



where great stories begin™

## Doctors partnering with families to build language, literacy, and social-emotional skills that prepare children for kindergarten.



Increase state investment in Reach Out and Read to \$500,000 per year to sustain services for 100,000 children birth through five and their families.

**When doctors give children books and teach their parents to support language and literacy at home, children develop critical early language and literacy skills that set the stage for reading proficiency.**

### THE OPPORTUNITY GAP STARTS WITH BABIES

- Children of color and those living in low-income families are less likely to be ready for kindergarten
- Brain development is most rapid in the first 3 years of life, when most children are not in formal care
- By 9 months, skill differences are measurable
- By 3 years, there is a 30 million word gap between what children in low vs. high income families hear
- Pre-kindergarten literacy skills are critical milestones toward 3rd grade reading proficiency

### PARENTS AND DOCTORS ARE PARTNERS IN AN EARLY LEARNING SYSTEM SOLUTION

- Parent-child relationships at home provide the foundation for children's healthy development
- All children in Washington have access to preventive health care, and parents trust children's doctors
- Leveraging the healthcare system enables rapid, economical, and sustainable program growth
- Providing a free program "where families are" ensures easy and widespread access

### REACH OUT AND READ IMPROVES CHILD OUTCOMES AT A POPULATION SCALE

- 25 years of experience and 15 research studies show that participating parents read aloud more often, and children have improved language and literacy skills
- Rapid growth across diverse cultures has resulted in a program serving 100,000 children and their families: 69% low-income, 44% children of color, and 26% with a home language other than English

### INVESTMENT SUPPORTS A STATEWIDE SYSTEM DELIVERING:

- New books for young children and their families
- Professional Development for medical providers
- Monitoring, Evaluation, and Technical Assistance
- Alignment with Early Learning and K-12 systems

### STRATEGY IS SCALABLE AND ECONOMICALLY FEASIBLE

- Program cost is only \$17 per child per year because each \$1 invested leverages \$8 in services contributed by the medical practice
- Increased funding is needed to help sustain systems developed with temporary federal funding
- State funding leverages private investment at state and community levels

### SUPPORTERS INCLUDE:

- The American Academy of Pediatrics
- The Early Learning Action Alliance
- The League of Education Voters
- Over 1,450 medical providers in 31 counties



**"The League of Education Voters works on all aspects of public education, and we focus on what works. Reach Out and Read is the perfect example of what works for kids. The medical community's support and partnership in supporting literacy is critical, effective and proven. Few other efforts can show the return on investment that Reach Out and Read can."**

**– Frank Ordway, Government Relations Director  
League of Education Voters**