



Reach
Out
& Read®



NORTHWEST

ANNUAL REPORT

July 1, 2021 - June 30, 2022

OUR YEAR

I am excited to share our Annual Report for Reach Out and Read Northwest. Reflecting on our 2021-22 program year, we are grateful and proud of our community of supporters, volunteers, medical champions, and all our partners who helped Reach Out and Read Northwest thrive in a time when children and families need us most.

As you'll read in the following pages, we have a lot to celebrate about the last year! We continue to positively impact the healthy development of hundreds of thousands of children and their families. Despite the uncertain times, our focus has remained steadily on our mission of providing children with a foundation for success—ready to grow into their best selves.

Looking to our next chapter, we know encouraging families to spend more time reading together makes a big difference in nurturing a safe, stable relationship—a secure base from which children can go out and explore the world.

Thank you for being our partner in this critical work—helping families foster healthy habits and a high-quality book collection from day one.



Thank you,

A handwritten signature in black ink that reads "Jessica Mortensen".

Jessica Mortensen

Executive Director, Northwest



I have the privilege of seeing the magical program you will read about daily in my clinic, the work you support with your generosity. I hope you continue partnering with us this year—your investment makes it possible for my colleagues and me to care for families with a book in hand. Thank you for supporting this organization that makes a world of difference.

Mary Ann Woodruff

Co-Medical Director, Northwest





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

Our Vision

Reach Out and Read champions the positive effects of reading and engaging in other language-rich activities with young children. Reading together promotes healthy brain development, furthers language acquisition, and helps families build meaningful bonds.

Our Mission

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

Reach Out and Read is built on and backed by science. Our effectiveness is consistently supported by independent, peer-reviewed research. Over 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. Our impact has been documented in ethnically and economically diverse families across the country.

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 CLINIC ENVIRONMENTS

Clinics see improved relationships with patients



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



REACH OUT AND READ NORTHWEST



336,723

annual books distributed

WA 174,459

OR 162,264

407,939

annual well-child
checkups

WA 227,591

OR 180,348

3,258

providers

WA 2,011

OR 1,247

403

total programs

WA 245

OR 158

62%

families with
low-incomes

WA 64%

OR 59%

46%

families
of color

WA 53%

OR 37%

21%

home language
other than English

WA 26%

OR 14%

ROR ADVANCES EARLY RELATIONAL HEALTH

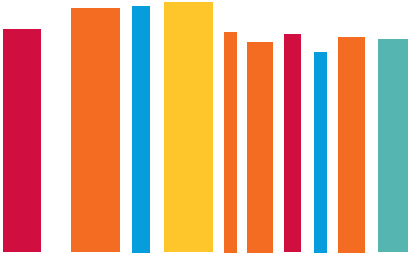
Early Relational Health describes something we know from experience and research: children thrive when a loving adult spends time with them. Strong, nurturing bonds can buffer and even undo some of the harm caused by adverse childhood experiences (ACES). They create more resilient families and improve children's health outcomes and well-being, especially those who face systemic barriers to their ability to thrive. Medical providers who incorporate Reach Out and Read into their practice have a built-in strategy to support families and strengthen essential foundational relationships.

Reach Out and Read supports the widescale promotion of Early Relational Health through training that equips pediatric primary care providers to promote positive parent/caregiver-child interactions through early literacy. Starting in April 2021, Reach Out and Read's continuing medical education course was updated to include the following:

- The wealth of evidence for the importance of promoting ERH
- The critical role that pediatric care clinicians can play in promoting ERH because of their near-universal access to families with young children
- Guidance about how to enhance the promotion of ERH through ROR by encouraging parents/caregivers to find moments of connection with their infants, toddlers, and preschoolers through shared reading

Since its launch in April 2021, and as of October 2022, **990** Oregon and Washington medical providers are among the 10,000 across the country who have completed this training. The effectiveness of this training was demonstrated in our post-training evaluation where:

- **92%** of clinicians agreed that the training provides useful information about the importance of ERH in a child's development
- **78%** agreed that the training changed how they considered their role as a pediatric primary care provider in the promotion of ERH



In 2019, ROR recognized our value in promoting ERH and launched our Next Chapter strategy to maximize pediatric primary care's potential to promote positive interactions that foster healthy development during the critical early years of a child's life.

PROGRAM QUALITY AND TECHNICAL ASSISTANCE

Reach Out and Read's professional staff provide responsive, proactive support that enables medical clinics to deliver a high-quality program with fidelity to our program model.

346 Clinics given technical assistance

681 Quality assessments completed

221 Virtual site visits

524 New providers completed training

77 Health systems engaged



COMMUNITY ENGAGEMENT AND COLLABORATION

Collaboration is the cornerstone of our model, and partnerships are central to our program. Our work depends on the 3,250 volunteer medical providers across the Northwest who make our intervention so powerful. Our community partnerships help sustain and enhance our impact –by partnering with library systems and community organizations across Oregon and Washington, we advance healthy child development and parent-child engagement .

