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 laguage-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.



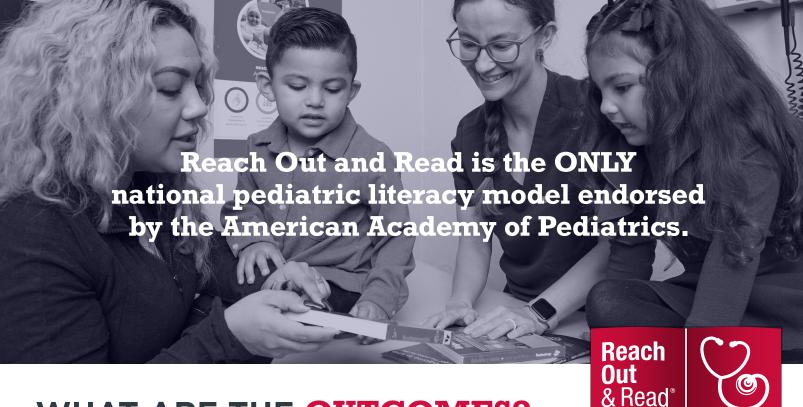
Clinicians encourage parents to read aloud with their children beginning in infancy and offer age appropriate guidance.



Clinicians use books as a tool to assess developmental milestones.



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



WHAT ARE THE OUTCOMES?



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



Children's language development improves by 3-6 months



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



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

THE EVIDENCE

reachoutandread.org/theevidence

FOR MORE INFO

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