



REACH OUT AND READ and Help Me Grow - A Win Win!

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What We Know

Being read to, and growing up with books, literacy, and language, are major components essential to eventual academic success for children.



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The Developing Brain

90% of brain development happens in the first 5 years of life– more rapidly than in *any other time in life.*



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We cannot wait until school...

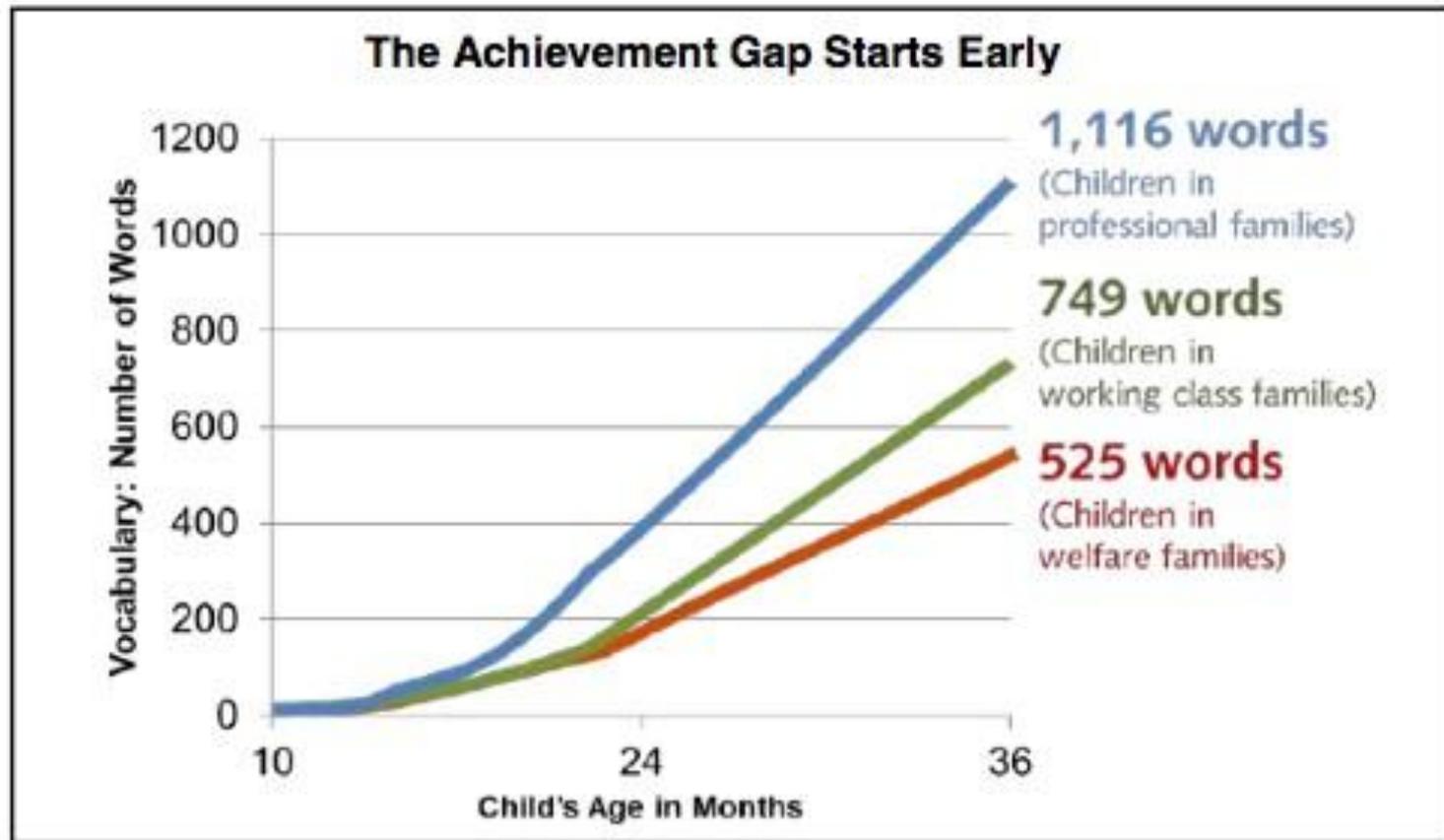
Children in low-income families understand 3,000 words by the age of four, compared to their more affluent counterparts who understand more than 20,000 words by the same age.