Reach Out and Read clinics partner with their local libraries as an additional way to engage families with resources to support their child’s early language development and love of books. Reach Out and Read and library partners further enhance foundational relationships by providing resources to all families that include:

- Library brochures with branch locations and hours
- Library card applications
- Reading lists
- Story time hours
- Gently used books for families to take home
- Summer learning program materials
- Access to culturally -and language-appropriate books, language learning courses, and technology and writing classes



Clinic staff provide an introduction to libraries for many families who might not otherwise be aware of our programs and services, such as early literacy support, free programs like story times and summer reading, collections (both print and online), and more. Libraries can reinforce Reach Out and Read’s message that children benefit from reading and other language-rich experiences starting at birth. When KCLS and Reach Out and Read collaborate at a local level, we have a collective impact on the lives of the children in our communities.

Maren Ostergard,
Early Learning/Outreach Librarian,
Children’s Services, King County
Library System



FUNDING SUPPORT

Our funding strategy is to cultivate a diversified and balanced portfolio comprised of public, foundation, and corporate grants and donations from individual donors. Our goal is to sustain the existing Reach Out and Read programs and add new programs strategically as resources allow. Below is a list of our key funders from the past year.

Key Funders (July 1, 2021 – June 30, 2022)

Northwest Funders

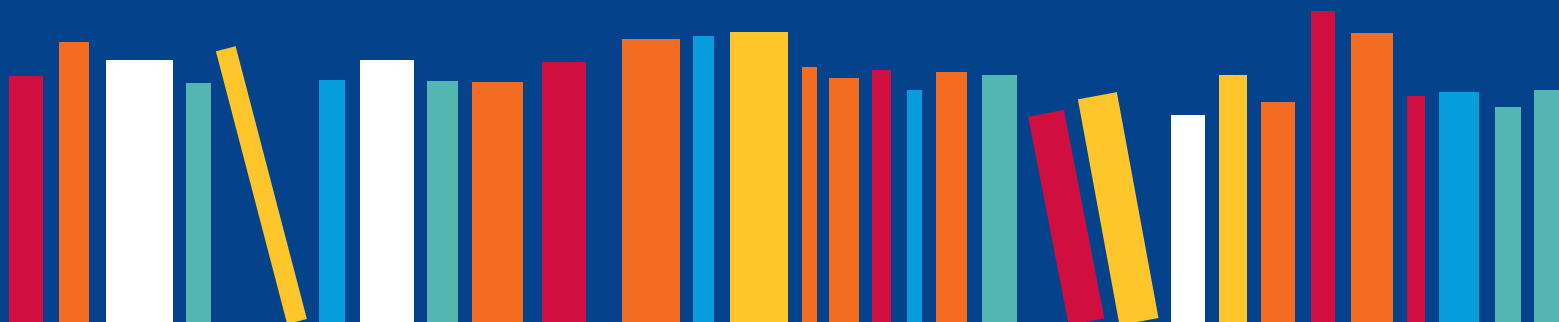
All About Books
Individual Donors
Indian Health Service
Scholastic, Inc.
Wildhorse Foundation

Oregon Funders

CareOregon
Health Share of Oregon
John and Ginger Niemeyer Foundation
Kaiser Permanente Northwest
Lora L. and Martin N. Kelley Family Foundation Trust
Northwest Permanente PC
Oregon Community Foundation
The Permanente Federation
State of Oregon – Department of Administrative Services
State of Oregon – Department of Education
The Boyd Family Foundation
The Collins Foundation
The Ford Family Foundation
Westwind Fund of Oregon Community Foundation

