



A DOCTOR. A FAMILY. A BOOK.

A SIMPLE SOLUTION FOR CONNECTING PARENTS AND THEIR CHILDREN

WHY REACH OUT AND READ?

In 1989, Doctors Robert Needlman and Barry Zuckerman, two pediatricians at Boston City Hospital, realized many of the families they served lacked an understanding of the importance of reading aloud every day with their children. The doctors reached out to colleagues, encouraging them to model reading aloud with families at well-child visits.

Thirty years later, our evidence-based, award-winning program empowers parents to be their child's first teachers.

Reach Out and Read is the **ONLY** national literacy organization that partners with pediatric medical providers to bring reading aloud to families everywhere, particularly those living in poverty.

- Reach Out and Read is implemented in over **6,000 locations** across the United States.
- More than **32,000 medical providers** across the country deliver the Reach Out and Read intervention.
- We provide over **7 million books each year** to more than **4.7 million children**.

IMPACTING PARENT-CHILD RELATIONSHIPS FOR EVERY CHILD, EVERYWHERE

Every Family Matters

We partner with every family everywhere, including Native American/Alaska Native families, military families, and families of children with developmental disabilities.

Over 50%

of the children we serve **receive Medicaid**, and they and their family are living **below the poverty line**. This includes small children in both rural and urban communities.

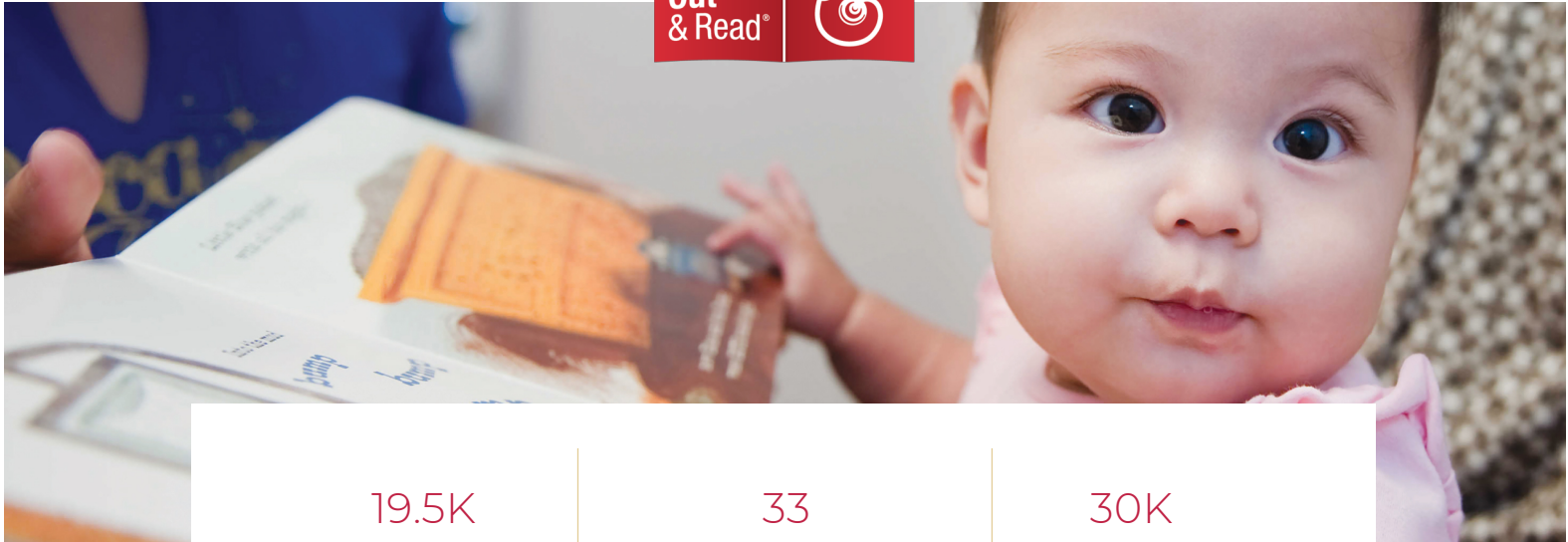
26 Languages

We provide books in many languages for families who do not speak English. For low-literacy families, we offer illustration-only books and encourage them to tell their own story.

Evidence-Based Results

Reach Out and Read parents are 2.5 times more likely to read aloud to their children, and children's language development is improved by 3-6 months.

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



19.5K

Children Served
Annually

33

Health Clinics Participating
in Reach Out Read in
Cuyahoga and Lorain Counties.

30K

Books Distributed
Annually

REACH OUT AND READ GREATER CLEVELAND'S IMPACT

Reach Out and Read Greater Cleveland is proud to partner with Cleveland-area health institutions. We are in outpatient health centers of Cleveland Clinic Children's, MetroHealth, University Hospitals Rainbow Babies & Children, Neighborhood Family Practice, Northeast Ohio Neighborhood Health Services and several private practices. We are partnering with local early childhood health and education initiatives to connect families to resources in our community.

87%

Of the children we serve in Greater Cleveland, 87% receive Medicaid and they and their family are living below the poverty line.

200+

Reach Out and Read-trained medical providers in Greater Cleveland are integrating literacy promotion as a standard of primary care.

Preschool Prescription

Partnering with Pre4Cle, Reach Out and Read-trained medical providers are discussing the value of preschool for a child's academic, social, and emotional development and link families to resources to find the best quality preschool option for their child. Total referrals have increased in the targeted neighborhoods and 53% of the referrals were a direct result of a medical provider's conversation.

Zero to Three

We help the youngest families in Greater Cleveland introduce a language-rich environment to their child. With over 90% of children under 5 seeing a medical provider, the Reach Out and Read book is often the first new book a child has of their own.

MANY THANKS TO OUR LOCAL FUNDERS AND PARTNERS

Bruening Foundation
Thomas F. White Foundation
Abington Foundation
Stocker Foundation

Cleveland Foundation
PNC Grow Up Great
Pre4Cle
Barnes & Noble

Literacy Cooperative
Cuyahoga County Public Library
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