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***MOTHER CABRINI HEALTH FOUNDATION INVESTS IN UPSTATE NEW YORK'S YOUNGEST CHILDREN  
THROUGH A PARTNERSHIP WITH REACH OUT AND READ***

**Rochester, NY (March 3, 2020)**, It is with great pleasure that the National Board of Directors of Reach Out and Read acknowledges a generous gift from Mother Cabrini Health Foundation of \$100,000 to begin to transform primary pediatric care in New York State, and ultimately nationwide, by embedding early literacy and relational health promotion into residency training. This proposed pilot project includes the development of a new training specifically for resident physicians and the integration of that training into pediatric residency at the University of Rochester Medical Center. Readily scalable to other pediatric and family medicine residency programs, the training will prepare residents to promote children's development by empowering families to read aloud together. As residents complete their training and join practices throughout the state, the project will improve the present and future health of New York communities by targeting the health trajectories of the youngest patients in the region.

"As we look to the future, Reach Out and Read is committed to expanding and deepening our impact on the families and children we serve. We aspire to harness our three decades of experience, our proven model, and our extensive network into an even more powerful force for change, using the primary care platform to support the parent-child relationship so that parents can do what they most want to do, help their children thrive and succeed. We are honored that Mother Cabrini Health Foundation is partnering with us on behalf of the children and families in Upstate New York." Brian Gallagher, Chief Executive Officer, Reach Out and Read.

The single best way to influence the practice of medical providers is to reach them during their training, as they form their understanding of the standard of care. Today, although many pediatric residents are trained in the Reach Out and Read model across the nation, few residents are currently trained in Upstate New York. Through this partnership, Reach Out and Read will work with residency leadership at University of Rochester to integrate this training into residency.

"With a residency program that serves a culturally and economically diverse population, we are excited to be a part of residency training that will promote the positive, language-rich parent/caregiver-child relationships that foster healthy brain development during the critical developmental window of early

childhood and enable our residents to work in partnership with their patients, families, and the community to help each individual be as healthy as possible.” Caren Gellin, MD, Associate Professor, Department of Pediatrics, Pediatric Residency Program Director, University of Rochester

The Reach Out and Read program begins in infancy and continues through age five, with a special emphasis on children growing up in low-income communities. Pediatric providers give a new, language-appropriate book and share literacy advice with children and parents at each well-child visit. The program is both cost-effective, and evidence-based: research shows that Reach Out and Read results in more frequent reading at home, more enjoyment by families reading together, and accelerated language development. The effectiveness of our model is recognized by the American Academy of Pediatrics in a policy statement that recommends early literacy promotion as an essential component of pediatric care.

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The **Mother Cabrini Health Foundation** is a private, nonprofit organization with the mission to improve the health and well-being of the vulnerable New Yorkers, bolster the health outcomes of targeted communities, eliminate barriers to care, and bridge gaps in health services. The Foundation – which is named in memory of a tireless advocate for immigrants, children, and the poor – provides flexible support for new and innovative approaches that enhance health and wellness across New York State. For more information, visit <https://www.cabrinihealth.org/>

**About Reach Out and Read:** Founded in 1989 at Boston Medical Center, Reach Out and Read is an evidence-based, national, nonprofit organization that gives young children a foundation for success by incorporating books into pediatric care and encouraging families to read aloud together. In Rochester New York, more than 9,500 young children across 12 sites received books last year. Nationally, Reach Out and Read’s 34,000 pediatric clinicians served 4.8 million children and shared 7.4 million books at 6,400 program sites around the country over the last year. Learn more at [www.reachoutandread.org](http://www.reachoutandread.org); follow us on [Facebook](#), [Twitter](#), and [Instagram](#). Reach Out and Read is a registered 501c3.