



HISTORY OF REACH OUT AND READ

1989

1 Program | 1,000 Books Distributed

The Reach Out and Read three-part literacy promotion model is developed by pediatricians Barry Zuckerman and Robert Needleman and early childhood educators Jean Nigro, Kathleen MacLean, and Kathleen Fitzgerald-Rice, who together introduce the first Reach Out and Read Program at Boston City Hospital (now Boston Medical Center).

1991

1 Program | 1,000 Books Distributed

The first peer-reviewed study on Reach Out and Read, "Clinic-Based Intervention to Promote Literacy – A Pilot Study" by Dr. Robert Needleman, is published in the American Journal of Diseases in Children, finding that parents who are given books and literacy guidance are four times more likely to report reading aloud at home.

1994

34 Programs in 9 States | 19,607 Books Distributed

A three-year grant from the Annie E. Casey Foundation provides substantial funding to expand and replicate Reach Out and Read nationwide.

1995

45 Programs in 12 States | 103,937 Books Distributed

The Reach Out and Read Program Manual and training materials are developed and disseminated to all existing Programs.

1996

107 Programs in 28 States | 265,861 Books Distributed

Reach Out and Read works with the American Academy of Pediatrics Community Access to Child Health Program (CATCH) to foster program expansion and training, helping to more than double the number of Programs in one year.

Reach Out and Read Founder Dr. Robert Needleman and National Medical Director Dr. Perri Klass found the "Literacy Development Programs in Primary Care" Special Interest Group (SIG) as a forum to share best practices and research on Reach Out and Read, and host the first meeting of the SIG at the Pediatric Academic Societies Annual Meeting in Washington, D.C. *The Reach Out and Read/Literacy SIG has met at PAS every subsequent year as well.*

1997

261 Programs in 39 States + DC | 579,480 Books Distributed

Reach Out and Read launches campaign with the National Association of Community Health Centers to introduce the Reach Out and Read model at 400 community health centers nationwide by the year 2000.

Scholastic Inc. issues the first Challenge Grant to Reach Out and Read.

1998

556 Programs in 47 States + DC | 797,048 Books Distributed

The American Academy of Pediatrics officially endorses Reach Out and Read model of early literacy promotion.

Reach Out and Read Medical Director Dr. Perri Klass testifies before the U.S. Senate on the importance of literacy promotion by providers of pediatric care.

Reach Out and Read and Scholastic Inc. publish the first Reach Out and Read Book Catalog, offering children's books at significant discounts to Reach Out and Read Programs.

1999

795 Programs in 49 States + DC | 1,027,798 Books Distributed

Reach Out and Read's 10th Anniversary Celebration is held at Boston Medical Center with First Lady Hillary Rodham Clinton as keynote speaker.

Pediatrics, the official journal of the American Academy of Pediatrics, publishes Dr. Natalie Golova's study, which found that the odds that parents read aloud to their children three or more days per week are *ten times higher* for families in the Reach Out and Read program.

Reach Out and Read becomes an independent 501(c)(3) organization and forms its first national Board of Directors.

2000

795 Programs in 49 States + DC | 1.3 Million Books Distributed

Reach Out and Read is awarded its *first federal appropriation* of \$2 million through the Department of Education's Fund for the Improvement of Education (FIE) for continued national expansion.

Reach Out and Read receives its first state funding – a \$500,000 matching grant from the Massachusetts Department of Education for statewide expansion and support of Massachusetts Programs.

Pediatrics publishes Dr. Pamela High's study, which finds that children participating in Reach Out and Read score significantly higher than their peers on language assessments, both for speaking and understanding.

2001

1,456 Programs in all States, DC, Puerto Rico | 1.6 Million Books Distributed

Reach Out and Read receives its first \$1 million grant from the John S. and James L. Knight Foundation for program expansion.

First Lady Laura Bush names Reach Out and Read a key component of her "Ready to Read, Ready to Learn" initiative.

