
Reach Out and Read

Presented by:

Samira Godil, Executive Director
Reach Out and Read Oregon

Hosted by the Transformation Center



HEALTH POLICY & ANALYTICS
Office of Health Analytics

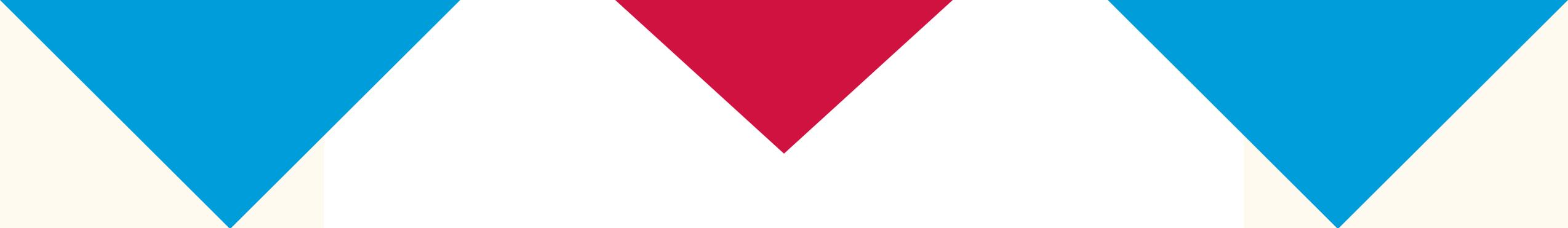
REACH OUT AND READ



OREGON

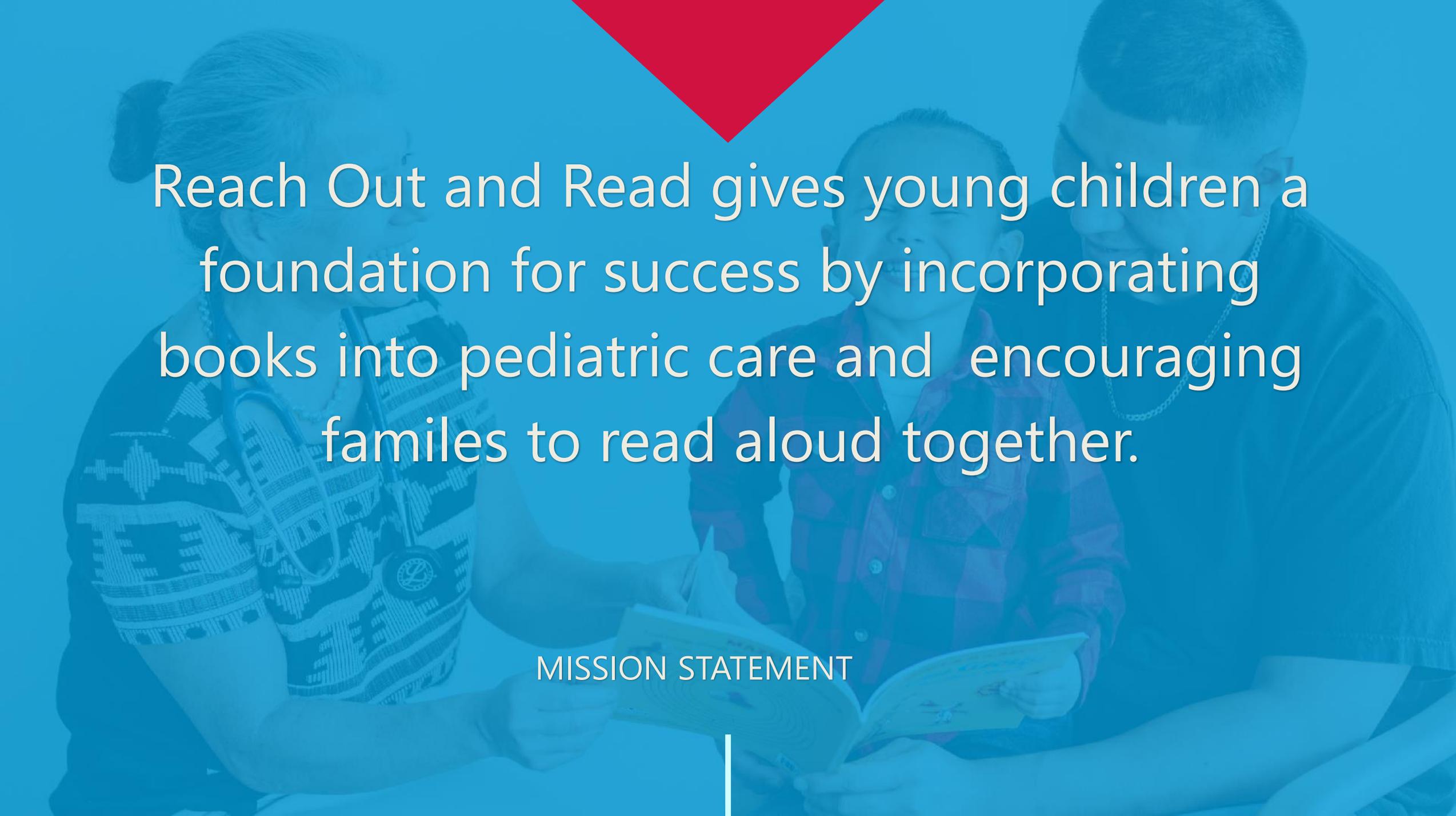
A Proven Model

Samira Godil, Executive Director Reach Out and Read Oregon



Covered Today:

- Reach Out and Read's Mission
- Three-Pronged Model
- Peer-Reviewed Results
- Reach Out and Read In Action
- Local Partnerships
- Visit Enrichment
- Well Child Visits Data
- Contact Information



Reach Out and Read gives young children a foundation for success by incorporating books into pediatric care and encouraging families to read aloud together.

MISSION STATEMENT

Reach Out and Read Model:

30 years of a proven "prescription"

THE CONVERSATION

Talk with parents about importance of reading aloud and engaging from the earliest ages.

Reading aloud promotes the child's love of books by linking books with the parent's voice and attention.

THE BOOK

Model looking at books and talking about the stories. Encourage cuddling up and reading together at home, building routines around books. Give a new book to take home; by kindergarten, a child receives 10-14 books.

PATIENT EDUCATION

Create clinic environments with posters, gently used books, library information, community resources and volunteer resources where feasible.

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

Parents are
2½X
more likely
to read
to their children.

Families are
2½X
more likely to enjoy
reading together or
have books in the
home.



Children's language ability
improves with increased
exposure to Reach Out and Read.

Parents are
2X
more likely to read
to their children
more than three
times a week.

Children's language
development is
improved
by 3–6 months.

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

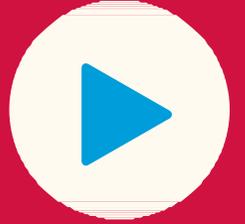
Community Partnerships

PARTNER ORGANIZATIONS AND SYSTEMS:

- Libraries
- Early Learning Hubs
- Health Systems
- Early Literacy Organizations
- Coordinated Care Organizations

"...the strengthening links between ROR, library use, and reading behaviors in the home were clear, and provide an initial evaluation of the potential for linkages between ROR and library programs, as well as among programs in a number of different contexts, to provide additive early literacy benefits."

Canfield et al., Early Childhood Research Quarterly (2018)



