



REACH OUT AND READ WISCONSIN

WHY A LITERACY-RICH ENVIRONMENT?

Literacy awareness and encouragement can start even before the appointment begins, in the waiting areas and exam rooms. Develop a clinic culture of literacy promotion by creating a clinic environment that fosters reading for all ages and reinforces the anticipatory guidance and advice you provide during the well-child visit.

HOW TO ENHANCE A WAITING AREA

- Have gently-used children's books and magazines for shared reading while waiting
- Hang laminated posters on the walls that show the pleasures of reading together
- Provide resource packets that include handouts: What Children Like in Books, Reading Tips, information on local library and adult literacy resources in the community, etc.
- Designate a special reading area for children; larger spaces might include child-sized table and chairs, colorful rug, book case or basket full of gently-used books, bulletin board with changing themes, etc.
- Display photos of your providers, or local celebrities, reading aloud to children
- Ask local art students or artists to create engaging wall murals
- Turn off the TV

HOW TO ENHANCE THE EXAM ROOM

- Affix wall decals of books, quotes or characters from books to the walls or ceiling
- Hang Reach Out and Read or other posters on the walls or the back of the exam room door
- Have a basket of used books and/or child-friendly word puzzles for literacy enrichment while waiting
- Put corresponding Developmental Milestone Bookmarks with each Reach Out and Read book
- Offer a Reach Out and Read Wisconsin Prescription for Reading

HOW TO USE VOLUNTEERS TO PROMOTE LITERACY

- Junior League members, senior citizens, hospital volunteers, medical students and residents, high school and college students can all become volunteer readers or donate used books.
- Scouting groups, Rotary Clubs, and faith-based youth groups can build bookshelves, paint walls, etc.