



OREGON

ANNUAL REPORT OF SERVICES

July 2024-June 2025

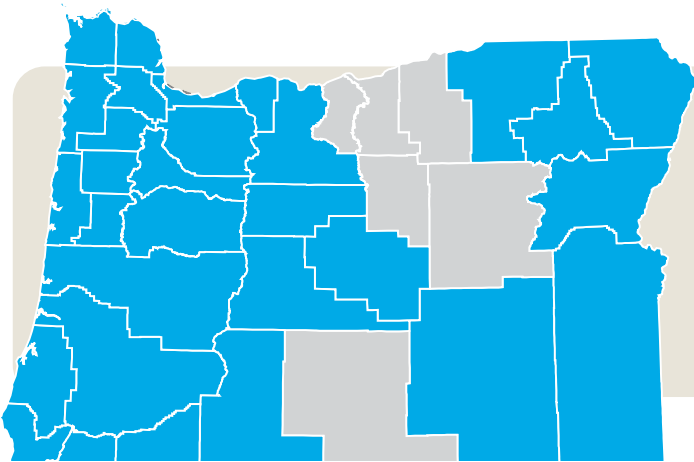
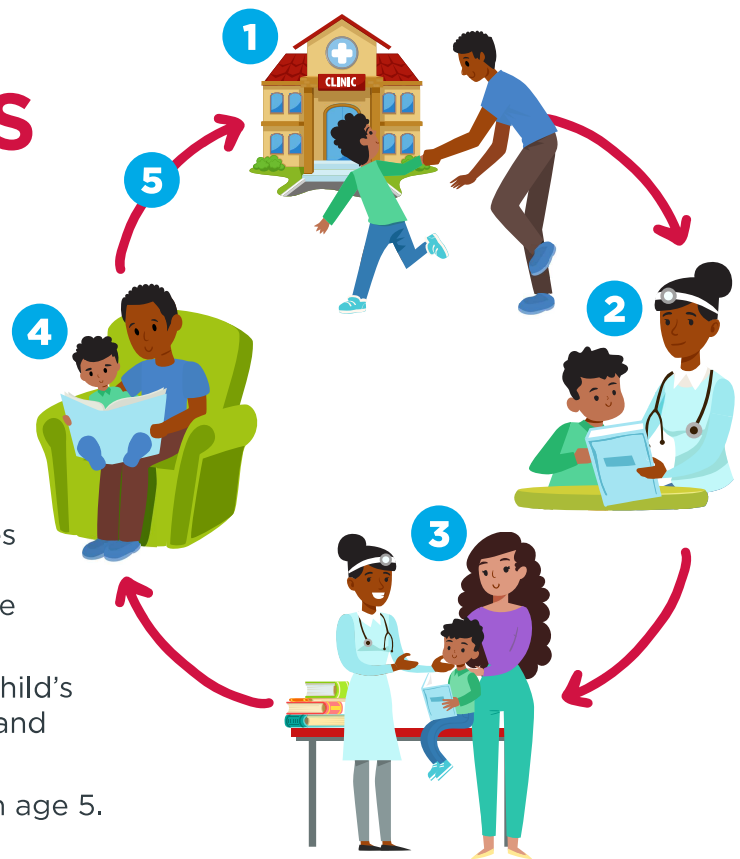
in Oregon

PRODUCED BY:
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Reach Out and Read
ODE Grant 21372

HOW REACH OUT AND READ WORKS

- 1 Young child and family visit medical clinic for a well-child visit.
- 2 Clinician gives the child a new book. Child and family interaction with the book and each other helps the clinician assess child development in real-time.
- 3 Clinician shares how daily reading, singing, playing, and talking together builds child's brain and strengthens family bonding. Clinician coaches family on what to expect for the child's next developmental stage and models age-appropriate book engagement.
- 4 Family goes home empowered to support their child's next developmental stages by reading, learning, and bonding together.
- 5 Process repeats at future well-child visits through age 5.



Reach Out and Read Locations

Reach Out and Read programs are in **30** of **36** Oregon counties.

Reach Out and Read Results

Over 20 independent, peer-reviewed studies support Reach Out and Read's impact with ethnically and economically diverse families:

- Families are 2.5 times more likely to read together
- Child language development accelerates by 3-6 months
- Receptive and expressive language ability is improved
- Children have larger vocabularies
- Helps build, safe, stable, and nurturing relationships
- Facilitates positive interaction and attention from caring adults
- Addresses social drivers of health and supports health equity
- Improves healthcare quality and relationships between medical providers and families

OUR IMPACT ACROSS OREGON

Reach Out and Read partners with **164 medical clinics** and nearly **1,300 doctors, nurse practitioners, and physician assistants** in **30 counties**. We serve over **88,000 families** with new age-and language-appropriate books and share literacy advice at well-child checkups.