A Reach Out and Read Site Visit

<https://www.youtube.com/watch?v=lrUbYHJf1Eo>

▶ ⏪ 🔊 1:50 / 2:10

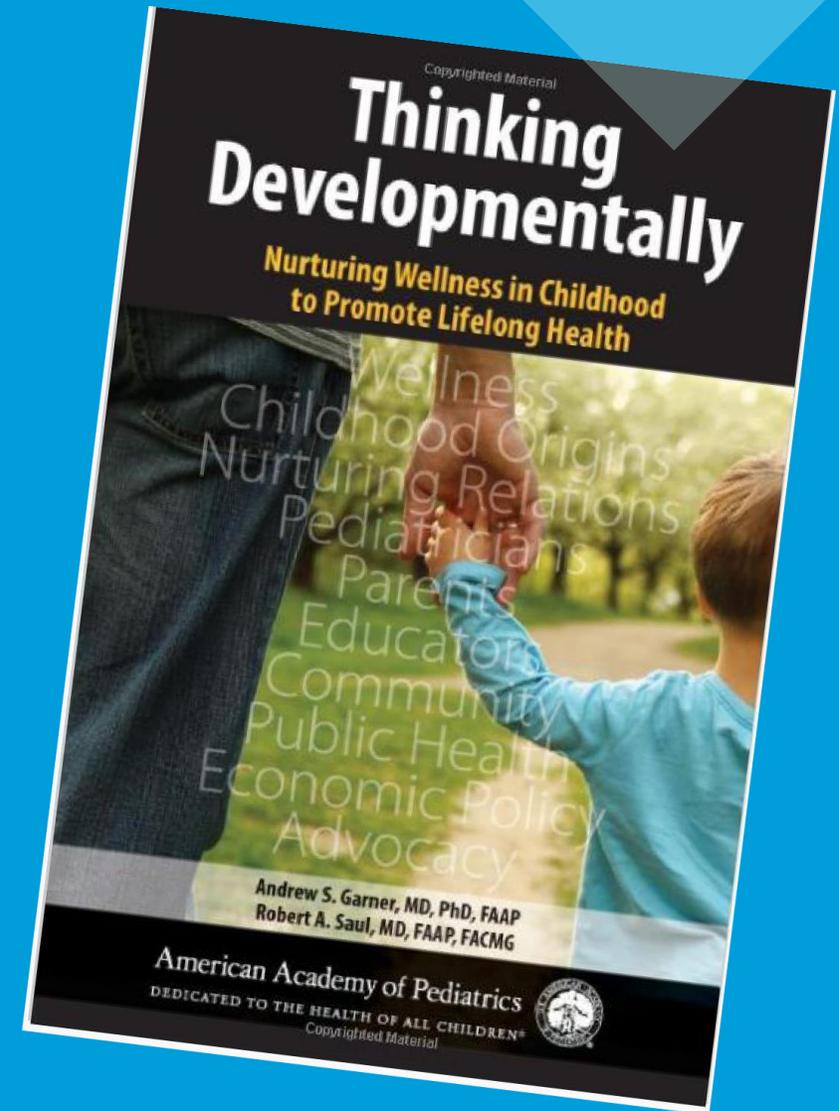


The Importance of Positive Parent-Child Interactions

Early childhood experiences:

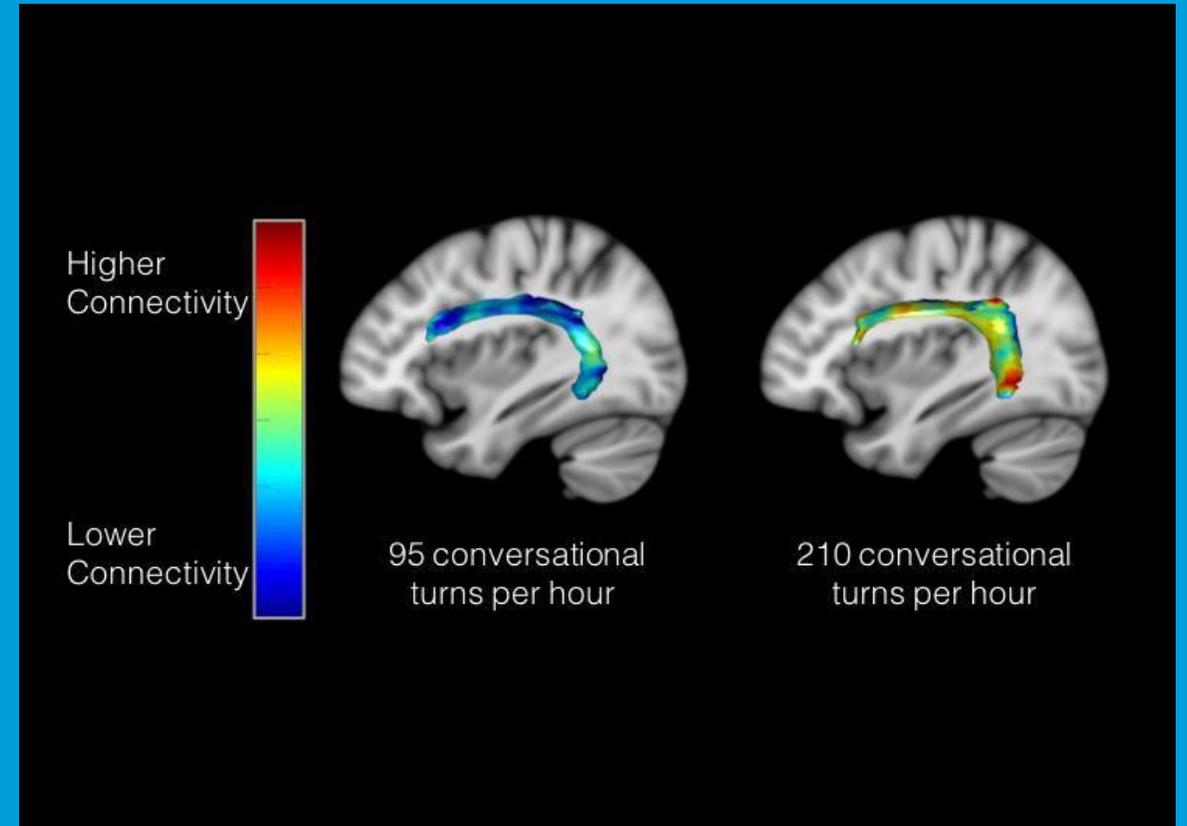
- Change the way your genes work
- Change the way your brain forms and functions
- Affect your resilience to toxic stress
- Affect both cognitive and social-emotional development
- Affect health and well-being into adulthood

