



Reach Out and Read Washington State

Reading is Doctor-Recommended

ACTION REQUESTED: Continue state funding for Reach Out and Read Washington State (in Department of Early Learning's 2011-13 biennial budget at \$300,000)



"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 Services

- Over 81,000 children & families
- 129 programs in 29 counties
- More than 800 medical providers
- Supporting culturally diverse populations, including 52 community health centers, 16 tribal clinics, and 5 military facilities



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Reach Out and Read supports parents as their child's first teacher with an evidence-based early literacy program in doctors' offices. At each check-up from age 6-months through 5-years, medical providers give the child a brand new book and encourage parents to read aloud at home, offering individualized, age-appropriate advice and support. *Early literacy skills are essential for school readiness, later likelihood of 3rd grade reading proficiency, and subsequent high school graduation. Yet only half of children entering kindergarten in Washington State have age-appropriate language, literacy and communication skills (2011 WaKIDS pilot).* Early Literacy—including Reach Out and Read—is a priority 2011 Strategy in the Washington State Early Learning Plan. **Reach Out and Read is the Department of Early Learning's only literacy line item in the state budget.**

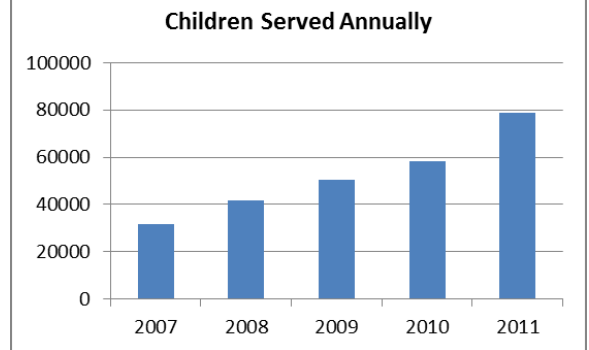
Reach Out and Read Starts Children on a Path to Achieve their Potential
Parents Read Aloud at Home → Early Literacy Skills →
School Readiness → 3rd Grade Reading Proficiency →
High School Graduation → College/Career Ready

A Research-Proven Program Parents Want

14 published research studies have shown Reach Out and Read's effectiveness: parents read aloud more often; and children show significant improvement in language skills

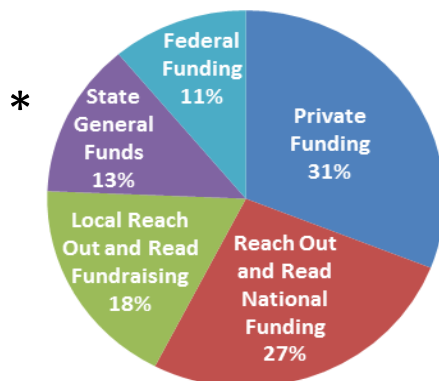
Parents trust early learning information from their child's health care provider more than from any other source (DEL Parent Survey 2008)

Reach Out and Read is highly scalable and cost-efficient, doubling services to parents and children over four years.

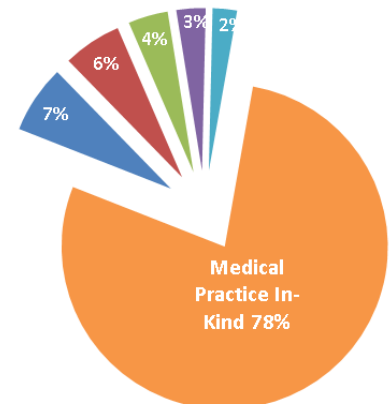


Reach Out and Read costs less than \$15/child/year; only \$2/child/year in state funds

- Each \$1 in General Funds-State leverages \$6 in public and private funds
- Public-private investments leverage three times their value in donated services by medical providers (over \$4 million/year if one values each one-on-one visit at \$25)



Reach Out and Read Washington Funding Sources



Funding Sources Including Donated Doctor Services