

2018

Annual Book Report



Presented by:

American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN™



Colorado Chapter

Letter from Simon

Board chair

Through our partnership with 331 program sites across the state, Reach Out and Read Colorado now serves children and families from every Colorado county. Every day, these programs prescribe more than 600 books to Colorado children.



Simon Hambidge, MD, PhD

The most critical time for brain growth and healthy development is the first five years of life. Exposure to early reading is key both for development and for family bonding. At Reach Out and Read Colorado, we strive to encourage early reading and to put books into the hands of all children in Colorado. Our model leverages the strong relationship that is built between families and early health care providers: pediatricians, family physicians, physician assistants and nurse practitioners. Because of the frequency of well child visits in the first years of life, these practitioners often have more contact with young families than anyone else. We also leverage the power of prescribing a book; in many cases this prescription will have more long term impact than one for a cough or a minor infection!

A book has the power to unlock a child's curiosity and imagination. When a parent reads to a young child, parts of the child's brain are stimulated that are not stimulated by any other activity. Promoting early childhood reading in the context of the family is a powerful way to combat the adverse events of childhood, or toxic stress, which can impact the lives of too many children.

Reach Out and Read Colorado is proud that we now serve children in all 64 Colorado counties. We are also innovating beyond our core model, which promotes reading at the 10 well child visits that occur between 6 months and 5 years of age. Based on national research, we are piloting expansions of our model to the first 6 months of life, and also to the prenatal period, partnering with obstetricians and family physicians to prescribe reading to women before they deliver.

Our strategic plan includes growth to reach even more children across the state, and to continue to innovate with new programs, all with the goal of increasing early childhood reading and family bonding. Our work has been recognized by the recent award of new funding from a number of local foundations.

Reach Out and Read Colorado has been prescribing books for children for over 20 years. We look forward to having an even bigger impact in the next 20!

Thank you for your support of this impactful organization,

Simon Hambidge, MD, PhD
Board Chair, Reach Out and Read Colorado
Pediatrician, Denver Health

Program metrics

Lifetime metrics

1.2 million

Colorado children served

2 million

Brand new books prescribed

1. In 2018, Reach Out and Read Colorado served 125,097 Colorado children.
2. We serve children ages 6 MONTHS to 5 YEARS old.
3. 7 IN 10 children we serve are low-income.
4. We partner with 2310 health care providers..
5. We operate in 331 sites across the state.
6. We prescribe brand new, DEVELOPMENTALLY and LANGUAGE appropriate children's books.
7. We prescribe books in 60+ languages.
8. We collected 73,000 gently-used books with the help of 188 in-kind donors and book drive hosts.
9. 35.7% of the gently-used books were delivered to the Reach Out and Read Colorado office.
10. The remaining 64.3% were delivered directly to our partner clinics.

A book is a powerful tool

Top 20 Reach Out and Read Colorado titles for 2018

Scholastic data	Number of books prescribed
How Do Dinosaurs Go To School?	2,964
Little Nita's Big Idea	2,753
How Do You Hug A Porcupine?/ ¿Cómo Abrazas A Un Puercoesp?	2,000
¿Cómo Van A La Escuela Los Dinosaurios?	725
Mouse Paint/Pintura De Ratón	823
Munch! Crunch! Snacks & Lunch	1,267
The Going To Bed Book	678
Dog Breath	762
Little Nita's Big Idea/La Gran Idea De La Pequeña Nita	1,244
Love Is You And Me	803
Twinkle, Twinkle, Little Star	769
Billy Bully	844
Bright Baby: First Words	613
Little Scholastic: Circle	815
Fuzzy and Bean Share New Tricks	693
Play, Play Baby!	727
Little Nita's Big Idea: Denver PS Sticker	2,650
Little Nita's Big Idea Spanish: Denver PS Sticker	1,244



