

Reach Out & Read (ROR) Oregon

Reach Out and Read gives young children a foundation for success by incorporating books into pediatric care and encouraging families to read aloud together. The American Academy of Pediatrics calls promoting literacy “an essential component of pediatric primary care” for all children.



The Need in Oregon

50% of young children in poverty arrive at kindergarten without the skills required to succeed in school. (ROR)

- **22%** of children live in poverty in Oregon. (Children First for Oregon)

4x the number of students who are proficient in reading by the end of third grade graduate high school than their non-proficient classmates. (Annie E. Casey Foundation)

- **66%** of 4th graders in Oregon were not reading proficient in 2015. (CFFO)

Solution for Oregon: Invest in Reach Out and Read

The Program:

- ROR-trained doctors use books to assess child development and coach parents on **highly effective, shared reading techniques**.

A book is provided at each well-child visit to help support a literacy-rich home environment.

- These strategies help to foster children’s healthy brain development and boost their capacity to achieve success in school. (Nelson, et al 2016)

14 pediatric checkups are recommended between birth and age five. (American Academy Pediatrics)

- **95%** of children under age 2 in Oregon routinely attend pediatric visits. (Oregon Pediatric Society)

ROR Yields Proven Results

- Parents with participating children are over **2 ½ times more likely** to read to their children. (ROR)
- Children **gain three to six months** of language development. (ROR)
- ROR children commonly **rank reading as a favorite activity**. (ROR)