Reach Out and Read: Why we do what we do

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Objectives

• Conceptualization of three-part model
• Why Reach Out and Read works well with Rural Health Clinics
• Reach Out and Read “passion topics”
• How Reach out and read helps
  – Children
  – Parents/caregivers
  – Providers
What is Reach Out and Read?

• An evidence-based nonprofit organization of medical providers who promote early literacy and school readiness in exam rooms nationwide by giving new books to children and advice to parents about the importance of reading aloud.
What is Reach Out and Read?:
3 Part Model

Advice: Encourage parents to read aloud daily and offer age-appropriate advice

Books: From 6 months through 5 years, clinicians give children a new, developmentally appropriate book at well child visits

Environment: The practice is made into a literacy-rich environment with posters, gently used books, library information and volunteer readers where feasible
What is Reach Out and Read?:
Nationally recognized and endorsed
What is Reach Out and Read?:
2014 Clinton Global Initiative Partnerships
What is Reach Out and Read?: New AAP Policy

 Literacy Promotion: An Essential Component of Primary Care Pediatric Practice

 COUNCIL ON EARLY CHILDHOOD

 Pediatrics
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What is Reach Out and Read?:
Literacy Partners

American Academy of Family Physicians (AAFP)
American Academy of Pediatrics (AAP)
American Booksellers Association (ABA)
American Library Association (ALA)
America’s Promise Alliance
Association of American Publishers (AAP)
Attendance Works
Sesame Workshop (Talk, Listen, Connect)
Massachusetts Department of Early Education and Care (EEC)
EVERYBODY WINS!
First Book
International Reading Association (IRA)
Joining Forces
Military Child Education Coalition (MCEC)
National Association for the Education of Young Children (NAEYC)
National Association of Nurse Practitioners (NAPNAP)
National Center for Family Literacy (NCFL)
National Military Family Association
Raising Readers
Reading Is Fundamental (RIF)
Reading Rockets
ServiceNation
Smart Start and the North Carolina Partnership for Children, Inc.
U.S. Department of Education, Fund for the Improvement of Education (FIE)
United Through Reading
United We Serve
Washington State Department of Early Learning
ZERO TO THREE
What is Reach Out and Read?:
Who we serve

- National organization
- 4.2 million children served
- All 50 states (including Iowa!)
- Over 5000 sites
- Over 6.5 million books/year to kids
  - See attachment
  - Reach Out and Read Iowa: [http://www.reachoutandreadiowa.org/](http://www.reachoutandreadiowa.org/)
Reach Out and Read: Why the model is effective

Child Health Care Providers:

- Have early and nearly universal access to parents and children
- Have repeated one-on-one contact with families
- Provide trusted guidance about children’s development and well-being
- Serve as an important source of information and support
Reach Out and Read:

Works well with rural health providers

• Mission of RHC:
  – Encourage and stabilize the provision of *outpatient primary care* in underserved rural areas through the use of physicians, PAs, NPs, and CNMs.

• RHC providers:
  – Often work with underserved children
  – Work with the whole family unit
  – Have a deep understanding of social and environmental determinants of health including literacy issues, school readiness, and poverty
  – Have connections with community-based resources for families
A New Paradigm of Child Health

As understanding of the mechanisms and impact of biological, behavioral, cultural, social, and physical environments on healthy development deepens and expands, the long-standing role of [providers] in promoting the physical, mental, and social health and well-being of all children must also evolve.

AAP Community Pediatrics Policy Statement 2013
Conceptualizing ROR: A Public Health Intervention

Reach Out and Read

- Relational surveillance tool
- Developmental surveillance tool
- Cognitive intervention tool
- Positive Parenting tool
- Book giveaway
- School readiness tool
- Toxic stress buffering
ROR—What a feeling!
Passion Topics

• Brain development
• Parent/child relationship
• Cognitive/Language development
• Poverty
• School readiness
Brain architecture and developing abilities are built “from the bottom up” via simple circuits and skills which provide the scaffolding for more advanced circuits and skills over time.

AAP EBCD Initiative:
“Building Brains, Forging Futures”
It’s all about nurturing relationships.

Brain Development

- In first 1000 days, 700 new neural connections are established every second
- Interactive influences of genes and environment shape the architecture of the brain
- The **active ingredient** is the “serve and return” nature of children’s engagement in relationships with their parents and other caregivers in their family or community.
Reach Out and Read: Parent/Child Relationships

“Given the explosion of knowledge emerging at the intersection of neuroscience, genetics and developmental psychology about the essential role of early caregiver–child relationships on lifelong health, it is time to add a fourth vital sign—relationships.” (Claudia Gold, 2012)

We should be assessing and promoting the social–emotional component of child/family health at each visit.
Parenting Tip

Instructions:

Playing with Baby

YES

NO
Parent/Child Relationships: The impacts of shared reading

- Positive regard and warmth
- Responding to child’s signals
- Supporting child’s focus of interest
- Lack of harsh discipline, lack of negativity, anger, rejection

Parent/Child Relationships: The impact of shared reading

One mother’s parenting skills were not well developed, and I discussed some things that should be happening… When I discussed daily reading to her children, she said “now that is something I can do.”

