



REACH OUT AND READ

Reading is doctor-recommended

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OUR MISSION

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 REACH OUT AND READ MODEL

Pediatrician Guidance

In the pediatric exam room, pediatricians 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.

Literacy-Rich Environments

Many program sites create literacy-rich environments that include gently-used books for waiting room use and/or volunteer readers to model for parents the techniques of reading aloud to young children.



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WHY READING MATTERS

- Reading aloud is widely recognized as the single most important activity leading to literacy acquisition.
 - Books build better brains!



Impact

- Advances in neuroscience technology over the last two decades have allowed us to chart human brain development. The evidence is still accumulating, but it is now well established that our brains develop most rapidly during the first few years of life.
- Primary health care providers are in a unique position to affect and encourage parental behaviors that foster early literacy development in children.



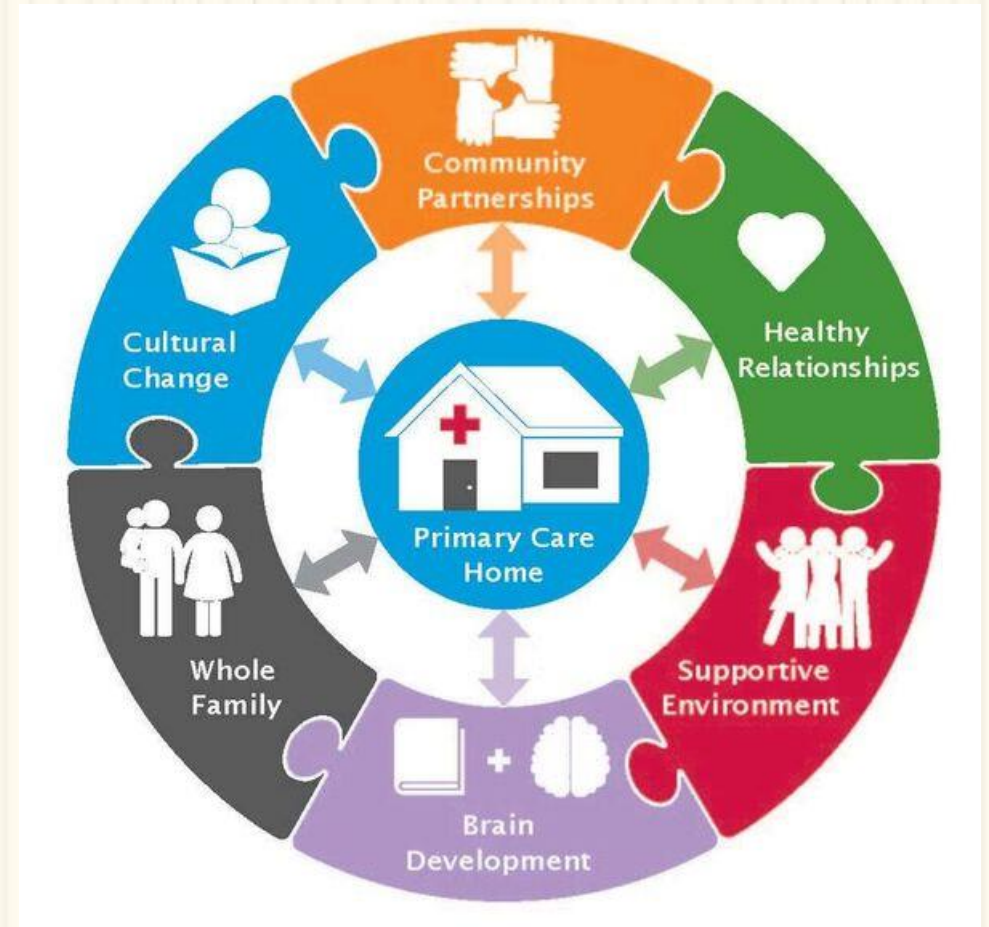
Additional Impact

- Many parents do not realize the importance of family literacy activities as they relate to children's language in the first years of life when rapid brain growth occurs.
 - By offering guidance about reading aloud to infants, as a simple and effective way of fostering nurturing, language-rich family interactions that support brain development and provide a foundation for success, you can help caregivers give their children the best start in life.
- It is not just about building vocabularies; it's about building relationships and promoting resiliency in children.



