



Reach Out and Read Wisconsin

Richard Strauss

May 11, 2017

Rotary Club of La Crosse

GUNDERSEN
MEDICAL
FOUNDATION



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What is Reach Out and Read?

- A reading and literacy promotion program founded at Boston Medical Center in 1989
- Three-pronged approach
 - Medical providers encourage conversations about the importance of talking, singing, and reading aloud to children
 - Children at 6 month to 5 year well child visits leave the examination room with a new, developmentally and culturally appropriate book to keep
 - Parents incorporate advice received during the visit and make reading aloud a part of daily activities
- Leverages trusted relationship between families and healthcare providers
 - But, parents are the first, and most important, teachers of their children



Why is ROR Needed?

- One third of children, and half of those in poverty, arrive in kindergarten without the skills needed to succeed
 - 88 % will not catch up
 - Higher dropout rates
 - 30 million word deficit by age 4 in children from low-income families vs. more affluent peers
 - Quantity of speech is probably a proxy for quality of speech
 - TV and video games don't help
 - Spoken language is the foundation for reading, and reading is the foundation for future academic (at least) success



What's the Importance of Books in Children's Lives?

- Increase language exposure
- Promote early literacy skills, book handling, and picture naming
- Teach understanding of how stories work
- Introduce recognition of sounds and letters
- Enhance young child's worlds, offering "mirrors and windows"
- Encourage parent-child interaction



Three Components of Reach Out and Read

- The literacy message begins upon entry, where practices create literacy-rich waiting rooms
 - Cozy area for children and parents to read together
 - Display gently-used books
 - Literacy brochures and library programming brochures
 - How to apply for a library card--they're free, and so is the library!



Three Components of Reach Out and Read

- In the exam room, pediatric health care providers offer anticipatory guidance promoting reading aloud
 - Talking to parents about the importance of reading with their child
 - Or telling the/a story
 - Describing and modeling developmentally-appropriate techniques
 - Reminding parents at each visit



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Three Components of Reach Out and Read

- At every health supervision visit, from 6 months to 5 years, a child receives a new, developmentally-appropriate book to take home
 - The book is presented to the child early in the visit by the provider
- A child who participates in Reach Out and Read reaches kindergarten with a home library of ten brand new children's books
- There's no app to replace your lap!



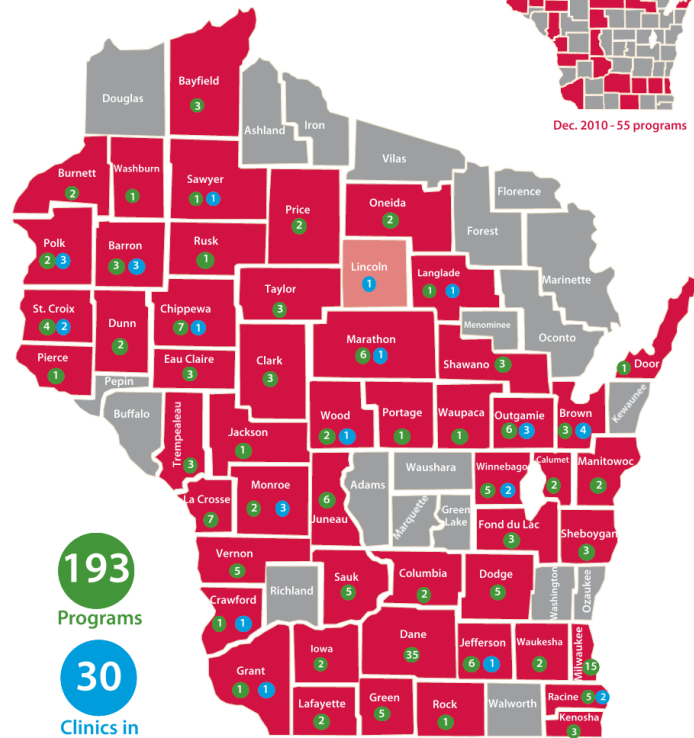
Program Growth



REACH OUT AND READ WISCONSIN



Dec. 2010 - 55 programs



193
Programs

30
Clinics in
application

Number of Reach Out and Read programs (193 total)
Number of Reach Out and Read clinics in application (30 total)

Last revised — April 2017



ROR in Wisconsin

- Started in 1997 in La Crosse (1st site in Wisconsin, 50th in the US)
- Now there are 193 programs in 51 counties in Wisconsin; 5800 in the US
- More than 86,000 Wi children served annually; 4.7 million in the US
- More than 150,000 new books disbursed annually in Wi; 6.9 million in the US
- More than 1,375 participating doctors, NPs, PA-Cs in Wi; 29,000 in US



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ROR in La Crosse County

- Gundersen Health System and Mayo Health System together have more than 20 ROR sites
- More than 4,600 children served each year, and more than 5000 new books disbursed annually
- \$20 per child to make a library of up to 10 books
 - Sometimes the only books in a house



The Impact of (or need for) ROR

- At least one in five children lives in poverty
- By age 4 years, children from low income families hear 30 million fewer words vs. more affluent peers
 - What about TV or video games? Not the same.
- There are families with illiterate parents
 - Stories can still be told (though not read)



Does ROR Work?

