

Moments That Matter



Reach Out and Read works to empower all families with young children through guidance from medical clinicians about nurturing relationships through shared reading. We envision a world where every child has the relationships and resources essential to learn and thrive.

HOW ARE WE DIFFERENT?

Reach Out and Read is uniquely poised to reach more children than other organizations because we are the **ONLY** national early literacy nonprofit that partners directly with pediatric medical clinicians.

>90% Over 90% of children through age 5 visit a medical clinician annually.



Medical clinicians are a trusted source of information.



We work within the existing infrastructure of medical clinics across the state.

WHY START EARLY?



The first three years of a child's life are critical for healthy brain development and language skills.



Positive, responsive parenting during early childhood creates bonds that help a child grow cognitively, socially and emotionally.



Caregivers who read aloud daily foster nurturing language-rich family interactions.

OREGON SCALE

158 sites **1,300** clinicians **87,000** families served

HOW DOES IT WORK?



Medical clinicians use wellness visits to educate parents about positive parent-child interactions, language skills and the developing brain.



Clinicians encourage parents to read aloud with their children beginning in infancy and offer age appropriate guidance.



Clinicians use books as a tool to assess developmental milestones.



During well-child visits, clinicians provide children from infancy through age 5 a free, developmentally-appropriate book to keep.



Reach Out and Read is the ONLY national pediatric literacy model endorsed by the American Academy of Pediatrics.

**Reach
Out
& Read®**



WHAT ARE THE **OUTCOMES?**

2.5x

Parents are more than 2.5 times more likely to read to children.

**3-6
MONTHS**

Children's language development improves by 3-6 months

40%

40% increase in well-child visits and routine developmental screenings

#1

Caregivers list reading as a favorite activity to share with their child.

THE **EVIDENCE**

reachoutandread.org/theevidence

FOR MORE INFO

www.reachoutandread.org
oregon@reachoutandread.org
971-287-6942

@reachoutandread.org

