Reach Out and Read in Wisconsin

October 2026

Profile

Reach Out and Read gives young children a foundation for success by incorporating books into pediatric care and encouraging families to read aloud together.

Doctors, nurse practitioners, and other medical professionals incorporate Reach Out and Read's evidence-based model into standard pediatric checkups, by advising parents about the importance of reading aloud and giving developmentally-appropriate books to children. The program begins at the newborn checkup and continues through age 5, with a special emphasis on children growing up in low-income communities. Families served by Reach Out and Read read together more often, and their children enter kindergarten with larger vocabularies and stronger language skills, better prepared to achieve their potential.

PROGRAMS

- 349 clinic locations in 66 counties
- Federally Qualified or Community Health Centers **
- 6 Tribal/FQHC clinics *

MEDICAL PROVIDERS

- 1,853

CHILDREN SERVED EACH YEAR

- 147,000

BOOKS DISTRIBUTED EACH YEAR

- 342,000

Programs in this Area

Adams County, WI

Noble Community Clinics-Friendship**

Ashland County, WI

Bad River Health & Wellness Center*
NorthLakes Community Clinic - Ashland Clinic**
Tamarack Health Ashland Medical Center

Barron County, WI

Cumberland Healthcare - Cumberland
Cumberland Healthcare Turtle Lake Center
HealthPartners Amery Hospital & Clinic-Turtle Lake Clinic
Sanford Health Marshfield Medical Center - Rice Lake
Mayo Clinic - Northland Barron
Mayo Clinic - Northland Chetek
Mayo Clinic - Northland Rice Lake

Bayfield County, WI

NorthLakes Community Clinic - Iron River**

Brown County, WI

Emplify Health by Bellin Ashwaubenon Pediatrics

Emplify Health by Bellin Ashwaubenon Family Practice
Emplify Health by Bellin Bellevue
Emplify Health by Bellin Children & Adolescent Center
Emplify Health by Bellin East De Pere
Emplify Health by Bellin West De Pere
Emplify Health by Bellin Denmark
Emplify Health By Bellin Green Bay and Clinica Hispana
Emplify Health by Bellin Howard Clinic
Emplify Health by Bellin Pulaski
Emplify Health by Bellin Wrightstown
MCW Prevea Green Bay Family Medicine Residency Program
Oneida Community Health Center**
Prevea Allouez Health Center - Pediatrics
Prevea East De Pere Health Center - Pediatrics
Prevea Howard Health Center - Pediatrics
Prevea St. Mary's Health Center - Pediatrics
Prevea West De Pere Health Center - Pediatrics

Buffalo County, WI

Emplify Health by Gundersen Mondovi Clinic

Burnett County, WI

Burnett Medical Center
St. Croix Health - Webster Clinic
St. Croix Tribal Health & Human Services*

Calumet County, WI

Bellin Health Brillion
ThedaCare Physicians - Darboy
ThedaCare Physicians - Menasha
ThedaCare Physicians Pediatrics - Darboy

Chippewa County, WI

Sanford Health Marshfield Clinic - Bloomer Center
Sanford Health Marshfield Clinic - Chippewa Falls Center Pediatrics
Sanford Health Marshfield Clinic - Cornell Center
Sanford Health Marshfield Clinic - Lake Hallie Center
Mayo Clinic Chippewa Valley - Bloomer
Mayo Clinic Chippewa Valley - Chippewa Falls Clinic

Clark County, WI

Sanford Health Marshfield Medical Center – Neillsville

Columbia County, WI

Sauk Prairie Healthcare - Lodi Clinic
SSM Health Dean Medical Group Columbus
SSM Health Dean Medical Group - Portage
UW Health Portage Clinic

Crawford County, WI

Crossing Rivers Health Medical Center - Prairie du Chien
Emplify Health – Prairie du Chien Clinic