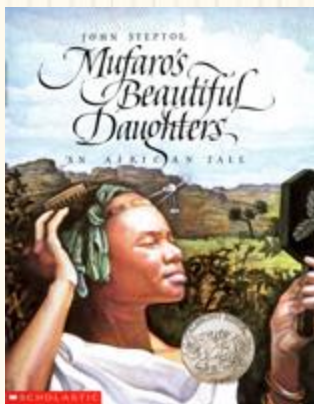
- Fifteen independent, peer-reviewed studies show the effectiveness of ROR
- ROR parents are four times likelier to read regularly with their children
- Parents and children have more positive attitudes toward reading aloud
- At-risk children exposed to ROR tend to have increased language development by kindergarten



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A Prescription without Side Effects



Rx PRESCRIPTION FOR READING



Date: _____

Child's Name: _____

Instructions: **Read Books**

- ☐ Every day — at bedtime, naptime, anytime!
- ☐ Refills at the library — free books and story time
- ☐ Visit the museum — have some fun and learn something new!

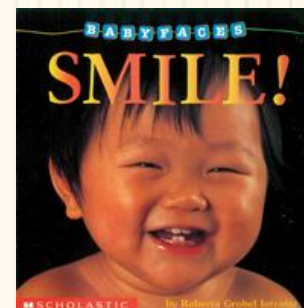
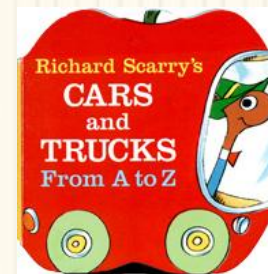
Signature: _____

**READ TO
YOUR CHILD
20 MINUTES
EVERY DAY**

For reading tips and book lists, visit reachoutandread.org/parent-resources


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Reach out and Read National Center 4 min video





Children's Health Alliance of Wisconsin



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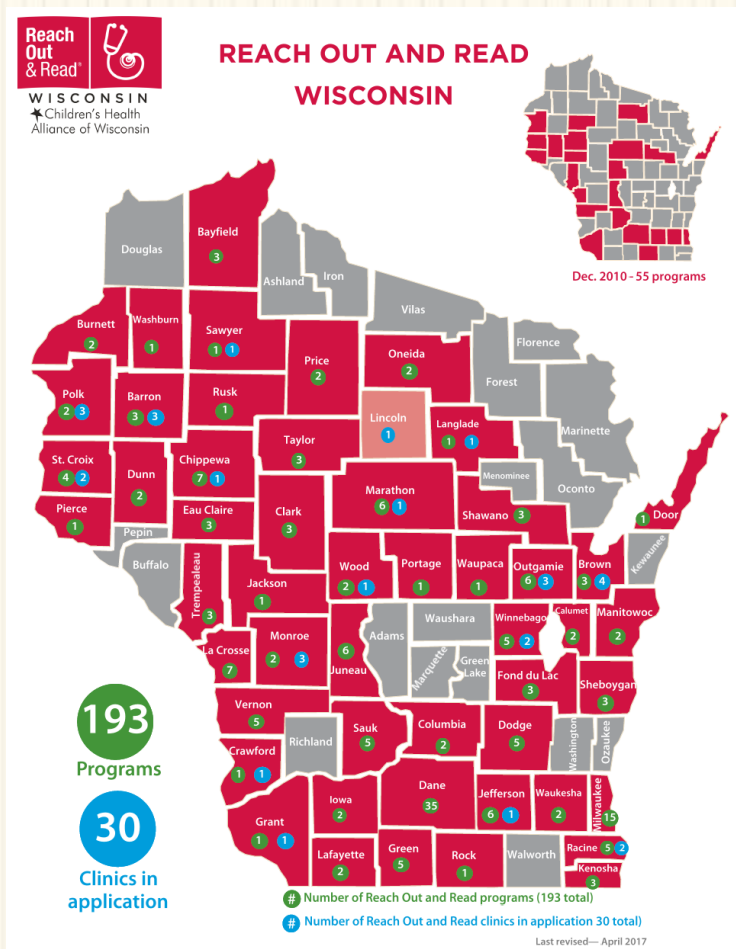
Children's Health Alliance of Wisconsin



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Program growth



What Can We Do to Support ROR?

- Buy a ticket to the June 1 Loggers/Moondogs game
 - Half the amount benefits ROR Wisconsin and ROR-GHS



- Support ROR at your place of work (if you happen to work at GHS or MHS)
- Continue to read to your children and grandchildren



Reach Out and Read

There's no app to replace your lap!



At the heart of ROR are children who learn to love books (from their parents).



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Thank you!

**For more information about Reach Out and Read-
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Nyla health visit video clip – 3 min



Reach Out and Read-Wisconsin

Presented by: Richard Strauss

May 11, 2017

Rotary Club of La Crosse



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Two-generation intervention three-part model

- Clinicians, trained in developmental milestones of early literacy, provide literacy guidance and advice to parents, starting at birth
- Children receive books during well-child visits from 6 months to 5 years of age
- Parents spend more time reading with their children



Small Steps. Big Impact.



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Does Reach Out and Read Work?

- 15 independent, peer-reviewed studies show the efficacy of the program:
 1. Parents read more to their children
 2. Parents and children have more positive attitudes toward reading aloud
 3. At-risk children tend to have increased language development by kindergarten



La Crosse County impact

- Reach Out and Read programs touch the lives of more than half of the children younger than 6 years living in poverty





Change the First 5 Years and You Change Everything

Video clip – 4 min