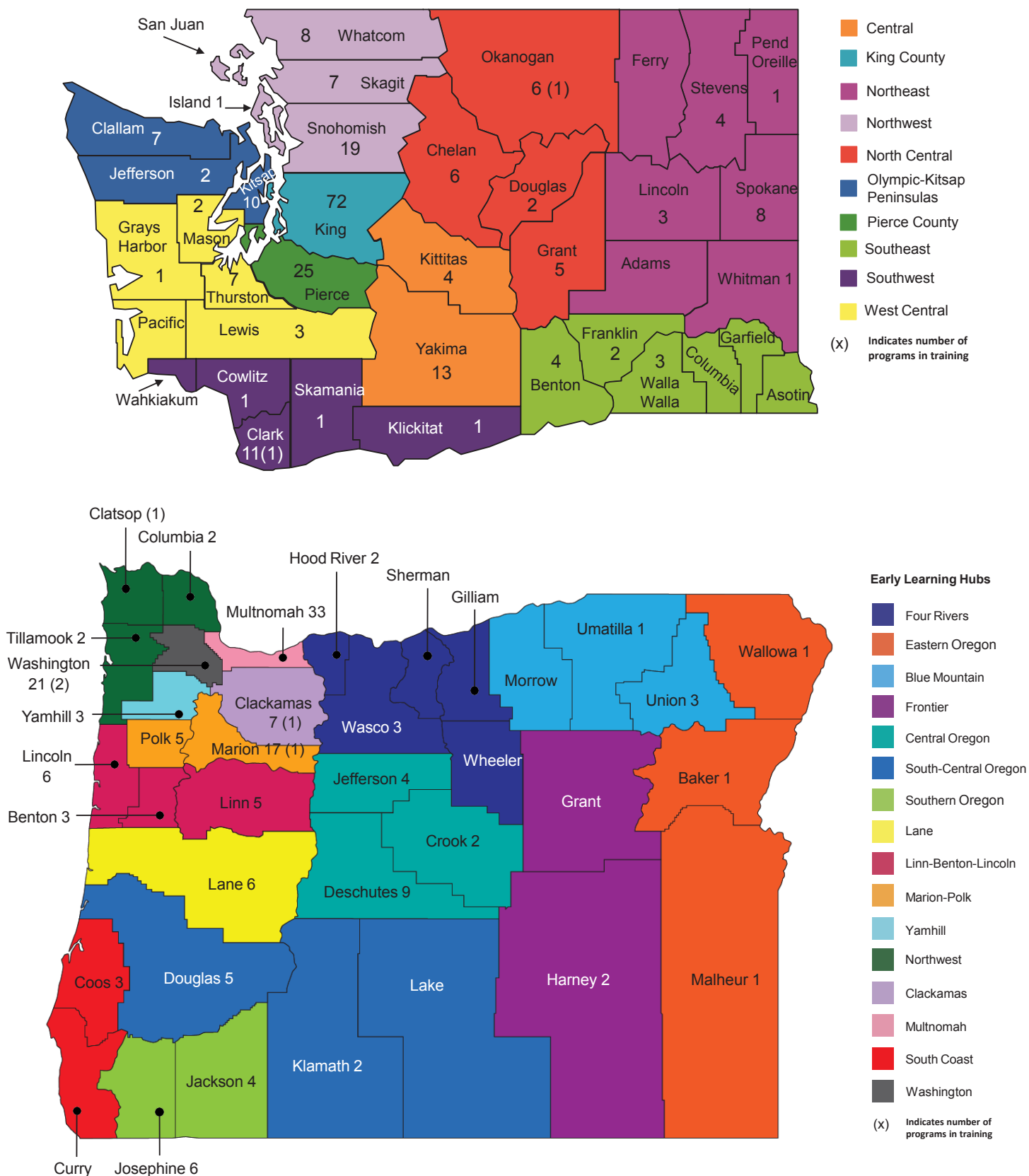
Washington Funders

Bezos Family Foundation
BNSF Railway Foundation
Community Foundation for Southwest Washington
Community Foundation of North Central Washington
Grays Harbor Community Foundation
King County Employee Giving Fund
Kiwanis Club of Centralia-Chehalis
Kiwanis Club of Pullman
Love, Tito's
MultiCare Community Partnership Fund
Nora Roberts Foundation
Olympia Rotary Foundation
Pitney Bowes Corporation
Port Gamble S'Klallam Tribe
Skagit Community Foundation
Stolte Family Foundation
Suquamish Tribe Foundation
The Discuren Foundation
The Community Foundation of South Puget Sound
Tulalip Tribes Charitable Fund
United Way of Pierce County
United Way of Skagit County
Valley Medical Center
Washington State Department of Children, Youth & Families
Weyerhaeuser



PROGRAMS BY COUNTY

There are **400** active programs and **7** programs in training. Programs are located in **29** of Oregon's 36 counties and **31** of Washington's 39 counties.



Giving a child a book and seeing their delight is so fun to see, and it is also **a great way to open up the conversation about the importance of daily reading routines.** I think this program is especially important now, given the pandemic has impacted families economically and socially. Many families feel uncomfortable visiting libraries currently, and many are struggling financially. Giving a child a new book is a simple gesture which provides a gateway to a healthy routine that fosters learning, family bonding, and stress reduction.

Anna Kate Bires, PA-C
Stevenson, WA



To see the looks on the faces of the children who receive the books is like looking at sunshine. The Reach Out and Read program provides connection between ourselves, our patients, and by extension, our community. In a rural health district, we find families in need of our attention. Many of our patients come from families that do not speak English. It is not uncommon to find patients whose parents are illiterate. The books provided by Reach Out and Read opens the doors to reading, to understanding the connection between letters, words, language, and communication. These books provide a link between these families and finding more within the community they share with us.

Frank Day, LPN
Shelton, WA

Our clinic has been affiliated with the Reach Out and Read program for years and I could not speak more highly of the program. As a Pediatric Physician Assistant, I have found it to be an extremely important and worthwhile program for our patients. It has been an absolute pleasure and joy to watch the excitement that these kids and parents have when presented with a book. Some cannot wait to read it and most enjoy diving into the pages while I am engaging with parents during my visit or while undergoing the physical exam. Giving these books during visits allows me the opportunity to talk about the importance of reading at home and promote healthy brain growth. I hope the program can continue for years to come.

Jessica Sanderson, PA
The Dalles, OR



Staff Team

Kelsey Gallagher, Program Manager
Alayna Herr, Regional Development Director
Jessica Mortensen, MLIS, Regional Executive Director
Kristin Marina Rünzi, MPH, Program Manager
Hannah Slaughter, Regional Program Director
Mary Ann Woodruff, MD, Regional Co-Medical Director



NORTHWEST

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