

Making  
*moments* Matter  
FY2019 ANNUAL REPORT



Reach  
Out  
& Read®



CAROLINAS

# Making Moments Matter

The snuggles on the couch. Reading together. Giggles at the dinner table. Singing together in the car. Talking while cruising up and down the grocery store aisles. Playing games that stimulate the mind and imagination. A soothing hug. A playful game of peek-a-boo. Big or small, these everyday moments have the potential to positively impact the development of a child's brain and as a result, impact their health, happiness and ability to learn.

The early moments of a child's life matter – and their impact can last a lifetime. By interacting with and responding to a child, parents and caregivers are stimulating the neural connections that build the foundation of brain development – and a child's future. In addition, these moments build family strengths and resilience, and support the healthy relationships families need.

They include talking, playing, reading and singing. They include love.

By changing the way families interact together with their children daily, we help develop strong parent-child bonds that last a lifetime, buffer toxic stress and build resilience.

And, we know making these moments together matter!

Reach Out and Read Carolinas (RORC) is focused on #MakingMoments with our providers through medical engagement, online trainings and extending our model.

RORC is focused on #MakingMoments for our families through shared reading and those language-rich, close moments between parent and child. RORC is #MakingMoments with our community through strategic partnerships and innovative collaborations.

## Moving into our new fiscal year, here's what we will be working on:

**Whole child:** RORC considers the health and well-being of the whole child - not just his/her literacy achievement. RORC acknowledges and respects the influence of families on the child and strives to help families build strong, loving relationships.

**Evidence- and data-based:** RORC makes decisions reflecting evidence-based practices with consistent evaluation of the available data. If there is not evidentiary support for a practice, RORC strives to add to the research base through pilots and meaningful project evaluation.

**Partners:** RORC develops deep partnerships with providers and the community. Partnerships are strategically considered to ensure a strong fit with RORC's mission and vision.

**Leadership:** RORC is a leader in the early childhood experience across communities, organizations and policy leaders in the Carolinas.

**Sustainable practices:** RORC operations are designed to ensure long-term sustainability with an eye toward scalability.

**High-quality implementation:** RORC projects demonstrate a high-quality implementation of the ROR model.



Callee Boulware, Executive Director, Reach Out and Read Carolinas



# The RORC Model

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 education offer age-appropriate tips and encourage parents in building daily routines that include reading aloud to their young children.

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 share stories with 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!**