Dane County, WI

Access CHC Joyce & Marshall Erdman Clinic**
Access CHC William T. Evjue Clinic**
Access CHC Wingra Family Medical Center**
Dedicated Family Care
GHC-SCW Capitol Clinic
GHC-SCW East Clinic
GHC-SCW Hatchery Hill Clinic
GHC-SCW Madison College Community Clinic
GHC-SCW Sauk Trails Clinic
Sauk Prairie Healthcare Wisconsin Heights Clinic
SSM Health Dean Medical Group - Deerfield
SSM Health Dean Medical Group East Pediatrics
SSM Health Dean Medical Group Fish Hatchery Pediatrics
SSM Health Dean Medical Group - Oregon
SSM Health Dean Medical Group - SMC / Family Medicine
SSM Health Dean Medical Group Stoughton
SSM Health Dean Medical Group - Sun Prairie
SSM Health Dean Medical Group Sun Prairie - Pediatrics
SSM Health Dean Medical Group West Pediatrics
UW Health 20 S. Park Clinic Pediatrics
UW Health Belleville Clinic
UW Health Cottage Grove Family Medicine
UW Health Cross Plains Family Medicine
UW Health DeForest-Windsor Clinic
UW Health E Terrace Dr Medical Center Pediatrics
UW Health Fitchburg Family Medicine
UW Health Junction Rd Medical Center
UW Health Mount Horeb Family Medicine
UW Health Northport Dr Clinic
UW Health Odana Rd Clinic
UW Health Oregon Family Medicine
UW Health Stoughton Pediatric and Adolescent Medicine Clinic
UW Health Sun Prairie Clinic
UW Health Union Corners Clinic / Pediatrics
UW Health Verona Clinic
UW Health Yahara Clinic

Dodge County, WI

Sanford Health Marshfield Medical Center - Beaver Dam
Sanford Health Marshfield Medical Center – Horicon
SSM Health Waupun Family Medicine
UW Health Beaver Dam
UW Health Kids Beaver Dam Clinic
Watertown Regional Medical Center - Juneau Clinic

Door County, WI

Door County Medical Center – Family Medicine
Door County Medical Center Family Medicine Sister Bay Clinic
Door County Medical Center - Pediatrics
Emplify Health Sturgeon Bay

Douglas County, WI

Lake Superior Community Health Center – Superior**

Dunn County, WI

Sanford Health Marshfield Clinic - Menomonie Center
Mayo Clinic - Red Cedar Menomonie Family Medicine
Mayo Clinic Red Cedar Menomonie-Pediatrics

Eau Claire County, WI

Sanford Health Marshfield Clinic - Eau Claire
Oakwood Center

Sanford Health Marshfield Medical Center - Eau Claire Pediatrics

Mayo Clinic Clairemont Campus Clinic Pediatrics
Mayo Clinic Luther Campus Clinic Family Medicine Residency
Mayo Clinic - Luther Campus Clinic Pediatrics
NorthLakes Community Clinic Augusta**
NorthLakes Community Clinic Eau Claire**

Fond Du Lac County, WI

Aurora Health Center Fond du Lac Pediatrics
Sanford Health Marshfield Medical Center - Waupun
SSM Health Fond du Lac Regional Clinic - Family Medicine
SSM Health Fond du Lac Regional Clinic - North Fond du Lac
SSM Health Fond du Lac Regional Clinic - Pediatrics
SSM Health Medical Center Clinic - Ripon Pediatrics
ThedaCare Physicians - Ripon

Forest County, WI

Forest County Potawatomi Health and Wellness*

Grant County, WI

Grant Regional Health Center

Grant Regional Community Clinic Fennimore

Gundersen Boscobel Area Clinics
Gundersen Boscobel Area Muscoda Clinic
Gundersen Fennimore Clinic
Southwest Health - Cuba City Clinic
Southwest Health Kieler Clinic
Southwest Health -Platteville Clinic Family Medicine

Green County, WI

SSM Health Monroe Clinic Medical Group- Albany
SSM Health Monroe Clinic Medical Group - Brodhead
SSM Health Monroe Clinic Medical Group- Family Medicine
SSM Health Monroe Clinic Medical Group - Monroe Pediatrics
SSM Health Monroe Clinic Medical Group - New Glarus