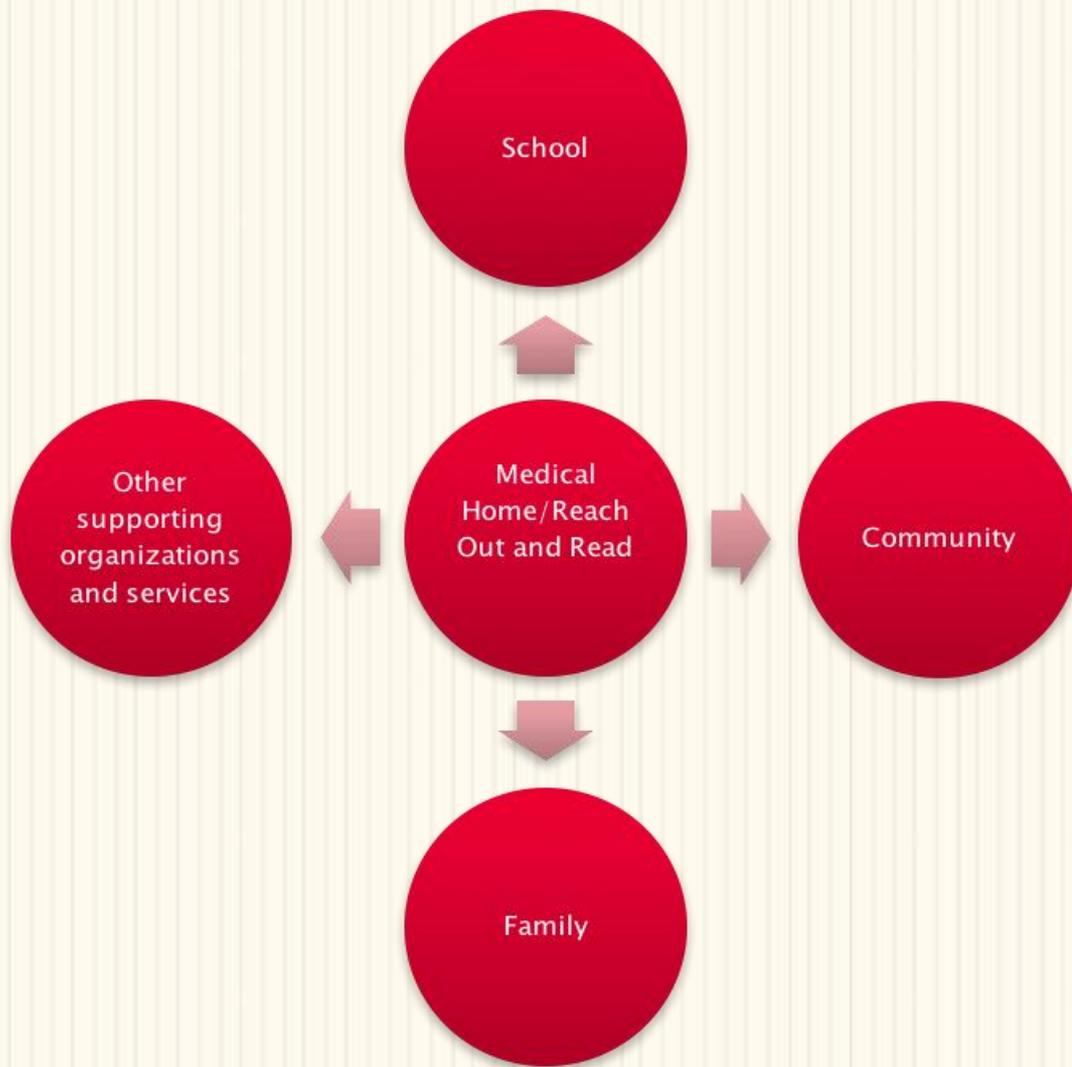
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30,000,000 Word Gap



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Reach Out and Read - Three-Part Model

Provider Guidance

In the exam room, providers speak to parents about the importance of reading aloud to their children every day, and offer age-appropriate literacy tips and encouragement.

Prescribe a Book

At each regular checkup from 6 months through 5 years of age, the child receives a new, culturally- and developmentally-appropriate book to take home and keep.

Clinic Environments are Literacy Rich

Clinic environment support literacy-rich messaging and resources to families as appropriate, supporting parents in daily literacy activities with their children.



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**“In a well-visit where there is no other clearly identified problem at the outset, I’d rather walk in without my stethoscope than without a book.” -
Dipesh Navsaria, MD**



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2-Generational Approach

“Children are made readers on the laps of their parents” – Emilie Buchwald



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Parent + Child = Success!



