

A healthcare professional with glasses and a red scrub top is smiling and reading a colorful children's book to two young children, a boy and a girl, who are looking at the book with interest. The background is a light blue wall.

TRANSFORMING PEDIATRIC PRIMARY CARE

A REACH OUT AND READ STORY

Reach
Out
& Read®



2024 IMPACT REPORT

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

Letter from the Regional Director

In the heart of many communities lies a medical clinic that serves as more than just a healthcare facility; it is a place of care and connection. Reach Out and Read transforms primary pediatric care into powerful opportunities for family bonding, making everyday moments with books and stories central for families.

Our work is driven by strong partnerships and evidence-based implementation strategies. When a clinic joins Reach Out and Read, they gain a committed partner and a proven model that fosters an environment where every child and their family can experience the joy and benefits of reading together.

Families are empowered, knowing they are supported not just medically but also in their role as their child's earliest teachers. With this support, families gain the confidence that builds their child's brain development, nurtures positive mental health, and strengthens their resilience.

Our vision is bold: to serve 10 million children nationwide by 2030, reaching 50 percent of all children under five, with a focus on under-resourced communities. Our strategic plan outlines seven ambitious goals to drive transformational growth while maintaining the quality and fidelity of our evidence-backed model. We stand ready to meet this call to action and remain committed to ensuring Reach Out and Read is a standard of care for all children across our region.

We invite you to join us. Together, we can change the lives of children, families, and communities through the simple, yet profound, act of sharing books and stories.

Warm regards,



Callee Boulware



OUR TEAM

Our greatest strength lies in our people. As a team, we are dedicated to building strong connections between families and clinicians, knowing that children flourish when systems come together to support their healthy development.

Our Region by the Numbers

NORTH CAROLINA

 **2,703** TRAINED CLINICIANS

 **780,368** CHILD TOUCHPOINTS

 **401** CLINICAL LOCATIONS

SOUTH CAROLINA

 **803** TRAINED CLINICIANS

 **335,488** CHILD TOUCHPOINTS

 **205** CLINICAL LOCATIONS

VIRGINIA

 **759** TRAINED CLINICIANS

 **220,989** CHILD TOUCHPOINTS

 **96** CLINICAL LOCATIONS

GREATER WASHINGTON, D.C.

 **329** TRAINED CLINICIANS

 **199,399** CHILD TOUCHPOINTS

 **69** CLINICAL LOCATIONS



Introduction

In the heart of a community lies a medical clinic, a place of care and support for children and families who live there. This is not just a medical facility; this is a place where the journey of lifelong learning, health, and thriving begins. Here, Reach Out and Read works in partnership with clinicians to transform routine pediatric care into a powerful opportunity for health, family bonding and educational growth.



REACH OUT AND READ

Transforming pediatric care by integrating shared reading into the exam room, fostering early literacy, and strengthening family bonds.



The Catalyst for Change

A resident, inspired by Reach Out and Read during their training, joins a clinic that has yet to adopt Reach Out and Read. Recognizing the potential impact on family health and child development, the resident advocates for its implementation.



INSPIRING NEW CLINICIANS

Reach Out and Read inspires new clinicians to bring the joy of shared reading to every clinic they serve.



ADVOCATING FOR IMPLEMENTATION

Advocating for Reach Out and Read enhances family health and child development, one clinic at a time.





Partnership & Implementation

At Reach Out and Read, we help to transform clinics through strong partnerships and evidence-based implementation. Our dedicated team supports clinics in training clinicians and staff, and creating resource-rich clinical environments ensuring seamless integration of Reach Out and Read into practice.

Guided by Implementation Science and partnering with the National Implementation Research Network (NIRN), we emphasize quality through continuous

coaching and support. Our approach is collaborative, working with clinicians, not through them.

When a clinic joins Reach Out and Read, they gain a dedicated partner offering a proven model, implementation support, quality improvement coaching, and professional development. This collaboration creates joyful interactions in the exam room and fosters a home environment where every child can experience the benefits of shared reading.



COLLABORATIVE APPROACH

Our collaborative approach involves working with clinicians, not just through them, fostering an environment where every child can experience the joy and benefits of reading as a part of routine pediatric care.



STRONG PARTNERSHIPS

Reach Out and Read builds strong partnerships with clinics, integrating healthy connections into pediatric care to support children and families.

EVIDENCE-BASED IMPLEMENTATION

Guided by the National Implementation Research Network (NIRN), Reach Out and Read ensures high-quality implementation through continuous coaching and support.

Impact on Families

As families engage with Reach Out and Read, the dynamics in the exam room shift. Conversations about health are enriched with discussions about reading and promoting connectedness and positive parenting, enhancing the relational bond between clinicians and families.



HEALTHY PARENT-CHILD RELATIONSHIPS

Shared reading builds meaningful connections that nurture both caregiver and child and promote positive mental health.