Positive Parent-Child Interactions, such as reading aloud together, are the antidote to Adverse Childhood Experiences



“Serve and Return” Interactions

- Gilkerson et al, 2018, Pediatrics
Parent-child verbal interactions in early childhood predict critically important outcomes through age 14 years.
- Romeo, 2018, J Neuroscience
Parent-child verbal interactions in early childhood correlates with the strength of connectivity between two canonical language regions.



Studies Show That ROR Contributes to Stronger Primary Care

PARTICIPATING PARENTS WERE MORE LIKELY TO RATE THEIR CHILD'S PEDIATRICIAN AS HELPFUL.

PEDIATRICIANS WERE MORE LIKELY TO RATE PARTICIPATING PARENTS AS RECEPTIVE.

STAFF AT SUCCESSFUL ROR SITES EXPRESSED STRONG COMMITMENTS TO THEIR COMMUNITY AND SHOWED HIGHER LEVELS OF TEAMWORK.



Parents of 6-year-olds, at 8 clinics who did not yet have ROR, reported how many Well Child Visits (WCVs) their child had attended in the previous year; separate parents at the same clinics were interviewed 16 months after the ROR program was instituted.



Comparing 267 parents before ROR and 254 after, the percentage who had attended the minimum number of WCVs required by the American Academy of Pediatrics rose from 67.4% to 78.3%.



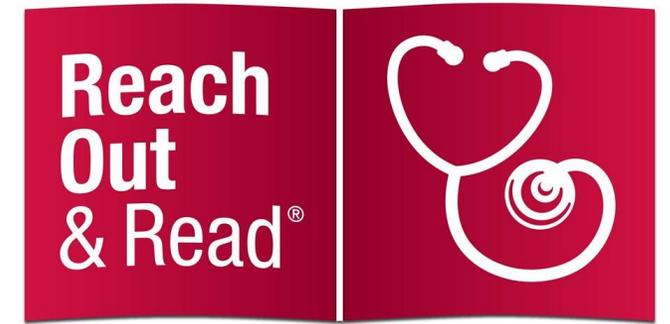
The association between ROR and parent-reported WCV attendance was strongest among parents who identified themselves as Latino and among parents who had not completed high school. These are the same groups who appear to respond with the largest increase in reading aloud after exposure to ROR.

Attendance at Well-Child Visits After Reach Out and Read

Robert D. Needleman, MD, Benard P. Dreyer, MD, Perri Klass, MD, and Alan L. Mendelsohn, MD, Clinical Pediatrics (2019)

Questions?

CONTACT US!



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WEBPAGE

<https://www.reachoutandread.org/oregon>

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