Pediatrics publishes Dr. Alan Mendelsohn's study, which finds that children in the Reach Out and Read program score significantly higher than their peers on vocabulary tests.

2002

1,728 Programs in U.S. | 1.9 Million Books Distributed to 1.2 Million Children

Reach Out and Read and Boston University School of Medicine introduce an online Continuing Medical Education (CME) course for Reach Out and Read providers.

First Lady Laura Bush delivers keynote address on Reach Out and Read and early literacy promotion to American Academy of Pediatrics National Conference.

The State of South Dakota launches initiative to make the Reach Out and Read model a standard part of pediatric care through its Medicaid program – the first state in the U.S. to embed the program in its healthcare delivery system.

2003

2,083 Programs in U.S. | 3.1 Million Books Distributed to 2.0 Million Children

Reach Out and Read first receives Charity Navigator's highest rating – "Four Stars."

Kaiser Permanente incorporates Reach Out and Read into standard pediatric care, marking the first major expansion of Reach Out and Read within an HMO.

2004

2,379 Programs in U.S. | 3.2 Million Books Distributed to 2.1 Million Children

A major two-year grant from the Hasbro Children's Foundation enables Reach Out and Read to officially launch the Rural Outreach Initiative, targeting children in areas with few early childhood development programs.

Reach Out and Read Coalition Leaders nationwide participate in the first Reach Out and Read Advocacy Day on Capitol Hill.

The Reach Out and Read National Center hosts its first "Read and Romp" fundraising event for children and families, based on an event created by Reach Out and Read Texas.

2005

2,826 Programs in U.S. | 3.8 Million Books Distributed to 2.3 Million Children

A \$10 million federal appropriation enables Reach Out and Read to start up an additional 500 Programs nationwide and serve an additional 400,000 children.

Independent Charities of America awards Reach Out and Read the Seal of Excellence.

2006

3,300 Programs in U.S. | 4.6 Million Books Distributed to 2.8 Million Children

Reach Out and Read is the only American literacy program featured at the White House Conference on Global Literacy.

Reach Out and Read distributes its 20 millionth book.

Reach Out and Read hosts its first annual Read Romp + Rock fundraising event, a non-gala gala intended for adults to support Reach Out and Read Programs.

2007

3,714 Programs in U.S. | 5.4 Million Books Distributed to 3.3 Million Children

The United National Educational, Scientific and Cultural Organization (UNESCO) awards Reach Out and Read the international Confucius Prize for Literacy for its work in the fight against illiteracy.

Reach Out and Read launches *Leyendo Juntos* (Reading Together), its initiative targeted to Spanish-speaking families and providers.

With support from the American Academy of Pediatrics' Committee on Native American Child Health, Reach Out and Read launches the American Indian/Alaskan Native Initiative to serve Native Americans nationwide.

Federal funding is approved for expansion of Reach Out and Read onto 20 U.S. military bases.

2008

4,226 Programs in U.S. | 5.8 Million Books Distributed to 3.7 Million Children

The National Association of Pediatric Nurse Practitioners (NAPNAP) officially endorses Reach Out and Read model of early literacy promotion.

The Reach Out and Read Arkansas, Reach Out and Read Kentucky, Reach Out and Read in the Military, and the Reach Out and Read American Indian/Alaska Native (AI/AN) Coalitions are founded.

Fast Company and the Monitor Group present Reach Out and Read with the 2008 Social Capitalist Award.

2009

4,431 Programs in U.S. | 6.0 Million Books Distributed to 3.8 Million

Reach Out and Read receives Charity Navigator's highest rating – "Four Stars" – for the fifth consecutive year.

Reach Out and Read in the Military expands to a total of 35 U.S. military bases, serving more than 25% of children of military families.

Reach Out and Read launches its first virtual book drives with the Estee Lauder Companies and BAE Systems.

