



# Reach Out and Read - What's new?

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A woman with glasses and a blue top is reading a book to a young girl with a pink bow in her hair. The girl is smiling and looking at the book. The book has the title "When We Come Home" visible. They are outdoors with pink flowers in the background.

# Learning Objectives

## History

Where did we come from?

## Direction

Where are we going?

## Proof

Does Reach Out and Read work?

## Support

How can we support you?  
How can you support your families?

## SOUTH CAROLINA



**803** TRAINED  
CLINICIANS



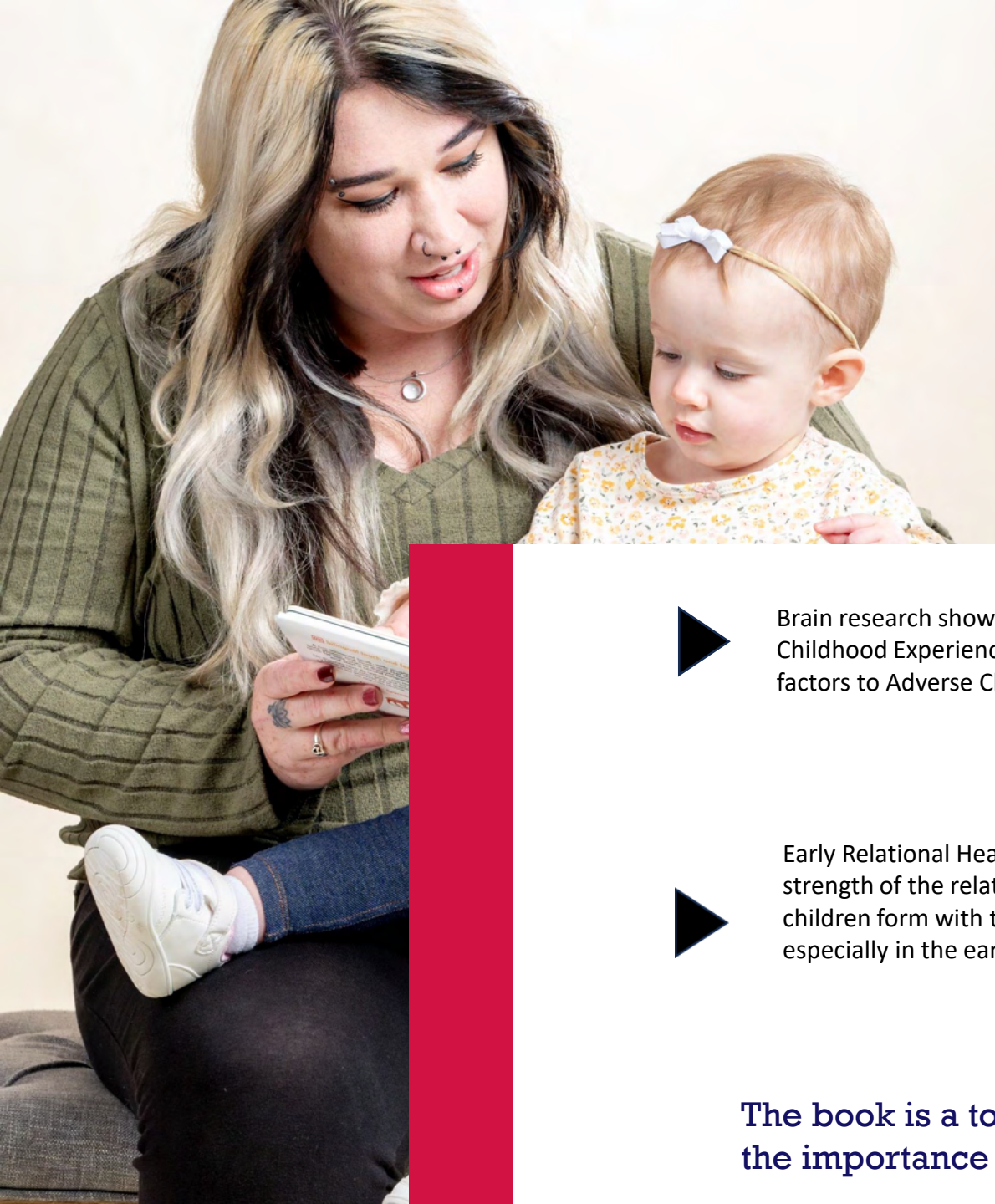
**335,488** CHILD  
TOUCHPOINTS



**205** CLINICAL  
LOCATIONS







# More than the book...



Brain research shows the value of Positive Childhood Experiences (PCEs) as mitigating factors to Adverse Childhood Experiences



Early Relational Health is the quality and strength of the relationships that young children form with their primary caregiver, especially in the early years of life.



Shared reading is a proven strategy for PCEs and the development of parent/child bonding. Safe, stable, nurturing relationships are critical for the healthy development of children.



