


Reach Out and Read and Smart Start

Reach Out and Read is a national program that supports doctors in their efforts to “prescribe” reading to young children and families during well-child visits through early literacy guidance.

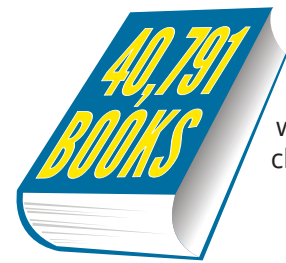
In 2011, The North Carolina Partnership for Children and Reach Out and Read began working together to help our state’s youngest children develop an early love of reading. For North Carolina’s families, that means assisting parents in developing habits of daily reading, providing free books for children to keep, and filling waiting rooms in pediatrician offices with books

In fiscal year 2015-16, this meant that:

43,537 children were served by Reach Out and Read through Smart Start.  = 100 children



79 medical clinics in **45 Counties** participated in Reach Out and Read.



were given to children.

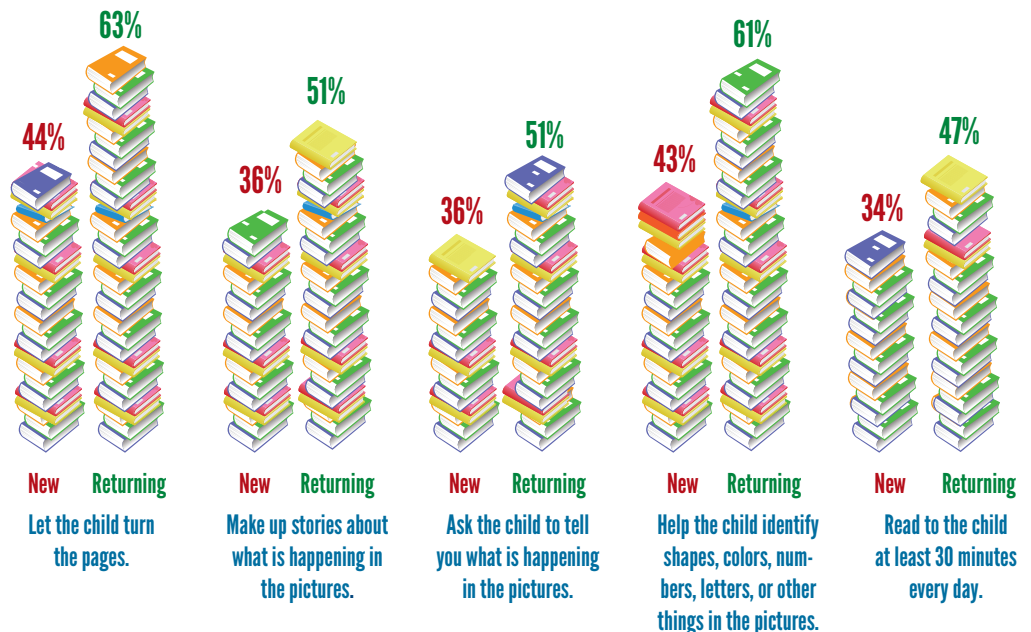
This means more parents were engaging in reading with their children. Early literacy skills are critical for the development of healthy minds and bodies, and enable our children to enter kindergarten prepared to succeed with larger vocabularies and stronger language skills.

Returning Reach Out and Read parents are:

97%

more likely to already be using one or more recommended reading strategies with their children.

New and returning Reach Out and Read parents who use recommended reading strategies



New = Families on their first well-child visit

Returning = Families returning to the doctor participating in ROR



To learn more visit:
www.smartstart.org &
www.rorcarolinas.org

