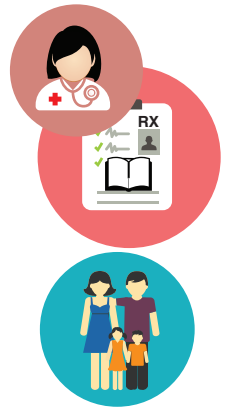


Reach Out and Read and Smart Start



In 2011, The North Carolina Partnership for Children and Reach Out and Read began working together to help our state's youngest children develop an early love of reading.

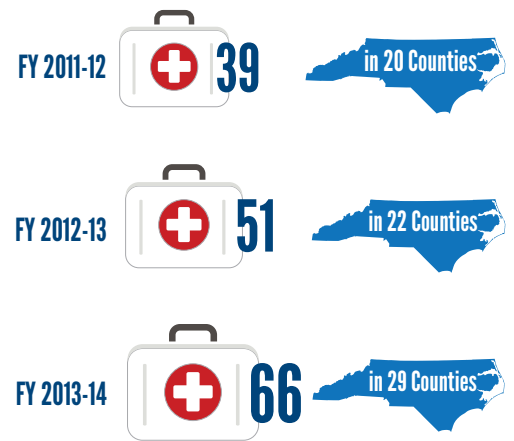
For North Carolina's families, that means assisting parents in developing habits of daily reading, providing free books for children to keep, and filling waiting rooms in pediatrician offices with books.

Reach Out and Read is a national program that supports doctors in their efforts to "prescribe" reading to young children and families during well-child visits through early literacy guidance. In NC, the program serves more than 140,000 children each year. Working with the network of Smart Start partnerships across the state, the program has continued to expand every year:

Number of children participating in Reach Out and Read through Smart Start.



Number of medical offices participating in Reach Out and Read.



Families participating in Reach Out and Read are:

61% more likely to be reading to their children every day than families new to the program.

92% more likely to be using recommended reading strategies with their children.



New = Families on their first well-child visit

Returning = Families returning to the doctor participating in ROR