

Reach Out and Read Colorado Talking Points for Clinics

National

- Reach Out and Read (ROR) is a national pediatric early literacy program founded in 1989 at Boston City Hospital (now Boston Medical Center).
- ROR trains doctors and nurses to advise parents about the importance of reading aloud and to give new, developmentally appropriate books to children at pediatric check-ups from six months to five years of age.
- Doctors and nurse practitioners so successful at promoting early literacy because they regularly interact with young children and their parents at well-child checkups. Also, because parents trust and respect the guidance they receive from pediatricians, parents realize the importance of the message.
- Nationally, ROR serves 3 million kids annually and distributes 4.9 million books.
- Over 50,000 pediatricians, family practitioners, nurses, residents, and healthcare providers have been trained in the ROR model of early literacy intervention.
- There are 3,797 ROR programs based on the ROR model at clinics, hospitals, and health centers in all 50 states, Guam, Puerto Rico, the U.S. Virgin Islands and the District of Columbia.
- Reach Out and Read is endorsed by the American Academy of Pediatrics.

In Colorado

- Reach Out and Read Colorado was founded in 2004 by librarian Ann Logan and pediatrician Dr. Steve Vogler as a coalition of Colorado's Reach Out and Read sites. ROR CO is a 501(c)(3) non-profit organization and all contributions are tax-deductible.
- Statewide, Reach Out and Read serves 81,000 kids and distributes over 135,000 new books annually.
- To date, over 700 pediatricians, family physicians, physicians' assistants, residents and nurse practitioners have been trained in the ROR strategy of early literacy guidance.
- There are over 120 ROR sites in Colorado with more being added each month.
- There are over 50 community volunteers reading aloud in clinic waiting rooms.
- 51% of children living in poverty in Colorado receive ROR books.

About Our Clinic

- Our clinic has participated in Reach Out and Read since _____.
- Each year, we distribute _____ books to _____ children.
- _____ healthcare providers have been trained in the ROR model.
- IF APPLICABLE: Our clinic has a literacy rich waiting room and _____ volunteer readers.
- For additional information about our clinic, please contact:

at _____.