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Unique Access and Relationship

- 90% of children served in Medical Home, where less than 1/3 are enrolled in pre-k
- Even harder to reach children and their families 0-3



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How We Reach Families



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Components of Early Language

- Early language development is a social process
- Serve and Return/child directed language
- Focus on two–generational approach
 - Child health
 - Family engagement/ relationships
- “Tune In, Talk More, Take Turns” – 3T’s



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Evidence-Based, Research-Tested

Fifteen published, peer-reviewed research studies support the efficacy of our model, a more extensive body of research than for any other psychosocial intervention in general pediatrics.

Our research shows benefits in 3 main areas:

- Outcomes for Children – 3–6 month developmental edge with receptive and expressive language scores, increased school readiness.
- Outcomes for Parents – increased engagement with respect to reading daily with their children.
- Outcomes for quality clinical environments – increased quality relationships and compliance with medical care.



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AAP Policy Statement 2014

American Academy
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN™

FROM THE AMERICAN ACADEMY OF PEDIATRICS

Organizational Principles to Guide and Define the Child
Health Care System and/or Improve the Health of all Children

POLICY STATEMENT

Literacy Promotion: An Essential Component of Primary Care Pediatric Practice

COUNCIL ON EARLY CHILDHOOD

KEY WORDS

literacy promotion, reading aloud, early brain development,
language development, child development, school readiness

ABBREVIATIONS

AAP—American Academy of Pediatrics

ROR—Reach Out and Read

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Academy of Pediatrics and its Board of Directors. All authors
have filed conflict of interest statements with the American
Academy of Pediatrics. Any conflicts have been resolved through

abstract

FREE

Reading regularly with young children stimulates optimal patterns of
brain development and strengthens parent-child relationships at a critical
time in child development, which, in turn, builds language, literacy, and
social-emotional skills that last a lifetime. Pediatric providers have
a unique opportunity to encourage parents to engage in this important
and enjoyable activity with their children beginning in infancy. Research
has revealed that parents listen and children learn as a result of literacy



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ROR announces expansion to serve children beginning at birth

WHERE GREAT STORIES BEGIN

News, Events, and Updates from Reach Out and Read

REACH OUT AND READ EXPANDS TO SERVE INFANTS FROM BIRTH TO SIX MONTHS

Tuesday July 7, 2015

Reach Out and Read doctors are starting to guide parents about the importance of talking, singing, reading and playing with their babies as early as the newborn checkup.



Our organization has traditionally promoted the importance of reading aloud to children aged 6 months through 5 years. Reach Out and Read was founded in 1989 to take advantage of the unique opportunity that pediatricians have to affect the development, as well as the health, of the children they serve, especially those from low-income communities. A simple model was established of giving books to children and advice to families about the benefits of reading aloud together starting at the 6-month pediatric checkup. This reflected a tactical awareness that a 6-month old child can sit up on a parent's lap, and begin to grab and move the pages of a board book.

However, advances in our understanding of early childhood development over the last 25 years have shown us that it is essential to encourage parents to engage with their infants right from birth. The first six months of life is a period of rapid brain development that does not occur at any other time, and is a critical window when parental responsiveness can shape a child's development (for more details, please read our [previous blog post](#)). Accordingly, in 2014, the American Academy of Pediatrics released a [policy statement](#) recommending literacy promotion in primary care starting at birth.

In recognition of this, the Reach Out and Read leadership has announced a move to start the program earlier, such that it will now officially serve children from birth through 5 years.

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TAGS

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annual report book
Brain activation brain development
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childhood development
Collective impact
developmental delay
Dipesh Navsaria documentary
Dr. Carolyn Boone
early brain development



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Child Health is a state of physical, mental, intellectual, social and emotional well-being and not merely the absence of disease or infirmity. Healthy children live in families, environments, and communities that provide them with the opportunity to reach their fullest developmental potential.

