

A photograph of a man and a young girl with curly hair reading a book together. The man is on the left, smiling, and the girl is on the right, also smiling. They are both looking at the book. The background is blurred, suggesting an outdoor setting.

Reach
Out
& Read®



READ ABOUT *our* REACH

FY2021 IMPACT REPORT

Thank You

Reach Out and Read's work has proved critical during the pandemic. It is in such times of anxiety that children most need to feel safe and loved – and one of the best ways to support and engage children is to share stories together.

Reading together promotes bonding and builds strong emotional connections. When children are cuddled in the lap of a loving caregiver, enjoying a book together, they feel secure, despite the turmoil in the outside world.

To match the scale of what is needed to realize our vision of serving all children ages 0-5 years old through the Reach Out and Read model, our region has expanded to include serving Reach Out and Read providers in Virginia and Washington, D.C. We have worked diligently to put the right structures in place to allow us to grow sustainably.

We've also worked across the region to expand the Reach Out and Read integration into more residency training clinics and programs, increase access to the intervention serving military families, grow the number of clinics starting ROR at birth, and invest in book diversity and inclusion initiatives to help children and families feel safe and supported.

As always, thank you for your support in helping make everyday moments matter to children, families and Reach Out and Read providers and partners across the region including Virginia, Washington, D.C., North Carolina and South Carolina.



Callee Boulware

Regional Director, Reach Out and Read

Why ROR Matters

The simple act of reading aloud together helps lay the foundation for a lifelong love of reading and learning.

These moments spent together with a book build resilience and support the healthy relationships families need to thrive.

Our work is especially vital because we reach children early when their brains are still developing. By integrating ROR into medical settings, we can impact more than 90 percent of young people while strengthening families and our communities.



Our Model

Reach Out and Read has a three-part research-based model to promote brain development in children and healthy relationships in families:



1 The Primary Care Provider – coaching and building skills in parents; modeling and supporting early brain development and strong relationships: During well-child visits, the doctor 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 provider offers anticipatory guidance and emphasizes how reading brings families together.

2 The Book: Each child is given a new, culturally and developmentally appropriate book to take home, building a collection of 10-15 new books in the home before the child goes to kindergarten.

3 Literacy-Rich Environment and Resources: Clinic environments support literacy-rich messaging and resources to families, aiding providers in community-health resources and assisting parents in daily literacy activities with their children.



By integrating literacy promotion into primary care visits, we are ensuring **every family** can make reading aloud together part of their daily routines.

This happy, healthy part of growing up delivers

lifelong benefits.

SUPPORT THROUGH COVID

ROR's ongoing response to the pandemic has included providing resources for our families and providers.

Online courses and a telehealth training video were created to provide guidance for providers on:

How to deliver Reach Out and Read via telehealth

How to address stress and anxiety through shared reading

How to create a personal connection virtually

We heard from so many ROR providers that being able to support families during their time of extreme stress and anxiety, using the book as a tool to open conversations, was critical. The last year has been hard on our medical providers, and ROR gave them a bright spot in what could be long days. We also heard that the routine of receiving a book put a smile on so many faces.

Especially during these times of stress and uncertainty, and particularly for families with young children, prescribing reading together as a family is one of the most important prescriptions I write. A book is far more than words and pictures on a page. It's a catalyst for precious moments spent together.

ROR Provider
Virginia

BACK TO BIRTH

Beginning Reach Out and Read at birth emphasizes the importance of supporting parents and families from the beginning.



A baby's brain forms millions of neuronal connections in the first six months of life. This is the perfect opportunity to start a shared reading routine.

Foundational relationships are very important, and they start really early. Reading, talking, and singing to infants early helps set up strong bonds for families. Those early relationships are foundational to a child's healthy development.



Supporting families from the beginning helps them build important routines from the earliest days of life – focusing on time spent together, snuggled up with stories.

