

HOW DOES LITERACY AFFECT CHILDHOOD DEVELOPMENT?

THE PROBLEM

46% of parents say they read aloud every day with their children, and only 34% read for at least 15 minutes

1/3 of children start kindergarten lacking the basic language skills they will need in order to learn to read

Children under 5 with limited home reading exposure are deprived of opportunity for brain activation

In low-income neighborhoods, only 1 book is available for every 300 children

90% of a child's brain develops **BEFORE AGE FIVE**, emphasizing the importance of early intervention.

WITHOUT ACCESS TO BOOKS THE CYCLE OF POVERTY WILL CONTINUE

Obesity, academic failure, substance abuse, teen pregnancy & juvenile delinquency have been linked to a child's literacy level & correlated with **INADEQUATE EARLY EXPOSURE TO BOOKS**.

These poor health outcomes **FUEL CYCLES OF POVERTY**, stymieing countless children while costing hundreds of billions of dollars a year in the United States.

MISSION

REACH OUT & READ COLORADO GIVES YOUNG CHILDREN A FOUNDATION FOR SUCCESS BY INCORPORATING BOOKS INTO PEDIATRIC CARE & ENCOURAGING FAMILIES TO READ ALOUD TOGETHER.

THE SOLUTION

96%

96% of children under 5 see their doctor at least once a year.

Parents who participate in our program are up to 4 times more likely to read to their young children, & their children enter kindergarten with larger vocabularies & stronger language skills.

4X



MEDICAL PROVIDERS HAVE EARLY ACCESS TO FAMILIES & ARE A TRUSTED SOURCE OF HEALTH INFORMATION.

Children who are read to during infancy & preschool years have **BETTER LANGUAGE SKILLS** when they start school & are more interested in reading.

Parents who spend time reading to their children create nurturing relationships, which is important for a child's **COGNITIVE, LANGUAGE & SOCIAL-EMOTIONAL DEVELOPMENT**.

The **SINGLE MOST IMPORTANT ACTIVITY** for building knowledge for eventual success in reading is reading aloud to children.

A BOOK IS A POWERFUL TOOL



MAKING BOOKS A PART OF PREVENTIVE VISITS allows pediatric providers to observe fine motor skills, language, literacy & parent-child interaction.

2015 PROGRAM IMPACT

REACH OUT & READ COLORADO SERVED:

- > **103,524 CHILDREN**
- > in **287 CLINICS**
- > in **56** of CO's **64 COUNTIES**

189,040 NEW BOOKS prescribed



60,229 gently-used BOOKS DONATED

IN PARTNERSHIP WITH:

- > More than **1,500 COLORADO HEALTH CARE PROVIDERS**
- > **100%** of Colorado Pediatric & Family Medicine **RESIDENTS**

STATEWIDE SPOTLIGHT: BACA COUNTY

"We prescribe books because it inspires young minds to explore the world & learn every day. Reading opens endless possibilities now & throughout life. We enjoy seeing the smiles on the child's face as well as observing Mom's excitement to share a new story. Older siblings are unexpectedly thrilled to also receive a new book & often start reading them right away."

- KIM TATE, APRN & JENNA GERBER, FNP-BC
WALSH MEDICAL CLINIC, WALSH, CO

STATEWIDE SPOTLIGHT: GARFIELD COUNTY

"I prescribe books to my patients because literacy, social connections & healthy relationships are the foundations for which we achieve optimal health. Healthy individuals lead to healthier communities where I believe everyone has the right to feel connected & engaged in opportunities in which to continually improve & thrive."

