



where great stories begin™

REACH OUT AND READ LEYENDO JUNTOS INITIATIVE

The Reach Out and Read *Leyendo Juntos* (Reading Together) Initiative was created to help doctors and nurses effectively encourage Latino parents and extended family members to read to their young children.

WHO WE ARE

- Reach Out and Read is a nonprofit organization that trains and supports medical providers who give books to children and advice to parents about the importance of reading aloud at well-child exams. **Nationwide, we serve 4 million children via 12,000 medical providers at nearly 5,000 program sites.**
- During regular pediatric checkups, Reach Out and Read pediatricians, family physicians, and nurse practitioners give new, developmentally-appropriate books to children, ages 6 months through 5 years, and critical advice to parents about the importance of reading aloud.

WHAT WE DO TO SUPPORT LATINO FAMILIES

- The majority of Reach Out and Read programs nationwide serve families for whom Spanish is their first language. Through *Leyendo Juntos*, Reach Out and Read encourages early literacy among Latino families by providing Spanish language literacy materials, and Spanish and bilingual books for children and families.
- Via *Leyendo Juntos*, medical providers develop a better understanding of health and education disparities that Latino families encounter, as well as learn strategies to effectively promote reading at home with Latino families.
- As a result, Reach Out and Read parents learn new ways to stimulate their children's literacy development, have more books in their home, and read to their children more often. Latino parents are supported as their children's first and most important teachers, and their children grow up to become readers.

WHY WE DO IT

- The first five years of life offer a critical window for learning, with rapid brain development that does not occur at any other time. Many children, especially from low-income families, are not read to from birth. Hispanic children make up one of every three children living in poverty in the United States. (*Child Poverty in the United States 2009 and 2010: Selected Race Groups and Hispanic Origin, U.S. Census*)
- Children who grow up without sufficient exposure to language arrive at school without basic literacy skills, and often struggle with reading in early grades. In 2011, 82 percent of Latino fourth-graders scored below proficient reading level. (*The Annie E. Casey Foundation Kids Count Data, 2011*)
- Reach Out and Read delivers results. Our program is a proven intervention, supported by **15 independent, published research studies**. During the preschool years, children served by Reach Out and Read score three to six months ahead of their non-Reach Out and Read peers on vocabulary tests, preparing them to start school ready to read and succeed.

For more information, visit www.reachoutandread.org

  reachoutandread