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.

Books build better brains
Reading regularly with young children stimulates optimal patterns of brain development and strengthens parent-child relationships at a critical time in child development. These activities build language, literacy and social-emotional skills that last a lifetime. Across the state, Reach Out and Read-trained medical providers use our evidence-based clinical intervention to offer mentoring and positive advice to families. These providers empower parents to incorporate reading aloud into their daily routines and to support them in their role as their child’s first and best teacher.

Reach Out and Read makes an impact. Families who visit a clinic participating in Reach Out and Read are 2.5 times more likely to read aloud to their children. These shared reading times promote positive parent-child relationships, increase children’s language development and help reduce parental stress.

The need continues
In July 2019, we made the tough decision to place a freeze on new clinic applications. This decision was made in the midst of our largest clinic growth in a single year. While we want Reach Out and Read to be available to all children across the state, we do not have the staff capacity to provide the technical assistance and support to any additional clinics while ensuring the continued high-quality delivery of our clinical intervention.

At this time, we are actively seeking funding to hire additional staff and applications are on hold until funding is available.

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
55% - Health system contributions
23% - Individual donations
19% - Private foundations
2% - Special events
1% - Corporate donations

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

Reach Out and Read Wisconsin is the early literacy initiative of Children’s Health Alliance of Wisconsin, affiliated with Children’s Wisconsin.
Our goal
All primary care clinics serving children in Wisconsin will participate in Reach Out and Read to ensure:

• All parents/caregivers will be supported in building strengths and skills to have healthy families and strong communities.
• All parents/caregivers will feel confident in using books as a tool to enhance their child’s development.
• All young children will have access to books and parents/caregivers who will 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.

More clinics, 47, launched Reach Out and Read programs than in any previous year. They will actively engage parents in their child’s development and give books to an estimated 17,600 additional children.

Reach Out and Read Wisconsin 2019 highlights

Dipesh Navsaria, MPH, MSLIS, MD spoke at more than 30 state conferences, in-service trainings, public libraries and book festivals, sharing the message that books build better brains and the importance of supporting parents in everyday moments that foster early brain and children development.

Health System-support
In addition to the infrastructure support we receive from UW Health American Family Children’s Hospital and Children’s Wisconsin, we would also like to thank Aspirus Health Foundation, Aurora Health Care and ThedaCare for their contribution to our statewide efforts.
Testimonials

“I learn things that my brain will always know.”
Naja
Age 5

Sharyl Paley, MD
Children’s Wisconsin
Camp Interlaken JCC medical director

“Reach Out and Read enhances my practice by allowing me to better access a child’s developmental progress.”
Danielle Gindlesberger, MD
SSM Health Sun Prairie

Advisory Council

Emilia Arana, MD, Director of Pediatrics, Sixteenth Street Community Health Centers
Ann Cooksey, Children’s Services Supervisor, Appleton Public Library
Matt Crespin, 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, Medical Director, Waukesha Family Medicine Residency Program, Waukesha Family Practice Center
CO-CHAIR: Linda Leonhart, MS, ABD, Former Wisconsin Head Start Collaboration Director, retired
Tessa Michaelson Schmidt, Youth and Special Services Consultant, Wisconsin Department of Public Instruction
Tanya Misselt, MSLIS, Library Director, River Falls Public Library
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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

Testimonials

“I so love the Reach Out and Read program. My families love it! The kids are so excited to get a book and it is adding new excitement and a different way to ask questions into my day.”

Sharyl Paley, MD
Children’s Wisconsin
Camp Interlaken JCC medical director