

Description

Reach Out and Read (ROR) promotes literacy as part of the pediatric primary care visit. The program trains medical providers to provide children with a new, developmentally-appropriate book at each well-child visit from birth through age 5. Trained providers can advise parents on the importance and benefits of reading aloud with their children beginning in infancy. Pediatric offices may offer this service.

Evidence

- Children exposed to ROR had higher receptive language scores (words the child understands) and expressive language scores (words the child says).
- Families participating in ROR read to their children more often (4.3 vs. 3.8 days per week), and their toddlers have higher receptive and expressive vocabulary scores compared to families who did not participate in ROR.¹
- Parents who received books and educational materials were more likely to share books with their children.¹
- English-speaking and non-English-speaking families who participated in ROR increased their weekly bedtime readings.¹

Implementation²

1. Start an online application at myror.org/site_applications/screening/new. After you provide basic contact information, your program site will receive a site ID and password. You will be redirected to myror.org, where you can finish and submit your application.
2. Along with the application you must also submit a letter of support stating your practice's commitment to ongoing funding of the Reach Out and Read program, signed by the departmental head, clinic medical director or executive director.²
3. Applications completed by the third Monday of each month are reviewed by the Reach Out and Read application review committee during that week.
4. Once the medical providers at your practice complete the required online training and staff members have been oriented, your site becomes active and you may begin implementing Reach Out and Read at your practice.

Billing and Reimbursement

There is currently no billing code for this program.

Resources

Reach Out and Read National Center
89 South St., Suite 201
Boston, MA, 02111
617-455-0614
startup@reachoutandread.org

Reach Out and Read of Greater New York
75 Maiden Ln., Suite 1102
New York, NY 10038
646-237-0103
info@reachoutandreadnyc.org

Reach Out and Read Application Process:
To become a Reach Out and Read Program site, visit
reachoutandread.org and search for **start a program**.

Reach Out and Read One-Pager:
reachoutandread.org/FileRepository/One_Pager_English.pdf

Milestones of Early Literacy Development:
reachoutandreadnyc.org/wp-content/uploads/RORmilestones2012_English-1.pdf

Reading Tips:
reachoutandreadnyc.org/ourprogram/resources/

Additional Resources:
reachoutandreadnyc.org/ourprogram/resources/

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1. Reach Out and Read: The Evidence, A proven Early Literacy Intervention. Retrieved from: <http://www.reachoutandread.org/our-impact/reach-out-and-read-the-evidence/>.
 2. Reach Out and Read Application Process: How to Become a Reach Out and Read Program Site. Retrieved from: http://www.reachoutandread.org/FileRepository/How_to_Become_a_Reach_Out_and_Read_Program_Site_for_PDF_on_website_10_12_FINAL.pdf.