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## **REACH OUT AND READ NORTH CAROLINA LAUNCHES NEW CHEROKEE-ENGLISH CHILDREN'S BOOKS**

*XXAPCÖ! Didigoliya! (Let's Read!) event scheduled for Jan. 29 in Cherokee to unveil  
new titles*

CHEROKEE, N.C. (Jan. 20, 2026) – Reach Out and Read North Carolina is expanding access to culturally relevant children's books for Cherokee families by introducing new titles written in the Cherokee Language and including Cherokee syllabary at primary care clinics across the region. The nonprofit will mark the launch during *XXAPCÖ! Didigoliya! (Let's Read!)* on

**Thursday, January 29, 2026, at 12 p.m. at the Cherokee Indian Hospital Authority's Pediatric Clinic.**

Developed in partnership with the Eastern Band of Cherokee Indians and local community partners, the books will be shared with families at primary care clinics serving Cherokee children in western North Carolina. Reach Out and Read worked with the Cherokee Studies Program at Western Carolina University and Cherokee Language Programs to support the inclusion of Cherokee language and ensure the books reflect the culture, history, and families they are meant to serve. The titles will be introduced during well-child visits, where clinicians offer families books and guidance on shared reading and early language development in a trusted, familiar setting.

Reach Out and Read currently partners with three North Carolina tribal clinical sites serving Cherokee families, including the Cherokee Indian Hospital Authority's Pediatric Clinic, which has participated in Reach Out and Read for more than 21 years. Across these sites, primary care providers complete more than 750 well-child visits each year.

"Pediatric care is a trusted space where families build habits that shape a child's future," said Casey Cooper, CEO of Cherokee Indian Hospital Authority's Pediatric Clinic. "Partnering with Reach Out and Read and working with the Cherokee Language Program at Western Carolina University has allowed us to share books that honor Cherokee language and culture while helping families connect, read together, and support their children's growth from the very beginning."

Across North Carolina, Reach Out and Read's evidence-based model is already making a measurable difference for families. In FY25, Reach Out and Read North Carolina reached children at more than 800,000 well-child visits, in partnership with primary care clinicians delivering books and shared reading guidance during routine pediatric care.

“When children hear their own language in books, it changes the experience of reading together,” said Callee Boulware, Reach Out and Read regional director for the Carolinas, Virginia, Maryland, and Washington, D.C. “Decades of research show that Reach Out and Read’s model, pairing books and guidance during pediatric visits, especially when those books reflect a family’s language and culture, strengthens caregiver-child relationships, supports early brain development, and reinforces shared reading as a powerful tool for healthy development.”

Looking ahead, Reach Out and Read plans to continue working in partnership with the Cherokee community and Cherokee language leaders to develop additional children’s books that are culturally aligned and written by Cherokee authors. The effort reflects a shared commitment to supporting language preservation, family connection, and early development through stories that reflect Cherokee children and families.

To learn more about Reach Out and Read, visit [ReachOutandRead.org](https://www.ReachOutandRead.org).

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**About Reach Out and Read:** As a 501(c)3 nonprofit, Reach Out and Read leverages the near-universal reach of the pediatric well-child visit to support caregivers in fostering healthy relationships with their young children through shared reading. In FY25, Reach Out and Read served more than 4.8 million children and provided 9 million free books across 11.2 million well-child visits. Around 70 percent of the children Reach Out and Read serves are from low-income families. The only national pediatric literacy model endorsed by the American Academy of Pediatrics, Reach Out and Read serves children in every state across the U.S.