–Reach Out and Read Provider (2013 Medical Consultant Survey)

A mother was having difficulty with sibling rivalry, and was able to improve relationships among her children by focusing on books rather than behaviors.

–Reach Out and Read Provider (2013 Medical Consultant Survey)

I know her mother does use the book as a calming tool just before bed…sometimes I stay in the bed for the story, too.

–Reach Out and Read Father (2008 Provider Training Video Clip)
Cognitive/Language Development: The impact of shared reading

- Age-appropriate cognitive stimulation
- Verbal scaffolding (Vygotsky, 1978; Snow, 1977)
  - structuring tasks to account for child’s abilities
- Providing rich language input (Weizman, 2001)
- Verbal responsivity (Hart and Risley, 1994)
  - “serve and return”
  - Dialogic reading

Poverty and the Brain: Disparities in Early Vocabulary Growth

School Readiness: Shared reading and school success

- **Book sharing is the key to early literacy!**
  - Fewer than half (48%) of young children in the United States are read to daily.
  - Minority and low-income children are less likely to be read to every day than their non-minority and higher income peers.
  - 35% of U.S. children enter kindergarten unprepared to learn, most lacking the language skills that are the prerequisites of literacy acquisition.
  - One in 6 children who are not reading proficiently in third grade do not graduate from high school on time, a rate four times greater than that for proficient readers.
  - Once children start school, difficulty with reading contributes to school failure, which can increase the risk of absenteeism, leaving school, juvenile delinquency, substance abuse, and teenage pregnancy – all of which can perpetuate the cycles of poverty and dependency.
School Readiness: The impact of shared reading

- **Reading** is *the* fundamental skill needed for learning!
- **Shared Reading** helps promote Early Literacy Milestones:
  - Phonologic awareness
  - Alphabet awareness
  - Vocabulary
  - Print awareness
  - Print Motivation
  - Narrative skills
Reach Out and Read:  
14 peer-reviewed studies

- Children have higher expressive/receptive language scores (Mendelsohn et al., *Pediatrics*, High, et al., *Pediatrics*)
- Increases literacy orientation (Sharif et al., *Journal of the National Medical Association*)
- Increases # of books in homes (Silverstein et al., *Pediatrics*)
- Improves parental/child attitudes and practices including being read to more often (Sharif et al., *Journal of the National Medical Association*, High et al., *Pediatrics*, Needlman et al., *Ambulatory Pediatrics*, Weitzman et al., *Pediatrics*)
For the Provider: 
Tools of the trade

- Relational Surveillance Tool
- Developmental Surveillance Tool
- Anticipatory Guidance Tool
Reach Out and Read in Practice

- 6 month visit with “Larry”: https://www.youtube.com/watch?v=QEIKz8Yctwk
  - Provider gave child a book at the beginning of the visit
  - Provider observed child/book interaction (*developmental assessment*)
  - Provider observed child/parent interaction (*relational assessment*)
  - Provider discussed importance of shared reading and *offered guidance*
  - Literacy-rich environment
Books in practice: Literacy-based clinic discussions

- Developmental milestones
- Bedtime routines
- Sibling interaction/rivalry issues
- TV time
- Stress at home
- Adult literacy issues
Let’s not forget…

• Reach out and read builds rapport with families
• Reach Out and Read relaxes children
• Reach Out and Read energizes providers
• It’s fun! (Way better than vaccines!)
Who benefits from Reach Out and Read?

**Child**
- Buffers toxic stress
- Builds the brain
- Fun!

**Parent**
- Parent as first teacher
- Responsive Parenting

**Provider**
- Rapport builder
- Relational Surveillance
- Developmental tool
- Anticipatory guidance
Society Benefits!

Early Language and Literacy Skills

Kindergarten readiness

3rd grade Reading Proficiency

Graduation from High School

Path to success in school and life
What makes a good book?

• “A young picture book must be MEANT to be read aloud—full of delicious words and phrases that will roll off the tongue and beg to be repeated by the young listener.

• Repetition, alliteration, rhyme, and animal sounds might all contribute.

• Best of all, if the book speaks, in some way, to the littlest reader’s experience, it will be a favorite!”

HUG O’ WAR

I will not play at tug o’ war.
I’d rather play at hug o’ war,
Where everyone hugs
Instead of tugs.
Where everyone giggles
And rolls on the rug,
Where everyone kisses,
And everyone grins,
And everyone cuddles,
And everyone wins.
Thank you!
Time for questions!

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