



# IF YOU GIVE A CHILD *a book...*

FY2022 IMPACT REPORT





Reach Out and Read is **simple** and *powerful*.

If a medical provider gives a child a book starting with their newborn well-child visit, families begin to understand the importance of reading aloud together with their child and the importance of the everyday moments they share.

Families learn that reading aloud together with their children is the single most important action they can take to develop strong parent-child bonds that last a lifetime, support the critical development of their child's brain and strengthen resilience.

*Making moments together matters.*

In partnership with clinicians, funders, health systems and many other partners, we are creating a system of care for families, focused on the moments that matter and the role of these moments in healthy development. Every single day we strive to provide all children with a strong foundation, cognitively, socially, physically and emotionally, giving them the best possible start to life, leveling the playing field for all children, and building strong, resilient families.

Throughout this impact report, you'll learn how we're working in deep partnership with many key stakeholders, with equity at the forefront to achieve our mission. Outcomes for children, families and communities — and the relationships we build together — are always at the heart of what we do.

**We cannot wait to share more about:**

- Expansion of ROR to communities that need it the most and reaching more families.
- Providing responsive, proactive support to medical clinics — supporting them in delivering a high-quality program with fidelity to their families.
- Learning, growing and thoughtfully meeting the needs of the families we serve.

Our work this year took the **support of each and every one of you.** Without you, our work would be **impossible**.



**Callee Boulware**

Regional Director, Reach Out and Read







## OUR *vision*

Our vision is to provide a medically based literacy intervention that becomes part of the standard of primary care for all children birth to 5 years of age. Using books as tools, Reach Out and Read empowers providers to positively impact families and caregivers in their daily interactions with children through shared language and stories.

## OUR *model*

Changing the way  
providers are trained.



Reach Out and Read uses a public health framework to promote safe, stable, nurturing relationships as a standard of care in and out of the well-child visit.

Reach Out and Read works because it's embedded into preexisting medical systems. We transform the well-child visit experience for both the provider and patient and offer an effective strategy for improving child health outcomes by incorporating early literacy promotion into primary health care.

Reach Out and Read is *powerful*, cost-effective, and scalable.

When medical providers deliver our model with high fidelity, children and families realize the outcomes shown in our evidence base.



**The Primary Care Provider – coaching and building skills in parents and caregivers; 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 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.



**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.



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



# *expansion* **NORTH CAROLINA**

*When you support families beginning at birth...*

**You promote healthy brain development and provide an opportunity for families to build powerful, lasting bonds.**



MCHP chose to invest in ROR because we know what an impact literacy has on our children's future health and well-being. Anything that we can do to help improve the literacy of our children will have a large positive impact on our community.

**Kendra Rumback, PA-C,**  
Mountain Community Health Partnership

Reach Out and Read's innovative partnership with the North Carolina Department of Health and Human Services and Medicaid expands and strengthens our work across North Carolina.

Through this partnership we are:

- **Extending Reach Out and Read to begin ROR** at the first visit after birth, and all new ROR programs will begin this way going forward.
- **Expanding Reach Out and Read** to have a footprint in **all 100 counties** in the state.
- **Continuing a focus on model fidelity and program quality**, deepening the impact of ROR across the state.



**NORTH CAROLINA** *by the numbers...*

**2,150** **TOTAL PROVIDERS**

**241,419** **CHILDREN SERVED ANNUALLY**

**381** **SITES**  
with ROR

# *oral health* **SOUTH CAROLINA**

*When a child gets a book about their teeth...*

**Through ROR, families are reminded about the importance of establishing healthy routines for overall healthy development of their children.**



With this quick and simple intervention, we have been able to not only promote the importance of life-long oral health habits but also to encourage parent and child bonding by reading aloud together and building daily routines that incorporate reading and brushing.



**Blakely Amati, MD, FAAP,**

Medical Director, Prisma Health Center for Pediatric Medicine and the South Carolina American Academy of Pediatrics Chapter; Oral Health Advocate

Reach Out and Read providers are incorporating books on healthy dental hygiene and positive messages about teeth and dental visits, and the importance of reading a book at bedtime.

