

# POWER OF RELATIONSHIPS, ROUTINES & READING

FY2018 Impact Report



Reach  
Out  
& Read®



CAROLINAS

# Dear Friends,

As I reflect on the last twelve months, I am filled with gratitude for the many partners who have worked with us to help children and their families thrive. I eagerly look forward to the coming year and our continuing focus on intentional **skill-building and resilience in families**, and **positive bonding between children and parents**. Simply stated, the healthy relationships and interactions that children have in their early years, including moments centered around snuggling up with a book or a story, are the building blocks for success.

It is well-established that shared reading can help **develop strong parent-child bonds** that last a lifetime, **buffering toxic stress and building resilience**. **Literacy is a core skill and early childhood is the critical stage for equipping children for a lifetime of success**. Reach Out and Read's **two-generational focus** helps move primary care to a more comprehensive approach to child and family health.

I am excited to share the review of our work over the past year in this impact report.

Here we go – onward together into another successful year. Thank you for the role you played in this work.



Callee Boulware, *Executive Director, Reach Out and Read Carolinas*



# OUR MODEL

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Doctors, nurse practitioners and other medical professionals incorporate Reach Out and Read's evidence-based, three-part model into regular checkups from birth through age five.



In the exam room, primary care clinicians trained in the developmental strategies of early literacy encourage parents to read aloud to their young children and offer age-appropriate tips.



The primary care provider gives every child from birth through five years old a new developmentally-appropriate book to take home and keep.



Throughout the clinic, displays, information and gently used books create a literacy-rich environment. Where possible, volunteer readers entertain the children, modeling for parents the pleasures – and techniques – of reading aloud.

This intersection of health and literacy is building strengths and skills in parents and caregivers to create healthy families and strong communities. And, we're seeing results!

## Our Mission

Reach Out and Read gives young children a foundation for success by incorporating books into pediatric care and encouraging families to read aloud together.

## Our Vision

Our vision in the Carolinas is to provide a medically based literacy intervention for all children birth through five across North and South Carolina, beginning with families living in poverty. By changing the way parents interact with their children daily around language and literacy, we will prepare children for lifelong success.



# OUR IMPACT ACROSS THE CAROLINAS



**82/100**

**COUNTIES  
SERVED**

**46/46**

**50**

**NEW CLINICAL LOCATIONS  
IN FY2018**

**19**

**22,750**

**ADDITIONAL CHILDREN  
IN FY2018**

**22,138**

**368,183**  
children served  
annually

**479**  
participating  
clinical locations

**1,771**  
Reach Out and  
Read-trained  
medical providers

**44,888**  
new children  
served in 2018

# WHY REACH OUT AND READ WORKS

## Skill-Building for Parents

When a provider uses a book as a tool during a checkup, it creates an opportunity to support families in understanding children's developmental milestones. Research shows that books effectively increase parental knowledge of the expected growth and development of their children and encourage social and emotional bonding between parents and babies.

We are also exploring how Reach Out and Read may support decreased maternal depression and increase parental enjoyment of time spent reading with their children.



## Relationships and Resilience

Research demonstrates that our two-generation approach supports a baby's healthy development by creating early attachment experiences. When caregivers create routines, such as reading together, the baby feels secure, safe and loved.

We know shared reading can help develop strong parent-child bonds that last a lifetime, buffering toxic stress and building resilience.

## Reading Aloud Daily

When parents and caregivers snuggle with their children and hold them in their laps while sharing books, these simple, everyday interactions stimulate optimal patterns of brain development and strengthen parent-child relationships at a critical time in child development.



## Early Brain Development

Building on the growing research-based understanding of the developing brain, we know that 80 percent of brain growth happens before the age of three. Reach Out and Read is committed to supporting families in everyday moments to foster early brain development in their young children.



# WHY REACH OUT AND READ WORKS

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## Books Are Tools for Developmental Surveillance

Books prescribed during Reach Out and Read visits are tools for families and medical providers. Just as the stethoscope is an instrument used to listen to a child's heartbeat, a book is a valuable tool for primary care providers to evaluate cognitive, motor, social and emotional development.



## Literacy-Rich Environments, Home Libraries and Language

Our clinics create a literacy-rich environment in the medical home, exposing children to additional print concepts, connecting them to community resources, and encouraging parent-child interactions while offering authentic opportunities to become engaged with books.

## We're Listening, Learning and Adapting

We're consistently innovating to meet the needs of a changing landscape. As the importance of the medical home continues to grow, we are helping providers understand how to utilize Reach Out and Read throughout their interactions with families to go beyond literacy.





