



CAROLINAS

WHERE GREAT STORIES BEGIN™

SOCIAL IMPACT
+
INNOVATIONS

RESULTS



T **TOGETHER**, we are leading the way and changing the conversation. Together we are focused on maximizing our impact throughout the Carolinas.

By changing the way parents interact with their children daily around language and literacy, we will prepare children for **LIFELONG SUCCESS**. We do this through a two-generational lens and with an understanding of social determinants of health, and their impacts on the lives of children and families throughout the Carolinas.

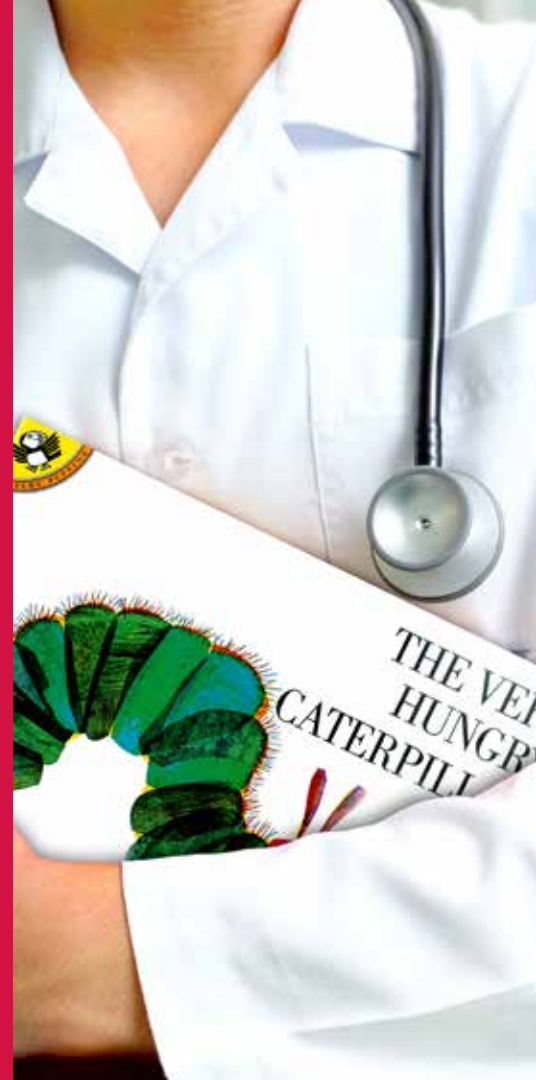
We support and **BUILD STRENGTHS AND SKILLS** in parents to have healthy families and strong communities.

We know **THE WHOLE SYSTEM MATTERS**. It matters how parents are supported. It matters what kids experience in the home. It matters how they interact with their communities. Their social capital matters. This larger understanding of our work is critical and represents a more accurate view of the role and work of Reach Out and Read Carolinas.

We are changing the way we see our work. We are changing the way we talk about our work. We are changing the way we envision our role. We are **CRITICAL AGENTS OF CHANGE** leading the way through innovative social impact, and we're seeing results!

We're excited about what we can **ACCOMPLISH TOGETHER!**

— The RORC Team + Advisory Board



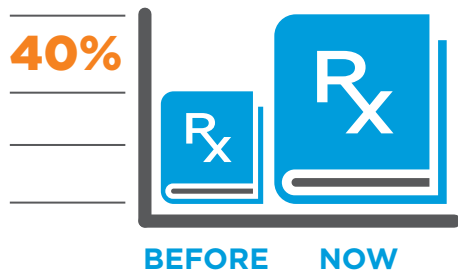
BEGINNING AT BIRTH

Reach Out and Read plays a critical role in the lives of young children and their families. It supports bonding, early brain development and love of learning.

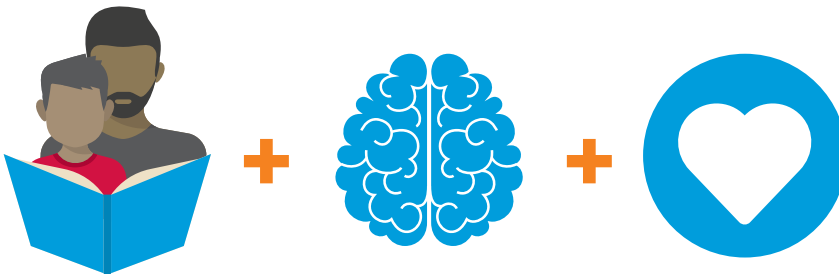
SUPPORTING FAMILIES FROM



We are starting Reach Out and Read at birth.* We are reaching families earlier to help build healthy brain development, relationships and routines.