164
medical
clinics

178,647
well-child
checkups

152,997
children's books

57%
children of color

43%
families with
low incomes

20%
home language
other than English

Building Connections Begins at Birth Program Extension

This year we continued to extend Reach Out and Read to include well child visits during an infant's first 6 months of life. Growing to over 60 clinical sites across Oregon, families now receive the program model in newborn, 1-, 2-, and 4-month-old well-child visits. Through a child's 5th birthday, the Reach Out and Read model is now incorporated in up to 14 well-child visits from trained pediatric clinicians.



Building a home library is more than just giving books—it's an invitation for families to bond, to share stories, and to lay the foundation for emotional growth and early literacy. The evidence is clear: early exposure to reading dramatically improves literacy and educational outcomes. Reach Out and Read ensures that all children, regardless of socioeconomic background, have access to high-quality books and the many benefits they bring.

Emily Pratt, MD,
PhD at Hillsboro Pediatric Clinic



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.

- 130** Clinics given technical assistance
- 158** Quality assessments completed
- 102** Site visits
- 35** Health systems engaged
- 170** New providers completed training

11 New Program Sites Added this Year

Luz Family Medical Practice, Brookings
Neighborhood Health Center,
Merlo Station Campus SBHC

Mosaic Medical Mountain View High School SBHC, Bend
Mosaic Medical Sisters School-Based Health Center

Multnomah County Health Department,
Southeast Health Center

Multnomah County Health Department,
Student Health Centers

Pediatric Associates of the Northwest, Beaverton Office

Samaritan Health Clinic, Sweet Home

Sky Lakes Primary Care Clinic, Klamath Falls

St. Charles Family Practice, La Pine

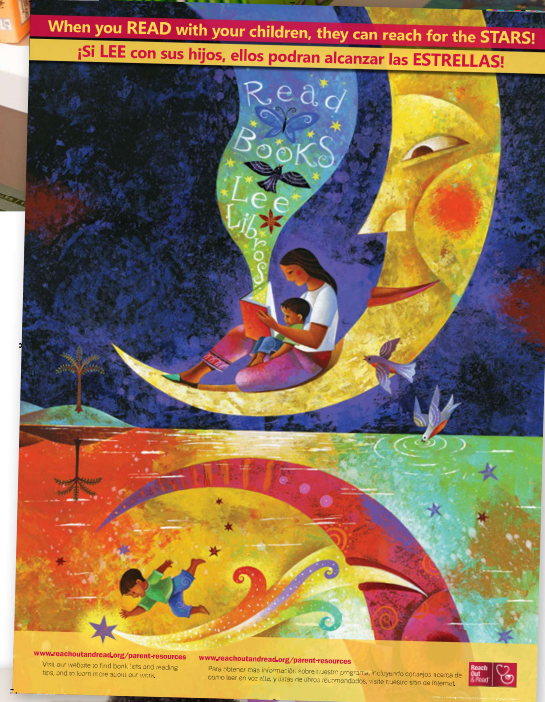
Wallace Medical Concern, Wallace Medical SBHC,
Gresham



ENHANCING CLINICS' LITERACY-RICH ENVIRONMENTS

A key component of the Reach Out and Read program is to transform medical clinics into literacy-rich environments that celebrate reading and model for parents how to support their child's developmental journey via early literacy and healthy early relationships.

To support this program component, we developed new family and clinician facing posters and informational materials and distributed them across the state at program site visits. **74 clinics** received new materials this year.



Reach Out and Read Milestones Suggestions for how to read with your child as they grow

	10-month and 18-month Visits	24-month and 30-month Visits	3-Year Visit	4-Year Visit	5-Year Visit
Books your baby will like	<ul style="list-style-type: none"> Board books Books with simple images and bold text Books on bath, brushing, and routines 	<ul style="list-style-type: none"> Board or paperback books with simple images and bold text Picture books Books about the child's current interests 	<ul style="list-style-type: none"> Picture books Books about going to school Books that promote parent-child bonding 	<ul style="list-style-type: none"> Picture books Books that promote parent-child bonding Books that promote child's independence 	<ul style="list-style-type: none"> Picture books Books that promote child's independence Books that promote child's social skills
Your baby and the book	<ul style="list-style-type: none"> Your baby does not have to be sitting down to enjoy a book with you - they are listening, even if they are moving around Place to sit and listen to you on the floor 	<ul style="list-style-type: none"> Place to sit and listen to you on the floor Place to sit and listen to you on the floor 	<ul style="list-style-type: none"> Place to sit and listen to you on the floor Place to sit and listen to you on the floor 	<ul style="list-style-type: none"> Place to sit and listen to you on the floor Place to sit and listen to you on the floor 	<ul style="list-style-type: none"> Place to sit and listen to you on the floor Place to sit and listen to you on the floor
Connecting with your baby	<ul style="list-style-type: none"> Respond to your child when they talk to you Ask questions and let her know they respond Follow your child's interest when reading Ask questions about the story, what pictures do they want to focus on? 	<ul style="list-style-type: none"> Respond to your child when they talk to you Ask questions and let her know they respond Follow your child's interest when reading Ask questions about the story, what pictures do they want to focus on? 	<ul style="list-style-type: none"> Respond to your child when they talk to you Ask questions and let her know they respond Follow your child's interest when reading Ask questions about the story, what pictures do they want to focus on? 	<ul style="list-style-type: none"> Respond to your child when they talk to you Ask questions and let her know they respond Follow your child's interest when reading Ask questions about the story, what pictures do they want to focus on? 	<ul style="list-style-type: none"> Respond to your child when they talk to you Ask questions and let her know they respond Follow your child's interest when reading Ask questions about the story, what pictures do they want to focus on?

