



## 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.

## TOGETHER, OUR IMPACT IS LIFE-CHANGING

### Early Literacy Benefits

- Maximizes critical period of rapid brain development during the first 5 years of life long before other school-based interventions
- Families are 2.5X more likely to read together
- Accelerates language development by 3-6 months
- Increases receptive and expressive language ability
- Contributes to academic success

### Early Relational Health Benefits

- Helps build safe, stable, and nurturing relationships
- Facilitates positive interaction and attention from caring adults
- Increases stimulation from people and environment
- Improves social and emotional development

### Healthcare Benefits

- Increases well-child visit attendance
- Addresses social drivers of health and supports health equity
- Improves healthcare quality
- Enhances developmental surveillance
- Improves relationships between patients and providers
- Increases clinic morale and provider satisfaction



**Reach Out and Read is the only national pediatric literacy model endorsed by the American Academy of Pediatrics for literacy development and preventing childhood toxic stress.**

# PROGRAM MODEL

**1 Doctors gift families a new book** at each well-child checkup that is appropriate developmentally and culturally

**2 Talk with families** about the importance of reading aloud, reflecting on their child’s developmental progress, and telling them what to expect next

**3 Show families** how to look at books and talk about the stories with their children and offer individualized advice for language-rich engagement

**4 Encourage families** to cuddle up and read together at home and build routines around books



“As the site coordinator for our Reach Out and Read program, I can share that this is one of the most rewarding programs that we have ever done at our facility. Our providers incorporate a simple tool, a children’s book, to make a lasting impact on our young patients and their families.”

– Sara Cutts, Osceola Medical Center

## IMPACT BY THE NUMBERS

	Well-Child Visits	Books Given	Total Providers
Reach Out and Read	8,400,000	6,600,000	33,000
Wisconsin	170,000	253,700	1,800

We collect data every six months. This is our most recent dataset reflecting the calendar year 2022.

**WISCONSIN**

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