



## A DOCTOR. A FAMILY. A BOOK.

A SIMPLE SOLUTION FOR CONNECTING PARENTS AND THEIR CHILDREN

### WHY REACH OUT AND READ?

In 1989, Doctors Robert Needleman and Barry Zuckerman, two pediatricians at Boston City Hospital, realized many of the families they served lacked an understanding of the importance of reading aloud every day with their children. The doctors reached out to friends and colleagues, encouraging them to model reading aloud with families at well-child visits.

Thirty years later, our evidence-based, award-winning program empowers parents to be their child's first teacher.

Reach Out and Read is the **ONLY** national literacy organization that partners with pediatric medical providers to bring reading aloud to families everywhere, particularly those living in poverty.

- Reach Out and Read is implemented in over **6,000 locations** across the United States.
- More than **32,000 medical providers** across the country deliver the Reach Out and Read intervention.
- We provide over **7 million books each year** to more than **4.7 million children**.

### IMPACTING PARENT-CHILD RELATIONSHIPS FOR EVERY CHILD, EVERYWHERE

#### Every Family Matters

Family bonding is important for social-emotional growth. Reach Out and Read encourages family time, and partners with families everywhere, including Native American/Alaska Native families, military families, and families of children with developmental disabilities

#### Over 50%

of the children we serve are living below the poverty line and receiving Medicaid. This includes small children in both rural and urban communities.

#### 26 Languages

Reach Out and Read provides culturally-sensitive books in many languages for families who do not speak English. For low-literacy families, we offer illustration-only books and encourage them to tell their own story.

#### Evidence-Based Results

Reach Out and Read parents are 2.5 times more likely to read aloud to their children, and children's language development is improved by 3-6 months.

REACH OUT AND READ GIVES YOUNG CHILDREN A FOUNDATION FOR SUCCESS BY INCORPORATING BOOKS INTO PEDIATRIC CARE AND ENCOURAGING FAMILIES TO READ ALOUD TOGETHER.



86,000

Children served  
annually

138

Reach Out and Read  
sites in Oregon

150,000

Books distributed  
annually

## REACH OUT AND READ HELPS STRENGTHEN OREGON'S EARLY LEARNING SYSTEM

Reach Out and Read Oregon has the opportunity to align with and support Oregon Early Learning Council's new strategic plan, *Raise up Oregon*, to build and strengthen a strong early learning system for Oregon's young children and families.

- Since 2012, Reach Out and Read Oregon has promoted early learning and health, through established systems of well-child visits, with a program that has the potential to reach all children in Oregon for **population-wide impact**
- Reach Out and Read sits at the nexus of Oregon's efforts to strengthen the **connections between early learning and early health** so families start early in infancy to support literacy, parent-child interaction, and healthy social-emotional development
- Reach Out and Read succeeds by using **trusted healthcare providers** to engage parents and children, sharing the joys and power of early literacy, and advancing Oregon's goal of preparing children for success in school and life

### A CLEAR OPPORTUNITY

- *97% of children in Oregon see a primary care provider in the first two years of life*
- Pediatric well visits allow *10 to 14 touchpoints* during the first five years of life, including the most critical time period for optimal early development
- The American Academy of Pediatrics has endorsed Reach Out and Read as an *evidence-based program having a positive impact* on:
  - Cognitive and social-emotional development
  - Language and literacy skills
  - A demonstrated love for reading and books

*State funding of \$300,000 for the biennium would make it possible for Reach Out and Read Oregon to continue to support our 138 program sites, 150,000 well-child checks, and 86,000 children annually. We would also be able to grow the program by 5-10%, serving at least another 5,000 children.*