



Reach
Out
& Read®



WASHINGTON

ANNUAL REPORT OF SERVICES

July 2024-June 2025

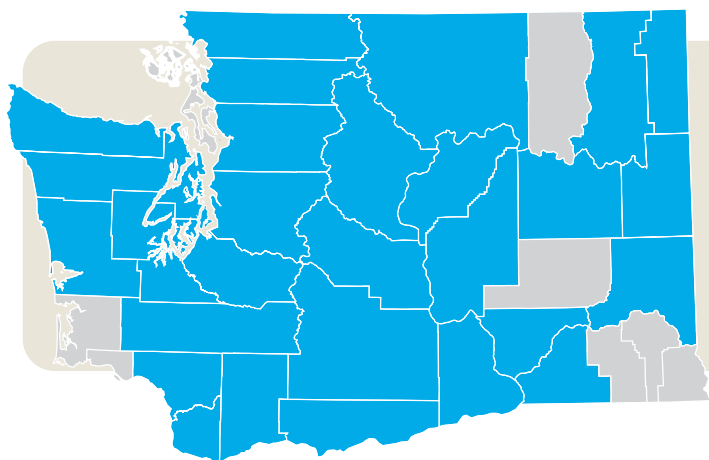
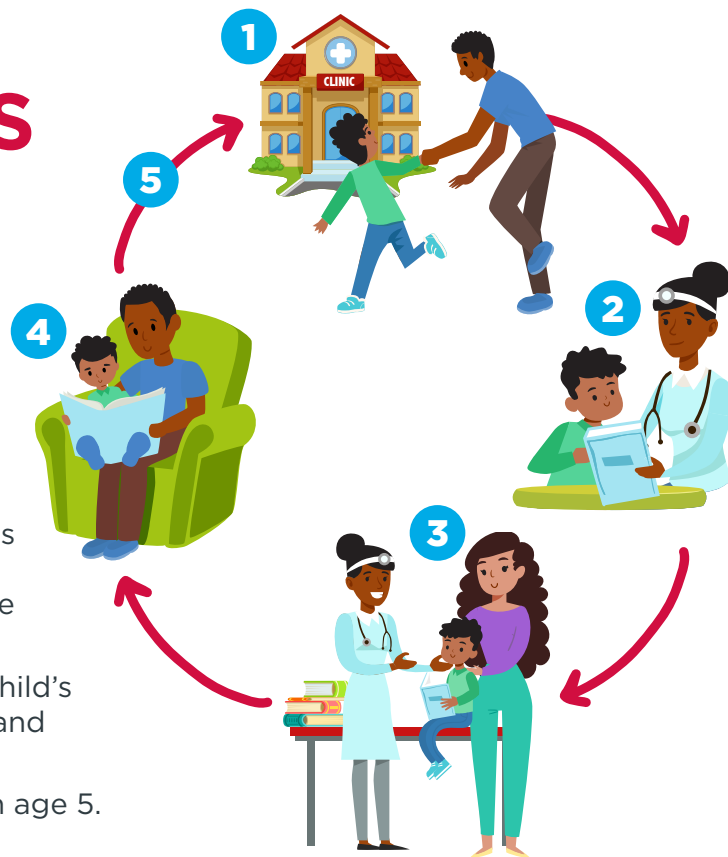
in Washington

PRODUCED BY:
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**Reach Out and Read Service
Contract**
DCYF Contract 22-1041-04

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 **39** Washington 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 WASHINGTON

Reach Out and Read partners with **241 medical clinics** and nearly **2,000 doctors, nurse practitioners, and physician assistants** in **30 counties**. We serve over **113,000 families** with new age-and language-appropriate books and share literacy advice at well-child checkups.

241
medical
clinics

240,802
well-child
checkups

199,848
children's books

55%
children of color

67%
families with
low incomes

22%
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 Washington, 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.



Reach Out and Read clinicians don't just hand out books, we use them to open doors. We're building trust with families, encouraging family bonding, and giving children the tools to thrive long before they set foot in a classroom. It's one of the most meaningful parts of my practice."

Dr. Mary Ann Woodruff,
Medical Director of Care
Transformation at Pediatrics
Northwest and Medical Director
of Reach Out and Read Northwest



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.

