

REACH OUT AND READ WISCONSIN  
**PROGRAM UPDATE**  
YEAR IN REVIEW FOR 2019



**WISCONSIN**  
★ Children's Health  
Alliance of Wisconsin

CHECK OUT OUR BLOG AT:  
[blog.rorwisconsin.org](http://blog.rorwisconsin.org)

## The Reach Out and Read difference

Two key aspects of Reach Out and Read set us apart from every other early literacy promotion program.

- We aim to directly influence the parent-child relationship, promoting strong, nurturing, responsive interactions – through the act of sharing books together.
- We leverage the trust parents have in their child’s health care provider, using the regular checkup to provide near universal touch points – to support parents as their child’s first and best teacher.

## Books build better brains

Reading regularly with young children stimulates optimal patterns of brain development and strengthens parent-child relationships at a critical time in child development. These activities build language, literacy and social-emotional skills that last a lifetime. Across the state, Reach Out and Read-trained medical providers use our evidence-based clinical intervention to offer mentoring and positive advice to families. These providers empower parents to incorporate reading aloud into their daily routines and to support them in their role as their child’s first and best teacher.

Reach Out and Read makes an impact. Families who visit a clinic participating in Reach Out and Read are 2.5 times more likely to read aloud to their children. These shared reading times promote positive parent-child relationships, increase children’s language development and help reduce parental stress.

## The need continues

In July 2019, we made the tough decision to place a freeze on new clinic applications. This decision was made in the midst of our largest clinic growth in a single year. While we want Reach Out and Read to be available to all children across the state, we do not have the staff capacity to provide the technical assistance and support to any additional clinics while ensuring the continued high-quality delivery of our clinical intervention.

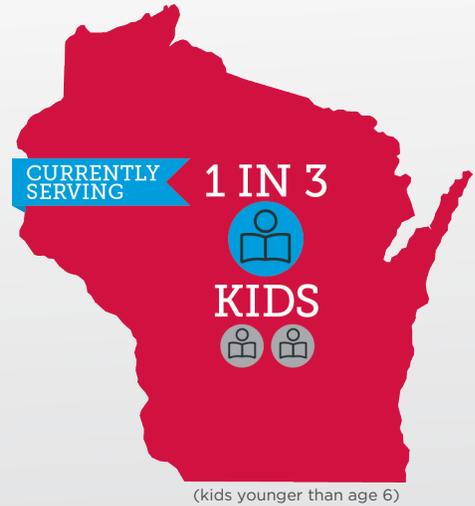
At this time, we are actively seeking funding to hire additional staff and applications are on hold until funding is available.

## Our mission

Reach Out and Read Wisconsin gives young children a foundation for success by incorporating books into pediatric care and encouraging families to read aloud together.

## Funding sources

- 55% - Health system contributions
- 23% - Individual donations
- 19% - Private foundations
- 2% - Special events
- 1% - Corporate donations



## DONATE TODAY

Help us reach more families! Donate online at [www.chawisconsin.org/ror-donate](http://www.chawisconsin.org/ror-donate).

Reach Out and Read Wisconsin is the early literacy initiative of Children’s Health Alliance of Wisconsin, affiliated with Children’s Wisconsin.

## Our goal

All primary care clinics serving children in Wisconsin will participate in Reach Out and Read to ensure:

- All parents/caregivers will be supported in building strengths and skills to have healthy families and strong communities.
- All parents/caregivers will feel confident in using books as a tool to enhance their child's development.
- All young children will have access to books and parents/caregivers who will know how to nurture their development.

## How we get there

- Ensure high-quality program implementation at the clinic level.
- Provide ongoing education and training to providers and other clinic staff.
- Raise funds to assist clinics with their book purchases and support our network growth capacity.
- Develop strategic alliances to highlight the importance of investing in our state's youngest children today so they can grow to be our future workforce and leaders of tomorrow.