## RORC's Mission

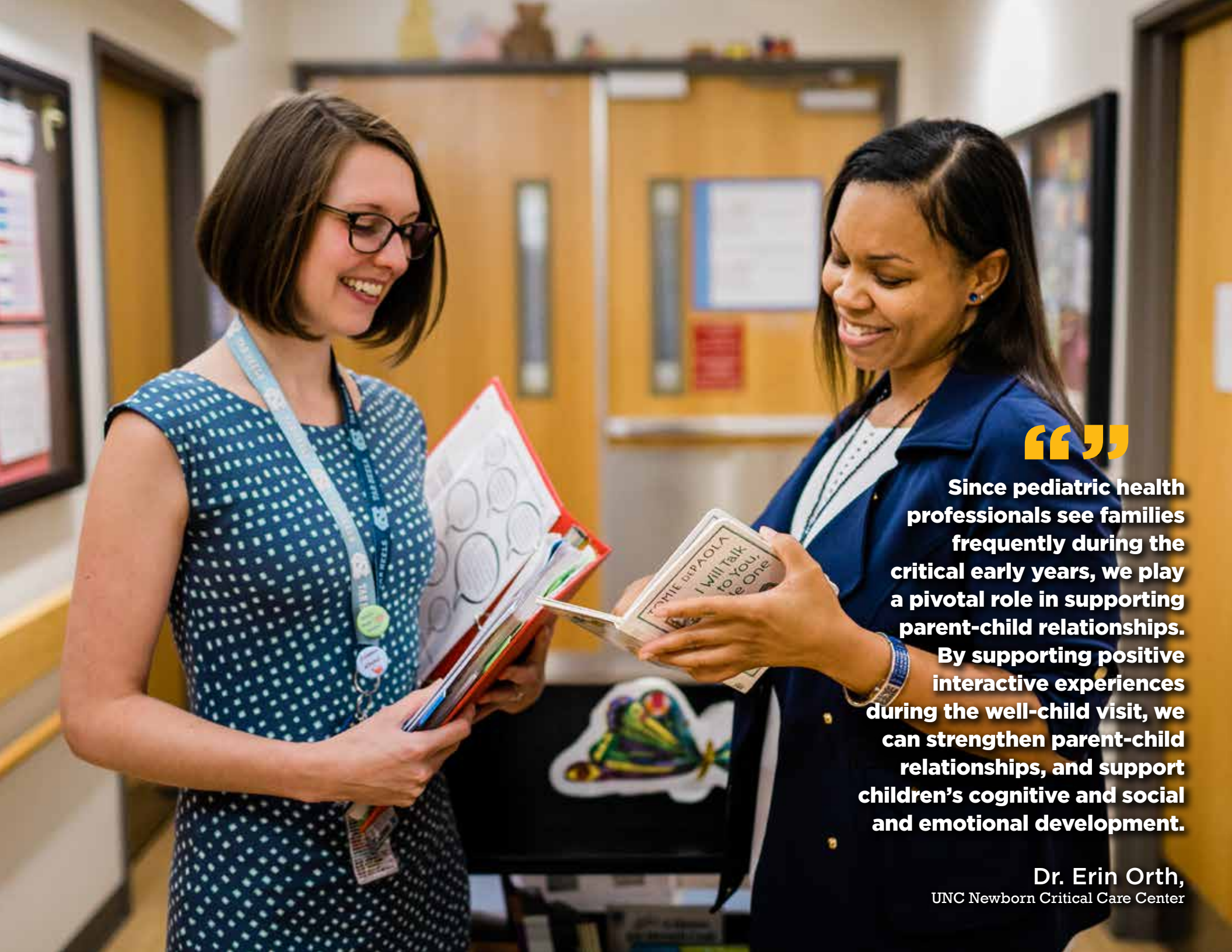
Reach Out and Read gives young children a foundation for success by incorporating books into pediatric care and encouraging families to read aloud together.

## RORC's 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.







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**Since pediatric health professionals see families frequently during the critical early years, we play a pivotal role in supporting parent-child relationships. By supporting positive interactive experiences during the well-child visit, we can strengthen parent-child relationships, and support children's cognitive and social and emotional development.**

**Dr. Erin Orth,**  
UNC Newborn Critical Care Center



# Moments Matter:

## BUILDING RELATIONSHIPS



**Meet Teandra Ramos-Hardy,  
Director of Medical Engagement**

The Reach Out and Read intervention is unique with its unparalleled access to families in the medical home through the trusted voice of the provider.

Therefore, the way we train, support and engage our medical providers is critical.

By changing the way primary care providers are trained, we will help ensure the healthy development of children, while building healthy, resilient families and strong communities.

Integrating ROR into early training for providers as residents is critical to helping future pediatric providers acquire skills to care for their patients while delivering family-centered care. As primary care providers, they will use interventions like Reach Out and Read to help families build everyday routines, focused on their strengths and healthy time together.

Our partnership with 70 percent of residency programs in the Carolinas gives us the opportunity to build efficient systems to seamlessly embed ROR in resident education and training curriculums, as well as recommend scholarly activities, research and QI topics for projects. Through the development of online trainings and courses, residents have access to additional learning opportunities teaching them about parental engagement, promoting foundational literacy skills development, and making moments matter.

This is a culture change. We know that the more engaged providers and staff members are, the better the outcomes for children, families and the clinic. Primary care providers are critical players in the early childhood system, and their training, support and engagement are critical in maximizing the touchpoint of the medical home.

### HIGHLIGHTS

Over  
**16**  
online courses  
created in  
partnership with  
providers



Participated in  
**17**  
medical  
stakeholder  
conferences and  
meetings



Launched  
RORC's  
Continuing Medical  
Education Program



Fine-tuned  
RORC Fellowship  
Initiative





# Program Specialist Work

## MOMENTS IN OUR COMMUNITY

Every day, more than **1,245** families leave health check-ups across North and South Carolina with a prescription to read aloud and the tools to help make everyday moments matter.

