

## Help Me Grow National Webinar

Partnering with Reach Out & Read: Why it's a "win-win"

www.HelpMeGrowNational.org

Tuesday, August 6, 2013

3:00 PM - 4:00 PM (Eastern Time)



<sup>\*</sup>Supported by a generous grant from the WK Kellogg Foundation



## **Webinar Overview**

#### **Presenters:**

#### - Paul Dworkin,

Executive Vice President for Community Child Health Director, *Help Me Grow* National Connecticut Children's Medical Center

#### -Wendy Hart

Regional Coalition Manager Reach Out and Read

#### - Polly McClure

Statewide Coordinator Reach Out and Read – Alabama

#### -Beth Albright Johns

Assistant Vice President
Early Childhood Initiatives and Education
Community Planning and Initiatives



#### **Moderator:**

Joanna Bogin

Program Director, Help Me Grow National





# Reach Out and Read Empowering Families for School Success

















## **Our Mission**

To prepare America's youngest children to succeed in school by partnering with doctors to prescribe books and encourage families to read together

### **Our Vision**

We are working toward the day when all children enter kindergarten with highly-engaged parents, performing at grade level, and prepared to excel



## **Our Three-Part Literacy Model**

Reach Out and Read is primarily "staffed" by the pediatricians and medical providers who voluntarily deliver our literacy model.

#### Pediatrician Guidance

In the exam room, pediatricians speak to parents about the importance of reading aloud to their children every day, and offer ageappropriate 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.

#### Parents Read Aloud at Home

Parents incorporate advice received through pediatric visits and make reading aloud part of their daily routine.





Fifteen published, peer-reviewed research studies support the efficacy of our model. These studies show that pediatricians can make a *statistically significant difference* in the amount that parents read aloud with their children—improving children's overall language skills.

#### Reach Out and Read's

#### Children:

- have larger receptive and expressive vocabularies,
- acquire home libraries of 10 new books,
- enter school with a 3- to 6-month developmental gain.\*

#### Reach Out and Read's

#### Parents:

- are 4 times more likely to incorporate reading aloud into their daily routines,
- non English-speaking parents are up to 10 times more likely to read aloud regularly with their children.

<sup>\*</sup>relative to comparable SES control groups.

## Reach Out and Read School Readiness



## **Project**Theory of Change

Help ensure that children begin kindergarten with the foundational reading skills necessary to learn and excel

## Strategy & Activities:

- Train doctors as literacy advocates
- Engage parents as children's first teachers
- Provide new books

#### Outputs:

- Doctors give early literacy advice
- Parents have a "prescription for reading aloud"
- More kids' books in homes

#### Outcomes:

- Parents read with their children 4+ days/week
- Children gain larger vocabularies, improved language skills

#### Impact:

- Children
   enter school
   with the skills
   and support
   needed to
   stay on track
- Definition of healthcare includes literacy



## **Training**

All Reach Out and Read providers are trained using our online CME course so the take away message for families is the same no matter what health center they visit.

The goals of this training are: We want to use the book to everyone's best advantage during the pediatric visit so that

- The child comes away with an appropriate and engaging book
- The parent comes away with useful strategies for enjoying that book at home with the child
- The provider comes away with an enhanced appreciation of the child's development, having had an efficient and effective primary care visit!



## **Results to Date**

#### Reach Out and Read's National Impact

- Reach Out and Read Programs are located in nearly 5,000 hospitals, health centers, and pediatric clinics in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands.
- Reach Out and Read serves 4 million children and families annually
- More than 6.5 million new, developmentally-appropriate books are given to children annually.
- More than 12,000 doctors and nurses currently participate in Reach Out and Read.
- Community volunteers dedicate more than 350,000 hours of service to Reach Out and Read annually.
- More than 25 statewide and regional offices affiliated with the Reach Out and Read National Center work directly with Reach Out and Read program sites to ensure the effective implementation and quality of the Reach Out and Read model.

