, when most children are not in formal care. By 9 months of age, skill differences are measurable between children. Research shows that there is up to a 30 million word gap between the number of words children from low-income families vs. higher income families hear by age 3.

**Parents:** From birth, language-rich “back and forth” interactions between parent and child are critical for optimal development. When parents talk and read with their young children, early language and communication skills develop. When this doesn’t happen, children miss the opportunity to achieve their fullest potential. Having books at home and parents who read aloud have long been demonstrated to be vital precursors to later success in school.

**Doctors:** Through regular checkups, medical providers become trusted partners with families. They help parents learn how to support their child’s health and development at home. Reach Out and Read doctors use the gift of a children’s book to help assess child development and parent-child interactions, while modeling for and teaching families how to promote literacy at home. Each visit provides an opportunity to strengthen doctor-parent-child relationships, and reinforce the central role that parents play in their child’s early learning.

#### REACH OUT & READ PROGRAMS (196)



#### REGIONAL SCOPE OF REACH OUT & READ SERVICES 2015

Color	Region	Programs	Checkups
Blue	Olympic-Kitsap	16	12,213
Yellow	West Central	10	11,499
Purple	Southwest	13	20,778
Pink	Northwest	18	25,224
Teal	King County	57	65,506
Green	Pierce County	25	32,746
Orange	North Central	8	6,152
Light Orange	Central	9	8,777
Pink	Northeast	19	11,233
Light Green	Southeast	6	9,874

Total Programs = 181 Checkups = 204,002

### INCREASING EQUITY, SCALING BROADLY

Intentionally aiming to “level the playing field” as early as possible, Reach Out and Read focuses first on medical clinics serving children living in low-income families or who are otherwise at risk for poor educational outcomes. Of the children currently served, 65% live in low-income families, 43% are children of color, and 25% have a home language other than English. **Currently, there are nearly 1,600 medical providers in 196 programs in 31 counties and 45 legislative districts who collectively serve more than 100,000 young children and their families.**