Reach Out and Read has been educating, modeling and supporting the creation of these foundational relationships since we started in the 80's, there just wasn't a name to put to it until recently.

**The book is a tool for the clinician to model and educate the caregivers on the importance of shared reading and time spent together with their child.**

# What does this mean?

**As Reach Out and Read clinical locations, you are doing more than just giving a book. You are helping families connect, bond, and create relationships, all to help the child be successful.**

**Healthy relationships,  
security, interactions  
and attention from  
caring adults,  
stimulation from people  
and environment,  
connectedness and  
resilience-building  
moments**



**School readiness, early  
literacy skills, language  
development, social-  
emotional development, etc.**

# Proof



- Modeling shared reading in the exam room is a core component of Reach Out and Read. Implementation of 2 or more components in the exam room showed enhanced home literacy environments.
- Exposure to Reach Out and Read program is associated with caregivers engaging in high-frequency reading and exhibiting positive reading behaviors.
- Reach Out and Read is a feasible and developmentally appropriate intervention and shows promise in promoting shared book reading and reducing maternal depression within adolescent-headed families.
- **Upcoming research!**



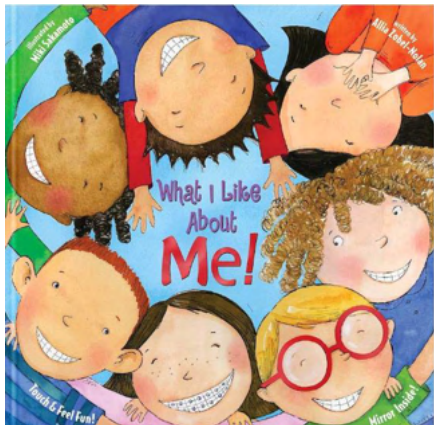
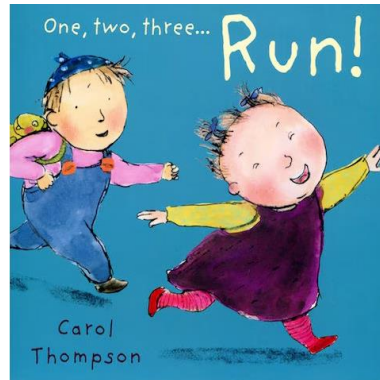
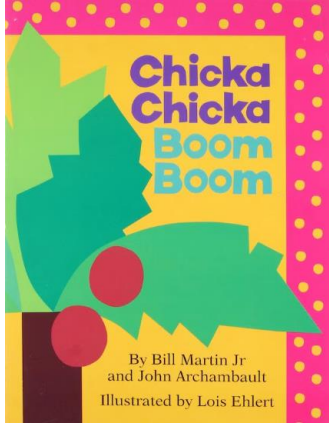


# Additional opportunities to enhance connection

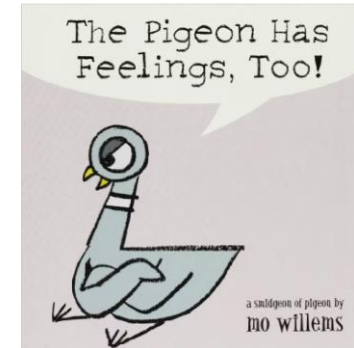
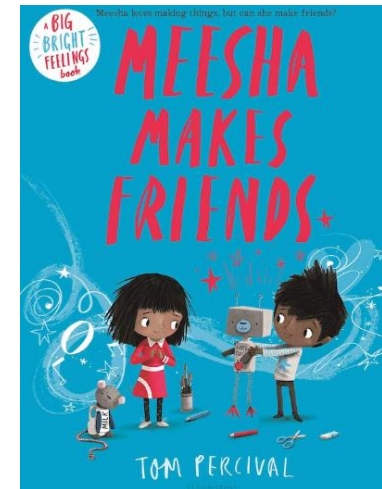
## **Reach Out and Read Online Learning Community**

- Making Moments Matter
- A Bridge to Cultural Pride and Positive Identity Formation
- Supporting Breastfeeding and Lactation Education
- Building Resilience in Children and Families

# Digging Deeper



- Book Showcase
- Oral Health Initiative
- MOC-4 Pilot
- Resident research





# Is there a book fairy or a money tree?

Estimated cost of Reach Out and Read - \$10 per well-child visit

Average cost of a book - \$3.50

Reach Out and Read – South Carolina works to secure funding for all clinics in our state so the clinics can focus on QUALITY.





# Reach Out and Read – SC Team



**Anna McBee**  
Sr. Program Manager  
Greenville, Oconee,  
Pickens



**Deb Laroche**  
Program Manager  
Lowcountry



**Gail Phillips**  
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Florence, Marion



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PeeDee



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Program Manager  
Midlands &  
Western Edge





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Out  
& Read®**



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**Thank you!**

Emily Bartels, State Director

Reach Out and Read South Carolina

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