

Reach Out and Read *is* **PREVENTION**



**Reach
Out
& Read®**



2023 IMPACT REPORT

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



At Reach Out and Read (ROR), we believe that prevention begins with investing in families and fostering safe, stable, nurturing relationships and communities. Research shows that lifelong health is connected to and positively correlated with the development of literacy skills. We also know that the development of literacy skills relies on emotional connections, interactive exchanges, and positive childhood experiences. Reach Out and Read supports both the development of literacy skills through discussion of age-appropriate literacy milestones and the important underlying emotional connections by fostering crucial moments together. ROR is a preventative health intervention that supports overall healthy development.

As a tier-one public health intervention, the ROR model plays a crucial role in aiding both clinicians and families during primary care visits. In the formative years of a child's life, checkups offer consistent support to children and their adult caregivers. At each of these visits, the ROR intervention serves as an essential tool for clinicians while also functioning as a resource for families, fostering the enhancement of healthy routines and relationships. By incorporating this public health approach to early relational health into their practice, clinicians focus on the fundamental goal of positive child development.

Over the past year, ROR has grown our footprint and successfully scaled in communities across the region. This expansion enables us to touch the lives of even more children and families through the trusted voice of their medical clinician.

We recognize that relationships are at the heart of our success. Our work is possible through the essential relationships we have with our partners, supporters, and, most importantly, clinicians and families.

As we celebrate our successes, it is essential to acknowledge that our work is far from complete. We are excited to be on this journey and will need your continued support to ensure we fulfill our commitment to the community. Thank you in advance for your continued partnership!



Callee Bouleware
Regional Director



Scan to view
Callee's video
message



Powerful Public Health Intervention



ROR is more than a just literacy program; it is a proven and powerful public health intervention.

By embedding ROR into routine healthcare visits, we reach families at a crucial point in their children's lives through the trusted voice of their medical clinician.

This approach allows us to address social drivers of health and provide families with the tools they need to nurture their child's cognitive, emotional, and social well-being.

Through partnerships with healthcare systems, community organizations, and policymakers, ROR contributes to a broader public health agenda focused on early childhood development and creating foundations of success.

Our Model



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 clinician prescribes reading by modeling read-aloud strategies while teaching and training 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.



As a passionate advocate for child and family well-being, I understand the value of Reach Out and Read. This program not only promotes early literacy and school readiness but also nurtures the parent-child social and emotional bonds which helps to foster healthier families and communities. Reach Out and Read exemplifies the profound impact that early relational interventions can have on our children and family well-being. I love Reach Out and Read because it embodies families, caregivers and professionals with knowledge and support to create brighter futures for our children.

Yvonne Copeland, MBA

Division Director, Division of Child and Family Well-Being
NC Department of Health and Human Services

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

Provide a medically-based literacy intervention for all children birth to 5 across the region, 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 life long success.



Supporting **Medical Clinicians**

We recognize the critical role that medical clinicians play in a child's health and development, and we leverage implementation science to ensure that ROR is implemented with fidelity.

We work with clinicians to seamlessly integrate ROR into their practices. We provide:

- ✓ Comprehensive training
- ✓ Ongoing support
- ✓ Quality assurance measures



4,159 TRAINED
CLINICIANS



735,210 WELL-CHILD
VISITS



769 CLINICAL
LOCATIONS

We are working together with the National Implementation Research Network (NIRN) to train our Programs team to utilize the best practices of implementation science in their technical assistance with ROR programs to deepen relationships and create greater impact.



Our Region **BY THE NUMBERS**

Reach Out and Read is unique for its unparalleled access to children through the medical home, supporting families through the trusted voice of the provider. By integrating our model into healthcare settings, we foster strong relationships between families and clinicians, recognizing that children thrive when various systems work together to ensure comprehensive support for their healthy development.

NORTH CAROLINA



2,254 TRAINED
CLINICIANS



over

735,000 CHILD
TOUCHPOINTS



393 CLINICAL
LOCATIONS



SOUTH CAROLINA



813 TRAINED CLINICIANS



over

390,000 CHILD TOUCHPOINTS



211 CLINICAL LOCATIONS

VIRGINIA



787 TRAINED CLINICIANS



over

205,000 CHILD TOUCHPOINTS



96 CLINICAL LOCATIONS

GREATER WASHINGTON, D.C.



