PRIZES

DAVID M. RUBENSTEIN PRIZE, 2013
This top literacy prize from the Library of Congress was awarded in recognition of Reach Out and Read’s “groundbreaking advancement of literacy.” The David M. Rubenstein Prize rewards organizations that have been “doing exemplary, innovative and easily replicable work over a sustained period of time.”

UNESCO CONFUCIUS PRIZE FOR LITERACY, 2007
Selected from an international field of organizations working in “Literacy and Health,” Reach Out and Read received this prestigious prize, given annually for displaying outstanding merit in literacy, achieving particularly effective results and promoting innovative approaches.

AWARDS

CARLE ANGEL HONOR, 2014
Given in honor of Eric Carle, acclaimed creator of picture books for very young children, by the Eric Carle Museum of Picture Book Art at its annual gala to celebrate individuals whose creative vision and dedication are an inspiration to everyone who values picture books and their role in arts education and literacy. Reach Out and Read received this award for its “tireless promotion of early literacy and school readiness.”

AMERICAN HOSPITAL ASSOCIATION AWARD OF HONOR, 2013
Presented at the Association’s Annual Meeting in Washington D.C., the Award of Honor is given as one of five American Hospital Association Leadership Awards to organizations and individuals who have made exemplary contributions to the health and well-being of the people through leadership on a major health policy or social initiative.

DALE RICHMOND/JUSTIN COLEMAN AWARD, 2008
The American Academy of Pediatrics Section on Developmental and Behavioral Pediatrics conferred this award on Reach Out and Read for “outstanding achievement in the field of child development.”

FAST COMPANY’S SOCIAL CAPITALIST AWARD, 2008
Recognizing Reach Out and Read for outstanding performance by entrepreneurial organizations in the non-profit sector, and honoring our innovative model that effectively reaches parents of young children.

For more information, visit www.reachoutandread.org
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SIGNIFICANT ENDORSEMENTS

AMERICAN ACADEMY OF PEDIATRICS
The American Academy of Pediatrics (AAP) officially endorsed the Reach Out and Read model in 1998. In 2014, the AAP issued a landmark policy statement promoting literacy as “an essential component of pediatric primary care.” Significantly, this statement realized a long-term aim of Reach Out and Read to integrate early literacy promotion as a routine practice in well-child checkups.

AMERICAN ACADEMY OF FAMILY PHYSICIANS (AAFP) AND NATIONAL ASSOCIATION OF PEDIATRIC NURSE PRACTITIONERS (NAPNAP)
Reach Out and Read’s model is endorsed by NAPNAP, and we have formed an alliance with the AAFP; both organizations advise and support the use of our model by their members.

SELECTED MEDIA

NBC’S TODAY SHOW: HOPE TO IT, 2014
Viewers of the NBC News Hope to It series learned about the work of Reach Out and Read through a feature on Dr. Carolyn Boone, a Richmond, VA pediatrician, who developed a love of reading as a foster child. The film crew joined Dr. Boone in her exam room, and filmed her giving books to children and talking with parents about the importance of reading aloud. “Books are just as important as immunizations!” says Dr. Boone.

NEW YORK TIMES, 2014
A June 2014 article in the New York Times Pediatrics Group to Recommend Reading Aloud to Children from Birth covers the announcement of the Annual Academy of Pediatrics policy on literacy promotion and portrays the Reach Out and Read model as pivotal in developments in early childhood literacy.

NICHOLAS KRISTOF
Acclaimed New York Times columnist and Pulitzer Prizewinner Nicholas Kristof has researched thousands of non-profit organizations, and is impressed with the work of Reach Out and Read. In the book A Path Appears, 2014 that he co-wrote with Sheryl WuDunn, he describes our program as “an excellent example of a cost-effective, evidence-based program that helps kids in a crucial window of development.” In his New York Times Holiday Giving Guide, 2013, Reach Out and Read is recommended as “a simple intervention [with] far-reaching effects.”

NBC NIGHTLY NEWS: MAKING A DIFFERENCE ON THE HOMEFRONT, 2011
Reach Out and Read’s work with military families was the focus of an NBC Nightly News report. Featuring military families served by Reach Out and Read’s program at Scott Air Force Base in Illinois, the article showed how medical providers are trained in the Reach Out and Read model, and talked about the important role books and reading aloud play during difficult times, such as during deployments during wartime.