

REACH OUT AND READ MISSION

Reach Out and Read gives young children a foundation for success by incorporating books into pediatric care and encouraging families to read aloud together.



REACH OUT AND READ
PARTNERS - FOX CITIES

WHO WE ARE

Reach Out and Read is a national non-profit organization that trains and supports medical providers who give books to children and advice to caregivers about the importance of reading aloud at well-child exams. Reach Out and Read serves over 4 million children across all 50 states, with a special focus on low-income families.

In 2015, Reach Out and Read Partners – Fox Cities was established through a collaborative effort between the medical community, the public libraries of the Fox Cities and Reach Out and Read Wisconsin, with funding from the United Way Fox Cities. The goal of this collaboration is to provide all children in the Fox Cities with the benefits of Reach Out and Read.

WHAT WE DO

At routine health checkups from infancy through 5 years, Reach Out and Read providers:

- Talk with caregivers about the importance of reading aloud with their children.
- Demonstrate how to look at books and talk about stories with their children.
- Encourage caregivers to cuddle up and read with their children and build routines around books.
- Give caregivers and children a new book to take home and keep.

WHY WE DO IT

Research shows that children who start school on track are more likely to reach their full educational, social and life potential. Reach Out and Read is an evidence-based program. It is supported by independent, published research studies showing that children served by the program:

- Develop larger vocabularies.
- Demonstrate stronger language skills.
- Start school with a six-month developmental edge over their peers.

THE FOX CITIES IMPACT: OVER 14,000 CHILDREN SERVED. 50,000 BOOKS DISTRIBUTED. 107 MEDICAL PROVIDERS. 16 PROGRAM SITES. 3 COUNTIES.



For more information on Reach Out and Read, visit www.apl.org/ror, www.chawisconsin.org/early-literacy or www.reachoutandread.org.

Adapted from Reach Out and Read, Inc.