

Reach Out and Read

A Proven School-Readiness Model

Research shows that reading aloud is essential to preparing children for school and life

- Children who are read to from an early age, particularly during the preschool years, are much more successful at learning to read
- Children unable to read on grade level are at elevated risk for school failure, as further education becomes increasingly dependent on reading ability
- School failure has been linked to negative outcomes in adolescence, including school drop out, teen pregnancy, substance abuse, and criminal activity

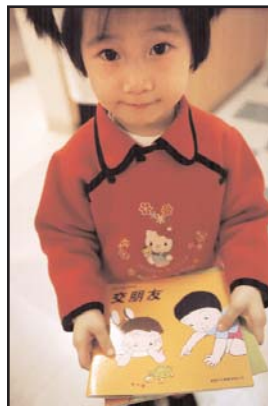


Yet many children, especially those from low-income families, are not receiving this stimulation, especially in the early years

- Only two out of five parents read daily to their infants or toddlers
- A typical middle class child enters 1st grade with approximately 1,000 hours of read-aloud time, while a child from a low-income family averages just 25 hours
- Almost one in four low income children have fewer than 10 books of any kind in their home

Reach Out and Read reaches children early and consistently and leverages the power of the physician-parent relationship

- ROR's setting is the existing structure of pediatric healthcare, in which parents regularly see their doctors for one-to-one visits focused on the healthy growth and development of their children
- Routine pediatric care generally includes ten 'well-child' visits in the first five years, and is more intense during the important ages of 0-3
- Parents respect and trust the advice that they receive from doctors



Reach Out and Read is a proven school-readiness program

- A growing body of peer-reviewed, published research shows the effectiveness of ROR in encouraging parents to read aloud to their children and stimulating increased language scores in young children
- For 18 years, doctors and nurses have been giving parents information on how to read aloud to their children in a way that is developmentally appropriate, and sending them home with new, carefully chosen children's books

Making books part of a healthy childhood