MILITARY FAMILIES

Reach Out and Read supports military families by providing stability and continuity through shared reading experiences, even during deployments.

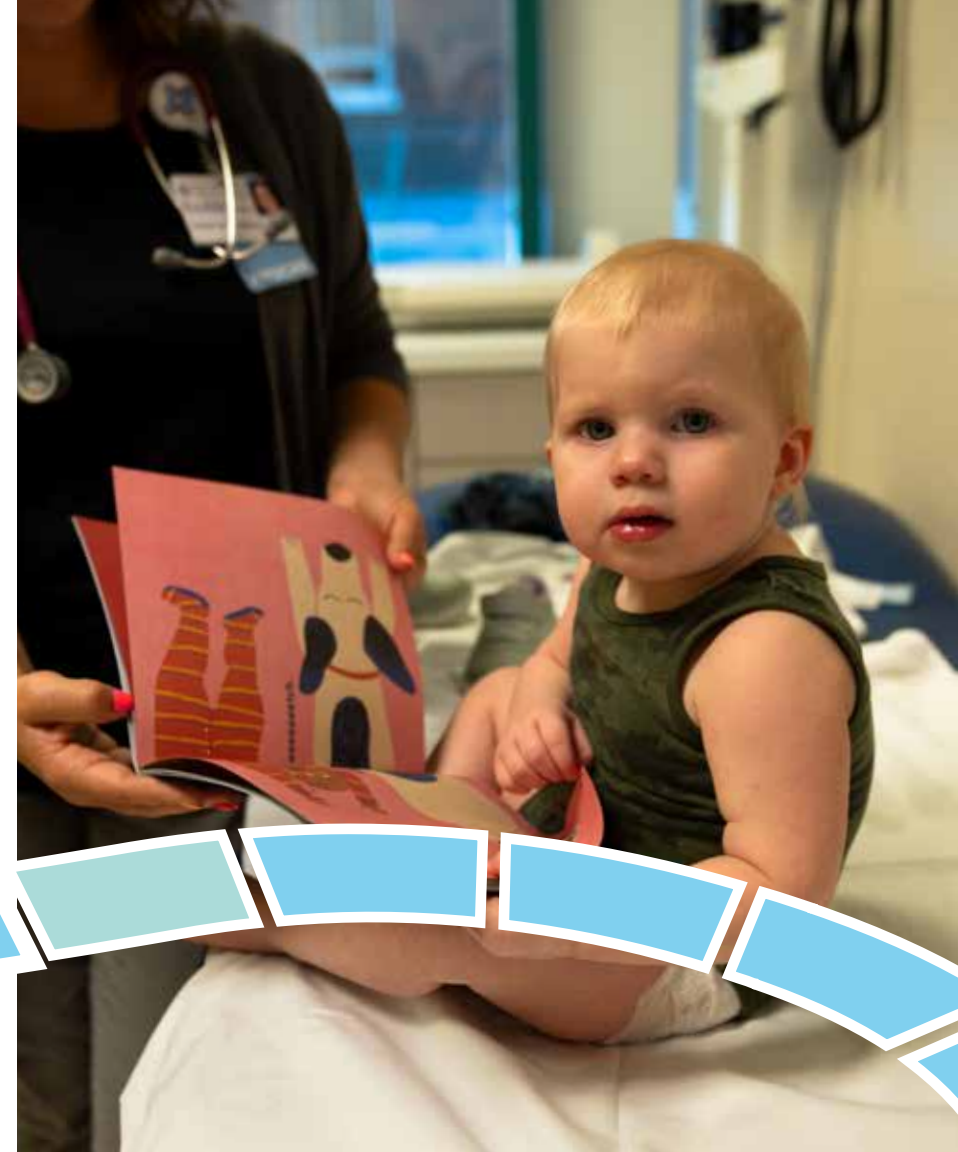
When You Give a Child a Book

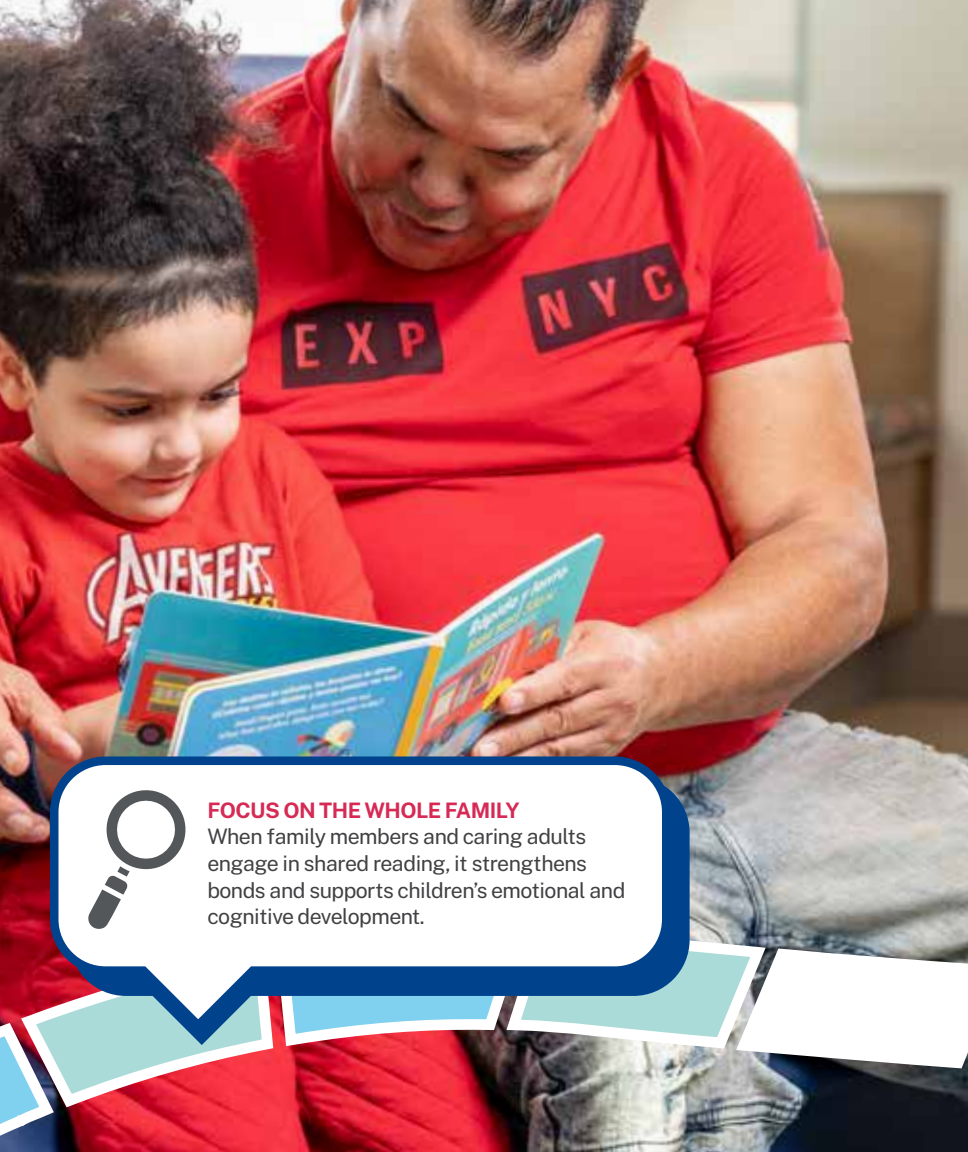
After each check up, each child leaves with a new book for their home library, turning routine medical visits into anticipated reading adventures. Families are excited to return, knowing they are supported not just medically but they are also helping their child thrive.



DEVELOPMENTAL SURVEILLANCE

Early reading interactions support developmental surveillance, helping clinicians identify and address developmental delays.





Empowering Parents

Empowered by knowledge and support, parents and caregivers feel confident to engage in shared reading at home, promoting brain development, positive mental health and resilience.



CHANGING THE SYSTEM IN OUR REGION

Establishing Reach Out and Read, an evidence-based primary prevention strategy, as a part of population-based healthcare delivery across our region is transforming pediatric primary care.



FOCUS ON THE WHOLE FAMILY

When family members and caring adults engage in shared reading, it strengthens bonds and supports children's emotional and cognitive development.



AMERICAN ACADEMY OF PEDIATRICS

For 10 years, Reach Out and Read has been the only early literacy program endorsed by the American Academy of Pediatrics.

Looking Ahead

