



reachoutandread.org

## Our Mission

**Reach Out and Read** prepares America's youngest children to succeed in school by partnering with doctors to prescribe books and encourage families to read together.

### The Reach Out and Read Model in Action

- Doctors, nurse practitioners, and other medical professionals incorporate **Reach Out and Read's** evidence-based model into regular pediatric checkups, by **advising parents about the importance of reading aloud** and giving developmentally-appropriate books to children.
- The program begins at the 6-month checkup and continues through age 5, with a special **emphasis on children growing up in low-income communities**.
- Families served by **Reach Out and Read** read together more often, and their children enter kindergarten with larger vocabularies, stronger language skills, and a **six-month developmental edge**.

### The Impact as of April 2012

- **Reach Out and Read** Programs are located in more than **4,900 hospitals and health centers** in all 50 states, Washington, D.C., Puerto Rico, and the U.S. Virgin Islands, including 55 U.S. Military Bases.
- **Reach Out and Read** serves more than **4 million children** and their families annually.
- More than **6.5 million** new, developmentally-appropriate books are given to children annually.
- More than **28,000 medical providers** currently participate in **Reach Out and Read**.
- Community volunteers dedicate more than **270,000 hours** of service to **Reach Out and Read** annually.

### The Challenge

- **More than one-third (34%) of American children** entering kindergarten today lack the basic language skills they will need to learn to read.
- Children who live in print-rich environments and who are read to during the first years of life are more likely to develop stronger reading abilities and **enter school prepared to succeed**.
- Fewer than half of parents (48%) in the United States read to their young children daily.
- Parents of children living in poverty may lack the money to buy books, may not have easy access to good children's books, and may not themselves have been read to as children.

### The Research-Proven School Readiness Strategy

- **Reach Out and Read** is a national, nonprofit, school readiness organization founded in 1989 at Boston Medical Center, through a collaboration of pediatricians and early childhood educators.
- Supported by both public and private funding, the National Center provides training, technical assistance, and funding for books to **Reach Out and Read** Programs nationwide.
- The **Reach Out and Read** model is endorsed by the American Academy of Pediatrics and the National Association of Pediatric Nurse Practitioners.
- Fourteen published research studies confirm that the **Reach Out and Read** model works.

**For more information, contact the Reach Out and Read National Center**

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