# OUR PROGRAM SPECIALISTS

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



**Emily Bartels**

"Over the past 12 years, my position has evolved from simply making sure each site has funds and books for the Reach Out and Read intervention to cultivating deeper relationships with each site. The result is that I have been able to help connect providers to resources in their communities that support their families, and I now have a deeper understanding of more comprehensive program quality at each site and more robust partnership with our provider leaders in the clinic."



**Kelly Baxter**

"One of the parts of the job that I like most is bringing on new sites. It is rewarding to experience the excitement providers have as they begin using the Reach Out and Read intervention to deepen supports for their families. Orientations give me a chance to ensure Reach Out and Read best practices are implemented throughout the clinics while assuring compliance and quality."



**Jackie Lorge**

"Sharing information with providers about how their Reach Out and Read interaction in the exam room can go beyond prescribing literacy is very important to me. Time is often limited for providers, so explaining how the book can serve as a jumping-off point to discuss topics like daily routines, healthy eating, and how constructing a positive experience around reading together can serve as a protective factor in times of trauma to help build resilience in families, is invaluable."



**Anna McBee**

"High-quality programs and model fidelity begin with relationship building. Building relationships with site coordinators, office staff and providers is essential to our work. Once a foundation of mutual trust and respect is built, I see not only model fidelity increase, but also notice a greater passion for the Reach Out and Read program, resulting in more meaningful conversations and connections with families."



**Gail Phillips**

"With the support of our clinics we are able to strengthen families by identifying and building partnerships with local organizations and resources, providing services for the whole family. In our continued support of parents, and with the commitment of communities, together we are preparing our children for lifelong success."



**Amber Pierce**

"Building community partnerships and nurturing those relationships is critical to the success of any initiative. We all are looking to cross the same finish line and build resilient children who are healthy and successful, so it's essential that we work together. I am so thankful for the partnerships we have with friends like Smart Start, Read Charlotte, Healthcare Systems, Early Intervention, school systems, libraries, and so many others who work together with me and with our Reach Out and Read clinical locations to build strong families."

**HIGH QUALITY  
INTERVENTION**

# WHAT WE'VE BEEN UP TO

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## Online Learning Community

Our online learning platform officially launched in October 2017. Today, we have seven public courses and one private course supporting learning for 617 members – and growing! We are adding new courses each month!



## New Reach Out and Read Carolinas Website

Our new website showcases a clear message of who we are, what drives our work, and how we're innovating.



## Rolling Back to Birth

We are in the process of starting Reach Out and Read at birth, giving medical providers up to four additional touch points to reach families in their child's first six months of life to help build healthy brain development, relationships and routines. In 2014, the American Academy of Pediatrics issued a landmark policy statement promoting literacy as "an essential component of pediatric primary care" starting with the first well-child visit for all children. The statement references Reach Out and Read as an effective intervention to engage parents and prepare children to achieve their potential.



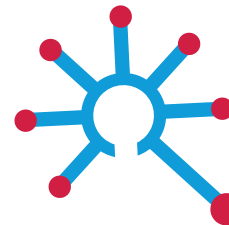
## Reach Out and Read Carolinas Podcast

Our first podcast launched this year, led by Dr. Perri Klass, hosting a conversation about ROR, toxic stress and the [groundbreaking] Adverse Childhood Experiences study. Head to our website to check it out!



## Quality Conversations

Engaging with our providers to get a deeper understanding of how the Reach Out and Read intervention integrates into the clinic at each site helps us better understand the program quality in each clinic, and allows individualized assistance at the sites to continue improving quality and pushing for strong fidelity to the model.



## Site Expansion

Wow – we expanded to 69 additional clinical locations, reaching more children and their families and building incredible partnerships across the Carolinas! This was a targeted expansion, focusing on high-need areas and gaps in our service.



# REACH OUT AND READ CAROLINAS STAFF AND BOARD MEMBERS

## STAFF

Emily Bartels, *Program Specialist*

Kelly Baxter, *Program Specialist*

Callee Boulware, *Executive Director*

Drew Laurens, *Director of Development*

Jackie Lorge, *Program Specialist*

Anna McBee, *Program Specialist*

Carolyn Merrifield, *Regional Programs Director*

Suzanne Metcalf, *Communications Director*

Candace Perry, *Regional Support*

Gail Phillips, *Program Specialist*

Amber Pierce, *Program Specialist*

Teandra Ramos-Hardy, *Director of Medical Engagement*

## ADVISORY BOARD

NC

Katie Benston, *Community Volunteer*

Matt Ferraguto, *Eckel & Vaughan*

Todd Nicolet, *UNC Gillings School of Global Public Health*

SC

Laura Bordeaux, *Zeus Industrial Products*

Leigh D'Amico, *USC College of Education*

Cal Hurst, *TD Bank*

Lindsay Leonard, *The Boeing Company*

David Tayloe, M.D., *Goldsboro Pediatrics*

Karen Ponder, *Ponder Early Childhood*

Matt Perry, *Vista Advisors/Ameriprise Financial*

Susan Taylor, *Community Volunteer*

Michael Wren, *Davidson & Lindemann, P.A.*

## MEDICAL LEADERSHIP COMMITTEE

Dr. Molly Benedum

Betty Flemming, R.D.