And, every day our team of RORC program specialists crisscrosses the Carolinas working to ensure the **533+** ROR locations have the tools and information they need to make Reach Out and Read successful and impactful in their communities. By supporting high-quality program implementation, the program specialists help the Reach Out and Read intervention become part of the standard of care at participating sites, and integrate and align with early childhood systems work in communities across the states.

Program specialists support the quality implementation of the ROR model in all local programs through targeted technical assistance, training, engagement and community connectivity. They work with providers and clinic staff to assess model fidelity using specific quality metrics; identify areas for improvement and create action plans; deliver support; and pinpoint additional implementation needs.

**The program specialist serves as a critical driver to increase quality and visibility across the Carolinas.**





▶ Our program specialists serve as a bridge connecting providers and their clinics to community conversations and resources while working together to build a system of care that reinforces the important impact of shared reading, building home libraries, and setting young children and their families on a path toward success.

▶ Centering Pregnancy at Mountain Area Health Education Center and Prisma extends the ROR model to pregnant moms. Through this partnership, moms receive a prescription for reading and three books before the baby comes, with a fourth book at the six-week postpartum visit.



▶ Jackie loads up with bookmarks, books, posters and stickers as she heads into a medical clinic. Every day ROR Carolina's six program specialists crisscross the Carolinas visiting partners and working to ensure Reach Out and Read is implemented with fidelity.



▶ Of the **533** ROR locations in the Carolinas, **307** have earned a High-Quality Program classification. Sites receive this distinction when they meet high-quality programming milestones and implement ROR with a high degree of model fidelity including maintaining at least **85%** medical provider training; identifying an on-site champion; creating a literacy-rich environment; and developing and utilizing efficient systems for book tracking, funding and data.

▶ Program specialists support programs in the selection and ordering of books to meet the needs of their patients. And, they assist sites in determining efficient book tracking processes for accurate data collection and reporting.



▶ A sneak peek at what's in Emily's trunk!





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**STAFF,  
BOARD  
& DONORS**

## LEADERSHIP TEAM

Callee Boulware, Executive Director  
Drew Laurens, Director of Development  
Carolyn Merrifield, Carolinas Program Director  
Suzanne Metcalf, Communications Director  
Teandra Ramos-Hardy, Director of Medical Engagement

## PROGRAM SPECIALISTS

Emily Bartels, Western NC & Upstate SC  
Kelly Baxter, Eastern NC  
Jackie Lorge, Central NC  
Anna McBee, Midlands & Lowcountry SC  
Gail Phillips, Midlands SC & Coastal  
Amber Pierce, Piedmont NC

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Candace Perry, Regional Support (NC & SC)

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Leigh D'Amico  
Dr. Ellie Erickson  
Dr. Ken Roberts  
Dr. Sara Ryder  
Dr. David Tayloe  
Dr. Todd Vedder  
Dr. Chuck Willson

## \$100,000+

Atrium Health  
The Boeing Company  
State of North Carolina  
State of South Carolina  
The Vanguard Group

## \$50,000+

Anonymous Trust  
Barnes & Noble Booksellers  
ChildTrust Foundation  
Durham County  
James Family Foundation  
Novant Health  
The Leon Levine Foundation  
United Way of the Midlands

## \$25,000+

Charlotte Mecklenburg Community  
Foundation of FFTC  
Louise Oriole Burevitch Endowment of NCCF  
Mary Black Foundation  
Molina Healthcare of South Carolina  
North Carolina Partnership for Children  
Sisters of Mercy North Carolina Foundation  
The Community Foundation of Western  
North Carolina  
United Way of Greenville County  
Winer Family Foundation

## \$10,000+

Coastal Community Foundation  
Hillsdale Fund  
Park Foundation  
Select Health of South Carolina  
The Chapin Foundation  
Tomberg Family Philanthropies

