



## Reach Out and Read (ROR) in Nebraska

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Reach Out and Read gives young children a foundation for success by incorporating books into pediatric care and encouraging families to read aloud together.



We serve **4.5 million children** each year.



Over **40,000 medical providers** participate in our program.



We give out **7 million books** annually.

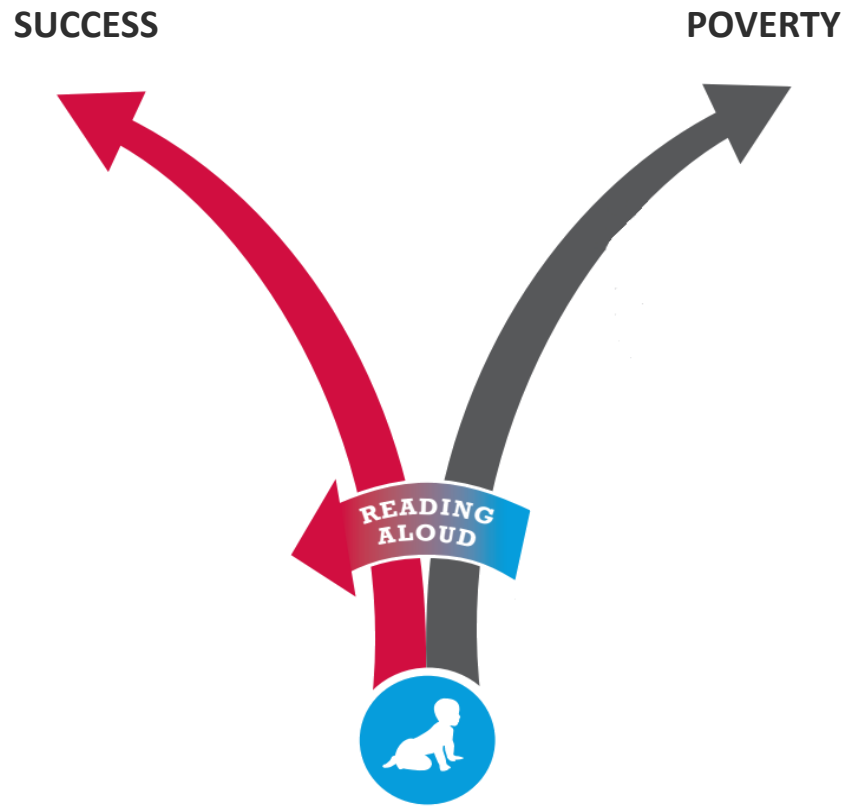


We have **6,000 program sites** nationwide.

## Currently...

- ROR is delivered at over **29,000 Well-Child Visits** annually in Nebraska
- Over **24,000 books** are distributed to Nebraskan children on an annual basis
- There are **23 ROR sites** across the state
- There exists ample room for **growth and expansion** across the state

- What happens during the first few years **sets the stage** for the rest of a child's life.
- Reach Out and Read helps parents to become their young child's first, and most important, teacher.





Reach Out and Read-trained doctors and nurse practitioners:

- **talk with parents** about how important it is to read aloud and engage with their young children
- **show them** how to look at books and talk about the stories with their infants, toddlers, and preschoolers



- **encourage them** to cuddle up and read together at home and build routines around books
- and then **give a new book** to the child to take home and keep

The book is given at the beginning of the visit and used as a **developmental surveillance tool**.





# Why Primary Care Providers?

Medical providers have **early access** to families and are a **trusted source** of information.



**91%** of children under age 5 see their doctor at least once a year.

By embedding our model in the **existing healthcare system**, our model is **cost-effective** and **scalable**





# Extensive peer-reviewed research shows that families served by ROR:





- Reach Out and Read is **endorsed by the American Academy of Pediatrics**. In 2014, the American Academy of Pediatrics issued a landmark policy statement promoting literacy as “*an essential component of pediatric primary care*” for all children.
- The policy references Reach Out and Read as an effective intervention to engage parents and prepare children to achieve their potential in school and beyond.
- Significantly, this statement realized a **long-term aim** of Reach Out and Read to integrate early literacy promotion as a routine practice in well-child checkups.



- ROR sites have access to books and materials in over **20 languages** (and are ever expanding the selection!)
- We are committed to offering books that act as **windows, mirrors, and sliding glass doors** for the families we serve

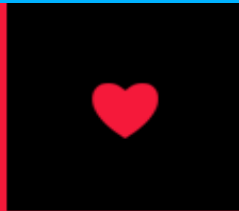


- **Background:**

- **NEP-MAP:** Nebraska Partnership For Mental Healthcare Access In Pediatrics
- **You Go Girl:** Encouraging girls and women through unique experiences

- **Project Goals:**

- At the local, PCP-practice level: Engage in outreach to primary care practices in rural and underserved areas of the state to expand the presence of Reach Out and Read to the children and families who need it most while also offering programmatic and book support to existing ROR sites as needed.
- At the state and systems-level: Work with stakeholders and partners to build a sustainable Reach Out and Read State Affiliate, especially serving practices in rural and underserved areas and communities.



I AM STRONG.  
I LOVE MYSELF.  
MY DREAMS ARE  
**ACHIEVABLE.**



#yougogirlomaha









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## CONNECT

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## INVITE