Dr. Dave Tayloe

Leigh D'Amico, Ph.D.

Dr. Ken Roberts

Dr. Chuck Willson

Dr. Elizabeth Erickson

Dr. Sara Ryder

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After modeling reading to a child with a parent present, nothing warms my heart more during a well-child visit than hearing a parent start to read their new book to their child as I'm leaving the room.

**Dr. Michael Foxworth II,**  
Florence, SC



# OUR SUPPORTERS

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## \$100,000+

Boeing - South Carolina  
Smart Start of North Carolina\*  
State of South Carolina  
United Way of the Midlands

## \$25,000+

Barnes & Noble\*  
Charlotte Mecklenburg Community Foundation  
ChildTrust Foundation  
Durham County  
Early Learning Partnership of York County\*  
James Family Foundation  
The William R. Kenan, Jr. Charitable Trust  
Mary Black Foundation  
Novant Health  
Palmetto Health  
Sisters of Mercy Foundation of North Carolina  
Skeebo Foundation  
UNC Health Care\*

## \$10,000+

Atrium Health  
The Beaufort Fund of the Coastal Community Foundation  
Burke Literacy Council\*  
The Chapin Foundation  
The Community Foundation of Western North Carolina  
Frances P. Bunnelle Foundation  
United Way of Greenville County  
James H. Cummings Foundation  
The Jolley Foundation  
Park Foundation  
Tannenbaum-Sternberger Foundation  
Tomberg Family Philanthropies  
UnitedHealthcare of North Carolina  
Winer Family Foundation

## \$5,000+

All In Team Foundation  
Bertsch Family Charitable Foundation, Inc.

Burlington Pediatrics, P.A.  
Charlotte Hornets Foundation  
Darlington County First Steps\*  
Delta Dental of North Carolina  
Dr. Bruce Snyder  
E. Rhodes and Leona B. Carpenter Foundation  
The Glass Foundation  
The Harold H. Bate Foundation  
LabCorp  
Susan and Alec Taylor  
United Way of Chatham County

## \$2,500+

Alamance Community Foundation  
Alamance Regional Medical Center  
Blanche and Julian Robertson Family Foundation  
BlueChoice HealthPlan Medicaid  
Caldwell Memorial Health Foundation  
Community Foundation of Richmond County

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Craven County Community Foundation  
Eastern Band of Cherokees Community Foundation  
Glen Raven  
The Morningstar Foundation  
New Hanover County Community Foundation  
South Carolina Ports Authority  
TE Connectivity  
Wells Fargo

### **\$1,000+**

The Benevity Community Impact Fund  
Alamance County Farm Bureau  
Allstate Good Hands for Literacy  
Candace and Matthew Perry  
Dr. Brooke Hata  
Duke University Community Care Fund  
Elon University  
First United Methodist Church - Myrtle Beach  
Johnston County Community Foundation

Kate Swanson and Hayes Mizell  
Kernodle Clinic  
Michelin North America  
Mr. and Mrs. Allen Shifflet  
Mr. and Mrs. Howard McJunkin  
Mr. Todd Nicolet and Dr. Evan Gatti  
Publix Super Markets Charities  
Robeson County Community Foundation  
Dr. Sallie Permar and Mr. Matt Ferraguto  
Schmidt-Nielsen and Claesson Family Fund  
Swain County Community Foundation  
The Eric Anderson Weigel Memorial Fund of CFWNC  
The Mary G. And George E. Morris Charitable Fund  
Waccamaw Community Foundation  
The Winston-Salem Foundation  
North Carolina State Employees Combined Campaign

### **\$500+**

American National Bank  
Jan Beiting  
Benston Family Foundation  
Nadine Bray  
Central Carolina Community Foundation  
Chandler Concrete Company, Inc.  
Roslyn Crisp  
Dr. Charles W. Derrick Jr.  
Eileen Fisher  
Gilliam Coble & Moser, LLP  
Great Smokies Health Foundation  
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Primrose School of Greenville  
Carol and Mike Van Der Kieft  
Mrs. Susan Webber

\*Non-cash donation program supporters



**CAROLINAS**

[rorcarolinas.org](http://rorcarolinas.org)