



**Oregon House Early Childhood  
Committee Presentation  
September 22, 2021**



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- Reach Out and Read began in Boston in 1989, and now has programs in all 50 states.
- In Oregon, Reach Out and Read has been serving children and families since 2012.





## Reach Out and Read-trained doctors, nurse practitioners, and physician assistants:

- **Give a new book** to the child that is appropriate to their developmental stage and cultural needs
- **Show them** how to look at books and talk about the stories with their infants, toddlers, and preschoolers



- **Talk with parents** about how important it is to read aloud and engage with their young children
- **Encourage them** to cuddle up and read together at home and build routines around books

More than 20 studies show that our model has a significant effect on parental behavior and attitudes toward reading aloud, and that children who participate in our program demonstrate higher language scores.

Parents are 2.5  
times more likely  
to read with  
their children

Children's  
language ability  
improves with  
increased  
exposure to  
Reach Out and  
Read

Children's  
language  
development  
accelerates by 3-  
6 months

Our impact has been documented in ethnically and economically diverse families across the country.

**52%**

low-income  
families

**24%**

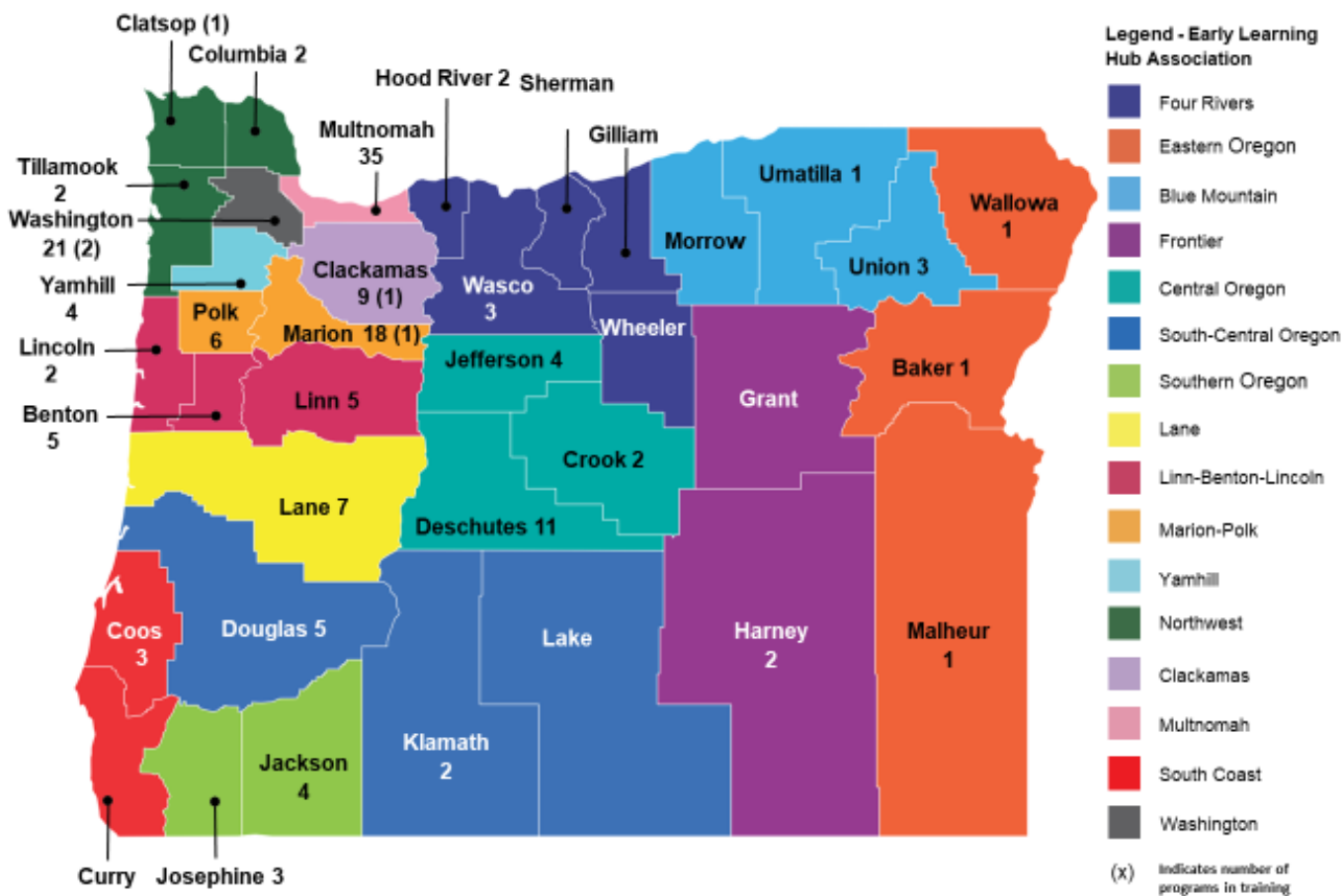
children of  
color

**13%**

home language  
other than  
English

Through 169 medical clinics, Reach Out and Read Oregon partners with more than 1,000 doctors. They provide more than 133,000 developmentally- and culturally-appropriate books annually and share literacy advice with families at well-child checkups.