Book vendor partnerships

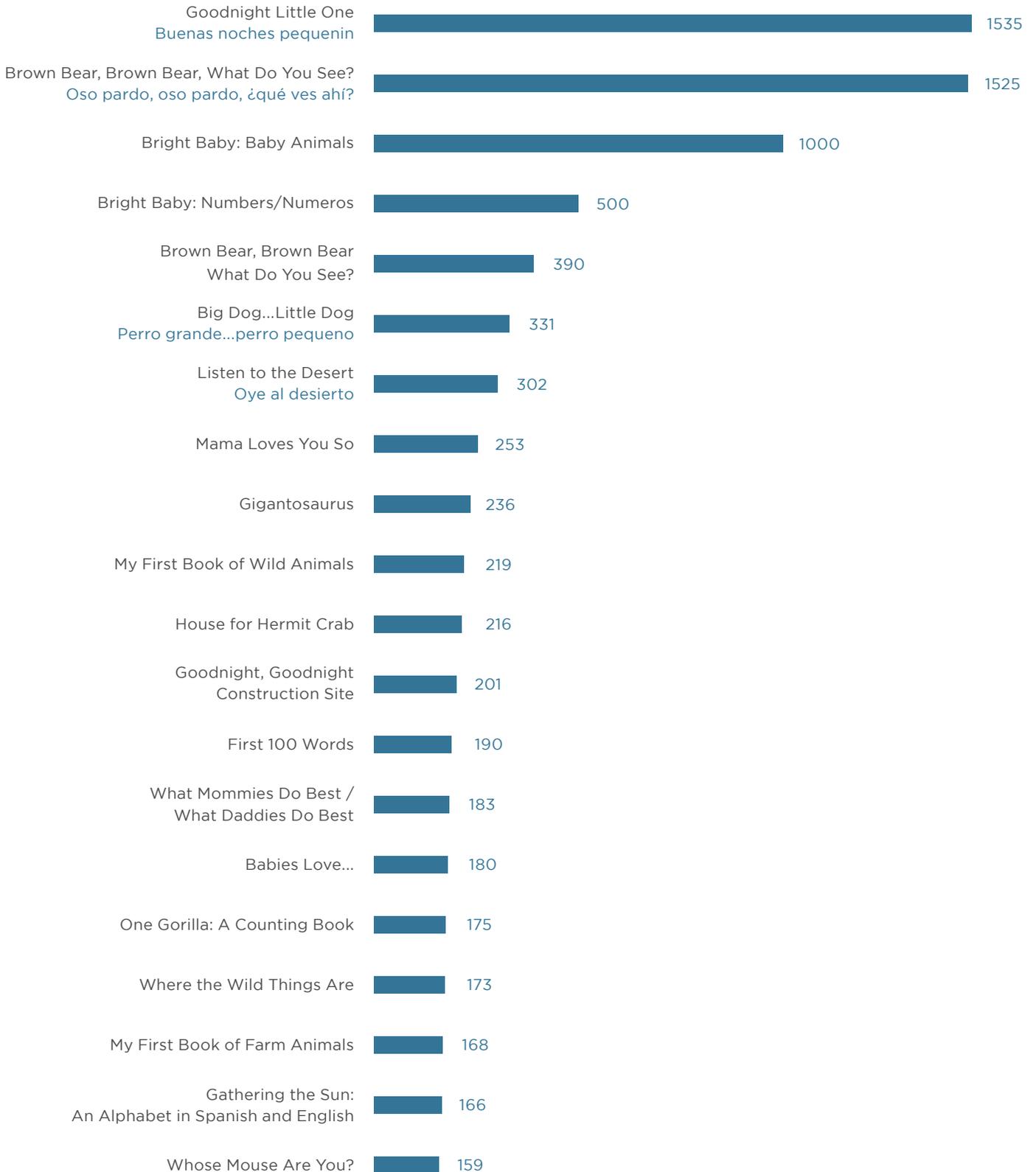
Reach Out and Read Colorado is proud to partner with All About Books and Scholastic to present partner clinics with decision-making over book inventory and titles. Scholastic and All About Books offer custom catalogs representing the populations served by clinics across Colorado.

