

REACH OUT AND READ WISCONSIN PROGRAM UPDATE



WISCONSIN
★ Children's Health
Alliance of Wisconsin

CHECK OUT OUR BLOG AT:
blog.rorwisconsin.org

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 best teacher and inspires a love of books to last a lifetime.

Books build better brains

Reach Out and Read Wisconsin is a state 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

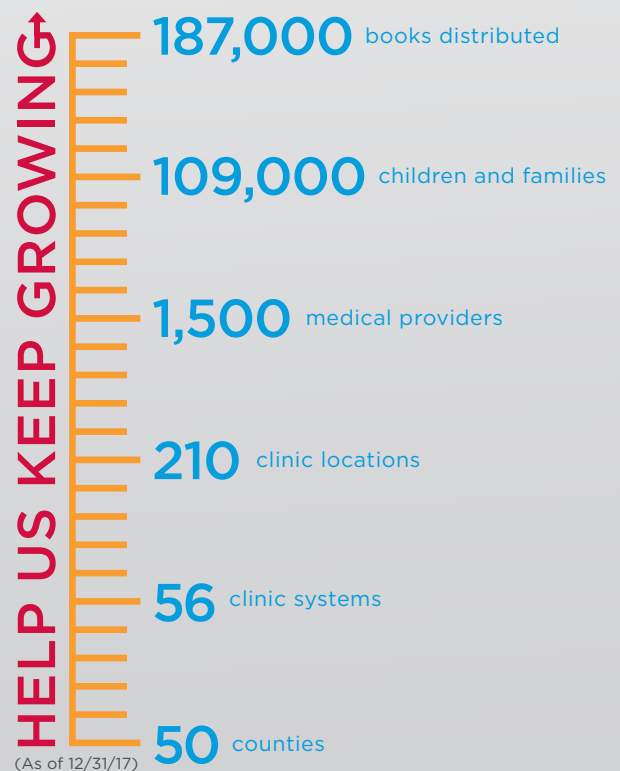
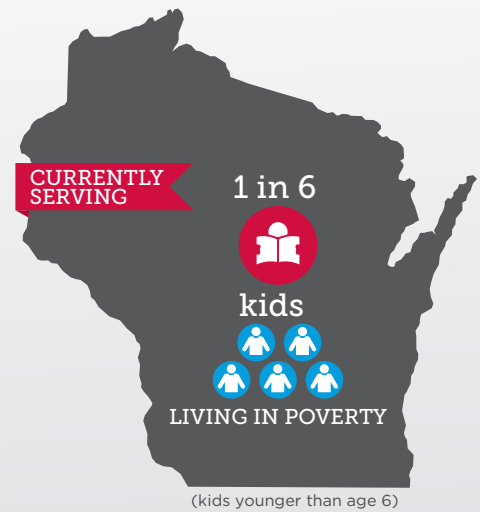
The need continues

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

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: Every day

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 for more information about Reach Out and Read Wisconsin. Remember, **books build better brains.**

Reach Out & Read
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Reach Out and Read Wisconsin highlights

In 2017, 29 clinics launched Reach Out and Read programs bringing early literacy guidance and books to an estimated 23,000 more children in Wisconsin.

Reach Out and Read is 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.

A meta-analysis (a combining of several studies together) published in *Pediatrics* revealed interventions aimed at

parent-child shared reading has clear benefits for the children's language and literacy skills, but also benefited parents too. Parents saw improved parenting confidence, attitudes toward reading with their child and the quality of their relationship with their child.

Awards

- 2017 Friend of Education Award, Wisconsin Department of Public Instruction
- 2018 Outstanding Achievement in Family Literacy, Wisconsin Literacy

Individual awards

- Alexandria Rogers 2018 national Wyntress Smith Award for organizational excellence
- Dipesh Navsaria, MPH, MSLIS, MD 2018 Fellow Wisconsin Academy of Science, Arts and Letters.

Testimonials

"I can't imagine seeing pediatric patients without providing a book. Giving out the book and guidance on the importance of reading aloud is as important as vaccines."

Wendy Molaska, MD, FAAFP
Wisconsin Family Physician

"I learn things
that my brain will
always know."

Naja
Age 5

"I am a speech-pathologist and I see firsthand the power of books in the home and also the devastation of reduced literacy exposure. I'm happy to say I have added Reach Out and Read Wisconsin to my list of favorite organizations and will be donating as I am able on an annual basis."

Parent of 9 month old at
Prevea Clinic in Brown County

Advisory Council

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