

# Reach Out and Read in Oklahoma

Promoting Early Brain Development and  
School Readiness For All Children

October 26, 2016



# Reach Out and Read



## Mission

Reach Out and Read gives young children a foundation for success by incorporating books into pediatric care and encouraging families to read together. Because children from low-income families tend to enter school less prepared to learn, our efforts target children growing up in low-income households.

## Vision

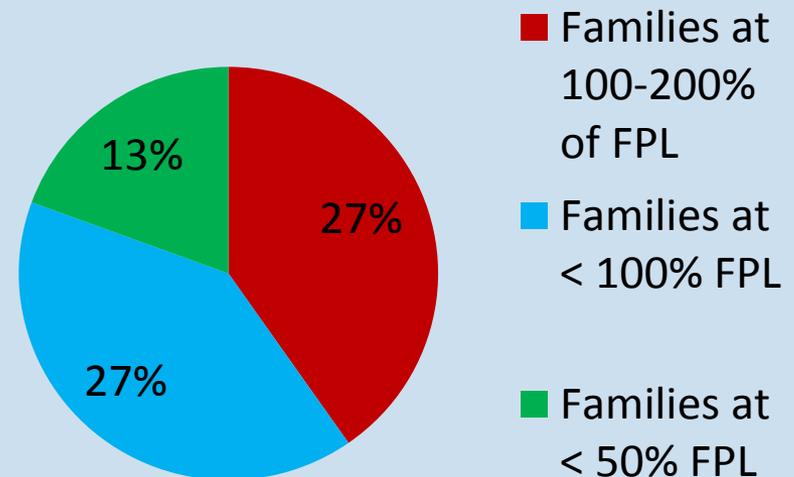
We are working toward the day when all children in Oklahoma enter kindergarten supported by highly engaged parents, performing at grade level, and prepared to excel.

# The Need

- 305,976 children under age 6
- Federal Poverty Level of \$23,850 in 2014
- 82,814 children 100-200% FPL
- 82,814 children <100% FPL
- 39,777 children in extreme poverty at < 50% FPL

(National Center for Children in Poverty – 2014)

