

REACH OUT AND READ



where great stories begin™

Mission Statement

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 unique model:

- Reach Out and Read-trained doctors and nurses perform routine health checkups from infancy through five years not only with a stethoscope, but also with a children's book.
- The book is used as a clinical tool to encourage parents to read aloud, to give them a simple, practical way of spending time and engaging in conversation with their young children.
- The child is given a new book to take home and read with the family.



Seizing the opportunity:

- Parent-child interactions during the early years support healthy brain development that forms the foundation for success later at school and in life.
- As the only national early literacy nonprofit that works with families through pediatric care, we have an opportunity to reach millions of young children in the early years – when it counts.



THE ANNUAL IMPACT



4.5 MILLION
children served



28 THOUSAND
medical providers



1 IN 4 low-income
families reached



6.5 MILLION
books distributed



5.8 THOUSAND
program sites



50 states
and DC

Extensive peer-reviewed research shows that in families served by Reach Out and Read:



For full details of our research, please visit www.reachoutandread.org/why-we-work/researchfindings

The Reach Out and Read model is endorsed by the American Academy of Pediatrics

In 2014, the **American Academy of Pediatrics** issued a landmark **policy statement promoting literacy as “an essential component of pediatric primary care”** for all children. The policy references Reach Out and Read as an effective intervention to engage parents and prepare children to achieve their potential in school and beyond.

This realized a long-term aim of Reach Out and Read to integrate early literacy promotion as a routine practice in health checkups.

Rosa is a 19-year-old single Mom with a 16-month-old son, Calvin. Like all parents, Rosa wants to do what is best for her son but she does not know how. Without help, it is likely that Calvin will start school developmentally behind his peers, and possibly never catch up.

Fortunately, Rosa's pediatrician, Gabriella Muscolo, is a Reach Out and Read doctor. Gabriella has explained to Rosa, and thousands of other new parents at their pediatric checkups, that cuddling and reading aloud to infants and toddlers is one of the best ways of fostering early brain development that leads to lifelong learning and achievement.

At each of 10 checkups from birth until Calvin starts school, Rosa learns how to talk, sing, read to, and connect with Calvin—and Calvin takes home a new book that will prompt them to read together often.

Rosa now says “Reading to my son will make a difference in how he learns and how he does in school. I want to give that to him.” Rosa is giving her son a foundation for success.



To learn more about how to support Reach Out and Read,
please contact us at

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