- 210** Clinics given technical assistance
- 261** Quality assessments completed
- 197** Site visits
- 42** Health systems engaged
- 388** New providers completed training

11 New Program Sites Added this Year

Confluence Health Methow Valley Clinic
Palouse Pediatrics, Pullman
Palouse Health Center
Pullman Family Medicine
Quincy Student Health and Wellness Center
Samaritan Clinic on Patton, Moses Lake

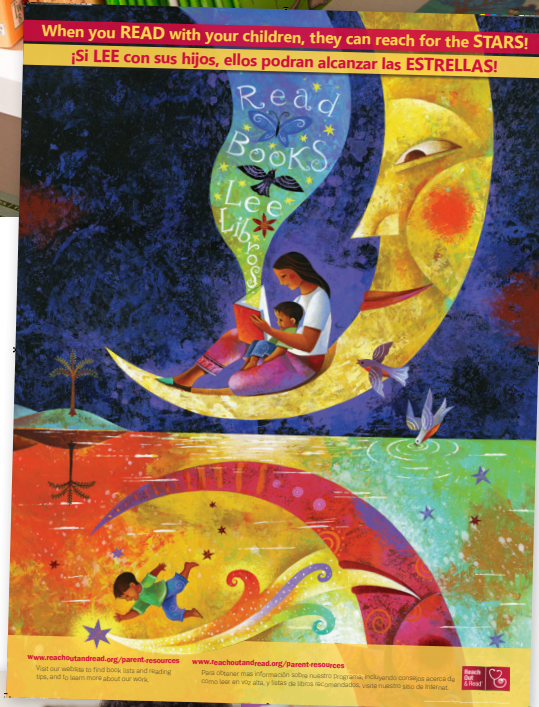
Sea Mar Community Health Centers,
Lakewood Pediatrics
Sea Mar Community Health Centers,
Yelm Medical Clinic
Swedish Pediatrics West Seattle
Three Rivers Family Medicine
WSU Family Medicine Residency Center, Pullman



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. **128 clinics** received new materials this year.



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

	12-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 rhyme, onomatopoeia, text Books on teeth, brushing, daily routines 	<ul style="list-style-type: none"> Board or paperback Books on themes, younger brothers and sisters, feelings Counting and alphabet books Books about the child's current interests 	<ul style="list-style-type: none"> Paperbacks Books about going to school Books that provide social-emotional support, friendship, and how you relate to others 	<ul style="list-style-type: none"> Picture books Books that provide social-emotional support, friendship, and how you relate to others 	<ul style="list-style-type: none"> Picture books Books that provide social-emotional support, friendship, and how you relate to others
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 learning, even if they are moving around! 	<ul style="list-style-type: none"> Point to colors and count different objects on the page Ask what and where questions like "Where's the dog on the page?" or "What's that?" Point out letters and numbers 	<ul style="list-style-type: none"> Ask what happens next? "Where's the dog on the page?" or "What's that?" Ask what happens next? "Where's the dog on the page?" or "What's that?" 	<ul style="list-style-type: none"> Ask what happens next? "Where's the dog on the page?" or "What's that?" Ask what happens next? "Where's the dog on the page?" or "What's that?" 	<ul style="list-style-type: none"> Ask what happens next? "Where's the dog on the page?" or "What's that?" Ask what happens next? "Where's the dog on the page?" or "What's that?"
Connecting with your baby	<ul style="list-style-type: none"> Respond to your child when they talk to you Ask questions and use how they respond Follow your child's lead and follow their lead Follow your child's lead and follow their lead 	<ul style="list-style-type: none"> Respond to your child when they talk to you Ask questions and use how they respond Follow your child's lead and follow their lead Follow your child's lead and follow their lead 	<ul style="list-style-type: none"> Respond to your child when they talk to you Ask questions and use how they respond Follow your child's lead and follow their lead Follow your child's lead and follow their lead 	<ul style="list-style-type: none"> Respond to your child when they talk to you Ask questions and use how they respond Follow your child's lead and follow their lead Follow your child's lead and follow their lead 	<ul style="list-style-type: none"> Respond to your child when they talk to you Ask questions and use how they respond Follow your child's lead and follow their lead Follow your child's lead and follow their lead

Additional Tips

- Building together should be a fun activity, not a chore. Follow your child's lead. They might not always be ready to read with you, and that's okay! A few minutes every day is enough.
- Use community resources whenever available. Talk your child to story time, the library and nearby resources.
- Books can help children to see themselves and learn about others. Whenever possible, choose books with pictures and stories about children that don't look like yours or live in families that do.
- Encourage the child to hear their own name in the story on the pages.
- Let the child lead the reading. Show them the story on the pages.

Read books together about nature, then go on an adventure. Read a story about city, trains, or buses before going on a ride. Read a story about cooking, then make something together in the kitchen.

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Adapted from the AAP Bright Futures Guidelines, 4th Edition by the Reach Out and Read Curriculum Development Working Group.

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.
- A few minutes is okay.**
Young children may be still for only a few minutes. They will learn longer as they grow.
- Read favorite stories over and over.**
Children love to hear the same stories again and again. This is how they learn.
- 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 anytime, anywhere!**
Read at playtime, bedtime and naptime. Read any place you have to wait. Read at the playground or under a tree, in the car or on the bus.
- Make the story come alive.**
Read with fun and excitement in your voice. Try loud, or soft, or silly voices.
- Talk about the pictures.**
Make up stories to go with the pictures. Let your child join in!
- 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.
- 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.

