

Enhancing Early Literacy with Reach Out and Read



Reach Out and Read

Reach Out and Read is a national nonprofit that partners with pediatric healthcare providers to prescribe reading and give children ages six months to five years old a new, developmentally-appropriate book at each check-up. This ensures families are reading together as soon as possible.



Literacy-Rich Waiting Rooms

One way ROR aims to encourage literacy is to help clinics create and maintain "literacy-rich waiting rooms," which are spaces with gently-used books for patients to take home and an inviting atmosphere to encourage reading before appointments. We partnered with ROR Colorado to improve the waiting room spaces for an urban and a rural clinic. We wanted to help bring more books, color, and resources to these spaces.



Rockstar Clinics

We interviewed successful clinics to understand what a literacy-rich waiting room needs. This informed our work with the two clinics we supported. We learned about diverse, colorful art, cleaning practices, and space layout.



Community Partners

We connected with local organizations, Girl Scout troops, youth groups, churches, and schools to collect books and supplies for the clinics. Bringing awareness of ROR to these groups will help sustain future donations.



Library Partners

We partnered with the local libraries to provide information on library services and resources to share in the clinics and create a lasting community contact to extend the ROR mission beyond the waiting rooms.



Best Practices Guide

We compiled what we learned from clinic interviews and the work we did with the clinics we supported into a best practices guide for Reach Out and Read partner clinics to use nationally. We hope this guide will bring new ideas to help encourage literacy among families.