We are increasing dosage by 40%



During well-child visits, the medical provider prescribes reading by modeling read-aloud strategies while teaching and training the parent about how to share books and why it is important. Parents are engaged in the conversation as the medical provider offers anticipatory guidance and emphasizes how reading brings families together.

*We are currently piloting in select communities.

OUR REACH ACROSS THE CAROLINAS

NORTH CAROLINA AND SOUTH CAROLINA

433

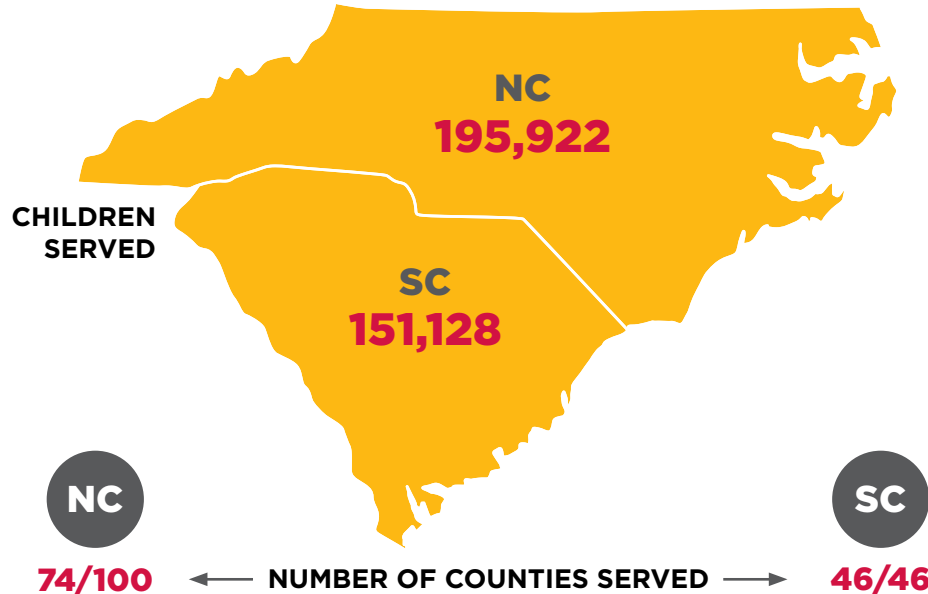
participating clinics
and hospitals

1,448

Reach Out and
Read-trained medical
providers

595,726

books prescribed
in the Carolinas



OUR IMPACT

41,756

new children
in 2017



CHILDREN SERVED ANNUALLY

FY15 **230,486**

FY16 **305,294**

FY17 **347,050**

MEDICAL ENGAGEMENT AND TRAINING

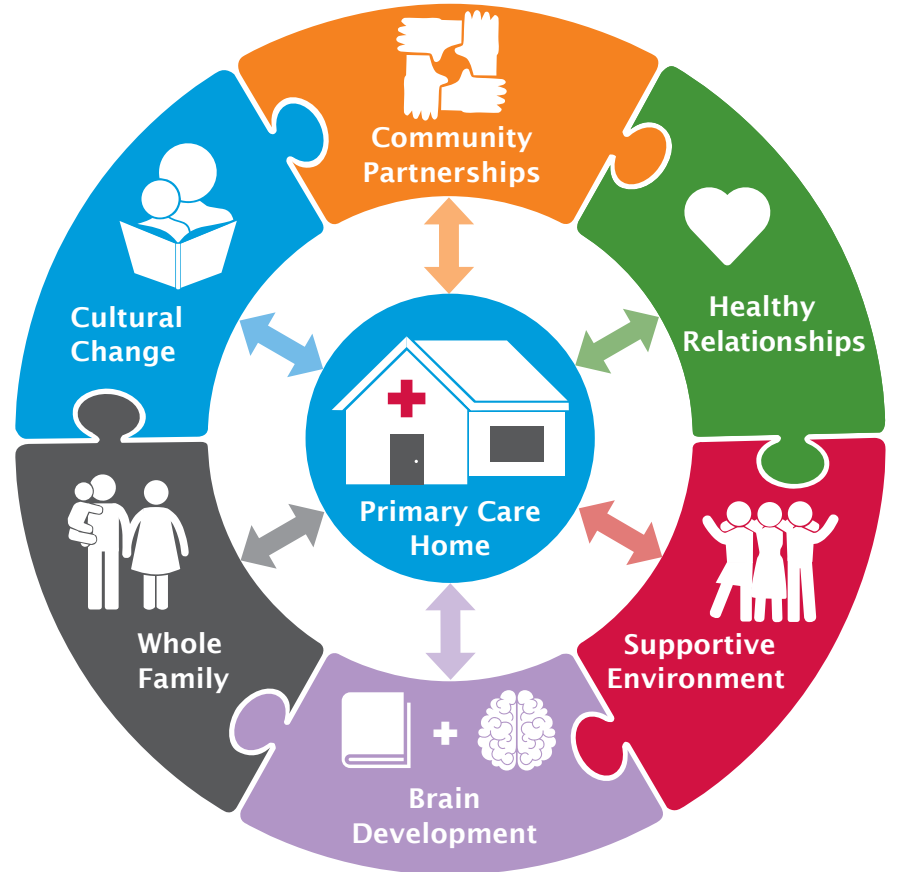
The Reach Out and Read intervention is unique for its unparalleled access to children through the medical home, supporting families through the trusted voice of the medical provider.

