



Reach Out & Read



About Reach Out and Read

Reach Out and Read (ROR) is a national program dedicated to fostering the development of early literacy skills among children as a standard part of pediatric primary care. To accomplish its goal of putting children on the road to success in school and beyond, ROR provides primary care doctors with a standard model to incorporate into their practice.

Reach Out and Read at Akron Children's Hospital

ROR is available in all 33 Akron Children's pediatric primary care offices located in Ashland, Columbiana, Cuyahoga, Lorain, Mahoning, Medina, Portage, Richland, Stark, Summit, Trumbull, Tuscarawas, and Wayne counties. Books are prescribed at well visits for children ages 6 months to 5 years to encourage reading. ROR is funded by grants and donations and is able to purchase books at an average cost of \$2.00 each.

2020

- 78,770 new books were prescribed
- 2,418 gently used books were distributed at various hospital locations and outreach events in the community

2021

- 6 new pediatric care offices will start/become ROR certified sites?
- ROR is on target to distribute 83,000 new books, which is 75% of well check visits seen.
- To provide books at 100% of well visits for children ages 6 months to 5 years an additional 26,000 books are needed.

Importance of Early Literacy

- 80% of a child's brain is formed between birth and age three (reachoutandread.org).
- More than one in three American children start Kindergarten without the skills they need for success at school.

Why support Reach Out and Read? It is a valuable program because:

- Parents are 2.5 times more likely to read to their children.
- Families are 2.5 times more likely to enjoy reading together or have books in the home.
- Children's language development is improved by 3-6 months (reachoutandread.org).

How you can help:

- Hold a book drive for new books appropriate for ages 6 months to 5 years
- Text to Give- <https://app.mobilecause.com/vf/bookbank>
- Make a financial donation to the program