272 MEDICAL PRACTICES starting ROR at birth

4 MEDICAL PRACTICES integrating ROR into Centering Pregnancy



LISTEN TO OUR BOOK SHARING FROM BIRTH PODCAST EPISODE ▲

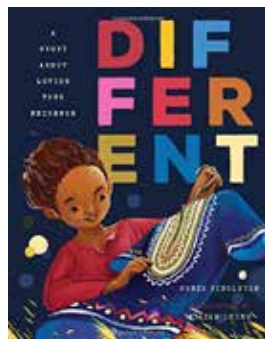
BOOKS AND DIVERSITY

As an organization, we are committed to the role of the medical home and the opportunity of the provider to integrate strategies, like Reach Out and Read, into the primary care office to ensure families feel safe, welcome, and represented. **Through this project, we seek to:**

- 1 Influence, expand, and enhance access to high-quality, culturally responsive books to foster shared reading and emotional connection, including influencing and expanding the marketplace to bring new and more diverse authors, books and stories to market.
- 2 Collaborate with stakeholders in project development and implementation and reflect on the initiative's role within the scope of the ROR mission.
 - Consider the value of families' choice in the books they would like to share and enjoy together.
 - Develop and integrate parent and provider voice and leadership.
- 3 Engineer knowledge by researching and conducting evidence-based strategies that support our ROR provider network and build protective factors within the family unit and the community:
 - Develop training supports for providers to best support families in the exam room.

This is a multiyear journey, and progress is being made all the time. A few exciting updates:

- **Different** book pilot in partnership with author Chris Singleton in South Carolina
- 300 **Different** books distributed to ROR sites in South Carolina thanks to funding from Boeing and Trident United Way.



50 NEW AUTHORS & BOOKS
added to the ROR library



DIFFERENT
AUTHOR,
CHRIS
SINGLETON,
READS THE
BOOK TO
HIS SON

REACHING MILITARY FAMILIES



Military families experience significant amounts of stress and disruption to family life due to their service. This stress can have lifelong effects on children's mental and physical health. Reading aloud together is a proven strategy to strengthen the parent-child bond and to help children cope with stress and anxiety.

Children in military families are more likely to be children of color, have low family incomes, or have experienced trauma—all factors associated with the potential for lower school performance. Reach Out and Read can help to mitigate all of these risk factors.

12 PARTNERSHIPS with military bases across the region

21,565 CHILDREN ON MILITARY BASES across our region going home with prescriptions to read with their families

11 ROR CLINICS serving military families received intensive coaching and technical assistance

2 NEW PARTNERSHIPS with military bases added in FY 2021 with more to come as part of our expansion plan



TRAINING THE NEXT GENERATION OF ROR PROVIDERS

The single best way to influence the practice of medical providers is to reach them during their training, as they form their understanding of the standard of care.

Research shows residents who participated in formal training(s) were more likely than those who did not participate in formal training to distribute books, provide relevant anticipatory guidance, model shared reading, use books as tools for developmental assessment, and give the book to the child at the beginning of the visit.

All of these practices are important for ensuring high-quality implementation for families, and what should be addressed in training the next generation of providers.

We also know residents often take these lessons with them into their practice, where they establish ROR programs that they maintain throughout their careers.

Reach Out and Read is integrated into residency programs across the region:

100%
of pediatric
residency clinics
in SC, NC, VA, DC

70%
of Family Medicine
residency programs
in NC

33%
of Family Medicine
residency programs
in DC

79%
of Family Medicine
residency programs
in SC

40%
of Family Medicine
residency programs
in VA

Other important medical partnerships:

- We partner with **schools and colleges of nursing** to educate and train the next generation of Nurse Practitioners who will become primary care providers.
- We partner with **physician assistant programs** to educate and train the next generation of physician assistants who will become primary care providers.



“The goal of the family medicine residency program is to train the next generation of family physicians to positively impact the communities they serve through health education and family advocacy.”

LISTEN TO ONE
OF OUR ROR
DOCTORS TALKING
ABOUT USING
BOOKS TO OPEN
CONVERSATIONS



Dr. Joshua Ferrell, MD

Associate Program Director for Family Medicine at
Sampson Regional Medical Center, NC



Thank you

FOR YOUR DETERMINATION
TO CONTINUE ROR AND YOUR
RESILIENCE THROUGHOUT
THE PANDEMIC.

Since research in brain development has shown reading aloud helps to build connections between written and spoken words, increases attention span, and enforces bonding, it is never too early to begin that process.

LaVern Morris

Administrator of the Reach Out and Read Program
at Children's Hospital of The King's Daughters in
Norfolk, VA



MEDICAL DIRECTORS FOR REACH OUT AND READ



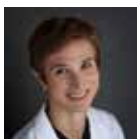
Dr. Bergen Nelson
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Dr. Jenny Tender
Medical Director, Washington, D.C.



