



Reach Out and Read Washington State

The Mission ■ Reach Out and Read® makes literacy promotion a standard part of pediatric primary care, so that children grow up with books and a love of reading.

The Reach Out and Read (ROR) Model

- In the exam room, doctors and nurses 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 between the ages of 6 months and 5 years a new, developmentally- and culturally-appropriate book to take home at each well-child care visit.
- 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 fun of reading aloud.

The National Impact as of March 2009

- ROR programs are located in 4,535 hospitals and health centers in 50 states, the District of Columbia, Guam, Puerto Rico, and the United States Virgin Islands.
- More than 3.8 million children participate in ROR annually.
- More than 6 million new, developmentally appropriate books are given to families annually.
- More than 52,000 physicians and nurses have been trained in the ROR strategies of early literacy guidance.

The Impact of Reach Out and Read in Washington as of April 2009

- 78 Reach Out and Read Medical Practices in Washington
- 20 of Washington's 39 counties with Reach Out and Read programs
- More than 45,000 books prescribed from July – December 2008
- New programs increase capacity to provide more than 100,000 visits per year
- Over 450 participating doctors, nurse practitioners, and physician assistants

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 (low-income health insurance program).
- 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 parent needs survey: www.del.wa.gov).
- Research shows that Reach Out and Read works. When families participate, parents have more positive attitudes toward books and reading to their children; parents read to their children more often; and children show significant improvement in language skills.

Reach Out and Read Washington State

Established in 2007 to make books part of a healthy childhood across Washington by

- Recruiting and training medical practices to start Reach Out and Read programs
- Assuring high quality programs through training and technical assistance
- Sustaining programs through statewide fundraising and support
- Collaborating with state and local, public and private partners so that Reach Out and Read programs are integrated with medical home and early learning efforts

For more information, contact **Reach Out and Read Washington State**

Jill Sells, M.D., Director – jill.sells@reachoutandreadwa.org or 206-914-1783, or
Page Pless, Program Director – page.pless@reachoutandreadwa.org or 206-271-7982.
Visit our web site: www.reachoutandreadwa.org

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