



"Beautiful board and story books are as much a part of my 'doctor bag' as my stethoscope and reflex hammer. Reach Out and Read is fun, cost effective, and most importantly, it works!"

Dr. Mary Ann Woodruff
Tacoma, WA

Current Impact in Washington

- 101 medical practice locations
- 23 counties with programs
- More than 56,000 children served/yr
- More than 94,000 books prescribed/yr
- Growing capacity can provide over 120,000 visits/yr
- More than 450 medical providers participating



The Reach Out and Read Program Model

- At every checkup, Reach Out and Read (ROR) doctors and nurses talk with parents about the importance of reading aloud to their young children, and offer age-appropriate tips and encouragement
- At each well-child visit from 6 months through 5 years of age, medical providers give children a new, developmentally and culturally appropriate book to take home
- In the waiting room, a literacy-rich environment encourages reading and book-sharing among parents, children and volunteers

An Evidence-Based School Readiness Program

Eleven research studies show that Reach Out and Read works. Compared to those not receiving ROR, when families participate

- Parents have more positive attitudes toward books and reading to their children
- Parents read to their children more often
- Children show significant improvement in language skills

The Need to Promote Early Literacy through the Medical Home

- Less than half of children arrive at kindergarten ready for success, and early language skills are essential for healthy development and school readiness
- Most children visit the doctor regularly in the first 5 years of life, and more than half of children born in Washington qualify for Medicaid services
- Most Washington parents trust their child's health care provider as a source of early learning information (71%), and 69% of parents want information about how to support their child's early reading and skills (2008 Washington State Department of Early Learning parent needs survey)

Serving Diverse Populations in Culturally Relevant Ways

- Each clinic provides books which are developmentally, culturally and linguistically appropriate for the families it serves
- Reach Out and Read programs are in urban, rural and suburban settings; serving families from many linguistic and cultural groups, including English language learners, bilingual populations, and immigrant and refugee families
- There are 11 tribal programs in Washington, partnering with tribes and the national American Indian/Native Alaskan Reach Out and Read coalition
- Reach Out and Read supports active duty and reserve military families at 5 military facilities: Madigan Army Hospital, McChord Air Force Base, Bremerton Navy Hospital, Bremerton Navy-Bangor, and Fairchild Air Force Base, partnering with the national military initiative
- Partnering with the national *Leyendo Juntos* initiative to enhance program quality, Reach Out and Read serves a large Spanish-speaking population across the state
- Over 70% of the families served currently in Washington are low-income

Reach Out and Read Washington State

Established in 2007, ROR Washington State organizes its work around four strategies

- **Access:** Recruiting and training medical practices to start Reach Out and Read programs
- **Quality:** Assuring high quality programs through training and technical assistance
- **Sustainability:** Sustaining programs through statewide fundraising and support
- **Integration:** Collaborating with state and local, public and private partners so that Reach Out and Read programs are integrated with early learning efforts, and doctors are engaged in early learning

For more information, contact Reach Out and Read Washington State

Jill Sells MD, Director – jill.sells@reachoutandreadwa.org

Page Pless, Program Director – page.pless@reachoutandreadwa.org

MaryAnn Woodruff MD, Medical Director – maryann@reachoutandreadwa.org

Visit our web site: www.reachoutandreadwa.org

Reach Out and Read Washington State is affiliated with the Reach Out and Read National Center