Green Lake County, WI

ThedaCare Physicians - Berlin
ThedaCare Physicians - Eastridge
ThedaCare Physicians - Green Lake

Iowa County, WI

SSM Health Dean Medical Group - Mineral Point

Iron County, WI

NorthLakes Community Clinic - Hurley Clinic**

Jackson County, WI

Ho-Chunk Nation Health Care Center*

Jefferson County, WI

Fort HealthCare Integrated Family Care Clinic
ProHealth Medical Group Clinic Watertown
UW Health Fort Atkinson Family Medicine
Watertown Regional Medical Center - Doctors Court Clinic
Watertown Regional Medical Center - Johnson Creek
Watertown Regional Medical Center - Lake Mills Clinic / Watertown Regional Medical Center
Watertown Regional Medical Center - Waterloo Clinic

Juneau County, WI

Mile Bluff Medical Center-Elroy Clinic
Mile Bluff Medical Center - Mile Bluff Clinic
Mile Bluff Medical Center-Necedah Clinic
Mile Bluff Medical Center-New Lisbon Clinic

Kenosha County, WI

Aurora Health Center Pleasant Prairie Pediatrics
Aurora Medical Center Kenosha Pediatrics
CMG - Lakeside Pediatrics
CW - Kenosha Pediatrics

Kewaunee County, WI

Emplify Health by Bellin Health Algoma
Emplify Health by Bellin Kewaunee
Emplify Health by Bellin Luxemburg

La Crosse County, WI

Gundersen Health System - La Crosse Pediatrics
Gundersen Health System - Onalaska Pediatrics
Gundersen Holmen Clinic
Gundersen La Crosse Family Medicine
Gundersen Lutheran Medical Center Family Medicine Residency Clinic
Gundersen Lutheran Onalaska Family Medicine Clinic
Mayo Clinic - Franciscan Healthcare La Crosse Family Health Clinic / La Crosse Mayo Family Medicine Residency

Lafayette County, WI

Lafayette Hospital + Clinics - Shullsburg
Memorial Hospital of Lafayette County Primary Care Clinic of Argyle
Memorial Hospital of LaFayette County Primary Care Clinics - Darlington
Southwest Health Darlington Clinic

Langlade County, WI

Aspirus Antigo Clinic

Manitowoc County, WI

Aurora Health Center - Manitowoc
Aurora HealthCare – Two Rivers
Aurora HealthCare - Valders
Aurora Medical Center - Manitowoc County
Emplify Health Manitowoc
Froedtert & MCW HFM Michigan Avenue Campus Pediatrics
Prevea Manitowoc Health Center

Marathon County, WI

Aspirus Athens Clinic
Aspirus Wausau Family Medicine
Aspirus Wausau Pediatrics Clinic
Aspirus Weston Clinic
Bridge Community Health Clinic**
Greenheck Group Wellness Center
Sanford Health Marshfield Clinic -
Colby/Abbotsford Center
Sanford Health Marshfield Clinic - Mosinee
Center
Sanford Health Marshfield Clinic - Wausau
Center Pediatrics
Sanford Health Marshfield Medical Center -
Weston Pediatrics

Marinette County, WI

Emplify Health by Bellin Crivitz
Emplify Health by Bellin Lakewood
Emplify Health by Bellin Marinette
Emplify Health by Bellin Peshtigo Clinic

Marquette County, WI

Gundersen Moundview Hospital & Clinics- Westfield

Milwaukee County, WI

Ascension All Saints – Family Health Center
Ascension Columbia St. Mary's Family Health Center
Aurora Children's Health Center - Wauwatosa
Aurora Health Care – Good Hope Clinic
Aurora Health Center – Whitefish Bay
Aurora Sinai Medical Center
Aurora St. Luke's Medical Center Family Medicine
CW - Bayshore Pediatrics
CW - Forest Home Pediatrics
CW - Franklin Pediatrics
CW - Good Hope Pediatrics
CW -Greenfield Clinic Pediatrics
CW - Mayfair Pediatrics
CW - Midtown Clinic
CW - Oak Creek Pediatrics
CW - River Glen Pediatrics
Froedtert Forest Home Health Center
Froedtert & MCW Good Hope Health Center
Gerald L. Ignace Indian Health Center*
Milwaukee Health Services Inc. MLK
Heritage Health Center**
Milwaukee Health Services Inc. Issac Coggs
Heritage Health Center**