*Data pulled from myror.org, All About Books and Scholastic



All About Books data

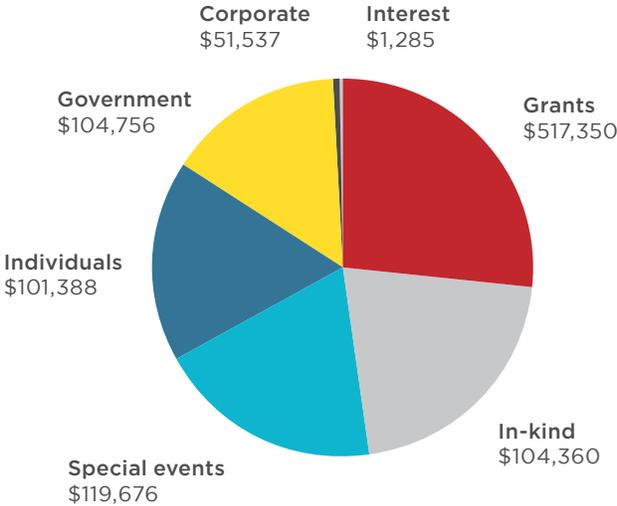
Number of books prescribed



Financials

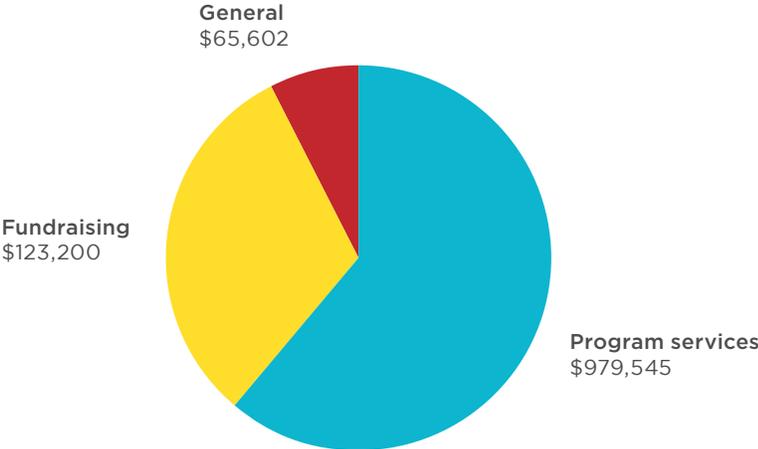
Income

Total: \$982,763



Expenses

Total: \$1,168,347



Site sponsorship launched in 2018

In addition to all the wonderful ways that our community has sustained our organization in the past, in 2018 we launched a new Site Sponsorship program, which enables supporters to develop a unique hands-on partnership with a clinic and a community, as well as underwrite 100% of all program costs at that site. Site Sponsorship is an incredibly meaningful way to contribute.

Highlights

Award winning

Reach Out and Read Colorado is the recipient of five prestigious MarCom Awards. The Reach Out and Read Colorado Communications Department entered five pieces of collateral in the 2018 contest, an international competition for marketing and communication professionals. The organization received three Platinum Awards (the highest prize), one Gold Award, and one Honorable Mention Award.

New community partnership

Denver Preschool Program

Through a new and exciting collaboration with the Denver Preschool Program, Reach Out and Read Colorado partner clinics in Denver were given an extra book to hand out during three and four year old health check ups. Each book was stickered to reflect a joint message from Reach Out and Read Colorado and the Denver Preschool Program on the importance of preschool and quick reference on how to learn more about quality preschool.

9,000 books to 26 clinics

Book: Little Nita's Big Idea

“When I came back in with a second, brand new storybook for her, she and her mother were so thankful and it provided a great extra moment to help boost her enthusiasm about starting preschool in the fall and talk about all the excitement that would bring for her... She was ecstatic receiving the book and I could tell immediately she was eager for the new story as she repeated the title and pointed out cover images to her mother.”

Emily Corcoran, MD

Denver Health La Casa Quigg Newton
Family Health Center

Innovation

New in 2018

The new parent empowerment initiative pilot

For the first time ever, Reach Out and Read Colorado is extending our reach to expectant mothers. Launched in April 2018, the New Parent Empowerment Initiative is currently being piloted by eight Front Range health care clinics and 22 Nurse-Family Partnership sites across Colorado.

Reach Out and Read Colorado is encouraging expectant moms to read aloud to their babies in utero as a pathway to improving literacy through the New Parent Empowerment Initiative. This pilot project is the first known program of its kind to introduce the concept of reading to baby during the prenatal period.

3,500 storybooks

Distributed to expectant Colorado mothers

Zero to six month pilot

In 2018, Reach Out and Read Colorado continued a pilot program to expand our evidence-based early literacy model to Colorado's youngest children, aged 0-6 months, in select clinics. Four clinics in the Denver Metro Area were chosen to provide anticipatory guidance, along with specially selected books designed for young infants, during one or more visits beginning at birth. Providers at these clinics took part in a training designed by Reach Out and Read Colorado that included developmental milestones from 0-6 months, messaging and modeling techniques, and medical provider script and talking points. Parents who received the intervention were surveyed to determine behavioral changes related to engagement and reading habits with their infant.