The **ROR Oral Health Initiative** in South Carolina is sponsored by the BlueCross BlueShield of South Carolina Foundation and supports ROR-trained providers in giving children and their families brand-new, age-appropriate books with oral health themes, along with having important conversations about building daily routines.



**SOUTH CAROLINA** *by the numbers...*

**910** **TOTAL PROVIDERS**

**144,729** **CHILDREN SERVED ANNUALLY**

**208** **SITES with ROR**







# training + support VIRGINIA

*When you have support, training and coaching...*

**ROR is implemented with high-quality and fidelity.**



The conversations the book opens with families are critical to the child's development and learning.

**Dr. Amy Harden,**  
MountainView Pediatrics

With the investment of a ROR program manager in Virginia, MountainView Pediatrics in rural Virginia receives the support, training and resources necessary to implement a high-quality ROR program.



We have had books abundant, training on model implementation and coaching support. It has meant the world to our program!

**Dr. Amy Harden,**  
MountainView Pediatrics



**VIRGINIA** *by the numbers...*

**580** TOTAL PROVIDERS

**94,909** CHILDREN SERVED ANNUALLY

**94** SITES with ROR

# *great partners* **WASHINGTON, D.C.**

*If you are introduced to ROR in residency...*

**You implement it everywhere you go throughout your career to build a strong system of support for the children and families you serve.**



During well visits, ROR trained clinicians talk with parents about the benefits of reading aloud and sharing with their young children beginning at birth. We show them how to hold books to best engage their children, and how to interact with the text and images to help them follow along. We share advice for talking about stories with infants, toddlers, and preschoolers. Families gain a deeper understanding of why they should make reading a daily habit, and leave inspired to cuddle up with their young one and a book.

**Dr. Alsan J. Bellard Jr.,**

Chief Medical Officer, Community of Hope in Washington, D.C.

Reach Out and Read is a critical component of any community creating a continuum of supports for children and families. ROR medical clinics serve as nexus points for the ROR intervention that supports families in learning how to create a daily literacy-rich routine together.



**GREATER WASHINGTON, D.C.** *by the numbers...*

**254** TOTAL PROVIDERS

**59,308** CHILDREN SERVED ANNUALLY

**57** SITES with ROR







# FOCUS ON *quality*

Every day our program managers support the quality implementation of ROR in all local programs through:



**RESPONSIVE  
AND PROACTIVE  
SUPPORT**



**IN-PERSON  
AND VIRTUAL  
COACHING**



**CONTINUOUS  
ENGAGEMENT**



**COMMUNITY  
CONNECTIVITY**

Their work is critical to deepening our impact by positioning ROR as an integral player in communities by offering universal and individualized support for the foundational early relationships that define the trajectory of a young child's life.

**The ROR program managers serve as a critical driver to increase quality and visibility and strengthen relationships.**

**740** **PROGRAMS**  
across the region

**381**  
sites

**208**  
sites

**94**  
sites

**57**  
sites

**3,548** **TRAINED PROVIDERS**  
across the region

**540,445** **CHILDREN SERVED**  
across the region

**WITH  
ROR**

- ☒ Greater provider satisfaction
- ☒ Increased compliance with well-child visits
- ☒ Increased healthy development of children
- ☒ Whole child metrics met
- ☒ Comprehensive care metrics met
- ☒ Community benefits goals met

# WHEN YOU GIVE A CHILD *a book...*

The books give the child something to focus on and you can watch the parent child interaction and reinforce the positive behaviors. It also gives you a chance to model interactions.... eg. pointing and saying what animal is this, can you show me something in the book that is red. So even if the parents are functionally illiterate, you provide them a way to educate their child.



**Dare County Department of Health and Human Services, Public Health Division**

Manteo, NC

Parents and children are both thrilled to receive a book at each WCC. The kids look forward to it as they get older. I never get through a WCC without talking about reading every day and there is no question that ROR is an excellent reminder!