READING TIPS FOR THE WHOLE FAMILY

Shared reading is fun. It's a special time with your child. It helps children learn lots of new words.

- **It's never too early to start!**
Babies love to be held and to hear your voice. Cuddle up together and look at board books.
- **Make the story come alive.**
Read with fun and excitement in your voice. Try loud, or soft, or silly voices.
- **A few minutes is okay.**
Young children may sit still for only a few minutes. They will listen longer as they grow.
- **Talk about the pictures.**
Make up stories to go with the pictures. Let your child join in!
- **Read favorite stories over and over.**
Children love to hear the same stories again and again. This is how they learn.
- **Go to your local library to get more books!**
Your local library has lots of free books. Let your child choose which ones to bring home.
- **Let your child turn the pages.**
Babies and toddlers need help to turn board book pages. A three-year-old likes to turn paper pages without help.
- **Read anywhere, anytime!**
Read at playtime, bedtime and naptime. Read any place you have to wait. Read at the playground or under a tree. Read at the bus.
- **Ask your child questions about the story.**
Where is the mouse? What do you think will happen next? Be sure to give your child time to answer!

Read to your child for 20 minutes every day.





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, 2024 – June 30, 2025)

- Advanced Health
- All About Books
- AllCare Health
- Boyd Family Foundation
- Community Foundation for Southwest Washington
- Indian Health Service
- Individual Donors
- Lora L. and Martin N. Kelley Family Foundation Trust
- Marie Lamfrom Charitable Foundation
- Oregon Department of Education
- Ronald W. Naito Foundation
- Roots & Wings Foundation
- Scholastic, Inc.
- South Coast Regional Early Learning Hub
- Weyerhaeuser
- Wildhorse Foundation
- The WRG Foundation

PROGRAMS BY COUNTY

There are **164** active programs located in **30** of Oregon's 36 counties.



WHAT FAMILIES ARE SAYING...



I love it when a ROR book becomes a favorite. Sometimes a well-loved book comes to clinic with the kiddo. I love to give books to all kids but especially in families who may not have many books at home. Also, when the big sibling takes the book and starts reading to the toddler or baby sibling. Parents tend to tell me how much their kids love their ROR books and how their collection of books grows along with the kiddo. I have been participating in ROR for about 18 years. That is a lot of Well Child visits and a lot of books. What an honor.

Medical Champion
at Rainbow Valley Pediatrics

The evidence behind Reach Out and Read's model is both compelling and inspiring—it supports children's language development, strengthens parent-child bonds, and improves school readiness. In our clinic, we've seen firsthand how families respond to this program with excitement and gratitude. Whether it's a toddler clinging to a new book or a preschooler proudly showing off their reading skills, the joy is unmistakable. These moments not only enrich the clinical encounter but also lay the foundation for a lifelong love of learning. Providing books during well-child visits makes quality reading material accessible to families who might otherwise go without. More than just a book, it's a tool for connection, growth, and discovery. Parents often ask how they can best support their child's development, and Reach Out and Read gives us the perfect starting point to guide that conversation in a meaningful, supportive way.

Practice Administrator
at Pediatric Associates of the Northwest





Our Vision

A world where every child has the relationships essential to learn and thrive.

Our Mission

Strengthen all families with young children through guidance from medical clinicians about nurturing relationships through shared reading.

Staff Team

Shannon Blood, Associate Director of Policy & Partnerships

Danno Flippo, Program Manager

Zakiya Jackson, Associate Director of Development

Jill Kong, Grant Specialist

Marissa Lachaga, MPAS, PA-C, Medical Director

Melissa MacCumber, Program Manager

Jessica Mortensen, MLIS, Regional Executive Director

Hannah Slaughter, Regional Program Director



NORTHWEST

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