



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.



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**

CURRENT IMPACT

30 counties
229 medical practices
2,000 medical providers
129,000 families
258,000 well-child checkups

"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

“Reach Out and Read is the cornerstone of all my well-child checkups for children 6 months through 5 years. Giving a book to a child perfectly illustrates the importance of reading and family bonding for the growing mind. Watching the delight in a child's eye as they open their new book is truly rewarding. It is fulfilling to sit down with the family and teach them how pointing at pictures and reading builds knowledge and language skills alike. Countless families have told me that the books we provide are the only ones on their shelves at home. Reach Out and Read is making a tangible impact in my community. ”

- THATCHER FELT, DO, YAKIMA
VALLEY FARMWORKERS CLINIC

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.

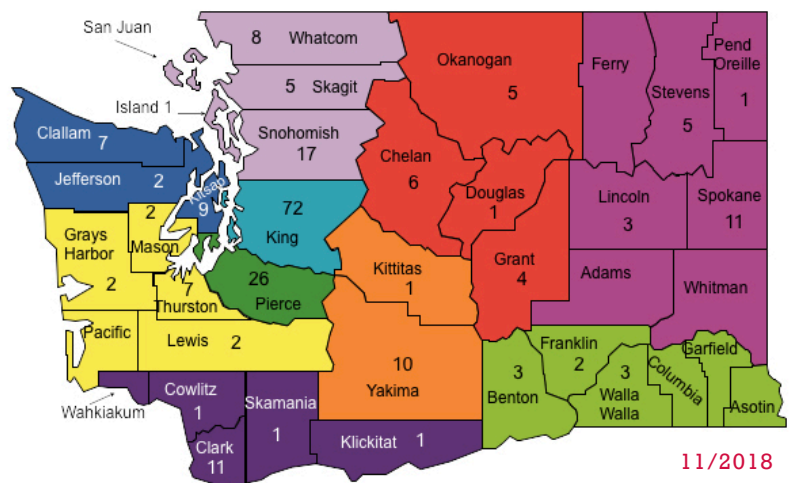
INCREASING EQUITY, SCALING BROADLY

Intentionally aiming to “level the playing field” as early as possible, Reach Out and Read prioritizes medical clinics serving children living in low-income families or who are otherwise at risk for poor educational outcomes. Of the children currently served, 69% live in low-income families, 48% are children of color, and 27% have a home language other than English. Currently, there are over 2,000 medical providers in 229 programs in 30 counties and 46 legislative districts who collectively serve more than 129,000 young children and their families.

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 & READ PROGRAMS (229)



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To learn more visit : www.reachoutandreadwa.org

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