## Children in Poverty



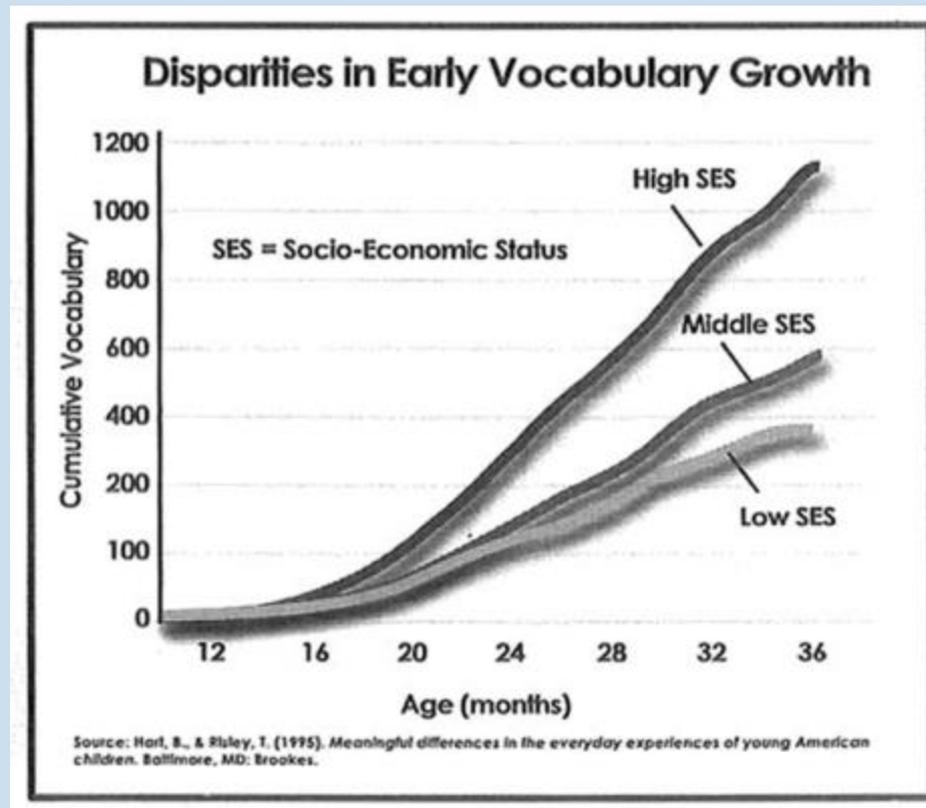
# Reading Performance

- In Oklahoma, 77% of all 4<sup>th</sup> graders living in low-income households cannot read at even a basic level (NAEP 2015).
- The roots of this underperformance begin before children ever attend their first day of school.
  - More than a third of children will start school without the basic language skills they will need to learn to read.
  - Tragically, 88% of children who are still behind in the 1<sup>st</sup> grade will never catch up to their peers, and are much more likely to fail, make poor choices, and later drop out (Juel, 1988).



# Meaningful Differences in the Everyday Experience of Young Children

## Hart and Risley (1995)



# The Solution: Our Three-Part Model

## Pediatrician Guidance

In the pediatric exam room, pediatricians speak to parents about the importance of reading aloud to their children every day, and offer age-appropriate literacy tips and encouragement.

## Prescribe a Book

The book is used as a clinical tool to encourage parents to read aloud, to give them a simple, practical way of spending time and engaging in conversation with their young children.

## Literacy Rich Waiting Rooms

The practice is made into a literacy-rich environment with posters, gently used books, library information and volunteer readers where feasible.



# AAP Policy Statement

## Recommendations for Pediatricians

1. Advising all parents that reading aloud with young children can enhance parent-child relationships and prepare young minds to learn language and early literacy skills
2. Counseling all parents about developmentally appropriate shared-reading activities that are enjoyable for children and their parents and offer language-rich exposure to books, pictures, and the written word
3. Providing developmentally appropriate books given at health supervision visits for all high-risk, low-income young children
4. Using a robust spectrum of options to support and promote these efforts
5. Partnering with other child advocates to influence national messaging and policies that support and promote these key early shared-reading experiences.



# Medical Providers Deliver the Program

More than 270 medical providers in Oklahoma who are trained in Reach Out and Read's literacy model voluntarily deliver our program.



Mission and Vision

Model

Where We Are Now

The Role for Growth  
Capital

A Critical Investment in  
Children

# How We Reach Children and Families

- **Consistent Access**
  - Pediatric care providers have unique access to parents.
  - 96% of children ages 6 months through 5 years visit a healthcare provider at least annually.
- **Valued Relationship**
  - Parents view pediatrician as a trusted advisor.
- **Early Engagement**
  - Program engages children early, during the critical period of brain development from birth to age 5.

# Evidence-Based Program

Fifteen published, peer-reviewed research studies support the efficacy of our model, a more extensive body of research than for any other psychosocial intervention in general pediatrics.

## Proven Effects on Children

- Enter kindergarten with:
  - larger vocabularies,
  - stronger language skills,
  - a six-month developmental edge, and
  - a high-quality home literacy environment.\*

## Proven Effects on Parents

- Demonstrate significant change in:
  - how frequently they read to their children, and
  - beliefs and attitudes toward reading aloud.

\*relative to comparable SES control groups.