2,212 books

Distributed to babies aged 0-6 months and their families

Book titles:

I Love You Like Sunshine
by Mariana Glusman and Marta Killner

Baby Animals and Baby Numbers Bright Baby Books
by Roger Priddy



Hnatov Cunto Mac

Moja knjiga li

BABIES EVERYWHERE™

परिवारहरू

Ang Aking Aklat ng mga Mukha / M

Shannon

OH, DAVID

Martin/Archambault/Ehlert

Chica Ch

THE WHEELS ON THE BUS

ANNIE KU

If You're Happy and YOU KNOW IT

Head, Shoulders, Knees and Toes

BROWN BEAR, BROWN BEAR, WHAT DO YOU SEE?

catch

82



Community stories

Reports from the field

Cherie Courtade

Reach Out and Read Colorado Volunteer Book Sorter & Communications Director at Associated Landscape Contractors of Colorado

I've been able to use my lunch hour to break from my daily work routine, support an organization that does great work, and be surrounded by books—how could I not love it? I estimate that I've counted and sorted thousands of donated books, discarding those that are damaged and weeding out books that are outdated, like 1950s-era science textbooks and parenting books. It's been fun to see books from my childhood that are still in circulation, and I've been able to learn about new books that children are enjoying.

It's been heartwarming to learn that some books like Nancy Drew Mysteries remain classics. And when I come across a book that I loved as a child, like *The Phantom Tollbooth*, I get excited knowing that another kiddo will have an opportunity to discover that book. Even though my task is simple—counting, examining, and boxing up books—I have a sense of purpose. It feels good to know that these books will end up on a shelf to entice a young person to pick one up and take it home. I understand the impact that access to books can have on a child. Maybe that gently used book will be the one that sparks a love of reading. I'm happy to have a small role in helping Reach Out and Read Colorado make that happen.

Felice Daniels

Registered Nurse with Mesa County Public Health

Hello! My name is Felice Daniels. I am a mother, a Site Coordinator for Reach Out and Read Colorado, and a Registered Nurse with Mesa County Public Health, that has witnessed first-hand the positive impact books have in the lives of our children and families. I feel privileged to have been able to share the gift of books with many families while visiting in the home and honored to have been able to work with two supportive Regional Coordinators, Cindy Phelps and Carol Federman over the past eight years.

My primary role in my organization is to work with staff and families in the Nurse-Family Partnership (NFP) program. The families that NFP serves have limited incomes and are planning for the future of their first child. As we are well aware there are basic needs that need to be met before our wants and desires are entertained. Many of the parents that we work within Public Health, want to give their children the best start in life, and are grateful for the resource that helps them provide for their families. The Reach Out and Read program is a vehicle that closes the gap between the social economic classes. With Reach Out and Read Colorado all children can have early exposure to books and an opportunity to develop a lifelong love of reading and learning!

Emma Tomlinson

Reach Out and Read Site Coordinator at Pediatric Partners of the Southwest

My name is Emma Tomlinson, and I work as the Family Advocate and Reach Out and Read Colorado Site Coordinator at Pediatric Partners of the Southwest in Durango, Colorado. Pediatric Partners has given me almost three years of an inspiring and motivating work environment. I love my job because I get to work one-on-one with our families to coordinate a personal and comprehensive health plan to better the lives of our patients, and in turn, our community. The Reach Out and Read program adheres to this belief by providing the necessary tools for a successful future: books.

Because of this program, every single patient, no matter what demographic or status they are in, are given an equal opportunity to learn the importance of literacy. At Pediatric Partners, we give out books from one month old to five years old. In this time, parents/guardians can establish a relationship with their child with the books we provide. Most of the books that we order are dependent on the age and the life experiences that our patients are currently going through. Whether it be behavioral issues, nutritional struggles, or even difficulties with establishing a bedtime, these books are providing the lessons of becoming marvelous human beings. I feel extraordinarily blessed to be a part of the Reach Out and Read Colorado community.

Dr. Mary Zavadil

Reach Out and Read Colorado Board Member and Pediatrician at Children's Medical Center

I have been a pediatrician and a mother for over 28 years and have always appreciated the value of reading in the lives of my children and patients. The experience of sharing a book with a child in your lap: heads bent together over beautiful illustrations, repeating favorite lines, anticipating what will happen in the story when you turn the page, creates intimacy and coziness vital to a child's development. A good book leaves some room for imagination: what a character's voice sounds like, what is happening just off the page, what happens after the written story ends.

Parents today have an uphill battle combatting the allure of screen time. I am always amazed at the facial expressions of my patients when I offer them a book instead of a screen: their faces light up instantly, their eyes wide open, their eyebrows raised in curiosity. They look up into their parent's face to share it or ask to read it together, which is one of my favorite moments of the visit! Because of Reach Out and Read Colorado, I can prescribe my patients and their families the gift of sharing the adventures and intimate moments that books can bring.

