

# Our Mission

Reach Out and Read makes literacy promotion a standard part of pediatric primary care, so that children grow up with books and a love of reading.



**You Can Help Prepare Young Children to Succeed in School!**



**Making Books Part of a Healthy Childhood**



- **Start an ROR Program.** Medical providers can apply to the National Center to bring ROR to their hospital, health center, or private practice.
- **Volunteer in your community.** ROR volunteers can read to children in waiting rooms or help organize book drives.
- **Make a gift to ROR.** Each gift of \$40.00 will enable ROR to provide the full five-year program to one more child.

The ROR website [www.reachoutandread.org](http://www.reachoutandread.org) will show you how.



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The Reach Out and Read model is endorsed by the

American Academy of Pediatrics



Reach Out and Read is affiliated with the Department of Pediatrics and the Department of Family Medicine, Boston Medical Center, Boston University School of Medicine.



# Reach Out and Read®

**A National School Readiness Initiative**

Reach Out and Read (ROR) trains doctors and nurses to advise parents about the importance of reading aloud and to give books to children at pediatric checkups from 6 months to 5 years of age, with a special focus on children growing up in poverty. By building on the unique relationship between parents and medical providers, ROR helps families and communities encourage early literacy skills so children enter school prepared for success in reading.

ROR has expanded from a single Program at Boston City Hospital (now Boston Medical Center) in 1989 to more than 4,500 Programs in hospitals, health centers, and private pediatric practices in all 50 states, the District of Columbia, the U.S. Virgin Islands, and Puerto Rico.





**Reach Out and Read® (ROR) is an evidence-based nonprofit organization that promotes early literacy and school readiness in pediatric exam rooms nationwide by giving new books to children and advice to parents about the importance of reading aloud.**

## The ROR National Center

The ROR National Center provides a number of resources for approved ROR Programs including:



- Start-up and sustainability awards for book purchases.
- Training activities for both new and existing programs, including an online CME course.
- Ongoing technical assistance.
- ROR program and literacy awareness materials.
- Access to culturally-appropriate children's books in a variety of languages, available at significant discounts.

## The ROR Model

- In the exam room, doctors and nurses trained in the ROR strategies of early literacy speak with parents about the importance of reading aloud with their young children and offer age-appropriate tips and encouragement.
- At each well-child visit from 6 months to 5 years of age, children receive a new, developmentally- and culturally-appropriate book from their medical provider.
- In the waiting room, a literacy-rich environment encourages reading among parents, children, and volunteers.



## ROR Works

Research shows that ROR improves the home literacy environment and developmental outcomes for children growing up in poverty. Peer-reviewed studies indicate that when families participate in ROR:



- Parents are four times more likely to read to their children.
- Children show a six-month developmental gain in language and literacy by the age of 3.
- Children score higher on vocabulary tests and school readiness assessments.

## ROR Supporters

Reach Out and Read is the model of a successful public-private partnership. ROR is supported by a funding from individuals, corporations, and foundations. To complement the private sector investment, the National



Center works closely with policymakers at the federal and state levels to secure public dollars to sustain ROR's capacity to bring books to children growing up at risk for school failure.

**“The single most important activity for building the knowledge required for eventual success in reading is reading aloud to children.”**

**– The Commission on Reading, “Becoming a Nation of Readers”**

The work of the National Center is supported on the local level by an extensive field organization



of state and regional Coalitions which work to strengthen ROR Programs, enhance program quality, and identify regional resources to sustain local Programs.

**“As a pediatrician, I know that at every checkup, I'm helping parents understand how reading aloud will help their children learn and love books and eventually succeed in school. Reach Out and Read is changing children's lives.”**

**– Perri Klass, M.D.,  
ROR National Medical Director**

**“As a new parent, I didn't realize how important it was to read to my baby until I brought her to the doctor.”**

**– An ROR Parent, Boston, MA**