Dr. Anna Miller-Fitzwater,
Medical Director, North Carolina



Dr. Martha Edwards
Medical Director, South Carolina

“

Knowledge is everything, and not being able to have a book is so sad for a child. Kids can get sucked into technology and miss the important part of reading and writing that you get from books. We have to slow down and focus on that.

Joan Hammond
Parent to 13-month-old Kai Hammond whose growing ROR library is a constant source of entertainment.

ROR BY THE NUMBERS

2,973

TRAINED ROR PROVIDERS

across NC, SC, VA, and DC



1,826

across NC



739

across SC



383

across VA



25

across DC

665

PARTICIPATING CLINICS & HOSPITALS

across NC, SC, VA, and DC

352

across NC

204

across SC

97

across VA

12

across DC

487,499

CHILDREN SERVED across

NC, SC, VA, and DC

231,045

across NC

141,397

across SC

95,255

across VA

19,752

across DC

OUTCOMES FOR CHILDREN



Children's language development is improved by **3-6 months**



Children's language ability improves with increased exposure to Reach Out and Read

OUTCOMES FOR FAMILIES



Parents are **2.5X** more likely to read to their children, and **2X** more likely to read to their children more than **3X** a week



Families are **2.5X** more likely to enjoy reading together or have books at home

OUTCOMES FOR QUALITY FAMILY ENVIRONMENTS



Clinics see **improved** relationships with patients



Participating clinics report **improved** clinic culture and commitment to local communities



TEAMWORK

At ROR, we know our most valuable asset is our human capital. As a team, we are committed to the people who make the ROR intervention work every day. Not only are we committed to efficiency, but we are delighted in our impact together.

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Kelly Baxter, Program Manager, North Carolina

Callee Boulware, Regional Director

Deb LaRoche, Program Manager, Lowcountry South Carolina

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In addition to direct donors and funders of Reach Out and Read, we are also proud to partner with a host of organizations in communities helping to support the book resources needed to sustain and grow high quality Reach Out and Read programs throughout our 4-state geography.

Ahoskie Pediatrics

Alamance Books for Children

Alamance Partnership for Children

Albemarle Alliance for Children and Families

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Anson County Partnership for Children

Apex Pediatrics

Archdale-Trinity Pediatrics

Buncombe Partnership for Children

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Caswell County Partnership for Children

Children and Youth Partnership for Dare County

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Coastal Children's Clinic

Columbus County Partnership for Children

Cone Health Center for Children

Craven Smart Start

Darlington County First Steps

Duke Primary Care

Duplin County Partnership for Children

Early Learning of York County

Franklin-Granville-Vance Partnership for Children

Greenville County First Steps

Guilford Partnership for Children

Henderson Smart Start Partnership for Children

Imprints Cares

Iredell County Partnership for Children

KidzCare Pediatrics

Lee County First Steps


Lee County Partnership for Children

Lumberton Children's Clinic

Madison County Partnership for Children

Marlboro County First Steps

Martin/Pitt Partnership for Children



Literature transforms human experience
that reflection we can see our own lives
human experience. Reading, then, beco
readers often seek their mirrors in book

Montgomery County Partnership
for Children

MTW District Health

New Hanover Regional Medical
Center

Newberry County First Steps

Northampton County Health
Department

Orange County Partnership for
Young Children

Partners for Children and Families
of Moore County

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Cumberland County

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Johnston County

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Partnership for Children of Lenoir
and Greene Counties

PRATT Healthcare and Pediatrics

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Medicine

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Children

Region A Partnership for Children

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Children

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Children

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e and reflects it back to us, and in
s and experiences as part of a larger
comes a means of self-affirmation, and
KS.

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\$100,000+

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of South Carolina
Foundation
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**Reach
Out
& Read®**



As we look forward to the next 30 years, Reach Out and Read is committed to expanding and deepening our impact on the families and children we serve. We aspire to harness our three decades of experience, our proven model, and our extensive network into an even more powerful force for change, using the primary care platform to support early foundational relationships and the next generation of primary care providers.

This is our *Next Chapter.*

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reachoutandread.org