Katie Poston

Project Coordinator at Early Milestones Colorado

As a member of the Shared Message Bank Mentor Team with the Early Childhood Colorado Partnership (ECCP), I was honored to review *A Story About Reading*, which was developed as part of the New Parent Empowerment Initiative. The Mentor Team frequently receives requests from partners to review materials and language to ensure messages and metaphors are framed appropriately for maximum impact. As I began to review *A Story About Reading*, I was moved to tears by the potential impact of sharing such practical, concrete, and easily accessible advice with pregnant moms and empowering expecting mothers to become brain-builders long before their babies have arrived. Throughout the booklet, *Reach Out and Read Colorado* did an excellent job incorporating metaphors that illustrate the importance of positive, reciprocal (serve and return) interactions during the first few years of life and provided multiple recommendations for new mothers to take an active role in their child's brain development through singing, reading, and talking. Not only did the booklet focus on the well-being of the child, but it also placed emphasis on the well-being of the mother.

Hannah Nichols

Mom to Nora & Strategic Communications and Network Stewardship Manager at The Civic Canopy

As an advocate working in the field of early childhood health and development, I had a lot of tools at my disposal when I became a parent. I recall returning from the hospital, a few days after giving birth to my beautiful daughter, Nora, and immediately sitting down and opening a book. It was honestly the first activity we did after introducing her to the family dog. That moment kicked off what is now an almost three-year love of reading. A book can provide such a powerful force of connection between an adult and a child. And for a new parent, bewildered at the new human I was just getting to know, books provided the low-pressure, yet powerful way to build our relationship. To this day, we start and end the day with reading with each other.

Of course, not every part of parenthood is this breezy or uncomplicated. Visits to the doctor were always a source of stress in the first couple of years of Nora's life. Each visit, my knowledge of infant growth and development told me that I was her anchor and her source of calm amidst new faces and checking of ears and eyes. Yet, it was me who cried more during her first vaccinations, and I couldn't stay calm when she cried during her strep test at nine months old. So, when we prepared for her 2-year old well-child visit, we were both nervous in the exam room, waiting for her pediatrician to arrive. Everything changed the moment Dr. Coogan walked in holding a book. She sat down and looked into Nora's eyes as she handed her the magic book that would not only be read over and over when we got home, but would ensure Nora left the doctor not having shed a tear, excited to visit next time. The gift of a book at a check-up is not only a gift to cultivate a love of reading, it's a source of connection between pediatrician and child that supports a strong foundation of healthy development for a lifetime.

Gwen Black

Reach Out and Read Colorado Volunteer Book Sorter

Reach Out and Read Colorado has been on my radar screen since late 2016, when I began looking for a nonpolitical organization to which I might make holiday gift donations for my family. Nothing seemed more appealing than furthering the cause of pairing young children with something to read. I remember hoping each Christmas for a book from my librarian aunt, who always provided—not just a book, often wrapped in reused gift paper, but almost always what ended up being my favorite read of the year!