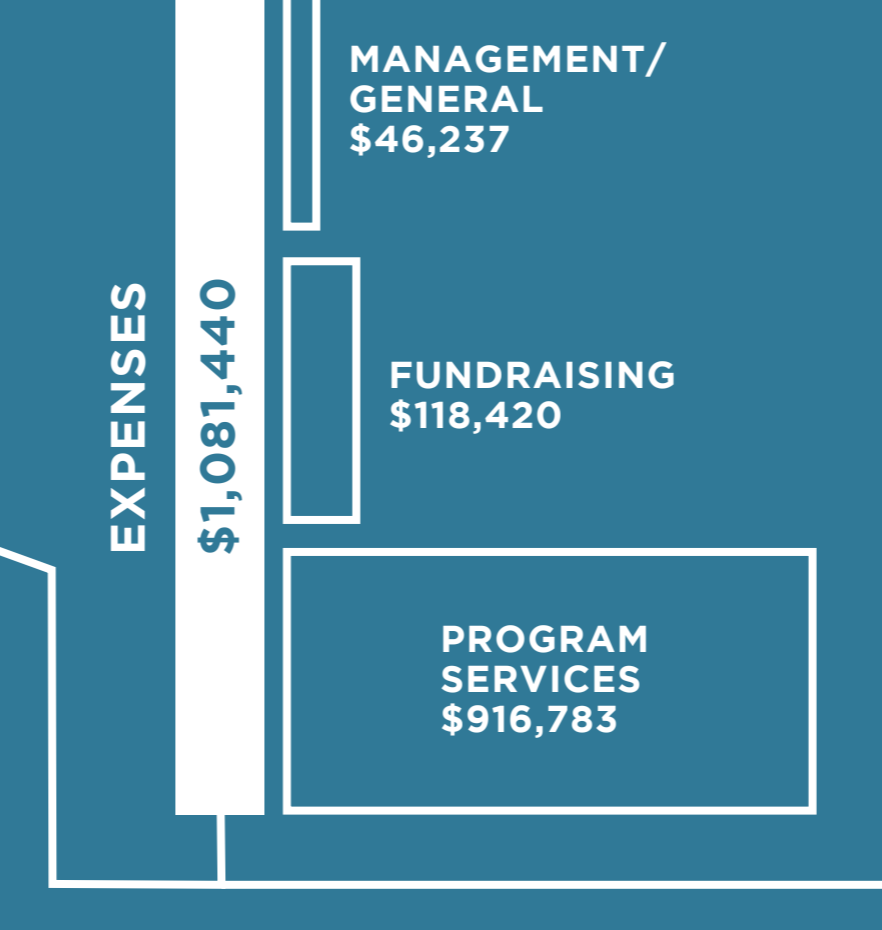
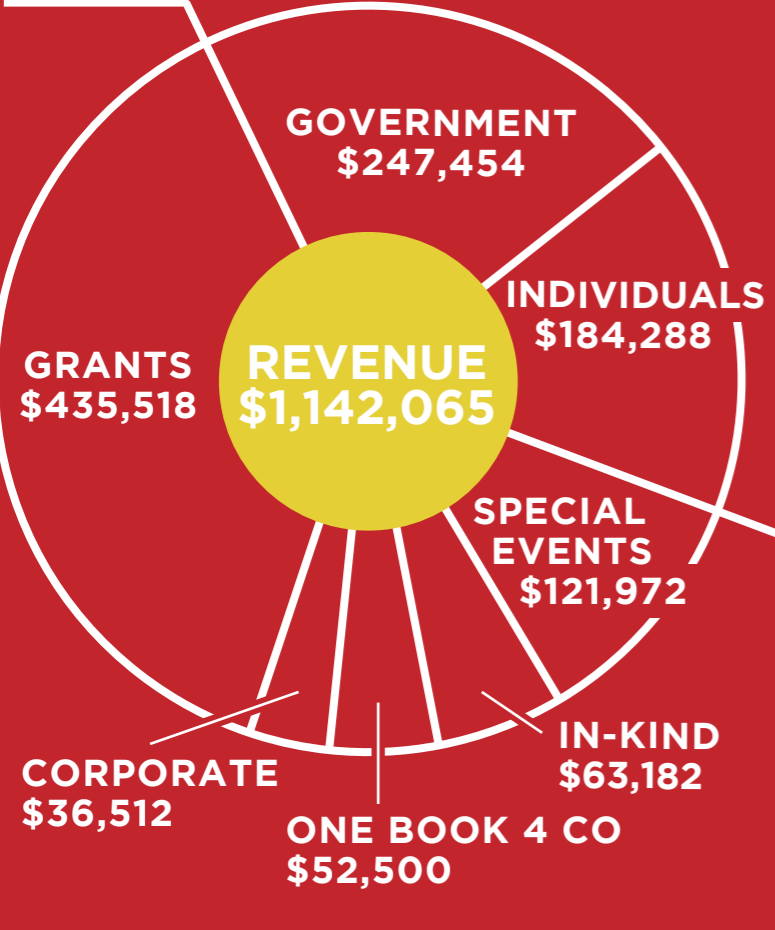
- KEN DAVIS, PA-C | DIRECTOR OF COMMUNITY INTEGRATION | NW COLORADO VISITING NURSE ASSOCIATION

STATEWIDE SPOTLIGHT: ALAMOSA COUNTY

"I prescribe books because I love seeing the delight on a child's face when they accept the book & they begin to turn the pages. For a moment the child forgets they are there for a medical visit & I can speak with parents about how important reading is for brain development. It is also an opportunity to assess the developmental stage of the child & the interaction between the parent and child."

- EMELIN MARTINEZ, FNP-BC | VALLEY-WIDE HEALTH SYSTEMS | ALAMOSA, COLORADO

FINANCES



REACH OUT & READ COLORADO TEAM

- 16 BOARD OF DIRECTORS
- 5 EMERITI BOARD MEMBERS
- 1 MEDICAL DIRECTOR
- 10 STAFF
- 7 PROGRAM ADVISORY COMMITTEE MEMBERS
- 4 REGIONAL MEDICAL AMBASSADORS

VISION STATEMENT

I prescribe books because I want to give parents a tool to accomplish some of the most valuable guidance that I share at each of the regularly scheduled well child check-ups during the critically important first five years of a child's life. Many parents are unaware of the importance of early and routine book sharing. Many also lack ready access to high quality books. The books provided by Reach Out and Read Colorado are of the highest quality, and are also culturally and developmentally appropriate.

They are written in the language in which the parents are most comfortable. Besides helping contribute to increases in preschool language scores, I see book sharing as a way to help buffer children from the detrimental impact of the stress that is inherent to living in poverty and by promoting bonding and warmth between a parent and their child. In addition, as I routinely espouse, giving a book and accompanying guidance are a reflection of my faith in every parent's desire and ability to help his or her child reach their maximum potential.

It is both exciting and rewarding to see more medical practices adopting the Reach Out and Read intervention each year. I strongly support our ongoing efforts to expand to more clinical sites to give even more children and families access to quality books and literacy guidance, while working toward our goal of having all children in Colorado start school prepared and excited to learn and succeed. With generous support from the community, I am confident that we will succeed in our mission.

- STEVE VOGLER, MD
REACH OUT & READ COLORADO
MEDICAL DIRECTOR & CO-FOUNDER