– World Health Organization



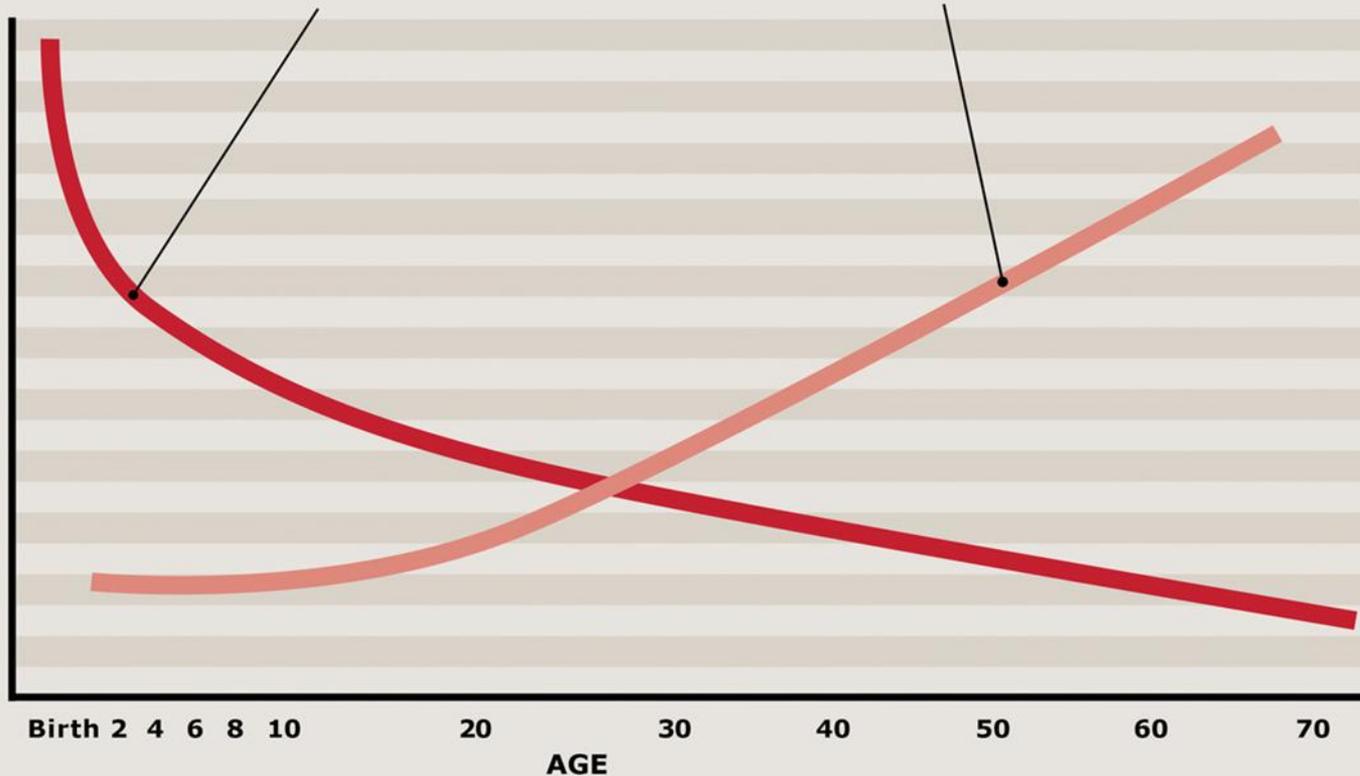
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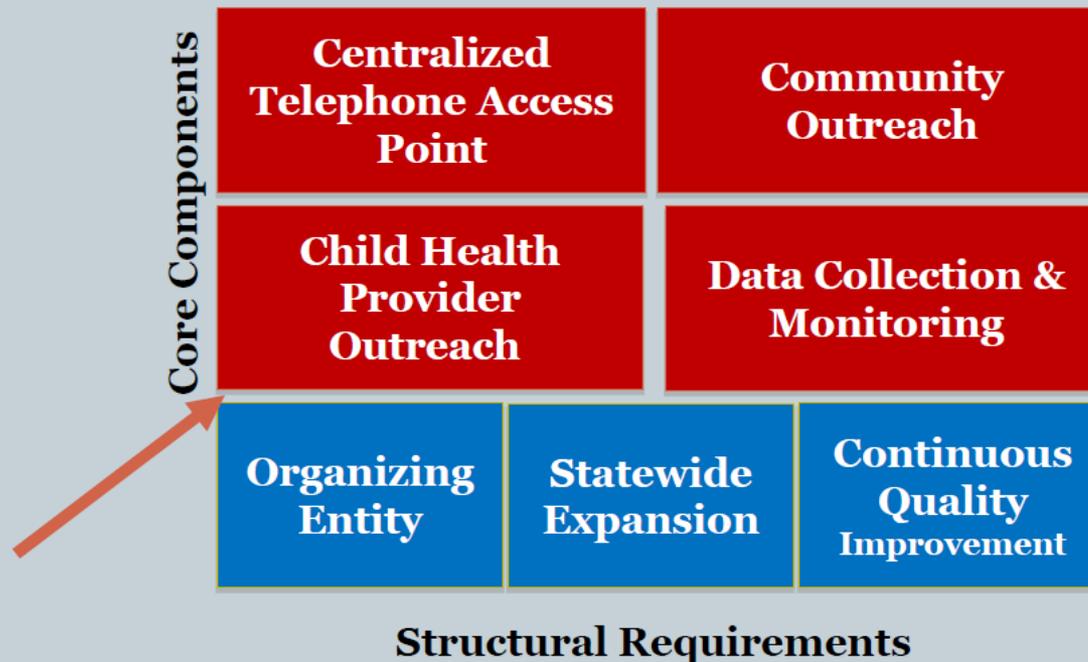
**The Brain's Ability to Change
in Response to Experiences**

