



The Mission ■ Reach Out and Read® prepares America's youngest children to succeed in school by partnering with doctors to prescribe books and encourage families to read together.

Doctors, nurse practitioners, and other medical professionals incorporate Reach Out and Read's evidence-based model into regular pediatric checkups, by advising parents about the importance of reading aloud and giving developmentally-appropriate books to children. The program begins

at the 6-month 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.

The Reach Out and Read (ROR) Model

- In the exam room, doctors and nurse practitioners trained in the developmental strategies of early literacy encourage parents to read aloud to their young children, and offer age-appropriate tips.
- The pediatric primary care provider gives every child ages 6 months through 5 years a new, developmentally-appropriate children's book to take home and keep.
- In the waiting room, displays, information, and gently-used books create a literacy-rich environment. Where possible, volunteer readers entertain the children, modeling for the parents the pleasures – and techniques – of reading aloud.

The Impact as of March 2010

- Reach Out and Read Programs are located in more than 4,535 hospitals and health centers in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands.
- Reach Out and Read serves more than 3.9 million children and families annually.
- More than 6.2 million new, developmentally-appropriate books are given to children annually.
- More than 26,500 medical providers currently participate in Reach Out and Read.
- Community volunteers dedicate more than 350,000 hours of service to Reach Out and Read annually.

The Challenge

- 34% of American children entering kindergarten today lack the basic language skills they will need to learn to read.
- Children who live in print-rich environments and who are read to during the first years of life are more likely to develop stronger reading abilities and enter school prepared to succeed.
- Fewer than half of parents (48%) in the United States read to their young children daily.
- Parents of children living in poverty may lack the money to buy books, may not have easy access to good children's books, and may not themselves have been read to as children.

The Reach Out and Read National Center

- Reach Out and Read is a national, nonprofit, school-readiness organization founded in 1989 at Boston City Hospital (now Boston Medical Center), through a collaboration of pediatricians and early childhood educators.
- Through both public and private funding, the National Center provides funding for books, as well as training and technical assistance, to Reach Out and Read Programs nationwide.
- The Reach Out and Read model is endorsed by the American Academy of Pediatrics and the National Association of Pediatric Nurse Practitioners.
- Fourteen published research studies confirm that the Reach Out and Read model works.

For more information, contact the Reach Out and Read National Center

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