Reach Out and Read participates in President Obama's "United We Serve" community service initiative, providing more than 2,000 volunteer opportunities nationwide and welcoming U.S. Secretary of Health and Human Service Kathleen Sebelius to the Reach Out and Read Program at Takoma Park Pediatrics in Maryland.

2010

4,654 Programs in U.S. | 6.4 Million Books Distributed to 3.9 Million Children

Reach Out and Read now serves more than one-third of American children living in poverty.

BET presents the "Shine a Light / Local Heroes Award" to Reach Out and Read CEO Earl Martin Phalen at the BET Awards.

Reach Out and Read hosts first annual Summer of a Million Books campaign, distributing 1.3 million books to children nationwide.

2011

4,779 Programs in U.S. | 6.4 Million Books Distributed to 3.9 Million Children

Reach Out and Read in the Military expands to a total of 51 U.S. military bases, serving more than 25% of children of military families.

Reach Out and Read pledges to double the number of Sites in its Military Initiative by 2013 through its partnership with Joining Forces, a White House effort to support and honor America's service members and their families.

Reach Out and Read's Military Initiative is featured on NBC Nightly News in a "Making a Difference on the Homefront" segment.

2012

4,946 Programs in U.S | 6.5 Million Books Distributed to 4 Million Children

Reach Out and Read continues to expand and support programs in Mississippi, Michigan, and New Mexico, thanks to funding from the W.K. Kellogg Foundation.

Reach Out and Read once again participates in Parenting magazine's Mom Congress conference in Washington, D.C.

Working with Scholastic, Reach Out and Read launches a revamped "Summer Reading Challenge" to ensure that America's children and families continue reading throughout the summer.

2013

5,000 Programs in U.S | 6.5 Million Books Distributed to 4 Million Children

Reach Out and Read is recognized by the Library of Congress with the prestigious new David M. Rubenstein Prize, the top honor among the 2013 Library of Congress Literacy Awards. The award, which came with a \$150,000 prize, is in recognition of Reach Out and Read's groundbreaking advancement of literacy.

Reach Out and Read is the recipient of a 1 million book donation from longtime partner Scholastic.

Reach Out and Read is highlighted in columnist Nick Kristof's holiday giving op-ed in The New York Times, as one of four nonprofits he suggested that his readers support. This mention yielded a record-breaking number of donations for Reach Out and Read during the 2013 holiday season.

2014

5,000 Programs in U.S | 6.5 Million Books Distributed to 4 Million Children

At the Clinton Global Initiative (CGI) America meeting in Denver, former Secretary of State Hillary Clinton announced a new collaborative effort of Too Small to Fail, the American Academy of Pediatrics (AAP), Scholastic Inc. and Reach Out and Read to raise awareness among parents about early language development. For the first time, the AAP is promoting early literacy—beginning from an infant's very first days—as an "essential" component of primary care visits. The statement, according to Reach Out and Read's National Medical Director Perri Klass, is a "game changer" for pediatrics and truly validates the work Reach Out and Read has been doing for 25 years.

Reach Out and Read is chosen as the U.S. nonprofit partner of fashion icon Ralph Lauren's Global Children's Literacy Program. As a result, a percentage of proceeds from the sale of select Ralph Lauren children's clothing is supporting Reach Out and Read via the purchase of Scholastic books. The

relationship elevates the Reach Out and Read name and brand, and serves as a way to connect the fashion world to the issue of early literacy.

2015

5,800 Programs in U.S | 6.5 Million Books Distributed to 4.5 Million Children

Reach Out and Read partners with the Institute of Museum and Library Sciences to promote collaboration between local libraries and Reach Out and Read sites.

Reach Out and Read also partners with Save the Children in Innovative Approaches to Literacy, a federal grant supporting early literacy in rural locations in the U.S.

Research on the effect of Reach Out and Read on brain activity, as determined by fMRI brain scans is published in *Pediatrics*. The research shows that reading aloud to young children stimulates activity in a region of the brain associated with learning to read.