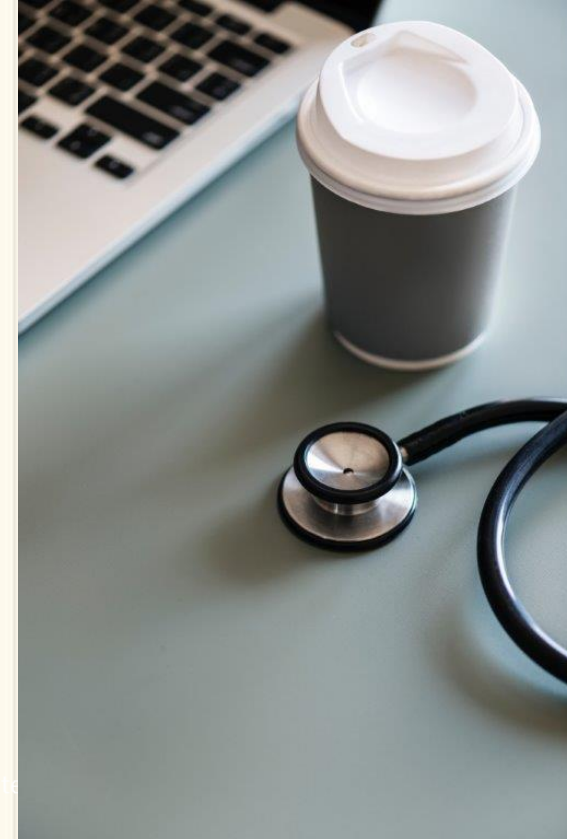
Collaboration to Amplify Impact

- Support Learning
- Support Quality Improvement Initiatives
- Support Other Projects/Goals



RORC's Online Learning Community

- Professional development and learning opportunities
- CME available



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Aligning the ROR Intervention

Thank you – Children’s Medical Center for helping support the development of ROR Supporting Breastfeeding and Lactation Education!



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Learning Sessions

- Support QTIP practice learning through RORC's Online Learning Community
 - RORC develop topic based mini course in partnership with a provider from the practice team
 - » Course can be taken prior to, during or after sessions
 - » Course can be offered to entire practice
 - » Course will be publicly available to RORC's medical provider network across the Carolinas

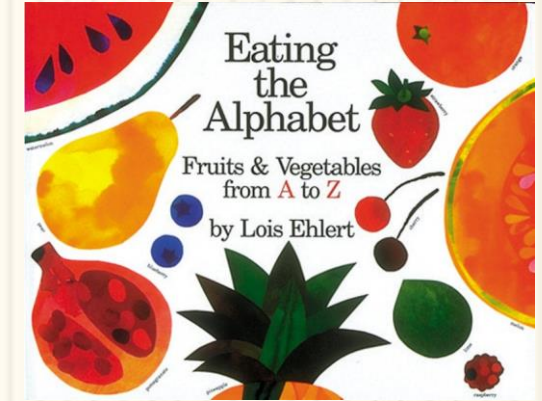


Quality Improvement

- Nutritional and weight management

- ROR's Role

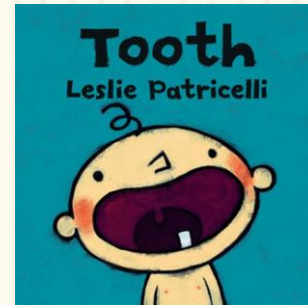
- Books and anticipatory guidance focus on healthy eating, play, etc.



- Oral Health

- ROR's Role

- Books and anticipatory guidance focus on dental health, babies first tooth, etc. The book would be a reminder to discuss and document oral health and to apply varnish.





Thank You

We appreciate your support and partnership.

Thank You for all you do serving the children and families in South Carolina!



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