

REACH OUT AND READ WISCONSIN  
**PROGRAM UPDATE**  
YEAR IN REVIEW 2018



CHECK OUT OUR BLOG AT:  
[blog.rorwisconsin.org](http://blog.rorwisconsin.org)

## The Reach Out and Read difference

Two key aspects of Reach Out and Read set us apart from every other early literacy promotion program.

- We aim to directly influence the parent-child relationship, promoting strong, nurturing, responsive interactions – through the act of sharing books together.
- We leverage the trust parents have in their child's health care provider, using the regular checkup to provide near universal touch points – to support parents as their child's first and best teacher.

## The need continues

More than half of all Wisconsin children younger than age 6 are living in low-income families. Children living in poverty face the greatest challenges in entering kindergarten with the skills they need for lifelong success.

## Books build better brains

From birth, babies are listening, looking and learning. When adults respond positively, infants and toddlers become interested in the world, explore and learn from it. Reading aloud together provides a way for parents to learn how to engage with their youngest children and create conversational moments that will drive brain and language development. Sharing books together strengthens relationships, creates a love of learning and sets children on a path to reach their full potential.

Reach Out and Read Wisconsin is our state's affiliate supporting the national, evidence-based program. Parents involved with Reach Out and Read are 2.5 times more likely to make shared reading time a family routine and children's preschool language development is improved by three to six months.

## 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.

## Funding sources

- 49% - Health system contributions
- 24% - Private foundations
- 22% - Individual donations
- 5% - Donated new books



## DONATE TODAY

Help us reach more families! Donate online at [www.chawisconsin.org/ror-donate](http://www.chawisconsin.org/ror-donate) or mail 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.

## Our goal

All primary care clinics serving children in Wisconsin will participate in Reach Out and Read to ensure:

- All parents are supported in building strengths and skills to have healthy families and strong communities.
- Even the youngest children have access to books and parents/guardians who know how to nurture their development.

## How we get there

- Ensure high-quality program implementation at the clinic level.
- Provide ongoing education and training to providers and other clinic staff.
- Raise funds to assist clinics with their book purchases and support our network growth capacity.
- Develop strategic alliances to highlight the importance of investing in our state's youngest children today so they can grow to be our future workforce and leaders of tomorrow.

**Prescription for Reading**

Name: Wisconsin's Children

Date: Every day

**Rx 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 Wisconsin 2018 highlights

Twenty clinics launched Reach Out and Read programs. These clinics will engage parents actively in their child's development and give books to an estimated 8,800 additional children.

Reach Out and Read is a standard of care in nine 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 and Watertown Regional Medical Center. Three more health systems have committed to implementing Reach Out and Read in all of their clinics.

Reach Out and Read Wisconsin Medical Director, Dipesh Navsaria, MPH, MSLIS, MD, spoke at more than 20 state conferences, in-service trainings, public libraries and book festivals, sharing the message that books build better brains and the importance of supporting parents as their children's first and best teachers.

### Awards

- 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





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## Testimonials

"One mother stated, 'I honestly never gave it much thought. I thought of reading just as something we do and I did not know how important it was for the brain development. I will now be sure we read every day.'"

Tina Opelt, NP  
Marshfield Medical Center Neillsville Clinic

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

Naja  
Age 5

"A mother of a 6-month-old baby reacted happily, 'Oh, it's her first book!'"

Kelly Scheder, NP  
Vernon Memorial Healthcare La Farge  
Medical Clinic

## Advisory Council

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

**Ann Cooksey**, Children's Services Supervisor, Appleton Public Library

**Matt Crespín, MPH, RDH**, Associate Director, Children's Health Alliance of Wisconsin

**Jessica Doyle**, Instructor, Edgewood College, 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, MS, ABD**, Former Wisconsin Head Start Collaboration Director

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

**Tanya Misselt**, Director, River Falls Public Library

**CO-CHAIR: Wendy Molaska, MD, FAAFP**, Family Physician, UW Health Cottage Grove Clinic

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

**MEDICAL DIRECTOR: Dipesh Navsaria, MPH, MSLIS MD**, Medical Director, Reach Out and Read Wisconsin and  
Associate Professor of Pediatrics, UW-Madison School of Medicine and Public Health

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

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

**Kari Stroede**, Director, Successful Children's Network, United Way of Greater Chippewa Valley

**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

**Alexandria Rogers**, Project Coordinator

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