305 TRAINED CLINICIANS



over

180,000 CHILD TOUCHPOINTS



69 CLINICAL LOCATIONS



Strengthening **Clinic Culture & Improving Healthcare**



Research has consistently demonstrated the positive impact of ROR on clinic culture, patient relationships, and healthcare effectiveness. **Studies reveal that the implementation of ROR :**

- ✓ Increases attendance at well-child visits, leading to better health outcomes for children.
- ✓ Enhances the quality of care and contributes to a more efficient healthcare system. By incorporating reading into well-child visits, Reach Out and Read enables providers to accomplish multiple objectives simultaneously, including surveillance, relationship building, and promoting early literacy through book prescriptions.



Medical *Engagement*

Reach Out and Read is committed to strong relationships with all clinicians across our network. We strive to partner with a diverse network of ROR clinician champions and leaders—culturally, geographically, institutionally, and by specialty. By partnering with clinicians, we strengthen the ROR intervention. The active and positive contributions, participation, involvement, and interaction of clinicians positions ROR as a key player in the larger eco-system that supports children and families.

As the Regional Director of Medical Engagement and Training, Teandra Ramos has built a framework across our Affiliate that is now being lifted to the National level allowing her to support all Affiliates across the country. Her work has included several projects that keep a strategic lens of clinician partnership central to every aspect of our work, which includes:



- ✓ Education and training of residents and students to build a diverse pipeline/bench of clinician champions
- ✓ Professional development opportunities for practicing clinicians
- ✓ Elevating the importance of early, healthy relationships between children and the adults who care for them
- ✓ Optimizing ROR in clinical settings to enhance relationships between clinicians and patients/families
- ✓ Supporting research, quality improvement, and other scholarly activities
- ✓ Convening medical leaders to provide a platform for diverse clinical and medical perspectives, knowledge, and imperatives to help guide and shape our work
- ✓ Responding to feedback from the field and offering niche programming and support services—resources, tools, materials—to clinicians
- ✓ Supporting the development and implementation of an inaugural fellowship for Reach Out and Read.





Reach Out and Read Early Relational *Health Fellowship*

The Reach Out and Read Early Relational Health Fellowship provides a unique opportunity to help shape the future of relationship-centered health and primary care. It supports the *training of the next generation* of primary care clinicians and equips them with the knowledge and expertise needed to integrate





“““

I am honored to have been the inaugural Reach Out and Read fellow in the Early Relational Health Fellowship. This program has been instrumental in deepening my understanding of the vital role that early relationships play in the health and well-being of children and families. Through this fellowship, I have gained clinical and research training opportunities, had the privilege of advocating for the importance of nurturing bonds from birth, and I've witnessed the profound impact this has on building stronger, more resilient families and communities.

Dr. Elizabeth Erickson (PICTURED)



Check out this blog post
from Dr. Erickson.

early relational health practices into preventative pediatric healthcare. The fellowship *empowers* clinicians to become *champions for early relational health*—advocating for the importance of nurturing bonds from birth, contributing to building stronger, more resilient families and communities.

ROR is proud to build this Fellowship in partnership with Capita.

“““

Encouraging parents to engage with their children in a world that has so many distractions can be tough. Screen time continues to be a large factor that can negatively impact development and caregivers' connection with their children. I am grateful to have the ROR book to share as a way to “break the ice.” It allows me to encourage the parent to interact with their children away from screens and share with them how important it is to talk, communicate, and spend time with their child. Reading a book together is one of the best ways to do all of those things at once!

Maureen Burke, MD
Naval Health Clinic Charleston



Listen to the podcast
on this groundbreaking
research.



New Research from Our Region



The Effect of Exposure to Reach Out and Read on Shared Reading Behaviors, a multi-year study, demonstrates that the delivery of the ROR model effectively encourages parents/caregivers to read with their young children using strategies that promote parent-child bonding and connection.

The results include:



Returning parents/caregivers, those who had previously been exposed to Reach Out and Read's program, were **27 percent more likely to report reading or looking at books with their child every day**, compared to parents/caregivers who had no previous exposure to the program.



Returning parents/caregivers were **significantly more likely to engage in positive shared reading behaviors that support parent/caregiver engagement and bonding**. Those behaviors include letting the child turn pages, making up stories about the pictures, asking the child about the pictures, helping identify things in the pictures, and reading for at least 30 minutes every day.