**Provider**

Georgetown, SC

I just had a 2 1/2-year-old giggle uproariously to the silly cars and trucks in Richard Scarry's board book "Cars and Trucks." The mom had never heard him laugh so hard in response to a book and she was impressed how he kept going back to the pages that tickled him. Parents' reactions to their children reading books encourages them to read to them and sometimes it takes the office interaction for them to see this.

**Provider**

Lexington, VA





Getting in a shipment of bilingual books was life changing for an 8-year-old who had recently come in to our practice for a visit. The child did not speak English, but he lit up when he was given a book with words that he knew (Spanish) and he could share the story with his mother who did not read.

### Provider

Williamsburg, VA

Many times, parents will come back to a well check and report how much their child loved the book that they received at the previous visit. They often describe the book as their "favorite" and it is clear by the wear and tear when they show it to me that it is a well-loved and frequently shared item. Warms my heart that we can do this for these families through ROR!

### Provider

Georgetown, SC

The excitement on a young child's face (who has been homeless and moving around a lot) when she receives her book to take home along with other goodies (non-food). I usually give an extra book that I have purchased myself.

### Provider

Norfolk, VA

Family with 3 kids comes into the clinic for their annual physical. The first thing the children say is "Can I have a book today?"

### Provider

Alexandria, VA



# 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 fulfilled by our impact together.

## FY2022 STAFF

**Pam Bacot**, Senior Program Manager, North Carolina

**Emily Bartels**, State Director, South Carolina

**Kelly Baxter**, Program Manager, North Carolina

**Callee Boulware**, Regional Director

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*Thank you*  
TO OUR  
MEDICAL  
DIRECTORS

Dr. Martha Edwards | South Carolina

Dr. Anna Miller-Fitzwater | North Carolina

Dr. Bergen Nelson | Virginia

Dr. Jenny Tender | Greater Washington, D.C.



“Every family that has received a book has been very appreciative and excited. It provides a great opportunity to discuss literacy with the families that I serve and to help evaluate developmental milestones.”





s part of their well-child visits has  
provides a physical reminder for me to  
see. I have also been using the books  
nes.

**Kendra Rumback, PA-C**

# OUR SUPPORTERS

## **\$100,000+**

Atrium Health  
BlueCross BlueShield of South Carolina Foundation\*  
Dogwood Health Trust  
Kaiser Permanente Mid-Atlantic  
State of North Carolina  
State of South Carolina  
The Duke Endowment\*  
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## **\$50,000+**

Anonymous Trust  
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## **\$20,000+**

BlueCross BlueShield of North Carolina  
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Sisters of Mercy Foundation  
Smart Start of Mecklenburg County  
United Way of the Midlands

## **\$10,000+**

Coastal Community Foundation  
Foundation for a Healthy High Point  
Health Services for Children with Special Needs  
Magnolia Blossom Foundation  
Main Street United Methodist Church  
Memorial Foundation for Children  
Newport News Shipbuilding  
Pickens County First Steps  
PNC Carolinas  
Shelton Hardaway Short, Jr. Trust  
The Mary G. and George E. Morris Charitable Fund

Mrs. Susan Webber  
Dr. Elizabeth Wolf and Dr. John Silverman

## **\$5,000+**

Laurens County First Steps  
Bertsch Family Charitable Foundation, Inc.  
Reach Out and Read Fund for Charlottesville at the Charlottesville Area Community Foundation  
E. Rhodes and Leona B. Carpenter Foundation  
Newberry County First Steps  
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**\*Multi-year donations**

Donations below \$500 will be listed  
on the web version of this report at  
[www.rorcarolinas.org](http://www.rorcarolinas.org).





Reach  
Out  
& Read®



ROR's two generation, *evidence-based* model helps move primary care to a more comprehensive approach to meet the health care needs of children and families. The intervention lives at the intersection of health and literacy, and trained *medical providers* use *books* and anticipatory guidance as valuable tools to talk to parents and caregivers about what's happening in their life; challenges and opportunities; and the *benefits of reading aloud* to their young children.

NORTH CAROLINA | SOUTH CAROLINA | VIRGINIA | WASHINGTON, D.C.

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