

Beyond Medicine: Reach Out and Read + Community Partnerships



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COMMUNITY PARTNERSHIPS + INITIATIVES

Community partners, including providers, nonprofit and business leaders, government agencies and other local community members collaborate and align systems to achieve a common vision. Across states and communities, partners are working together to ensure that more children in all families succeed in school and life. Together, communities are leading the way and changing the conversation; focusing on important predictors of success for children and families.

Communities are becoming more aware of the challenges facing children and families from low-income backgrounds. Skills gaps exist between socio-economic, racial, and ethnic groups engendering a less equal start in life for children. During the first three years of life when 80% of brain development occurs, early stress can change brain architecture. Proficiency in reading by the end of third grade enables students to master the more complex subject matter they'll encounter in fourth grade curriculum and beyond. Unfortunately, two-third of fourth graders in the US are not proficient readers, and more than four out of every five low-income students miss this critical milestone.

Engaged communities mobilized to remove barriers, expand opportunities, and assist parents in fulfilling their roles and responsibilities to serve as full partners in the success of their children.

WHAT IS THE ROLE OF THE PROVIDER?

Primary care providers are one of the most critical gateways to reaching young children and families. They are on the front line delivering interventions, like Reach Out and Read, to those who need it most. Providers are critical collaborative partners who can influence attitudes, behaviors, or beliefs that affect the health and wellbeing of children and families. Their knowledge is important in helping other partners determine strategies for their interventions, and helps to promote and integrate positive social, cultural and environmental influences on children's health.

Primary care providers are advisors, key players in supporting parents and caregivers, and provide families core community linkages to partner organizations. Healthy communities support healthy children, and providers are well positioned to serve as a community partner advocating for children and families. They provide comprehensive healthcare, helping families build strong foundations for optimal life course outcomes.

HOW REACH OUT AND READ CAN HELP PROVIDERS?

Reach Out and Read partners with medical homes and primary care providers to support bonding, early brain development and a love of learning for young children and their families. At every interaction with families, through our partnership, Reach Out and Read is committed to ensuring the intervention is moving from transactional to transformational; helping families share stories and bond together.

Literacy is a foundational component of long term social impact – the positive impacts for families and communities. Reach Out and Read serves the whole system through a two-generational lens. The literacy intervention build strengths and skills in parents to have healthy families and strong communities. Together, we are building those critical moments in the lives of families in our shared communities.

RESOURCE: <https://www.aap.org/en-us/advocacy-and-policy/community-advocacy/Pages/Community-Advocacy.aspx>
<http://www.aafp.org/advocacy.html>

To learn more about the value of Reach Out and Read in Pediatric Primary Care, please visit www.rorcarolinas.org.

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