This research had a data set of over **100,000 surveys** collected across the Carolinas over 6 years.

Thank you to all the clinics, providers, partners, and supporters who made this research possible.

Reach Out and Read 2023 Summit: *Relationships Matter*



Medical Champions, physicians, nurses, nurse practitioners, physician assistants, residents, site coordinators, support staff, volunteers, funders, and partners from across North and South Carolina, Virginia, and Greater Washington, DC came together for the Reach Out and Read 2023 Summit: Relationships Matter.

D READ SUMMIT Matter

APRIL 21, 2023



SCREEN FREE
UNTIL
3!



MENTAL HEALTH:
WE MUST SHINE A LIGHT
ON CHILDREN



Book Choice
IS EMPOWERING!

EARLY READING
BOOKS!
LEADING TO SCREENING
INTERVENTION!

CHILDHOOD ADVERSITY



TOXIC STRESS
PARTNERING
WITH FAMILIES
IS KEY
FOCUS ON STRENGTHS &
PROTECTIVE FACTORS

THIS CHANGED MY PRACTICE -
LESS BURNOUT

HOW IS THE
FAMILY
DOING?



A BOOK CAN
HELP CHANGE
INTENSE BEHAVIORS



CHILDREN SHOULD
BE ABLE TO SEE
THEMSELVES IN
THEIR BOOKS



COMPLEX NEEDS
MUST BE CONSIDERED

IS THIS GOING
TO SPARK
DIALOGUE?

POWER OF MOMENTS:
POPCICLE
HOTLINE
PEAKS &
TRANSITIONS ARE
MOST MEMORABLE



READING TO KIDS HELPS
CREATE A SAFE SPACE
BENEFITS GO
BEYOND LITERACY



PREVENTION &
EARLY INTERVENTION



FILL THEIR EMOTIONAL
CUP!

ACES:

8X MORE LIKELY TO HAVE MENTAL HEALTH ISSUES
UNDER 6 YRS. NOT LIKELY TO HAVE ACCESS TO CARE



COMMUNITIES WITH
MORE TREES ARE
LESS LONELY

MOMENTS ARE OURS
TO CREATE



IS NO SUCH THING
AS A CHILD WHO HATES
TO READ. THERE ARE ONLY
CHILDREN WHO HAVE NOT
FOUND THE RIGHT BOOK

Caryn Sterling
drawinginsight.com

The Summit was an opportunity to discuss creative and innovative ways on how we best support young children and their families. Speakers and participants shared innovative strategies, research findings, and best practices for reimagining and transforming care for young children and their families. Attendees engaged in workshops, panel discussions, and networking opportunities to exchange ideas and collaborate on building a high-quality intervention.

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.

FY2023 STAFF

Pam Bacot, Senior Program Manager, North Carolina

Emily Bartels, State Director, South Carolina

Callee Boulware, Regional Director

Anna Brothers, Program Manager, Greater Charlotte North Carolina

Deb LaRoche, Program Manager, Lowcountry South Carolina

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\$100,000+

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for Life
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Magnolia Blossom
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Shelton Hardaway Short,
Jr. Trust
United Way of Henry
County and Martinsville
United Way of the
Piedmont
Weaver Foundation

\$2,500+

All About Books
All In Team Foundation
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Steps
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South Carolina
Charlottesville Area
Community Foundation
Coastal Children's Clinic
Community of Hope
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Charity
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Saklad Foundation
Daniel Island Community
Fund
Darlington County First
Steps
E. Rhodes and Leona B.
Carpenter Foundation
Greater Washington
Community Foundation
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Group
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Mr. Todd Nicolet
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Newberry County First
Steps
Scholastic Inc.
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Foundation of South
Carolina
Southeastern Virginia
Health System
St. John's Episcopal
Church - Hampton, VA
The Cheerful Giver Fund
of Central Carolina
Community Foundation
The Community

*Multi-year donations



Foundation of the Dan
River Region

The Morningstar
Foundation

United Way of Horry
County

\$1,000+

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\$250+

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**Reach
Out
& Read®**



ROR's multi-generational support, *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 *clinicians* 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 | GREATER WASHINGTON, D.C.

reachoutandread.org