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Reach Out & Read

REACHOUTANDREAD.ORG



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)

- All About Books
- Bamford Family Foundation
- Bezos Family Foundation
- Community Foundation for Southwest Washington
- Community Foundation of North Central Washington
- Community Foundation of South Puget Sound
- Confluence Health Foundation
- Indian Health Service
- Individual Donors
- King County Employee Giving Fund
- Marie Lamfrom Charitable Foundation
- Moccasin Lake Foundation
- Norcliffe Foundation
- Pullman Regional Hospital
- Raikes Foundation
- Roots & Wings Foundation
- Safeco Insurance Foundation
- Skagit Community Foundation
- Scholastic, Inc.
- Washington State Department of Children, Youth & Families
- Weyerhaeuser
- Wildhorse Foundation

Washington State Funding Cuts

Due to a \$16 billion budget shortfall, Reach Out and Read's Washington State funding was eliminated. While this decision was made on paper, its real impact will be felt in exam rooms and family homes across Washington, ending a state partnership that helped deliver Reach Out and Read at nearly 3 million well-child visits over the last 14 years.

This is a pivotal moment, but the Washington team, our partners and providers will keep supporting families with early literacy tools and guidance, every day, just as we do now. Washington families deserve the early literacy tools and guidance provided by pediatric clinicians. Despite this setback, we're pooling resources and thinking creatively to ensure this vital program continues.

PROGRAMS BY COUNTY

There are **241** active programs located in **30** of Washington's 39 counties.



WHAT FAMILIES ARE SAYING...



Mason Clinic Pediatrics

Reach Out and Read has been such a fun and meaningful way for my sons to get more exposure to books. I love that their doctor and the team at Mason Clinic are encouraging reading—it shows that they care about more than just physical health. Having our doctor talk about books and even give us some to take home makes storytime feel even more special and supported. It's helped us build a stronger reading routine at home and made books a bigger part of our daily lives.

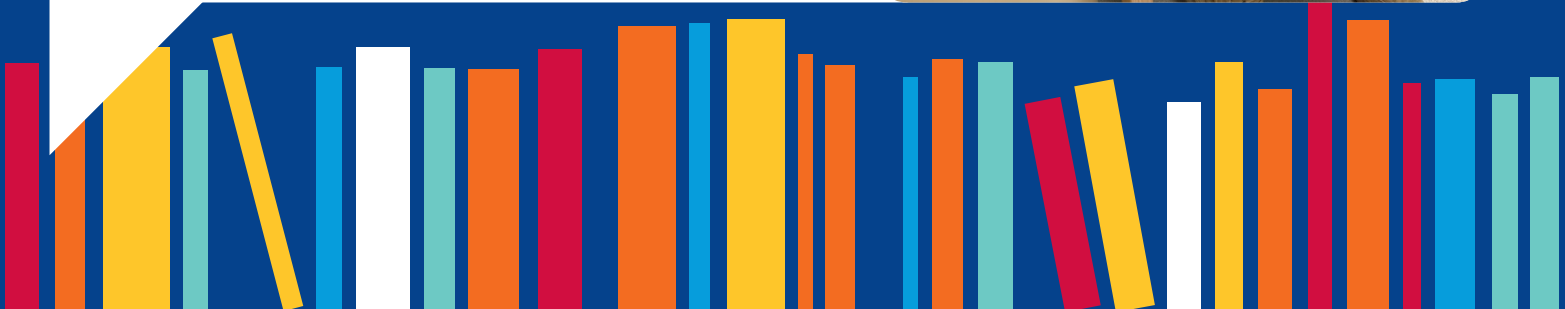
Caregiver,
Mason Clinic Pediatrics

As a parent, the Reach Out and Read program has been such a gift over the past four years. My child actually gets excited to visit the doctor because they know they'll be getting a new book. It's helped ease their anxiety during appointments and turned those visits into something they look forward to. It means a great deal to see doctors so passionate about encouraging early literacy. Each book we've received has encouraged more reading at home and sparked a genuine love for stories. I truly hope this program continues so more families can benefit from its impact.

Caregiver,
Fairchild Air Force Base Pediatric Clinic



Fairchild Air Force Base Pediatrics Clinic





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

Kelsey Gallagher, Program Manager

Zakiya Jackson, Associate Director of Development

Jill Kong, Grant Specialist

Jessica Mortensen, MLIS, Regional Executive Director

Ash Powers, Program Manager

Hannah Slaughter, Regional Program Director

Mary Ann Woodruff, MD, Medical Director



NORTHWEST

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