## \$5,000+

All In Team Foundation  
Bertsch Family Charitable Foundation, Inc.  
Darlington County First Steps  
E. Rhodes and Leona B. Carpenter Foundation  
Frances P. Bunnelle Foundation



## **\$5,000+ (cont'd)**

Moses Cone Health  
Susan and Alec Taylor  
The Glass Foundation  
The Mary G. And George E. Morris Charitable Fund  
United Way of Chatham County  
United Way of Haywood County  
United Way of Horry County

## **\$2,500+**

Alamance Community Foundation  
All About Books  
Craven County Community Foundation of NCCF  
Delta Dental of North Carolina  
Guilford County Partnership for Children  
New Hanover Regional Medical Center Auxiliary  
Dr. Sallie Permar and Mr. Matt Ferraguto  
Matthew and Candace Perry  
Scholastic, Inc.  
South Carolina Ports Authority  
TE Connectivity  
Union County Community Foundation of FFTC  
Wilmington Woman's Club

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

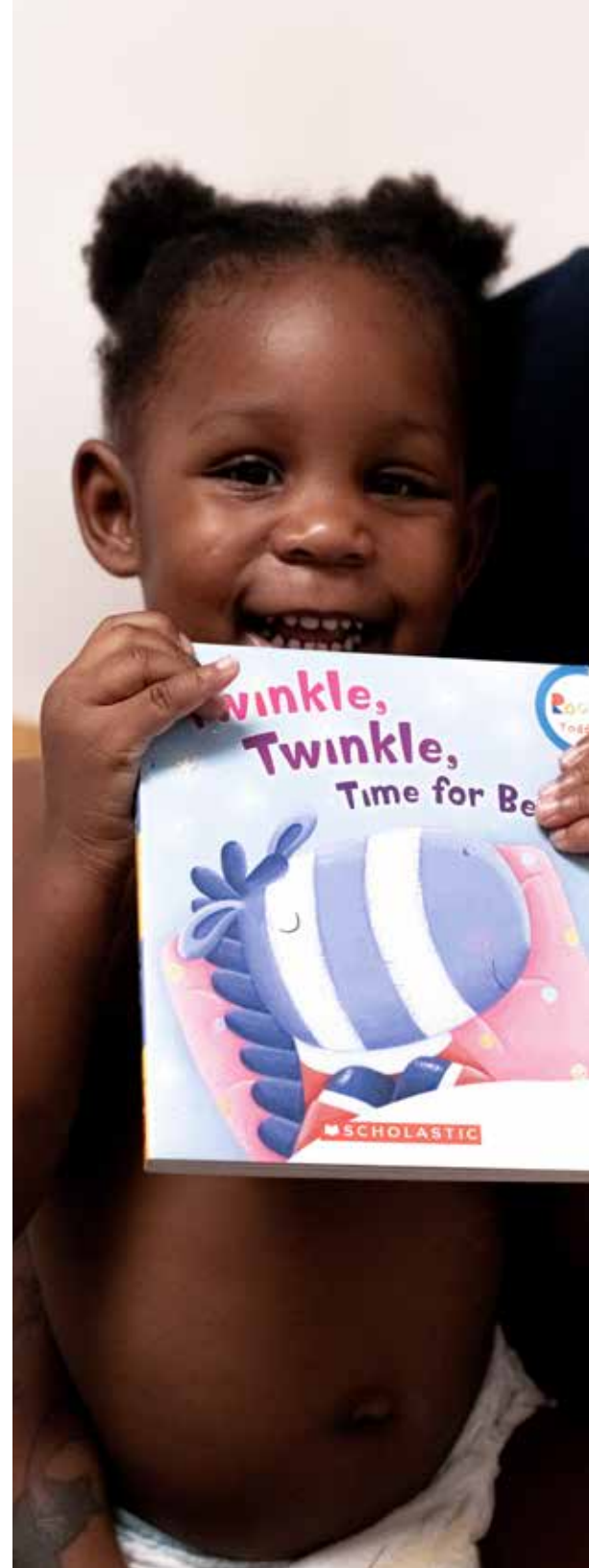
Alamance County Farm Bureau  
CarolinaEast Health System  
Central Carolina Community Foundation  
Dr. Charles W. Derrick Jr.  
Eastern Band of Cherokees Community  
Foundation of NCCF  
Eric Anderson Weigel Memorial Fund of CFWNC  
Dr. Anne Farash  
First Bank  
First United Methodist Church - Myrtle Beach  
Dr. Brooke Hata  
Johnston County Community Foundation of NCCF  
Dr. Susan Kreissman and Dr. Philip Breitfeld  
Drs. Evan Gatti and Todd Nicolet  
Richard T. Chatham Fund of the Winston-Salem  
Foundation  
Mr. and Mrs. Allen Shifflet  
Kate Swanson and Hayes Mizell  
Wells Fargo Carolinas