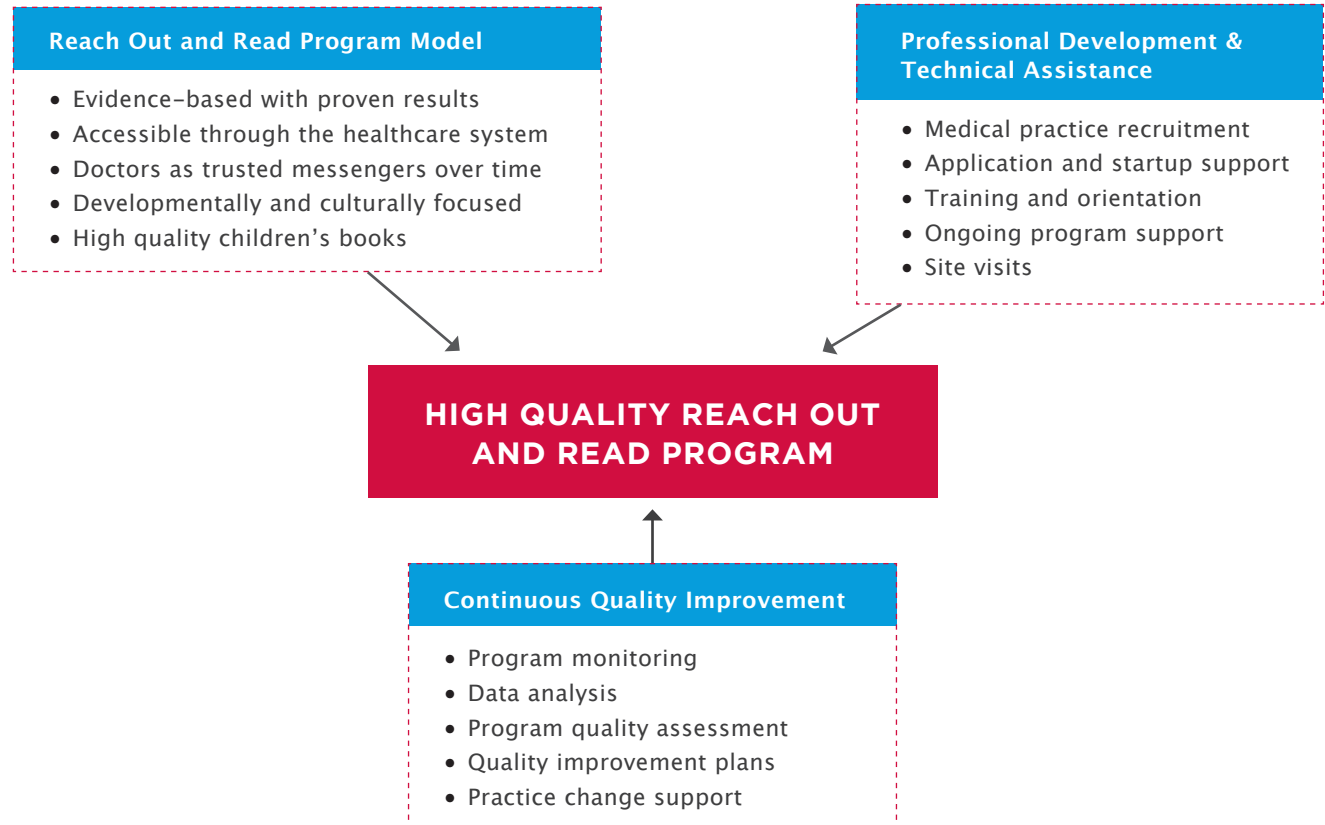
## EVIDENCE & QUALITY

### REACH OUT AND READ WORKS

This evidence-based national program has a 26-year history backed by 15 published studies showing efficacy ([www.reachoutandread.org/why-we-work/research-findings/](http://www.reachoutandread.org/why-we-work/research-findings/)). When families participate, parents read aloud more often at home, children show improved language skills, and children are more likely to arrive at kindergarten with the early literacy skills they need. Assuring the program is implemented well is vital, so that child outcomes will improve.

### ASSURING QUALITY

Reach Out and Read Program Specialists encourage and facilitate medical provider participation. We offer Professional Development that enables medical providers to make literacy promotion a standard part of well-child care. We deliver Technical Assistance to assure clinics can deliver services to families with fidelity to the proven model. We continually monitor Reach Out and Read programs, assess quality, and offer quality improvement support as needed.

