TARGET AUDIENCE

This program is delivered to parents of children who are 6 months to 5 years old and is intended to impact the reading behavior of parents and their children.

SUMMARY

Reach Out and Read (ROR) is an early literacy program in which trained medical staff, during well-child appointments, discuss with parents the benefits and advantages of reading aloud to their children. For further encouragement, developmentally suitable books are given to the child during these well-child check-ups.

EVIDENCE

Two randomized controlled trials (RCT) and multiple quasi-experimental studies have been conducted on the ROR program. Overall, results indicate that the ROR program is effective at increasing parents' attitudes toward reading with their children, number of books in the household, children's reading behaviors, and children's receptive and expressive language when compared to a control group.

COMPONENTS

The ROR program is designed to familiarize children with and engage children in age-suitable reading habits. There are four main components to the ROR program. Two components occur prior to the well-child visit, and two take place while family members are seeing the physician.

While families wait to see their pediatrician, staff members or volunteers do the following:

- Sit with the children and model reading activities;
- Discuss the importance of reading to families.

While parent(s) and child are seeing the pediatrician, the doctor does the following:

- Counsels the family regarding the importance and fun of reading;
- Gives the family developmentally suitable books to invite reading.

PREVIOUS USE

The ROR program has been implemented throughout the United States for more than 25 years and serves approximately 4.7 million children and their families through more than 5,800 sites per year. This program has been used by all branches of the military.
Reach Out and Read (ROR)

TRAINING

A site must be approved for program implementation by the ROR Application Review Committee. Once a site is approved, medical providers receive their own login information to complete an online training course. Please email startup@reachoutandread.org for more information on how to become a program site.

CONSIDERATIONS

Considerations for implementing this program include understanding clinics will need to apply to become an approved site for ROR, realizing medical providers will need to take and pass the online training, recruiting individuals to fill the roles of medical consultant and program coordinator (i.e., medical providers may fill both of these roles in small practices), obtaining buy-in from medical providers and parents, and acquiring books for children.

The Clearinghouse can help address these considerations. Please call 1-877-382-9185 or email Clearinghouse@psu.edu

IMPLEMENTATION

If you are interested in implementing the ROR program, the Clearinghouse is interested in helping you! Please call 1-877-382-9185 or email Clearinghouse@psu.edu

TIME

Time to implement the program is minimal and will vary depending on medical providers and clients.

COST

The cost of the program consists of the Annual Book Commitment. This can be calculated by the annual number of well-child visits for children 6 months to 5 years old multiplied by $2.75, which is the average cost of an ROR book. According to the program website, $100 will support one child for the complete program.

EVALUATION PLAN

To move the ROR program to the Effective category on the Clearinghouse Continuum of Evidence at least one external evaluation must be conducted that demonstrates sustained, positive outcomes. This study must be conducted independently of the program developer.

The Clearinghouse can help you develop an evaluation plan to ensure the program components are meeting your goals. Please call 1-877-382-9185 or email Clearinghouse@psu.edu

CONTACT

Contact the Clearinghouse with any questions regarding this program. Phone: 1-877-382-9185 Email: Clearinghouse@psu.edu

You may also contact Reach Out and Read National Center by mail 89 South St, Suite 201, Boston, MA 02111, phone 1-617-455-0600, fax 1-617-455-0601, email info@reachoutandread.org, or visit www.reachoutandread.org/about-us/contact-us/

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www.reachoutandread.org

www.militaryfamilies.psu.edu

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