164 active programs + 5 in training



September 2021

Currently serving 29 counties (Curry, Gillam, Grant, Lake, Morrow, Sherman, and Wheeler Counties are not yet served)



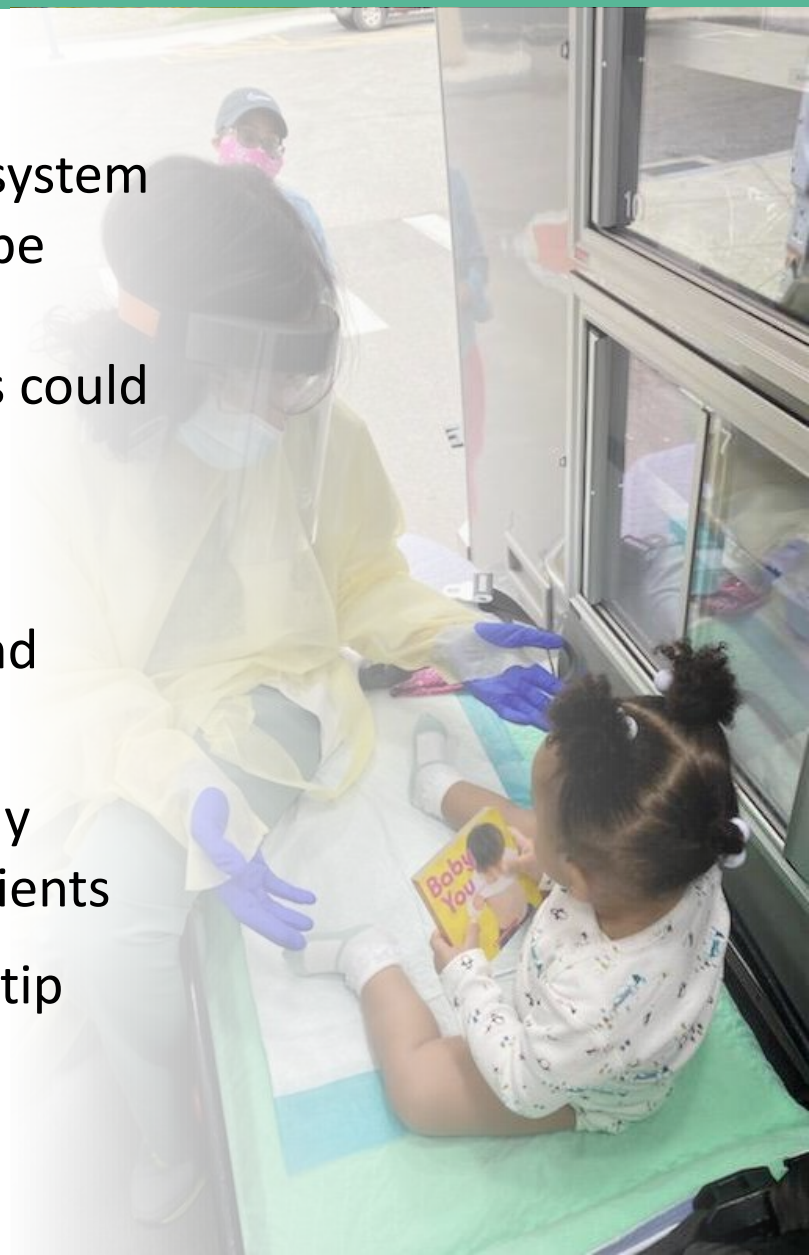
- The AAP policy statement, [Preventing Childhood Toxic Stress: Partnering With Families and Communities to Promote Relational Health](#), (July 2021) outlines recent evidence demonstrating that the trajectory of a young child's life is shaped by exposure to positive childhood experiences.
- The policy moves away from a primarily problem-based model focused on a child's past adverse experiences to present a positive, strengths-based approach fostering solutions at the family, community, and societal levels. **This approach has been the core of the Reach Out and Read model for decades.**
- The statement recommends a science-based public health framework built on a foundation of universal promotion of relational health that includes support of positive parenting styles, developmentally appropriate play, and shared reading, **with Reach Out and Read specifically named.**



Integration into the essential health care system meant Reach Out and Read continued to be delivered during stay-at-home orders and phased re-openings when other programs could not provide in-person services.

To address the pandemic, we:

- Established virtual program site visits and remote support
- Provided all ROR programs with regularly updated COVID-19 resource lists for patients
- Created a Telehealth training video and tip sheet for providers





# The Power of Reach Out and Read

Juan Ramirez, Public Health Manager  
Yakima Valley Farm Workers Clinic (multiple OR and WA sites)

“I have enjoyed working with the Reach Out and Read team! They are **supportive and resourceful** to our multiple clinics in Oregon and Washington.

**Providers love the program** because it is a great way to introduce the parents and children to well-child checks. **Families love the program** and look forward to receiving a book at each medical visit.

**Throughout the COVID-19 pandemic**, Reach Out and Read has worked closely with us to ensure we have all the necessary tools to operate the program effectively. Reach Out and Read **supports and nurtures our families** every day!”



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& Read®**



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