Therefore, the way we train, support and engage our medical providers is critical. They have a special vantage point and understand how social determinants of health (poverty, literacy, housing, food insecurity, access to parenting supports) affect health.

Together, as social impact partners, we are leading the way to change.

21 FAMILY PRACTICE AND PEDIATRIC RESIDENCY PROGRAMS HAVE REACH OUT AND READ EMBEDDED.

100% OF PEDIATRIC RESIDENCY PROGRAMS IN NORTH AND SOUTH CAROLINA INCORPORATE REACH OUT AND READ INTO TRAINING.



BOOTS ON THE GROUND

Our Program Specialists provide technical assistance and support around model implementation and fidelity, training and logistics.



39,393 miles traveled across the Carolinas



301 site visits



372 trainings and orientations

CREATING A NETWORK OF SUPPORT



117 community and partner meetings

HIGH QUALITY INTERVENTION



“”

I saw the powerful impact of Reach Out and Read during my residency where we were trained to promote literacy and early exposure to books as an essential part of the parent-child relationship.

DR. NICH KELLEY

MEDICAL DIRECTOR & CLINICAL
ASSISTANT PROFESSOR AT
SPARTANBURG PEDIATRIC HEALTH
CENTER, GREENVILLE HEALTH SYSTEM

BUILDING RELATIONSHIPS

Dr. Nich Kelley, medical director and clinical assistant professor at Spartanburg Pediatric Health Center, Greenville Health System, was introduced to Reach Out and Read during his residency.

When he joined his clinic in Spartanburg, S.C., he knew that Reach Out and Read was going to be a critical part of the culture in his practice. This integration has catalyzed conversations in the community around supporting children and families. It also has ignited strong and innovative partnerships with the Spartanburg County Library, Spartanburg Academic Movement, Converse College, Junior League of Spartanburg, Mary Black Foundation and Meeting Street Academy.



Dr. Nich Kelley

“It allows my clinical visit to be more efficient and effective,” he says. “It allows interaction in the well-child visit that goes beyond the typical ‘list of questions’ and allows you to observe developmental milestones and interactions between the parents and the child you may not otherwise notice.”

Most importantly, “it builds a wonderful relationship between you, a child and his or her family – all centered around reading.”

SOCIAL SYSTEMS INTERNSHIP

Converse College and Reach Out and Read Carolinas have entered into an innovative internship and partnership – the first of its kind in the nation for Reach Out and Read!

Through the lens of Reach Out and Read, this internship opportunity offered a deep dive into the aspects of system building in a community to better support children and families. By focusing on the areas of research and evaluation, funding, systems thinking and data collection, this internship provided the opportunity to learn how the social systems environment works and what it takes to create lasting impact. We're excited to replicate this internship in other communities throughout the Carolinas.

Social system interns show the books they use to promote literacy in the pediatric practice.



“ ”

The experience
broadened
my outlook,
introducing new
perspectives
and transferable
skills for
my field.

ELAINA SMITH
DEAF EDUCATION MAJOR
2017

STAFF AND BOARD MEMBERS

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Our Goal:

To serve all kids in the Carolinas, starting with those in poverty.

OUR SUPPORTERS

Donations received between July 1, 2016-June 30, 2017

\$100,000+

State of South Carolina Education Improvement Act Funds



\$25,000+



The William R. Kenan, Jr. Charitable Trust



\$10,000+



THE CHAPIN FOUNDATION

The Glass Foundation



Central Carolina Community Foundation



The Marty Tomberg Charitable Fund
A part of the Tomberg Family Philanthropies



\$5,000+

- All In Team Foundation
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- North Carolina Medical Society
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- Publix Super Markets Charities
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- South Carolina Ports Authority
- TE Connectivity
- Wells Fargo Carolinas
- Winer Family Foundation
- Winston Salem Foundation
- Alamance Community Savings Bank Fund
- Alamance County Farm Bureau
- Beaver Family Foundation
- Cara Lee Powell Priest Endowment for Johnston County

\$1,000+

OUR SUPPORTERS

\$500+

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Great Smokies Health
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\$250+

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\$150+

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