Outreach Community Health Center**
Progressive CHC - Hillside Family Health Center**
Progressive CHC- Lisbon Ave. Health Center**
Sixteenth Street - Chavez Clinic**
Sixteenth Street - Layton Clinic**
Sixteenth Street - Parkway Clinic**
Sixteenth Street - St. Anthony Schools**
Sixteenth Street - St. Augustine Prep**
Sixteenth Street - St Joseph Academy**
Sixteenth Street- UCC Early Learning Academy**
Zarminali Pediatrics – Wauwatosa

Monroe County, WI

Emplify Health by Gundersen – Sparta Family Medicine
Gundersen Tomah Clinic
Mayo Clinic - Franciscan Healthcare Sparta Family Medicine Clinic
Scenic Bluffs CHC – Cashton**
Scenic Bluffs CHC- Norwalk**

Oneida County, WI

Aspirus Rhinelander Clinic - N Shore Dr Pediatrics
Sanford Health Marshfield Medical Center - Minocqua Pediatrics

Outagamie County, WI

Ascension Medical Group Wisconsin -Greenville
Ascension Medical Group Wisconsin - New London
Ascension NE Wisconsin St. Elizabeth Campus
Aurora BayCare Health Center Kaukauna
Aurora Health Center Seymour
Bellin Health Seymour
Family Care of the Fox Cities, S.C.
Kaukauna Clinic
Mosaic Family Health
Partnership Community Health Center**
Prevea Grand Chute Health Center
Prevea Seymour Health Center
Primary Care Associates of Appleton, Ltd
ThedaCare Physicians APC Fellowship
ThedaCare Physicians - Appleton North / (Encircle Health)
ThedaCare Physicians - Appleton West
ThedaCare Physicians - Black Creek
ThedaCare Physicians - Kimberly
ThedaCare Physicians-New London
ThedaCare Physicians Pediatrics – Appleton

Oconto County, WI

Emplify Health by Bellin Lakewood
Emplify Health by Bellin Octonto Clinic
Emplify Health by Bellin Oconto Falls
NorthLakes Community Clinic Lakewood**
Emplify Health by Bellin Suring

Ozaukee County, WI

CW - Cedarburg Pediatrics
CW - North Shore Pediatrics

Pierce County, WI

M Health Fairview Clinic - River Falls
Western Wisconsin Health – Spring Valley

Polk County, WI

HealthPartners Amery Hospital & Clinic - Amery Family Medicine & Pediatrics
HealthPartners Amery Hospital & Clinic - Clear Lake Clinic
HealthPartners Amery Hospital & Clinic - Luck Clinic
Osceola Medical Center
St. Croix Health - Frederic Clinic
St. Croix Health – Round Clinic
St. Croix Health - St. Croix Falls Clinic
St. Croix Health Unity Clinic

Portage County, WI

Aspirus Plover Clinic - Vern Holmes Drive
Sanford Health Marshfield Medical Center - Stevens Point Pediatrics**
Noble Community Clinics - Stevens Point

Price County, WI

Aspirus Phillips Clinic
Sanford Health Marshfield Clinic - Phillips Center
Sanford Health Marshfield Medical Center - Park Falls

Racine County, WI

Ascension All Saints - Four Mile Road
Ascension All Saints - Green Bay Road
Ascension All Saints Pediatrics - Spring Street Campus
Ascension All Saints - Union Grove
Ascension Wisconsin Health Center - Mount Pleasant

