



Ten Important Things to Know About Participating in Reach Out and Read

- 1. Reach Out and Read is a simple, evidence-based intervention that takes place between medical providers and families with young children to encourage the positive parent/children interactions that support early brain development through a focus on sharing books.** At a Reach Out and Read site, pediatric providers have been trained about the importance of reading aloud starting at birth and are advocates for family bonding. Providers enter the exam room with a developmentally-appropriate book in hand and give it to the child at the start of the visit, taking the opportunity to discuss with caregivers the importance of reading aloud as well as modelling it in the exam room.
- 2. Literacy-rich waiting rooms are a key part of the Reach Out and Read model.** The Reach Out and Read model begins before the Well-Child Visit when a family enter the clinic. Clinics can use posters, waiting room libraries, volunteer readers, and murals to promote family engagement and literacy even while families wait. We are aware that sometimes it is not possible to create a literacy-rich waiting room.
- 3. The Reach Out and Read internal website, myROR.org, is a critical tool that will help in the implementation of Reach Out and Read at a program site.** As a Reach Out and Read site, you will use myROR.org to train your providers, submit progress reports, and order books. Please make sure that the Site Coordinator and all medical providers have an account on myROR.org.
- 4. The Reach Out and Read intervention is designed for children 0-5 years old.** Currently, Reach Out and Read sites are only required to provide books and advice to families with children 6 months – 5 years old, although providers should be talking with parents/caregivers about the importance of talking, singing, reading and playing with their infants right from the newborn visit. However, in alignment with a [policy statement from the AAP](#), which suggests that the model should be used starting in infancy, we encourage you to provide books for families with infants at every opportunity.

5. **Reach Out and Read works best when ALL providers are trained.** Prior to activation of the site, we require that 75% of providers that will be participating in Reach Out and Read complete the training, and that all new providers subsequently added do so as well.
6. **Reach Out and Read sites have different levels of support.** Some Reach Out and Read sites are located in areas with a local Reach Out and Read Affiliate that can help provide books and conduct in-person meetings for deeper support. “Independent” sites are not located in these areas and receive support from the National Center in Boston. Although we typically cannot provide funding or conduct in-person visits, we can answer logistical questions, share best practices, and provide many other services.
7. **Reach Out and Read sites are responsible for raising their own book funds unless otherwise indicated by their local Affiliate leader.** Unfortunately, Reach Out and Read does not have the capacity to provide full book funding to sites. When applying to Reach Out and Read, sites are required to have *at least* one year’s worth of funding available.
8. **Reach Out and Read partners with our approved vendors, Scholastic and All About Books, to provide high-quality, low-cost books for Reach Out and Read sites.** As part of our partnership, Scholastic and All About Books will send you an annual catalog designed specifically for Reach Out and Read sites with books at reduced prices.
9. **Reach Out and Read sites are required to complete a progress report to maintain their “Active” status as a site.** Twice yearly progress reports are a valuable tool that we use to evaluate our reach and assess whether a site is actively participating.
10. **Reach Out and Read should be implemented clinic-wide.** At the most effective Reach Out and Read sites, the message is reinforced throughout the clinic. All staff engage in responsive interactions with the child, encourage excitement about the book, and support the importance of shared reading with caregivers.

If you have any questions, please contact info@reachoutandread.org or, if you are supported by a Reach Out and Read Affiliate, your Affiliate contact/Program Manager.