# Reach Out and Read Oklahoma

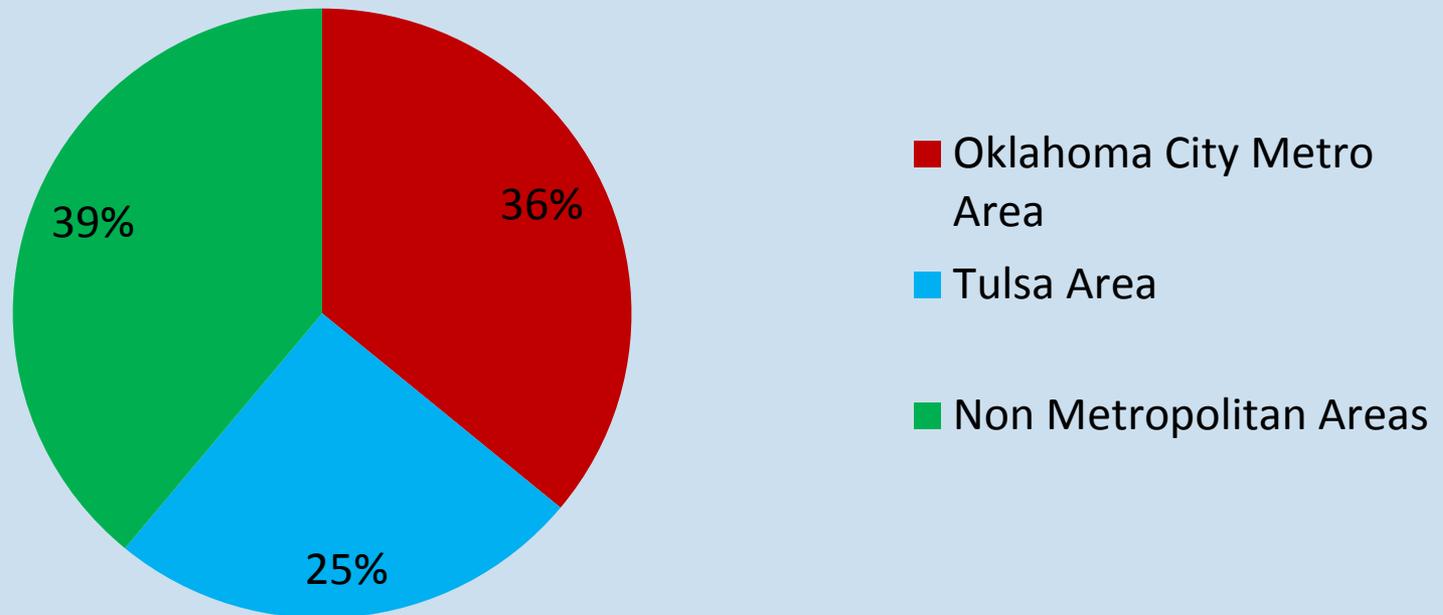


- 75 clinical locations
- 45,114 children participate annually
- 71,150 new books distributed annually



# Where we are in Oklahoma

## Site Locations



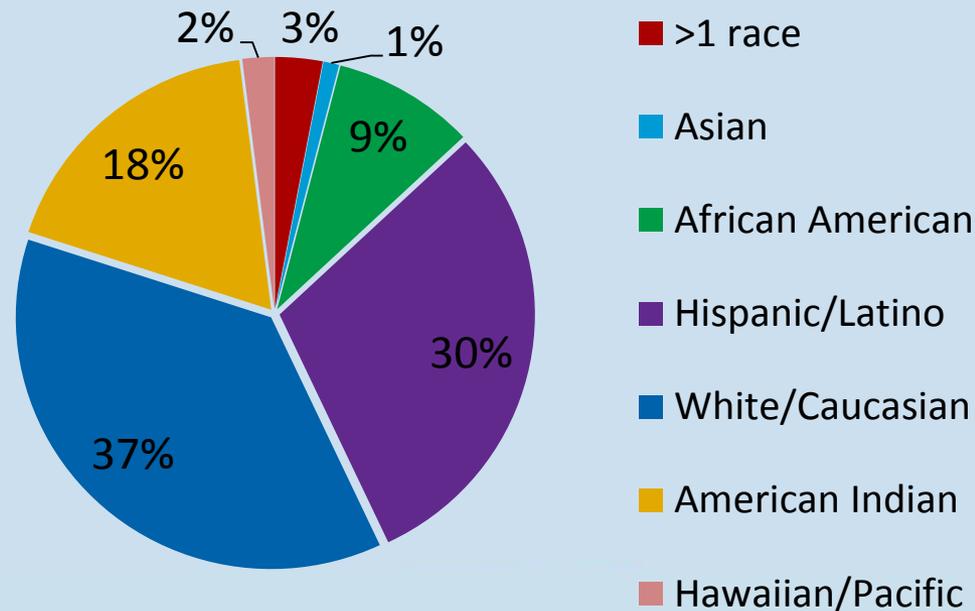
# High Risk Oklahoma Counties

- Harmon
- Adair
- Texas
- Sequoyah
- Kay
- Pushmataha
- Okfuskee
- McCurtain
- Blaine
- Leflore
- Delaware
- Muskogee
- Beckham
- Craig
- Seminole
- Cherokee
- Tillman
- Choctaw
- Okmulgee
- Johnston
- Custer
- Harper
- Coal
- Pittsburg
- Marshall
- Caddo
- Atoka
- Hughes
- Bryan
- Oklahoma
- Love
- Carter
- Woodward
- Jefferson
- Kiowa
- Ottawa
- Jackson
- Pontotoc
- Cotton



