

REACH OUT AND READ WISCONSIN  
**PROGRAM UPDATE**  
2016 IN REVIEW



## The power of a clinician and a book

The first five years of a child's life offers a critical window for brain development and Reach Out and Read Wisconsin seizes this opportunity.

Clinicians, trained in our evidence-based model, encourage parents to talk, sing, play and read aloud with their babies from birth. Clinicians often model this interaction during the visit. Children ages 6 months through 5 years leave the well-child visit with a new, developmentally- and culturally-appropriate book.

This two generation approach empowers parents as their child's first and most important teacher and inspires a love of books to last a lifetime.

## Books build better brains

Reach Out and Read Wisconsin is a statewide affiliate of the national, evidence-based program. Fifteen independent, peer-reviewed, published research studies show:

- Parents involved with our program are 2.5 times more likely to read to their children and enjoy reading together
- Children's language development is improved by 3 to 6 months
- Families are 2.5 times more likely to have books in the home

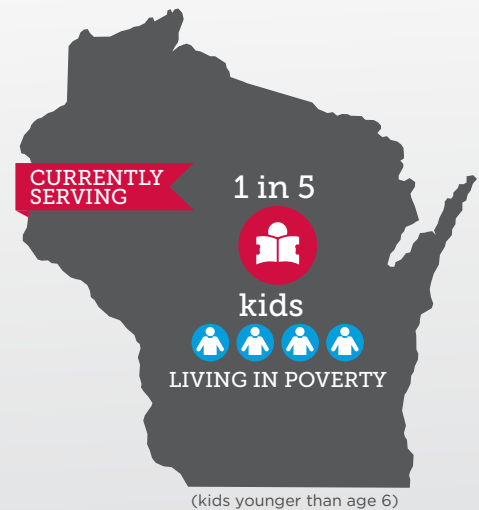
## The need continues

More than 30 percent of Wisconsin children enter kindergarten without the skills they need to learn to read. Studies show 88 percent of these children never catch up.

Children living in low-income families are particularly at risk. Learning to read impacts more than just a child's school performance. Literacy impacts rates of youth school retention, juvenile delinquency, teen risk behaviors and adult long-term health outcomes.

## Our mission

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



**DONATE TODAY**

Donate online at

[www.chawisconsin.org/ror-donate](http://www.chawisconsin.org/ror-donate)

or by mailing a check, payable to Children's Hospital of Wisconsin, to 1716 Fordem Ave., Madison, WI 53704. Write Reach Out and Read Wisconsin in the check's memo section.

## What we do

- Provide technical assistance and support to clinics wanting to develop a Reach Out and Read program
- Oversee program implementation to ensure high quality early literacy promotion that remains true to our evidence-based model
- Utilize quality assurance tools to engage clinics in adopting best practices
- Provide regular communication on program management, best practices, research, and state and national activities
- Develop strategic alliances with organizations to promote state and community collaborations
- Fundraise to assist clinics with book purchases and support our growing infrastructure needs
- Convene clinic representatives annually to provide education, offer networking opportunities, promote program implementation strategies and recognize accomplishments
- Support clinicians to become early literacy advocates at the community and state level

**Prescription for Reading**

Name: Wisconsin's Children

Date: 2016

**R** **Read Books**

Every night at bedtime

For at least 20 minutes every day

As needed

Refills: as needed at your local public library

Signature: Dr. Dipesh Navsaria

Dipesh Navsaria, MPH, MSLIS, MD  
Pediatrician & Occasional Children's Librarian

Visit [www.chawisconsin.org](http://www.chawisconsin.org) for more information about Reach Out and Read Wisconsin. Remember, **books build better brains.**

**Reach Out & Read**  
WISCONSIN  
Children's Health  
Alliance of Wisconsin



## Reach Out and Read 2016 highlights

In 2016, 31 clinics launched Reach Out and Read programs bringing early literacy guidance and books to an estimated 10,000 more children in Wisconsin.

In 2016, Reach Out and Read was a standard of care in 10 health systems in Wisconsin: Access Community Health Centers, Group Health Cooperative of South Central Wisconsin, Milwaukee Health Services, NorthLakes Community Clinic, Progressive Community Health Centers, Sixteenth Street Community Health Centers, Vernon Memorial Healthcare, UW Health, Watertown Regional Medical Center and Wildwood Family Clinic.

The *New York Times* released an article entitled, [“The Good News About Educational Inequality.”](#) which

credits programs like Reach Out and Read for contributing to narrowing the achievement gap.

Three legislative leaders visited Reach Out and Read clinics in their districts; Sens. Leah Vukmir, Shelia Harsdorf and Rep. Chris Taylor gained valuable insight about the program and also read to young children while visiting.

Developed a four-year growth and sustainability plan to present to potential funders and diversify our funding sources.

Reach Out and Read Wisconsin's Medical Director, Dipesh Navsaria, MPH, MSLIS, MD, was named to the Board of Directors of Reach Out and Read National Center.



## Testimonials

“Reach Out and Read has completely transformed the way I do well-child visits. The program empowers parents to direct and promote the development of their child’s brain. Reach Out and Read, along with immunization, is clearly the most important thing we do for young children in our practice.”

Jeff Britton, MD, FAAP  
Aurora Children’s Health - Sheboygan

“I learn things that my  
brain will always know.”

Naja  
Age 5

“I think it’s amazing to introduce this at checkups, as maybe some parents don’t think to read to their child during infancy.”

Parent of 6 month old at  
Aspirus Doctors Clinic

## Advisory Council

**Emilia Arana, MD**, Pediatrician, Sixteenth Street Community Health Centers

**Matt Crespin, MPH, RDH**, Associate Director, Children’s Health Alliance of Wisconsin

**Jessica Doyle**, Instructor, Edgewood College and Former First Lady of Wisconsin

**Michele Erikson**, Executive Director, Wisconsin Literacy, Inc.

**Kathleen Horning, MSLIS**, Director, Cooperative Children’s Book Center, UW-Madison School of Education

**Susanne Krasovich, MD**, Family Physician, Waukesha Family Practice Center

**CO-CHAIR: Linda Leonhart**, Former Wisconsin Head Start Collaboration Director

**Tessa Michaelson Schmidt**, Youth and Special Services Consultant, Wisconsin Department of Public Instruction

**Tanya Misselt**, Children’s Service Supervisor, Appleton Public Library

**CO-CHAIR: Wendy Molaska, MD, FAAFP**, Family Physician, UW Health Sun Prairie Clinic

**Mary Morgan**, President, Reading Group Choices

**Dipesh Navsaria, MPH, MSLIS MD**, Medical Director and Associate Professor of Pediatrics, UW-Madison School of Medicine and Public Health

**Karen Ordinans**, Executive Director, Children’s Health Alliance of Wisconsin

**Jill Sobieck**, Community Partnership for Children Coordinator, Brown County United Way

**Richard Strauss, MD**, Pediatrician, Gunderson Health System

**Earnestine Willis, MD, MPH**, Kellner Professor of Pediatrics and Director, Center for the Advancement of Underserved Children, Medical College of Wisconsin

## Staff

**Amber Bloom, MSW**, Project Coordinator

**Karin Mahony, MEd, MSW**, Project Manager

**Alex Rogers**, Project Coordinator