

# 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.

## WASHINGTON SCALE

**232** sites    **2,000** clinicians    **112,000** 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](http://reachoutandread.org/theevidence)

## FOR MORE INFO

[www.reachoutandreadwa.org](http://www.reachoutandreadwa.org)  
[washington@reachoutandread.org](mailto:washington@reachoutandread.org)  
206-524-3579

[@reachoutandread.org](https://www.instagram.com/reachoutandread.org)