As we look ahead, Reach Out and Read is committed to a bold vision: to serve 10 million children nationwide by 2030, reaching 50% of all children under five, with a focus on under-resourced communities. Our mission is to strengthen all families with young children through guidance from medical clinicians about nurturing relationships through shared reading.

Central to our strategy are seven ambitious goals designed to drive transformational growth while maintaining the quality and fidelity of our evidence-based model. These goals include achieving sustainable funding, ensuring diversity, equity, and inclusion, strengthening infrastructure, increasing brand visibility, and establishing Reach Out and Read as a core component of pediatric well-child care.

We invite you to join us on this transformative journey, working together to change the lives of children, families, and communities through the power of sharing stories.

EXPANDING IMPACT IN UNDERSERVED COMMUNITIES

Prioritizing expansion in under-resourced communities, Reach Out and Read focuses on serving rural areas, community health centers, and families most in need, ensuring every child can benefit from shared reading.



MAKE MOMENTS MATTER

The early moments of a child's life shape their future. By transforming how families connect with their children every day, we help build strong, lasting bonds, nurture brain development, foster resilience, and support the healthy relationships that families need for a lifetime.



Teamwork

At Reach Out and Read, we know our most valuable asset is our human capital. As a team, we are committed to the people who make the Reach Out and Read intervention work every day.

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