



Reach Out and Read Washington State

Reading is Doctor-Recommended

ACTION REQUESTED: Continue state funding for Reach Out and Read Washington State (in Department of Early Learning's 2011-13 biennial budget at \$300,000)



"Beautiful board and story books are as much a part of my 'doctor bag' as my stethoscope and reflex hammer. Reach Out and Read is fun, cost effective, and most importantly, it works!"

Dr. Mary Ann Woodruff
Tacoma, WA

Current Impact

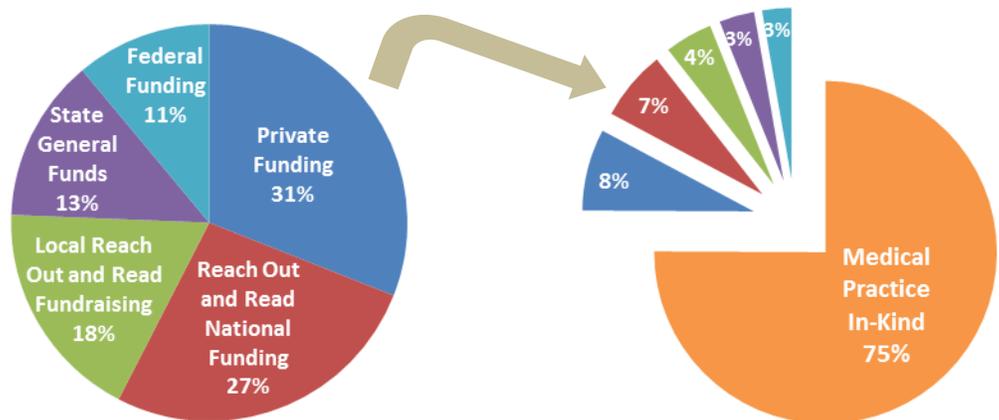
- Serving over 81,000 children and families each year
- Growth from 52 to 127 practices
- Programs in 28 counties
- More than 800 medical providers
- Supporting culturally diverse populations, including programs in 51 community health centers, 16 tribal locations, and 4 military facilities



Reach Out and Read supports parents as their child's first teacher with an evidence-based early literacy program in doctors' offices. At each check-up from age 6-months through 5-years, medical providers give the child a brand new book and encourage parents to read aloud at home, offering individualized, age-appropriate advice and support. *Early language and literacy skills are essential for healthy development and school readiness, yet only half of children entering kindergarten in Washington State have age-appropriate language, literacy and communication skills (WaKIDS pilot).* Part of the Washington State Early Learning Plan, Early Literacy, including Reach Out and Read, is a priority 2011 Strategy for the Department of Early Learning (DEL), OSPI and Thrive by Five.

State Investment in Reach Out and Read is Leveraged 7-fold

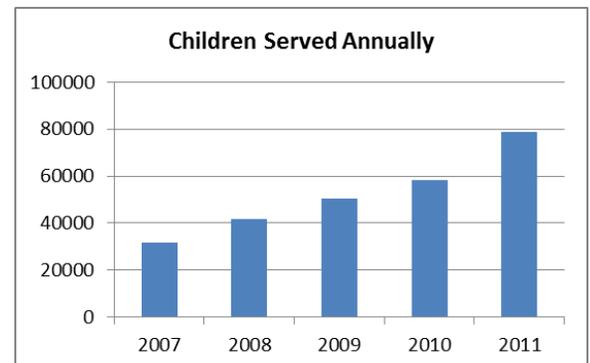
- State General Funding is only 13% of the funding "pie" but leverages more than 1.5 times its value in local fundraising, and twice its value in both private and national funding. **Without state funding, all other funding sources are at risk.**
- Public and private funding leverages three times its value in donated professional services. **\$300,000 in state funding leverages over \$6.8 Million in services.**
- **A sustainable, evidence-based early learning program, Reach Out and Read's total cost is less than \$15/child/year, with state investment about \$2/child/year.**



Reach Out and Read is a Research-Proven Program Parents Want

- Educational research is clear - the most important thing parents can do to help prepare their children to succeed in school is to read aloud with them when they are young
- 14 published research studies have shown Reach Out and Read's effectiveness: parents read aloud more often; children show significant improvement in language skills
- Washington parents want information about reading, and trust early learning information from their child's health care provider more than any other source (DEL 2008)

Doctors supporting children and parents across Washington with a high quality, proven early learning program. Through public and private partnerships Reach Out and Read has doubled the services provided to parents and children with this cost-effective, evidence-based, proven program.



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