## Any questions?



## Thank you!

## How we "roll" in Alabama

### Reach Out and Read-Alabama

A program of the Alabama Chapter, American Academy of Pediatrics







Alabama Chapter















## Reach Out and Read-Alabama

- Alabama Chapter, AAP board voted to include Reach Out and Read as program in January 2006.
- Growth from 10–12 program sites to 70 statewide in last 7 years.
- 11 program sites in 5 county area
- 46 medical providers in 11 program sites















## Partnership Development

- AL Chapter, AAP received Healthy People 2020
   AAP grant in 2011 for Early Brain Development
  - The Alabama Early Screening Improvement Project implemented a quality improvement collaborative for developmental screening in medical home settings for children from birth to five years of age. This project will further enhanced the existing partnership of the Alabama Chapter-AAP, the Alabama Department of Public Health (ADPH), the Alabama Department of Mental Health (ADMH), Alabama's Early Intervention System (AEIS), and the University of Alabama Autism Spectrum Disorders Clinic to increase the proportion of children who are ready for school in all five domains of health development (Healthy People 2020 Objective EMC-1).















## Goals of Healthy People 2020 Grant

- The project's goal is to use QI principles to develop and promote an optimal protocol for: standardized developmental screening for earlier identification of and intervention for developmental delays, care coordination in the pediatric office, and linkages for parents to appropriate community resources. Within a medical home model, the project will work with pediatric healthcare providers, child care providers, early intervention programs, and community-based resources within a starter hub area to provide peer-to-peer learning, education, and technical assistance to:
  - Provide patient/family-centered care in medical home settings.
  - Improve clinical skills using standardized developmental screening tools to achieve measurable improvements in health outcomes of children.
  - Implement and evaluate QI practice-level, system-based changes.
  - Network with community and state agencies to enhance referral relationships and increase appropriate referrals to AEIS, care coordination services, and other providers of developmental and social-emotional services in the community.
  - Improve parental communication with providers regarding concerns about their child's development and behavior.















## Help Me Grow Alabama selected

- Alabama HMG Affiliate
- Alabama Partnership for Children Lead
- Early Childhood Comprehensive System
- •State Blueprint for School Readiness ECCS plan
- State outcome and focus: % of children who receive periodic developmental screenings and appropriate referrals
- Local Blueprint leaders and programs for 10 years Success By 6















# Community Foundation of Greater Birmingham Grant Opportunity 2012

- Result Strategy: Increase high quality early learning opportunities for birth to eight-year olds.
- Three year grant
- Partnership between Alabama Chapter, American Academy of Pediatrics (grantee), United Way of Central Alabama /Success by 6, Alabama Partnership for Children and Reach Out and Read– Alabama.















## Three Components: CFGB Grant

 Increase the number of pediatric practices in 5 counties participating in the QI model which includes training and implementation of ASQ, identification of children with developmental delays/ASD and referral of these children to early intervention and appropriate community services.















## Initiatives of CFGB Grant

- Increase family engagement through proven and effective early literacy program, Reach Out and Read in 15 practices in 5 county area.
- Develop effective system of linking and referral of children identified with developmental delays/ASD using United Way 2-1-1 to early intervention and community resources.















## Benefits of Partnership

- HMG-Central Alabama has connected with Reach Out and Read-Alabama to access pediatricians with a united message about early childhood development.
- Our streamlined partnership simplifies what we're both asking of health care providers— to prepare America's youngest children to succeed in school; prescribing books, increasing access to comprehensive developmental screening and encouraging families to read together AND linking those families with children in need of developmental services to HMG.















## **Future Plans**

- HRSA Grant
- Formal Program Evaluation
- Joint Presentations
- Staff Sharing
- Cost Saving

















## Questions?





#### Reminders

Help Me Grow National Conference Call:

Medicaid and Help Me Grow – A conversation with Charles Bruner, PhD

September 9<sup>th</sup>, 2013

1:00 PM EST

For more information on *Help Me Grow*, please visit our website: www.HelpMeGrowNational.org