Rock County, WI

Beloit Area Community Health Center**
Beloit Clinic - Pediatrics
Edgerton Hospital and Health Services Fulton Square Clinic
SSM Health Dean Medical Group Janesville East Pediatric Clinic
UW Health Janesville Family Medicine

Rusk County, WI

Sanford Health Marshfield Medical Center – Ladysmith
Oakleaf Clinic Ladysmith

Sauk County, WI

Ho-Chunk Nation House of Wellness*
Mile Bluff Medical Center Delton Clinic
Prairie Clinic
Reedsburg Area Medical Center
Reedsburg Area Medical Center La Valle Clinic
Sauk Prairie Healthcare - River Valley Clinic
SSM Health Dean Medical Group - Baraboo

Sawyer County, WI

Sanford Health Marshfield Clinic - Hayward Center
NorthLakes Community Clinic - Hayward Clinic**
Tamarack Health Hayward Medical Center

Shawano County, WI

Aspirus Birnamwood Clinic

Sanford Health Marshfield Clinic
Wittenberg Center ThedaCare
Physicians - Shawano ThedaCare
Physicians - Tigerton

Sheboygan County, WI

Aurora Health Center - Plymouth
Aurora Health Center Sheboygan - Pediatrics
Prevea Health Center Sheboygan
Prevea Kohler Health Center
Prevea Oostburg Health Center
Prevea Plymouth Health Center

St Croix County, WI

Allina Health River Falls Clinic
HealthPartners Clinic Hudson
HealthPartners Clinic - Somerset
HealthPartners Westfields Hospital & Clinic
Hudson Physicians
Hudson Physicians - New Richmond
Mayo Clinic Red Cedar Glenwood City
Western Wisconsin Health - Main Campus
Western Wisconsin Health – Roberts Clinic

Taylor County, WI

Aspirus Gilman Clinic
Aspirus Medford Clinic

Trempealeau County, WI

Gundersen Ashley Wellness Center / Emplify Ashley Wellness Center
Gundersen Galesville Clinic
Gundersen Tri-County Blair Clinic
Gundersen Tri-County Independence Clinic
Gundersen Tri-County Whitehall Clinic

Vernon County, WI

Gundersen Viroqua Clinic
Vernon Memorial Healthcare La Farge

Walworth County, WI

Aurora Lakeland Medical Center - Family Medicine Residency

Washburn County, WI

NorthLakes Community Clinic - Minong Clinic**

Washington County, WI

Ascension Columbia St. Mary's - Germantown
CW -West Bend Pediatrics

Waukesha County, WI

Aurora Hartland Pediatrics

Aurora Summit Medical Center - Pediatrics
CW - Bluemound Pediatrics
CW - Delafield Pediatrics
CW Forest View Pediatrics
CW - Pewaukee Pediatrics
CW - Southwest Pediatrics
CW - Westbrook Pediatrics
Froedtert & MCW Town Hall Health Center
ProHealth Medical Group Clinic Waukesha
Zarminali Pediatrics

Waupaca County, WI

Thedacare Physicians- Clintonville
ThedaCare Physicians - Iola
ThedaCare Physicians - Manawa
ThedaCare Physicians - Waupaca
ThedaCare Physicians - Weyauwega

Waushara County, WI

MSAW Noble Wautoma**
Noble Community Clinics-Wautoma**
ThedaCare Physicians - Wautoma
ThedaCare Physicians - Wild Rose

Winnebago County, WI

Ascension Medical Group Wisconsin - Deerwood Avenue
Ascension Medical Group Wisconsin - Ninth Avenue / Oakwood Pediatrics
Aurora Medical Center Oshkosh Pediatrics
Thedacare Medical Center - Oshkosh
ThedaCare Physicians - Neenah
ThedaCare Physicians - Oshkosh
ThedaCare Physicians Pediatrics – Neenah

Wood County, WI

Aspirus Doctors Clinic
Aspirus Marshfield Clinic
Sanford Health Marshfield Medical Center - Marshfield Med-Peds/Family Medicine
Sanford Health Marshfield Medical Center - Marshfield Pediatrics