**Prescription for Reading**

Name: Wisconsin's Children

Date: Every Day

**Reach Out & Read** 

**WISCONSIN**  
Children's Health  
Alliance of Wisconsin

**Rx Share Books Together**

Every night at bedtime

For at least 20 minutes every day

As needed

Refills: as needed at your local public library

Signature: Dr. Dipesh Navsaria

Dipesh Navsaria, MPH, MSLIS, MD  
Pediatrician & Occasional Children's Librarian

Visit [www.chawisconsin.org](http://www.chawisconsin.org) for more information about Reach Out and Read Wisconsin. Remember, **books build better brains.**



## Reach Out and Read Wisconsin 2019 highlights

More clinics, 47, launched Reach Out and Read programs than in any previous year. They will actively engage parents in their child's development and give books to an estimated 17,600 additional children.

Reach Out and Read is a standard of care in 13 health systems in Wisconsin: Access Community Health Centers, Community Pediatrics, Group Health Cooperative of South Central Wisconsin, Ho-Chunk Nation, Monroe Clinic, NorthLakes Community Clinic, Progressive Community Health Centers, Scenic Bluffs Community Health Centers, Sixteenth Street Community Health Centers, ThedaCare Physicians, UW Health, Vernon Memorial Healthcare and Watertown Regional Medical Center. Two additional health systems have committed to implementing Reach Out and Read in all of their clinics.

Dipesh Navsaria, MPH, MSLIS, MD spoke at more than 30 state conferences, in-service trainings, public libraries and book festivals, sharing the message that books build better brains and the importance of supporting parents in everyday moments that foster early brain and children development.

### Health System-support

In addition to the infrastructure support we receive from UW Health American Family Children's Hospital and Children's Wisconsin, we would also like to thank Aspirus Health Foundation, Aurora Health Care and ThedaCare for their contribution to our statewide efforts.



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## Testimonials

**“Reach Out and Read enhances my practice by allowing me to better access a child’s developmental progress.”**

Danielle Gindlesberger, MD  
SSM Health Sun Prairie

**“I learn things that my brain will always know.”**

Naja  
Age 5

**“I so love the Reach Out and Read program. My families love it! The kids are so excited to get a book and it is adding new excitement and a different way to ask questions into my day.”**

Sharyl Paley, MD  
Children’s Wisconsin  
Camp Interlaken JCC medical director

## Advisory Council

**Emilia Arana, MD**, Director of Pediatrics, Sixteenth Street Community Health Centers

**Ann Cooksey**, Children’s Services Supervisor, Appleton Public Library

**Matt Crespino, MPH, RDH**, Associate Director, Children’s Health Alliance of Wisconsin

**Jessica Doyle**, Instructor, Edgewood College, Former First Lady of Wisconsin

**Michele Erikson**, Executive Director, Wisconsin Literacy, Inc.

**Kathleen Horning, MSLIS**, Director, Cooperative Children’s Book Center, UW-Madison School of Education

**Susanne Krasovich, MD**, Medical Director, Waukesha Family Medicine Residency Program, Waukesha Family Practice Center

**CO-CHAIR: Linda Leonhart, MS, ABD**, Former Wisconsin Head Start Collaboration Director, retired

**Tessa Michaelson Schmidt**, Youth and Special Services Consultant, Wisconsin Department of Public Instruction

**Tanya Misselt, MSLIS**, Library Director, River Falls Public Library

**CO-CHAIR: Wendy Molaska, MD, FFAFP**, Family Physician, Agrace HospiceCare

**Mary Morgan**, President, Reading Group Choices

**MEDICAL DIRECTOR: Dipesh Navsaria, MPH, MSLIS, MD**, Associate Professor of Pediatrics, UW-Madison School of Medicine and Public Health

**Karen Ordians**, Executive Director, Children’s Health Alliance of Wisconsin

**Richard Strauss, MD**, Pediatrician, Gunderson Health System

**Kari Stroede**, Director, Successful Children’s Network, United Way of Greater Chippewa Valley

**Earnestine Willis, MD, MPH**, Kellner Professor of Pediatrics and Director, Center for the Advancement of Underserved Children, Medical College of Wisconsin

## Staff

**Amber Bloom, MSW**, Project Coordinator

**Karin Mahony, MEd, MSW**, Project Manager

**Alexandria Rogers**, Project Coordinator

[chawisconsin.org](http://chawisconsin.org)