# Who We Serve: Oklahoma

- In Oklahoma, we serve more than 45,000 children ages 6 months through 5 years, as well as their parents and families, through programs located in 75 hospitals and health centers.
- We focus on low-income communities, so most of our children live below 200% of the Federal Poverty Level (FPL).



# Why Early Literacy Matters

Early Language and Literacy Skills



Kindergarten readiness



3<sup>rd</sup> grade Reading Proficiency



Graduation from High School



Path to success in school and life

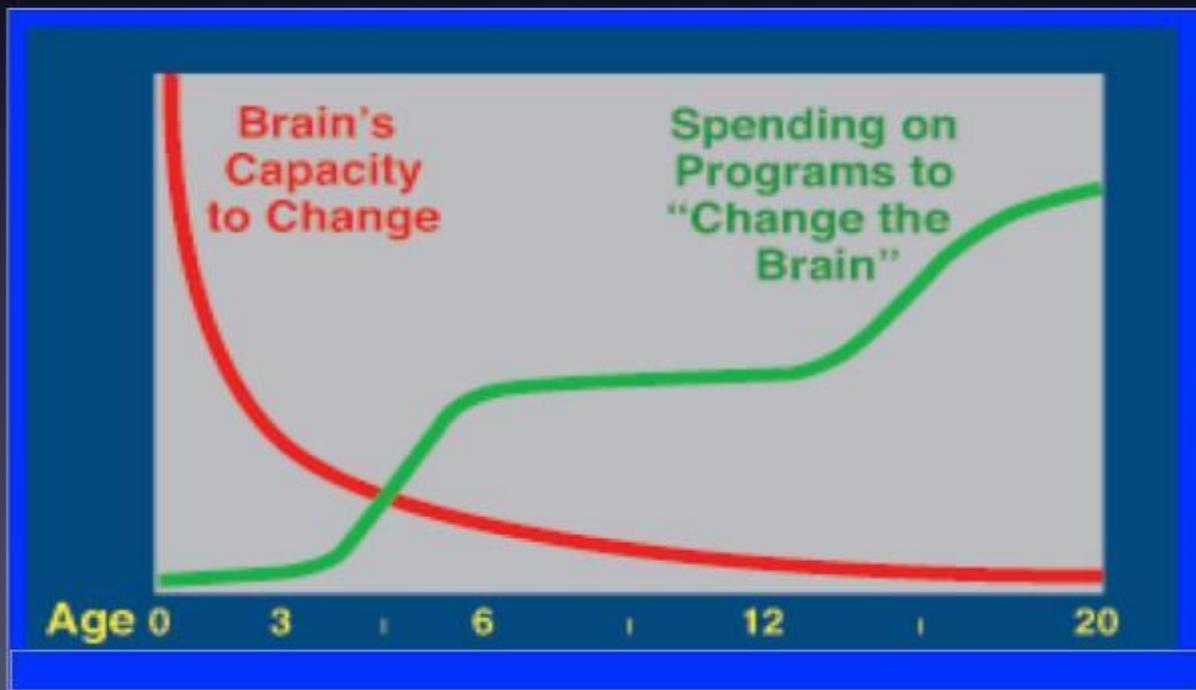


# Current Challenges

- ROR Oklahoma has grown rapidly over the last 2 years
- Our infrastructure needs to keep pace with the growth
- Not all sites can fundraise for themselves



# Public Investment in Children by Age



# Looking Forward

- Help recruit a provider in your area to become a Reach Out and Read site
- Advocate for state funding
- Sponsor a clinic in your area
- Hold a book drive
- Volunteer at a clinic



# Leadership

- Lori Lake, M. Ed.- State Director
- Marny Dunlap, M.D.- State Medical Director
- Amy Emerson, M.D.- Medical Champion



# Questions?

- Lori Lake, M.Ed.- State Director of Reach Out and Read OK

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