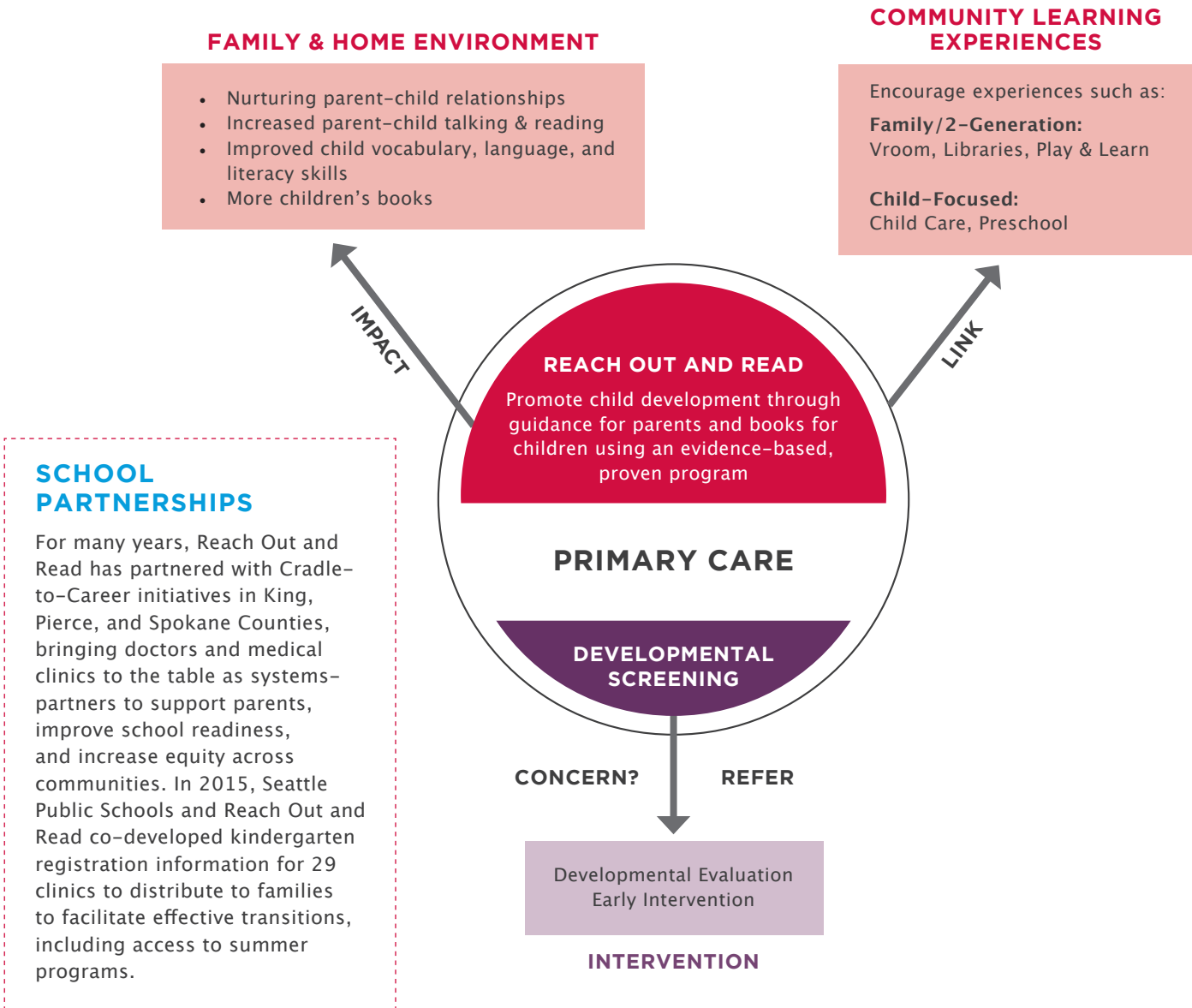


“ Reach Out and Read is a program that lies at the heart of what sets pediatrics apart from other branches of medicine—being proactive to prevent health issues BEFORE they’ve begun. This amazing program helps equip families with the tools they need to make a lasting, positive difference in the lives of children in many domains. By helping a medical provider start a checkup with the gift of a high-quality children’s book, we begin building trust and partnering with caregivers. This helps families be more receptive to messages not just about helping children love language and literature, but also about positive, engaged parenting in general. ”

- ERIC BURLINGAME, MD, YAKIMA VALLEY FARMWORKERS CLINIC

# INFORMATION AND CONNECTIONS FOR FAMILIES

Families trust their child’s medical provider, and the healthcare system has near universal access to young children and families. A network of medical providers, developmentally-focused and linked together through their commitment to Reach Out and Read, provides a perfect platform to support young children and families with information and linkages to other resources. Regional investment has demonstrated the feasibility of this approach.



**COMMUNITY CONNECTION PARTNERSHIPS**

Library partnerships have been implemented in Clark, King, Kitsap, Pierce, Spokane and Walla Walla Counties. A deeper partnership with Seattle and King County library systems enabled doctors to distribute 20,000 summer learning materials to families, encouraging them to use library services. Use of the Vroom app to support parents of infants has been piloted, as have connections to WithinReach around nutrition resources. Community Coalition partnerships to engage doctors systematically have been tested and are actively being explored in Birth to 3 systems planning.