

Mid-Year Impact Update 2022



NORTHWEST

	Well-Child Visits	Books Given	Total Providers
Northwest Region	400,704	327,049	3,306
Oregon	168,818	150,278	1,239
Washington	231,886	176,771	2,067

We collect data every six months. This is our most recent dataset reflecting the calendar year 2021.

Our Program Model



- 1 **Introduce a new book** that is appropriate developmentally and culturally for the child to take and keep
- 2 **Talk with parents** about the importance of reading aloud, reflect on their child's developmental progress, and tell them what to expect next
- 3 **Show parents** how to look at books and talk about the stories with their children and offer individualized advice for language-rich engagement
- 4 **Encourage families** to cuddle up and read together at home and build routines around books

61%

families with low-incomes

42%

families of color

21%

home language other than English

Oregon | Washington

OUTCOMES FOR CHILDREN



Children's language development is improved by **3-6 months**

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

OUTCOMES FOR FAMILIES

Parents are **2.5X** more likely to read to their children, and **2X** more likely to read to their children more than **3X** a week



Families are **2.5X** more likely to enjoy reading together

OUTCOMES FOR QUALITY FAMILY ENVIRONMENTS



Clinics see **improved** relationships with patients

Participating clinics report **improved** clinic culture and commitment to local communities



Reach Out and Read made a difference in my clinic by providing **common ground** in a time when **building trust** is so important. At the six-month visit, our clinic has its final embedded postnatal depression screening for parents and the first ROR book is given. These two aspects of relational medicine help set the foundation that **we are family centered and have a common goal – a healthy family.**

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