**Amount of Effort
Such Change Requires**



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The Help Me Grow System



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Child Health Provider Outreach

How to use the Help Me Grow System in a practice



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Help Me Grow SC

- One of two affiliates with a children's hospital as its organizing entity.
- In 2015, 37 % of all HMG South Carolina families came through physician referrals
- In 2015, 52 practices benefitted from in-service training



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Strong Physician Participation as Evidenced by:

- The high percentage of direct referrals by physicians through several electronic medical record systems.
- HMG SC provided specialized training on developmental screening for the 11 pediatric sites across the state designated as Healthy Steps sites.
- Inclusion in the Residency Advocacy Program.



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Dr. Desmond Kelly,
Medical Director,
Help Me Grow SC:

“Mastering the skills involved in reading is one of the most critical developmental milestones for children in their early years. . .The responsibility for promoting early reading development in our youngest citizens is shared across the community, but pediatricians have a central role to play.”



Literacy Promotion and Milestones in Early Childhood



Continuing Medical Education
Article author
Desmond Kelly, MD, vice-chair for Academics at Greenville Health System's (GHS) Department of Pediatrics, is board-certified in Developmental Behavioral Pediatrics.



More than one in three US children will start kindergarten without the language skills they need to learn to read.

An Urgent Challenge
Mastering the skills involved in reading is one of the most critical developmental milestones for children in their early years. Literacy skills at school entry and first grade are predictive of later reading success, and poor reading skills are associated with school dropout, limited economic potential and continued cycles of failure, poor health and dependency in the adult years.

Research confirms the “30 million word gap”—namely, that by the time they are 4 years old, children of college-educated parents have been exposed to 30 million more words than those of parents who are on welfare. About two-thirds of US children and 80% of those living below the poverty threshold fail to develop reading proficiency by the end of third grade.

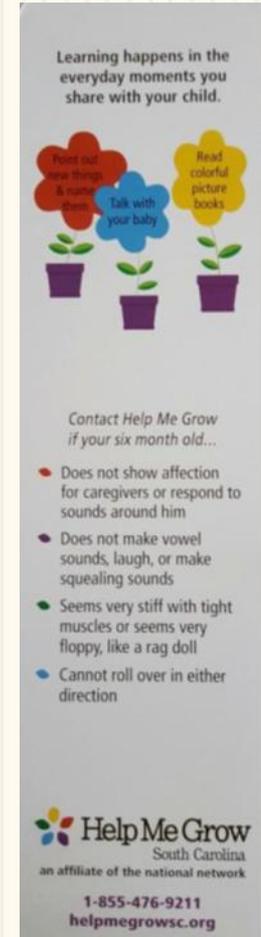
Early exposure to books and reading can make a huge difference in literacy development. While two-thirds of children living in high-income families are read to daily, less than one-third from low-income families are read to, and less than half hear stories or are sung to by their parents. It has been shown that when pediatricians provide information and guidance about the importance of reading and talking with young children, parents listen. When pediatricians provide them with children’s books, parents read more with their young child and the child’s early language literacy skills grow. Therefore, it is incumbent on pediatricians to promote opportunities for literacy and to identify risk factors in patients who might have later problems acquiring reading skills.



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Bookmark Project



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Perfect Partnership



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Opportunity



- Support providers
- Support families
- Connect children with services
- Provide care coordination
- Ensure continuity of care
- Strengthens the community



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How We Partner?

- Provider outreach
- Provider training
- Parent education
- Overall community partnerships / collaboration



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From the perspective of the provider....

- Strong, valuable partnership.
- Reading Nook
- Books go to homes where they are needed and appreciated
- Books help to assess the developmental level of the child and the degree of parental involvement in reading
- Bookmarks complement the assessment of the developmental milestones at the visits
- Interaction helps to 'open the door' into further discussions on implementing reading and language into their daily routines



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HOW CAN YOU CONNECT WITH REACH OUT AND READ IN YOUR AREA?



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QUESTIONS?



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