



FOREWORD

News for our donors who propel us forward.

MAY 2020

COLORADO

Dear Reach Out and Read Colorado community,

As we all continue to navigate these uncertain times, we appreciate the opportunity to share news of our “New Normal” in response to the COVID-19 pandemic. As a community of stakeholders committed to early literacy and health equity, we share a renewed passion for our mission with you, in service of Colorado’s most vulnerable families.

As you may know, many school-based or community-based early literacy supports are unable to deliver services to families during this time of sheltering in place. In clinics across the state, providers made truly heroic efforts to re-tool their medical practices nearly overnight, in order to create a safe space within their clinics for well-child visits. Encouraging the parents of our youngest children to adhere to their immunization schedules has been our providers’ top priority, in terms of preventive care. In so doing, more than 60% of our clinics have been able to continue well-child visits for children two and under. As of this writing, we’re happy to report that many health systems and clinics are preparing to, or have recently expanded well-child visits to age five or older.

“During the pandemic, lots of parents are afraid to come into the office, but we’ve done a great job in creating separation so that everyone can visit safely. When we see kids for well-child visits, we get to talk to parents about the importance of reading together every day, to help their kids build vocabulary and prepare for kindergarten. These times are challenging and stressful for the whole family, so we also explain how slowing things down and reading a book together at bedtime can reduce stress for all of them – explaining that creating a routine that feels safe and normal is tremendously reassuring to kids, and will help build resilience skills too. Parents often say how much they appreciate knowing this, along with receiving their new book to share.

Sometimes, the simplest things can have a huge impact.”

Margo Sobocinski, NP | Executive Director, Carin’ Clinic

Locally, our team has shifted too, juggling work and family remotely just as you are – and working hard to find new ways to support our clinics and vulnerable families safely and effectively.

We’re so proud of the grit and resiliency all these efforts reflect, because they’re also reflective of our shared commitment to the Reach Out and Read program in Colorado. Funders are offering greater flexibility, community partners are renewing support, families are scheduling gently used book donations, and we’ve just been presented with a matching challenge that will help us end the year on stronger financial footing, in a year when that is especially critical.

Please enjoy reading about the exciting opportunities we’re sharing in this newsletter, and we hope to be able to see you and celebrate with you soon. We think of you, our many long-time supporters, as family. We hope during this extraordinary and devastating time, that you are safe and healthy. If we can assist you in any way, please know that we are here and available to do so.

Simon Hambidge
Board Chair, Chief Executive Officer of
Ambulatory Care Services, Denver Health

Anne Tengler
Executive Director,
Reach Out and Read Colorado

Join Our Spring Matching Challenge **AND HELP US REACH OUR MATCH GOAL OF \$75,000**

Thanks to a very generous challenge grant from the Dean and Helen Witter Family Fund, any gift made to Reach Out and Read Colorado before June 30th will be matched! That means, with your gift, we can serve *more* children, provide *more* families with the tools necessary to read aloud together every day, and build *more* literacy-rich homes and communities.

Double your impact by making a gift today!
All gifts will be matched dollar-for-dollar up to \$75,000.



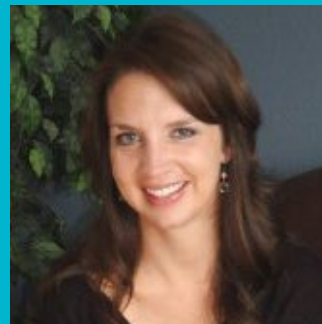
Welcome to the Reach Out and Read Colorado Team!



Kathie King
*Accounting and
Operations Manager*
kathie@reachoutandreadco.org



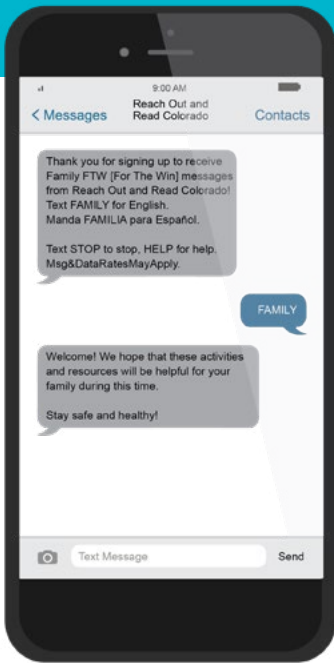
Carey Kerschner
*Director of
Development*
carey@reachoutandreadco.org
720.749.3005



Rhiannon Hendrickson
*Board Member
Founder & CEO,
Orapin Marketing
+ Public Relations*

If you have questions or just want to learn more about our current efforts, please don't hesitate to reach out.

Family FTW A NEW PARENT RESOURCE



Family FTW (For The Win) is a new, twice-weekly text message-based service for clinics and families, delivering a new activity or resource for families during quarantine. In partnership with the Mental Health Center of Denver and Colorín Colorado, Reach Out and Read Colorado is proud to offer parents early literacy resources such as storytime videos, whole family activities, and self-care resources for caregivers, in English and in Spanish.

“It’s easy for families to feel overwhelmed with information right now, so we’re offering a single bite-sized, fun activity via text for families to enjoy a couple of times a week. Clinics have been asking for family resources, that work on smartphones in particular, so we found a way to make it happen,” says Reach Out and Read Colorado Program Director Jessie Chase. *“The program will initially launch in a handful of clinics where the need is strongest, but we expect to offer it statewide in the next few weeks.”*

The parent resources shared via Family FTW will also be available on our website www.reachoutandreadco.org/family-ftw.

“One of the advantages of working in Family Medicine is the opportunity to get to know families. Not just traditional families, but extended and non-traditional families as well.

I saw an older patient earlier today who was experiencing feelings of isolation and loneliness. The social distancing necessary to protect her health was adversely affecting her emotional sense of wellbeing. Her grandchildren have not been visiting, wanting to protect their grandmother. Both of her grandchildren are patients in this office as well. After some brainstorming, I provided grandma with a Reach Out and Read book that she could read to her grandchildren via FaceTime. She was thrilled! As an added benefit, mom got a few minutes respite while grandmother entertained the children with a book. I feel grateful that when I promote literacy, I am also promoting family connections and emotional well being.”

TEPHI MANNLEIN, PROVIDER | WESTERN COLORADO PHYSICIAN’S GROUP SITE





COLORADO

Reach Out and Read Colorado
3705 Martin Luther King Blvd.
Denver, CO 80205

303.623.3800

REACHOUTANDREADCO.ORG

INFO@REACHOUTANDREADCO.ORG

FACEBOOK.COM/REACHOUTANDREADCOLORADO

TWITTER.COM/REACHOUTREADCO

REACH OUT AND READ COLORADO'S 2019 - 2020 IMPACT

This year we've focused on program fidelity and implementation, with program coordinators in every region of the state, providing dedicated clinic support to ensure all families can read together every day.

328
CLINICS

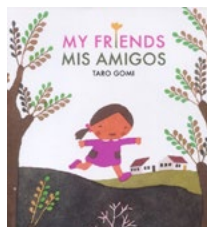
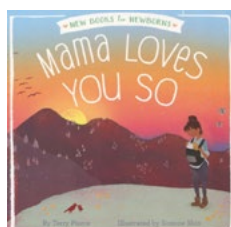
2,159
PROVIDERS

130,000
CHILDREN

233,400
NEW BOOKS

64

Colorado counties are reached through the program



72%

of participating families are under-resourced

Some Favorites This Year