Connecting the Dots from Birth Through Kindergarten: Families, Doctors, Libraries and Schools

Reach Out and Read

Jill Sells, MD, Executive Director
Karen Aoyama, MLS, Assistant Director
Mary Ann Woodruff, MD, Pediatrics Northwest

Starting Strong, Tacoma, Washington
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Learning Objectives

• Understand why doctors are positioned well to support young families around school readiness

• Describe how doctors in the Reach Out and Read program support parents and the home language environment for young children

• Describe how the health care system can align and partner with schools to support families around school readiness.
How we’ll get there

- Share some videos
- Reach Out and Read in Washington
- Dr. Woodruff’s story
- Partnerships: Libraries and Schools
- Getting Involved
- Q&A and Discussion
Reach Out and Read Overview
Larry: The 6-month Visit
6-month visit

What did you see?
Why Reading?
Language and Brain Development

The opportunity gap is a preparedness gap

• “Books build better brains”
• Parent–child interaction with the book supports social–emotional bonds
• Opportunity for back-and-forth and new vocabulary in context
• Exposure to print, structure of books
Why Medical Providers?

- Near universal access to children and families
- Have repeated one-on-one contact with families
- Are trusted by parents to provide advice about child health and development
- Are the only source of professional support for many families, especially those who are low-income
The Reach Out and Read Program

• **Guidance:** Doctors teach families how to support early language and literacy development at home

• **Books:** At checkups from 6 months through 5 years, each child is given a brand new, developmentally appropriate book

• **Literacy Rich Environment:** Encourage posters, gently used books, library information and volunteer readers where feasible
Evidence-Based, Proven Program

Evidence Base: Research shows that books at home, parents reading aloud, and early language skills are vital precursors to later success in learning to read.

Research Proven: Fifteen published research studies show that Reach Out and Read works
- Parents read aloud more with their children
- Children show improvement in language and literacy skills, and are more prepared for kindergarten
Our Mission

Reach Out and Read prepares Washington’s youngest children to succeed in school by partnering with doctors to prescribe books and encourage families to read together.
A National Program

• Founded in 1989 in one hospital
• Over 5,000 programs in all 50 states
• Serving 4.4 million children annually
• Distributing over 6.5 million books per year
• 20,000 participating medical providers
• Reach Out and Read National Center in Boston, MA
Reach Out and Read
Washington State

Launched in 2007 to expand and support high-quality Reach Out and Read programs as part of Washington’s early learning system

As of August 2015:
• 182 programs in 31 counties
• 1,500 participating providers
• In 2014, 203,339 well-child visits
• Reaching 100,000 children and their families
Reach Out and Read Programs In Washington
179 active programs + 3 in training + 1 wait-listed

Legend
- Reach Out and Read Programs
- No Reach Out and Read Programs
(x) Indicates number of programs in training phase
* Indicates county with wait-listed program(s)
Getting Started - New Clinics

• Recruited or self-identify
• On-line application process
• Need to secure book funding
• Free TA for to support implementation
• Online training for the doctors
• Ongoing quality assessment, monitoring and support (free to the practice)
• Part of the Reach Out and Read Network
The Reach Out and Read Network

• Doctors and medical practices donate their services to provide the program within the existing preventive health care system

• Reach Out and Read staff provide TA & PD services to support quality, and “make it as easy as possible” for doctors to participate

• Medical practices can build from Reach Out and Read to strengthen child development in the medical home, and help connect the dots for kids and families into the community
Children served in Washington

100,000 children birth through 5 and their families

- 69% low-income
- 43% children of color
- 22% primary home language other than English

Serving many of Washington’s most vulnerable families: including programs at 68 community health centers, 16 tribal clinics, 10 military facilities, and 85 other clinics serving patients on Medicaid.
Nyla: The 12 Month Visit
12-month visit

What did you see?
Dr. Mary Ann Woodruff
Reach Out & Read Champion, Pediatrics Northwest, Tacoma
Medical Director, Reach Out and Read Washington State
Honoring an American Graduate Hero

Watch the KBTC Public TV video from http://www.reachoutandreadwa.org/news/
or at https://www.youtube.com/watch?v=8pPUoui49vc
Extending our reach:
Partnerships with Libraries and School Districts
South King County

The ROAD MAP PROJECT

A region-wide effort aimed at improving education to drive dramatic improvement in student achievement from cradle to college and career in South King County and South Seattle.

Reach Out and Read is a key strategy in the Birth through 3rd Grade Action Plan for this “cradle to career,” collective impact project.
Story time . . . And much much more

Photo courtesy of King County Library System
Summer Learning Library Materials

Laurel Smith and Dr. Jeff Wright at the UW Roosevelt Pediatric Care Center.

Dr. Nancy Danoff from Eastgate Public Health Clinic.
Library Partnerships

Examples:

- Summer Learning materials – Seattle Public Library & King County Library System
- Clinics post locations, story times, adult literacy and ELL classes, etc.
- KCLS kiosks with gently used books
- SPL region librarian outreach to clinics
- Mount Vernon Library – bookmark project
Kindergarten Registration – Seattle Schools Pilot

• Reach families not served by other programs
• Provide information to parents unfamiliar with the American school system
• Position more kids for successful transition to kindergarten
Yousef: The 48-60 Months Visit
5 year visit

What did you see?
Ways to Get Involved
Stay Connected

• Sign up for our newsletter www.reachoutandreadwa.org
• Like us on Facebook
• Contact us with your ideas or questions washington@reachoutandread.org
Encourage and Recruit

Identify and encourage practices in your community:
- Who are physician leaders?
- Where are the major medical practices?
- Who provides medical care for kids in your preschool, child care, and parenting programs?

Refer doctors to Reach Out and Read—we will help them through the whole process!
Advocate and Support

• Advocate for **state policy and funding** to sustain a network of high quality programs
• Advocate in your community to include doctors and **Reach Out and Read** in your early learning strategies
• Encourage others to support **Reach Out and Read**, including school districts, hospitals/clinic systems, businesses, service clubs, United Way
• Donate or raise funds to support programs
Conversation and Questions
Contact Information

Reach Out and Read Washington State
washington@reachoutandread.org
206.524.3579
www.reachoutandreadwa.org