## **\$500+**

Alamance Crossing  
Benston Family Foundation  
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Mr. and Mrs. Nicholas Cianci  
Delta Lambda Kappa Psi (106)  
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Openfields  
Karen Ponder  
Roxboro Rotary Foundation  
Southwestern Child Development Commission  
Swain County Community  
Foundation of NCCF  
Mike and Carol van der Kieft  
Mr. and Mrs. James Wilkes

Donations of \$500 and below are listed on our  
website at [www.rorcarolinas.org](http://www.rorcarolinas.org).

# Thank You!





**Reach Out and Read Carolinas has partnered with the North Carolina Partnership for Children and local Smart Start affiliates across the state since 2012. This ongoing collaboration enhances the quality and delivery of Reach Out and Read by providing additional local supports, resources and deeper community connections for ROR clinical locations.**



# Program Support Partners

**Thank you to the many partners who help make RORC happen in communities across the Carolinas! This year, we were proud to work with the following affiliates:**

Alamance Partnership for Children  
Alexander County Partnership for Children  
Anson County Partnership for Children  
Beaufort-Hyde Partnership for Children  
Buncombe Partnership for Children  
Burke County Literacy Council  
Cabarrus Partnership for Children  
Albemarle Alliance for Children and Families  
Carteret County Partnership for Children  
Caswell County Partnership for Children  
Region A Partnership for Children  
Chowan-Perquimans Smart Start Partnership  
Columbus County Partnership for Children  
Craven Smart Start  
Partnership for Children of Cumberland County  
Children and Youth Partnership for Dare County  
Darlington County First Steps  
Smart Start of Davidson County  
Smart Start of Davie County  
Duplin County Partnership for Children  
Durham's Partnership for Children  
Downeast Partnership for Children  
Smart Start of Forsyth County  
Franklin-Granville-Vance Partnership for Children  
Partnership for Children of Lincoln & Gaston Counties  
Guilford County Partnership for Children  
Henderson Smart Start Partnership for Children  
Partnership for Children of Johnston County  
Lee County Partnership for Children  
Partnership for Children of Lenoir and Greene Counties  
Madison County Partnership for Children & Families  
Montgomery County Partnership for Children  
Partners for Children and Families of Moore County  
Smart Start of New Hanover County  
Orange County Partnership for Young Children

Smart Start of Pender County  
Randolph County Partnership for Children  
Richmond County Partnership for Children  
Rockingham County Partnership for Children  
Smart Start Rowan  
Stanly County Partnership for Children  
Stokes Partnership for Children  
Smart Start of Transylvania County  
Wake County Smart Start  
Wilkes Community Partnership for Children  
Smart Start of Yadkin County  
Early Learning Partnership of York County  
United Way of Chester County

**We would like to recognize the following partners and participating program sites for supporting book budgets through internal clinic investments or community resources in FY19:**

Ahoskie Pediatrics  
Apex Pediatrics  
Benson Area Medical Center  
Carolina Pediatrics of the Triad  
Cleveland County Public Health Center  
Kids Count Pediatrics  
Lumberton Children's Clinic  
New Hanover Regional Medical Center  
Raleigh Children and Adolescents Medicine  
Roxboro Internal, Sports, and Pediatric Medicine  
Sandhills Pediatrics  
UNC Physicians Network



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