



where great stories begin™

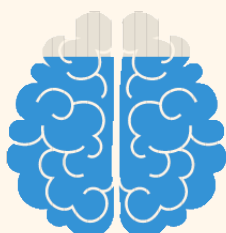
REACH OUT AND READ

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

THE NEED



66% of children grow up in families that are **NOT** read aloud to daily.



←
80% of brain growth occurs before **age 3**.

By the age of **3**, low-income children have heard **30 million fewer** words than their more affluent peers.

OUR SOLUTION

The Reach Out and Read Model is endorsed by the American Academy of Pediatrics.

1 EDUCATION

Pediatricians trained in our model of early literacy development provide parents with age-appropriate guidance about books and reading at regular pediatric visits.

3 ENGAGEMENT

Parents incorporate advice received from pediatric visits and make reading aloud part of their daily routines.

2 BOOKS

From infancy through five years, the child is given a brand new book to take home.

4 SCREENING

The book is given at the beginning of the visit and used as a developmental surveillance tool.



WHY DOCTORS?



Medical providers are a trusted source of information.

91% of children under age 5 see their doctor at least once a year.



By embedding our model in the existing healthcare system, we keep costs down.

OUR OUTCOMES



Parents are 2.5x more likely to read to their children.



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



We reach 4.5 million families each year.