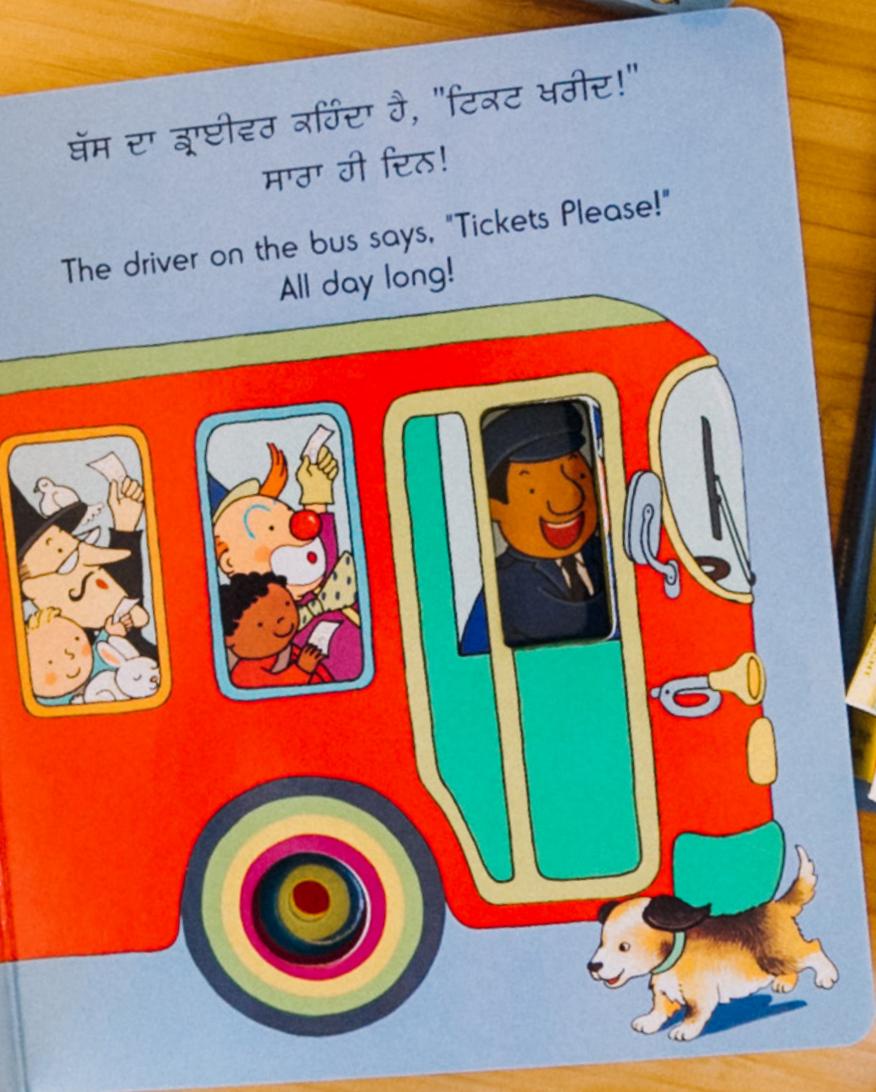
A variety of donations come in to the Denver office: a few toddler books (we wish for more), picture books, fiction and nonfiction (many of which remind me of reading to my own children), and a galore of chapter books (what we classify at the Tattered Cover, where I work occasionally, as 'mid-grade readers')—some of great literary value and some pure entertainment. It's very satisfying to sort through what's in the collection room, hoping to assemble clinic donation boxes that have something for nearly every young reader.

Anne Chandler

Benefit Breakfast Co-Chair & Reach Out and Read Colorado Board Member

Growing up, reading was a fundamental part of my life. My parents both loved to read – books, magazines, newspapers – and they constantly instilled their love for the written word into my siblings and myself. My mom was a newspaper and magazine fiend, subscribing to *The Rocky Mountain News*, *The Denver Post*, *The Douglas County News-Press*, *Time*, *Newsweek*, and *Life Magazine*. My dad was a reader of history and could always be found with his dog-eared copy of Shelby Foote's massive three-volume tome on the history of the Civil War. He must have read them all 10 times. I, personally, have fond memories of sitting in the little public library where I grew up, while my mother worked at an old wooden desk next to the door.

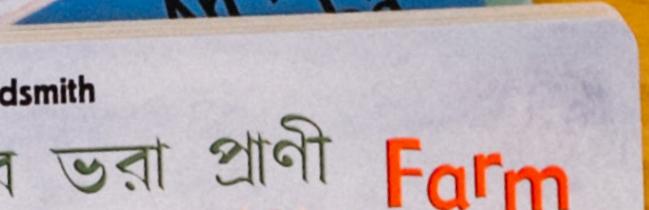
Eventually, that little library closed down, but my love of books only continued to grow. I go nowhere without a book, and, like many of you, I simply cannot imagine my life without a book tucked beneath my arm. I know that this is the reason why I love *Reach Out and Read Colorado*. I want children to have that same experience that I had growing up, I want them to have the memory of the simple joy of a book permanently imprinted in their minds. It all starts, in my opinion, with the simple act of reading to your child and giving them access to books. This organization helps to ensure that becomes a reality for so many kids in this state. For many kids, these are the only books that they will ever have in their homes, making them as precious as diamonds or pearls.



ਬੱਸ ਦਾ ਡ੍ਰਾਈਵਰ ਕਹਿੰਦਾ ਹੈ, "ਟਿਕਟ ਖਰੀਦ!"
ਸਾਰਾ ਹੀ ਦਿਨ!
The driver on the bus says, "Tickets Please!"
All day long!



ਬ੍ਰਾਇਨ ਵਿਲਡਸਮਿਥ
Opposites
Brian Wildsmith
Opposites



DK Braille
Counting
הפרצופים שלי
Brian Wildsmith
حيوانات נושّته
ويلدسميث
Animals

Giving young children a
foundation for success

